

**Radio 1975: billings heading for new record**  
**Radio 1974: billings up but profits down**

# Broadcasting Nov 10

The newsworthy of broadcasting and allied arts

Our 45th Year 1975

MORNINGSIDE COLLEGE  
LIBRARY  
SIOUX CITY, IOWA

November 10, 1975

NEWSPAPER



## Bump with us.

The prize-winning KSTP Bumper Sticker. Hundreds of thousands all over town. Everywhere you look. The most popular bumper sticker the Twin Cities have ever seen. The bump crowd and other young adults stick with KSTP.

The KSTP bumper sticker is just another example of how the team of Hubbard Broadcasting stations across our great land is leading the way. In public service programming, with the award-winning Black Forum on WTOG-TV/Tampa-St. Petersburg. In Eyewitness News dominance by KSTP-TV and KOB-TV/Albuquerque. In sports with exclusive play-by-play coverage of the Vikings on KSTP-AM.

So for media strategies that lead, choose the winning ways of the Hubbard Broadcasting team. Now with over 50 years of broadcast leadership.

## Hubbard Broadcasting

INC

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|-------------------------------------|-------------------------------------|-------------------------------------|-----------------------|-----------------------|-----------------------|-------------------------------------|-------------------------------|
| KSTP-TV<br>Minneapolis-<br>St. Paul | KSTP-AM<br>Minneapolis-<br>St. Paul | KSTP-FM<br>Minneapolis-<br>St. Paul | KOB-TV<br>Albuquerque | KOB-AM<br>Albuquerque | KOB-FM<br>Albuquerque | WTOG-TV<br>Tampa-<br>St. Petersburg | WGTO-AM<br>Cypress<br>Gardens |
|-------------------------------------|-------------------------------------|-------------------------------------|-----------------------|-----------------------|-----------------------|-------------------------------------|-------------------------------|

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TIME-LIFE TELEVISION presents

# Money e w inserts

A New Programming Service for Newscasters from Time-Life

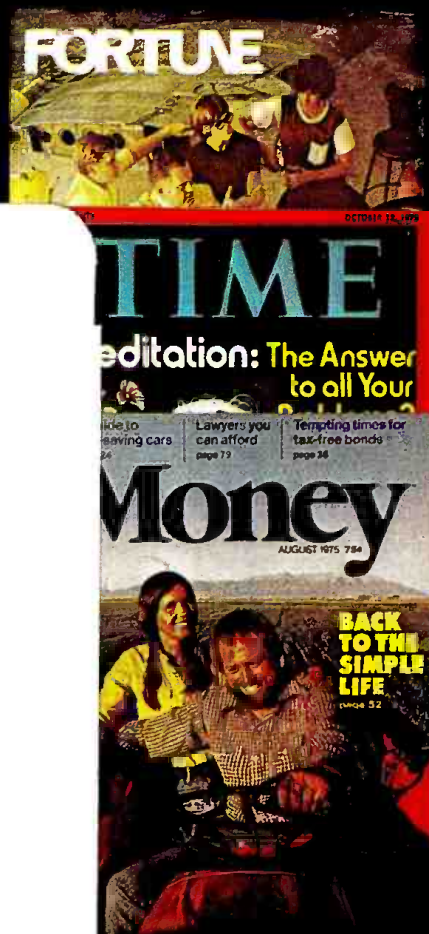
90 to 120-second  
right at home in  
a week, 52 weeks

Useful is what MONEY  
help your viewers say  
That's especially valuable

Using the resources of  
FORTUNE, TIME and MONEY  
will provide your viewers with  
practical subjects as home  
bill and up to 60% on  
used car and what to

For market availability  
vision Regional Sales

Broadcasting  
Nov. 10, 1975



## TIME LIFE TELEVISION

TIME & LIFE BUILDING  
NEW YORK, N.Y. 10020  
(212) 556-7783

ATLANTA • CHICAGO • LOS ANGELES  
(404) 659-8050 (312) 467-9700 (213) 385-8151

# Our news program is good and bad

New York has a new 10 o'clock news, and its first Monday thru Friday evening TV anchorwoman. Pat Harper and Joe Harper lead a local news team that digs as hard for the good news as for the bad. We try to remember that the good things that happen are as newsworthy as the bad. Viewers can watch an hour of WPIX Action News and still walk away from their TV set feeling pretty good. Our business is news, not melodramatics.



WPIX **Action News** 10 O'CLOCK **II**

The other ten o'clock news in New York

# Business Briefly

## MORNINGSIDE COLLEGE LIBRARY SIOUX CITY, IOWA

**Columbia Pictures** [L] In support of new comedy film, "The Black Bird," starring George Segal, Columbia is scheduling two-week campaign on three TV networks consisting of 25 prime-time announcements. Spots will begin running Dec. 21. Bolstering network buy is spot-radio effort in major markets in a two-week period. Spot-TV campaign also is being contemplated. Grey Advertising, New York, is seeking adult audience.

**Carling National Breweries** [L] As a result of merger of Carling Brewing and National Brewing Co. into new company called Carling National Breweries, Baltimore, W.B. Doner & Co., Baltimore, has been appointed agency for all brands of National Brewing. Doner has been agency for National Brewing's Colt 45, National Premium, Malt Duck, National Bohemian and various regional brands. Now it adds Carling Black Label, Red Cap Ale, Tuborg, Carlsberg and Heidelberg, whose billings are estimated at \$4-\$5 million, heavily in broadcast. Carling previously was handled by Caledon Agency, Toronto.

**Shurfine-Central Corp.** [L] In what Independent Television Corp. calls "the largest regional sale in syndication in the past 10 years," Shurfine food distribution (canned goods, noodles, flour, sugar, etc.), through its agency, Norman, Navan, Moore & Baird Inc., Grand Rapids, Mich., has bought four hour-long ITC off-network musical specials starring Julie Andrews. Shurfine will factor in its spots to five commercial breaks in each special and then buy time in 73 markets encompassing 23 states, with first special slated for March 1976. Markets include Dallas, Atlanta, Denver and Indianapolis. Commercials will focus on dealer promotion, with recipe offers as main ingredient.

**Stouffer Foods** [L] New, undisclosed product from prepared-foods division of Stouffer Foods, Solon, Ohio, will make its debut in three-week campaign beginning Dec. 1, handled by Ketchum, MacLeod & Grove, Pittsburgh. Fringe 30's geared to women, 25-54, are scheduled in substantial number of markets.

**Ronson Corp.** [L] Famous bearded characters in history will introduce Roni

shavers in campaign to run four weeks beginning Nov. 26. Fringe 30's depict spokesmen with half beard shaved saying, "I just couldn't help myself." Norman, Craig & Kummel, New York, is agency for Ronson, Woodbridge, N.J.

**Hanes Corp.** [L] Winston-Salem, N.C., manufacturer of hosiery is introducing new product, Underalls, and will test it via spot-TV in Orlando, Fla., and Syracuse, N.Y., starting this week. Underalls, which combine pantyhose and panties, will be advertised in one market with budget twice that of other market. Larger budget would lead to national outlay of \$4.5 million, heavily in TV but including other media and co-op advertising. Case & McGrath Inc., New York, created copy and strategy to reach women, 18 and over.

**Heublein** [L] Company, through Marschalk Advertising, is marketing new product called Ortega Tacos by taking one-week TV test flights in two markets, New Orleans (beginning Nov. 17) and Syracuse, N.Y. (beginning Dec. 3). Thirty-second spot is aimed at women 18 to 49. If spot achieves results, Heublein will go national with product, according to company spokeswoman.

**Borden Inc.** [L] Company will sponsor in full ABC-TV's *The Grand Ole Opry at 50—A Nashville Celebration*, which will be telecast tomorrow (Nov. 11) from 8:30-10 p.m. Borden will promote 18 company brands on 90-minute special, which

marks 50th anniversary of Grand Ole Opry. Borden's agency is Conahay & Lyons, New York.

**Jacqueline Cochran** [L] Men's and women's fragrance products will be spotlighted via spot radio as part of Christmas holiday campaign scheduled to begin in early December for two-and-a-half weeks in major markets. Needham, Harper & Steers, New York, is directing campaign to adults and is seeking time on weekdays, 6 a.m. to 7 p.m.

**Skil Corp.** [L] Power tools by Skil Corp., Chicago, will get three-week plug in campaign by Young & Rubicam, Chicago, beginning Nov. 24. Spots will run in fringe, sports and news time slots in 35 markets and feature cordless electric drill, replay of test spots which ran for two weeks in September. Agency puts budget at approximately \$150,000.

**Nabisco** [L] New in snack food line is American Fries by Nabisco, East Hanover, N.J., to be introduced in some 30 markets in four-week campaign beginning Nov. 17. William Esty Co., New York, is handling creative and buying roles for fringe 30's aimed at women, 18-49.

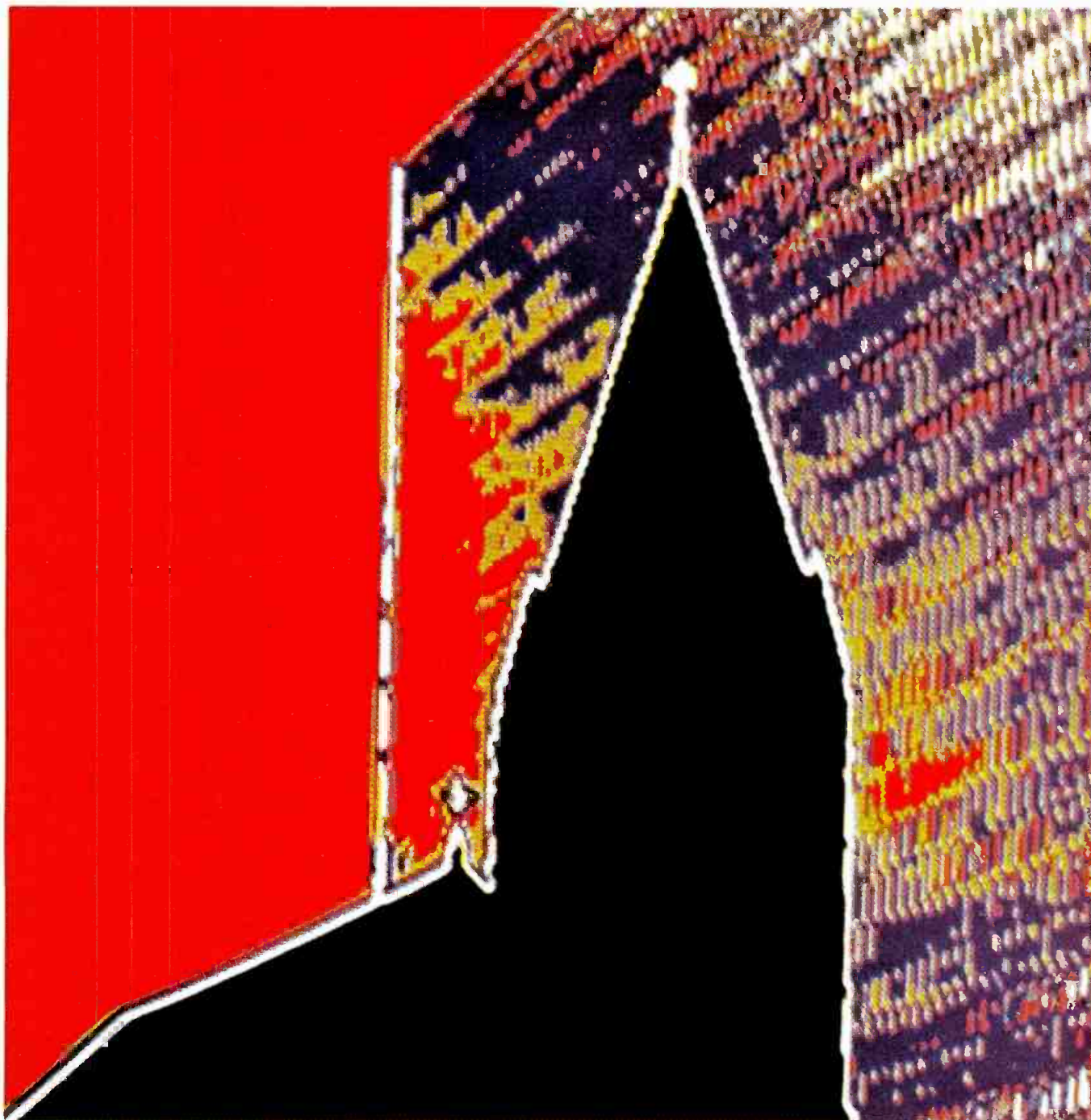
**Beatrice Foods** [L] Sanna Division of Beatrice Foods, Madison, Wis., will introduce new Cream Whip, now in test markets, in television 30's beginning Nov. 17. Campaign created by Campbell-

**Rep appointments** [L] KMOL-TV (formerly WOAI-TV) San Antonio, Tex., which was formally acquired last week by 20th Century-Fox Film Corp.'s United Television Inc., has named Blair Television, New York, which also represents United's KMSP-TV Minneapolis-St. Paul and KTVX(TV) Salt Lake City. WMAL-FM Washington has chosen Bolton Burchill Ltd., New York. WMJX(FM) Miami has named ABC-FM Spot Sales, New York. KATZ(AM) St. Louis; KOKY(AM) Little Rock, Ark.; KZEY(AM) Tyler, Tex.; WEAS-AM-FM Savannah, Ga., and KJET(AM)-KWIC(FM) Beaumont, Tex., have all signed Bernard Howard & Co., New York. KERP(AM) El Paso, Tex., has named Buckley Radio Sales, New York. Avery-Knodel, New York, has been appointed national rep for WSDM(FM) Chicago and Seattle-area rep for KBIQ(AM)-KGDN(FM) Edmonds, Wash. KSPD(AM) Boise, Idaho, has chosen Savalli-Gates, Los Angeles. NBC Television Spot Sales has appointed Simpson/Reilly & Associates as sales representative in Northwest. Territory formerly was handled out of San Francisco office of NBC-TV Spot Sales. WWYZ(FM) Waterbury, Conn., has signed Bob Dore Associates, New York. KAMA-AM-FM El Paso, Tex., and Greater New York Radio group—comprising WGBB(AM) Freeport, N.Y.; WGSN(AM) Huntington, N.Y.; WCTC(AM)-WQMR(FM) New Brunswick, N.J., and WFAS(AM) White Plains, N.Y.—have appointed Eastman Radio Inc., New York.

Broadcasting Nov 10 1975

5





## Kansas City. Where more people listen to Bonneville's KMBZ and KMBR.

Beautiful, prosperous Kansas City.

KMBZ AM Action Radio and KMBR Stereo are part of the good life. With more than twice the adult audience of the next-highest-rated AM-FM combination. And nearly three times that of the next single station.\*

KMBZ: Lively MOR sound. With full news and sports, and the only traffic 'copter in town.

KMBR: Bonneville's superb Beautiful Music. Plus Good Morning Magazine, and news every hour. Kansas City relies on the Bonneville Stations. For music. Information. Total community service.

### The Bonneville Group

| City Location                | FM Radio    | AM Radio          | Television |
|------------------------------|-------------|-------------------|------------|
| New York, N.Y.               | WRFM Stereo |                   |            |
| Los Angeles/Aviation, Calif. | KBIG Stereo | KBRT 10,000 Watts |            |
| Skokie/Chicago, Ill.         | WCLR Stereo |                   |            |
| Seattle, Washington          | KSEA Stereo | KIRO 50,000 Watts | KIRO       |
| Kansas City, Mo.             | KMBR Stereo | KMBZ 5,000 Watts  |            |
| Salt Lake City, Utah         | KSL Stereo  | KSL 50,000 Watts  | KSL        |

and Bonneville Broadcast Consultants, Tenally, N.J.

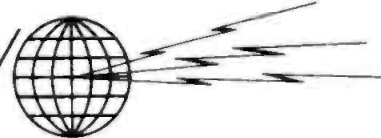
KMBZ and KMBR radio represented by The Christal Co.

\*Source: April/May '75 Arbitron survey estimates, metro area.

Average quarter hour, 6 AM-Mid., Mon.-Sun., adults 18+.

All data subject to qualifications of report quoted.

*Bonneville  
International  
Corporation*



**The stations built on service**

Mithun, Chicago, will run in fringe, day, and prime time for five weeks.

**Bristol-Myers** □ Clairol Herbal Essence shampoo, product of Bristol-Myers, has renewed sponsorship for 1976 of *Earth News Radio*, radio news service, on over 300 stations. Service is five years old; Clairol began sponsorship in 1974.

**Archway Cookies** □ Nostalgic spots for 30 kinds of Archway Cookies, made by Nichols Baking Co., Corona, Calif., begin this week for five weeks with theme, "put a ray of sunshine in your life." Fringe- and daytime 30's have been placed in four California markets (Los Angeles, San Francisco, Sacramento and San Diego) at estimated \$50,000 budget. Agency is Marineau Advertising, Battle Creek, Mich.

**Coca-Cola** □ Company's fruit-punch beverage, Hi-C, begins eight-market multi-week TV-spot campaign next Monday (Nov. 17). Markets include Cleveland, Cincinnati and Indianapolis. Agency is Marschalk, New York. Demographic target: women, 18 to 49.

**Ozark Air Lines** □ St. Louis-based carrier is set to take off on two-week spot-radio flight in various major markets, including Minneapolis, Dallas, Des Moines and Nashville, in early December. D'Arcy-MacManus & Masius, St. Louis, is seeking men, 18 to 49, and male teen-agers through buys in drive time and weekend periods.

**Anderson Clayton Foods** □ Dallas-based food company is set to break with five-week spot-TV campaign soon on behalf of its Seven Seas salad dressings in substantial number of markets. Cunningham & Walsh, New York, is targeting its commercials toward women, 18 to 49.

**Owens Sausage Country Inc.** □ Spot TV campaign is being cooked up by Richardson, Tex.-based meat products firm on behalf of its Sack breakfast sausage, starting Nov. 17 for four weeks in 29 markets, principally in Southwest and Midwest. Commercials being placed by Bloom Advertising, Dallas, in time periods reaching women and men, 18 to 49.

**Heublein-Lancers** □ Company's new white wine, Vinho Branco, will be accorded \$250,000 12-market TV send-off later this month. Markets include New York, Chicago, Boston and Miami. Agency is Marschalk, New York. Thirty-second spot will be aimed at younger men and women, in 18-to-34 category. Campaign runs for six weeks.

**American Chemical** □ Company's new product, Amiben, herbicide that kills



**For best of radio crop.** New York Market Broadcasters Association will hold its first annual Big Apple Awards luncheon on Nov. 17. The awards will be given "for excellence in the creative use of radio" by advertisers and agencies. More than 200 entries have been submitted by advertisers, agencies and by stations of the association. Commercials broadcast on one or more area stations between Sept. 1, 1974, and Aug. 31, 1975, were eligible for the competition.

weeds in soybean fields, will get major 14-week radio campaign beginning Feb. 10 in 10 Midwestern states. Markets covered include Chicago, Minneapolis, Cincinnati and Fort Wayne. Company's agency, Lewis & Gilman, Philadelphia, will buy spots on farm-information-type shows.

**Yardley** □ Two campaigns are currently in work for Totowa, N.J., maker of soaps, cosmetics and toiletries (Yardley of London Inc.). Altman, Stoller, Weiss, New York, is handling spot radio drive in substantial number of markets for "You're the Fire" fragrance, to begin mid-

November and continue through December. Teen-agers and young women (to age 24) are target. Marschalk, New York, is handling TV drive—two flights of two weeks each, beginning Nov. 3 and 24—for Yardley's Oatmeal beauty soap. Fringe 30's aimed at women, 18-34, are being sought in similar "substantial" list.

**Miles Laboratories** □ JWT Syndicatron, New York, has placed into release to TV stations new half-hour series of 26 episodes, *David Niven's World*, in which Academy Award-winning actor will be filmed in places throughout world with persons involved in unusual activities. Miles Laboratories, Elkhart, Ind., is sponsoring series on barter basis for start on stations in January.

**IBM Corp.** □ Armonk, N.Y., through Conahay & Lyon, New York, has signed as sole sponsor of two-part, four-hour "*Eleanor and Franklin*" drama, special at ABC-TV will telecast on Jan. 11 and Jan. 12 (9-11 p.m., NYT, both nights). IBM will interrupt drama for commercials only once each evening. Special is based on Joseph P. Lash's best-selling biography of Roosevelts.

**Ballentine Books** □ Random House's Ballentine Books will run two-week TV campaign in mid-January for paperback, "The Sentinel" by Jeffrey Konvitz, to be published in January 1976. Gaynor Media, New York, has placed fringe and some news 30's in modest number of markets.

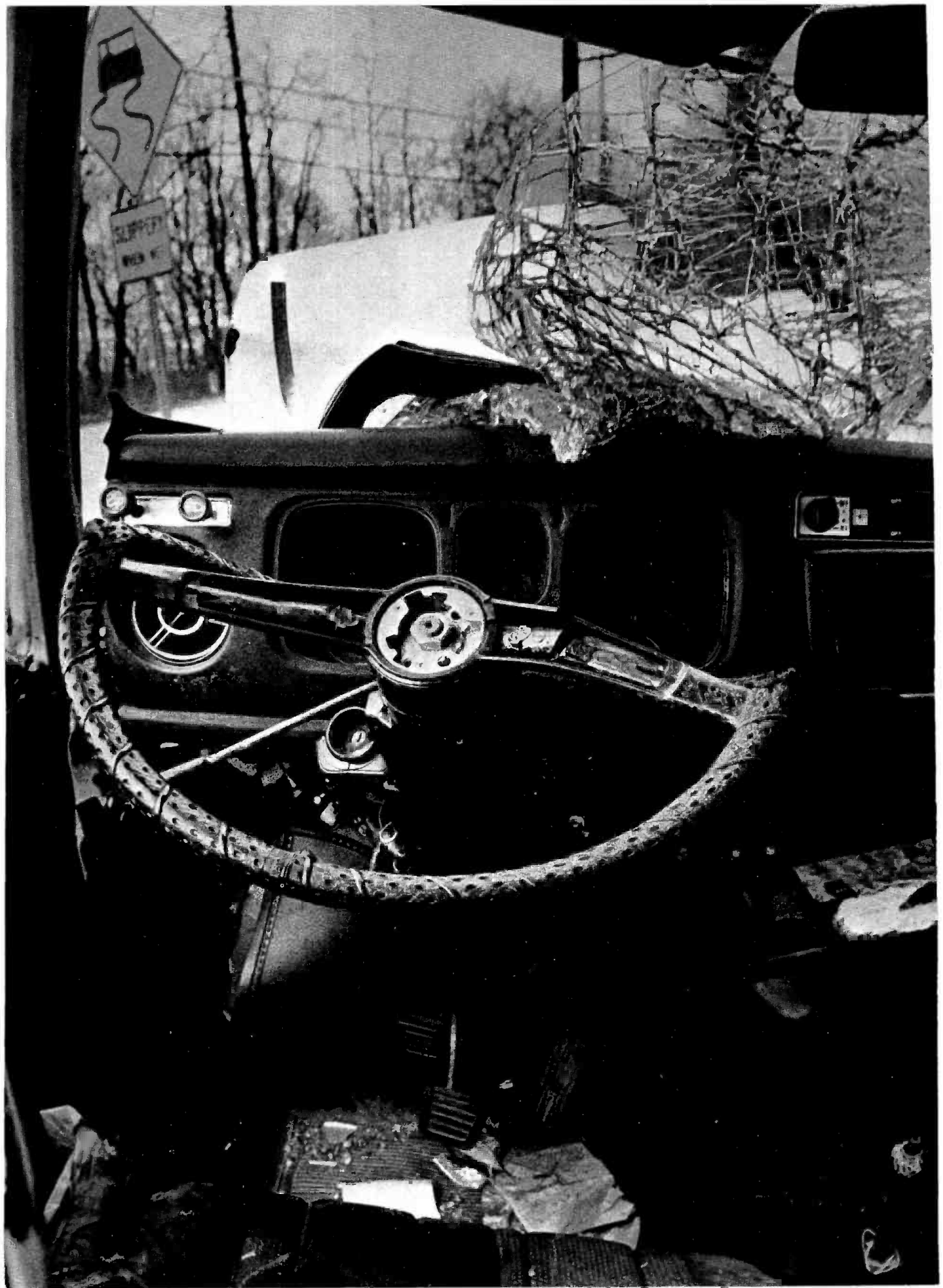
**Clorox HPD Food** □ Young & Rubicam has transferred responsibility from New York to Los Angeles for "Mr. Mushroom" spots, to run three weeks beginning Nov. 10. Daytime 30's are aimed at women, 25-54.

## BAR reports television-network sales as of Oct. 19

ABC \$543,825,100 (29.6%) □ CBS \$659,579,800 (36.0%) □ NBC \$632,164,200 (34.4%)

| Day parts                        | Total minutes week ended Oct. 19 | Total dollars week ended Oct. 19 | 1975 total minutes | 1975 total dollars year to date | 1974 total dollars year to date | % change from 1974 |
|----------------------------------|----------------------------------|----------------------------------|--------------------|---------------------------------|---------------------------------|--------------------|
| Monday-Friday Sign-on 10 a.m.    | 138                              | \$ 748,400                       | 4,809              | \$ 27,014,500                   | \$ 19,176,600                   | +40.9              |
| Monday-Friday 10 a.m.-6 p.m.     | 1,004                            | 12,036,300                       | 40,659             | 406,573,400                     | 361,972,600                     | +12.3              |
| Saturday-Sunday Sign-on-6 p.m.   | 290                              | 6,660,900                        | 12,013             | 185,982,300                     | 171,215,800                     | +8.6               |
| Monday-Saturday 6 p.m.-7:30 p.m. | 98                               | 3,218,600                        | 4,162              | 97,343,200                      | 87,193,800                      | +11.6              |
| Sunday 6 p.m.-7:30 p.m.          | 20                               | 810,900                          | 660                | 16,455,200                      | 13,396,700                      | +22.8              |
| Monday-Sunday 7:30 p.m.-11 p.m.  | 424                              | 34,645,400                       | 16,659             | 967,638,700                     | 931,325,600                     | +3.9               |
| Monday-Sunday 11 p.m.-Sign-off   | 205                              | 4,417,400                        | 7,891              | 134,561,800                     | 121,534,400                     | +10.7              |
| <b>Total</b>                     | <b>2,179</b>                     | <b>\$62,537,900</b>              | <b>86,853</b>      | <b>\$1,835,569,100</b>          | <b>\$1,705,815,500</b>          | <b>+7.6</b>        |

Source: Broadcast Advertisers Reports





# WHERE THOUSANDS OF BREADWINNERS BECOME LOSERS EACH YEAR.

## **Storer stations are concerned and are doing something about it.**

America's highways are like bloody battlefields. In 1973 alone, they were the scene of over 20,000,000 accidents and 55,600 fatalities.

And, while safety experts are cheered by the improvement the 55-mph speed limit has made, the carnage in 1974 still totaled an estimated 44,500 dead.

By far most of the fatalities are men—many at an age when young families are vitally dependent on their support. This makes the toll on American life go well beyond anything the grisly statistics reveal.

For this reason, Storer stations feel they must relentlessly press the attack against this deadly killer. So you'll find Storer stations across the country regularly devoting important air time to programs and editorials that stress highway safety.

KCST-TV in San Diego, for example, recently tackled a fre-

quent cause of accidents—the drunken driver. In a 30-minute special, KCST-TV brought together for discussion the municipal judge who originated San Diego's Rehabilitation Program for Alcoholics; the area commander of the California Highway Patrol; the executive director of the San Diego Traffic Safety Council; and a practicing attorney.

On the day following this program, KCST-TV's Eyewitness News took viewers for a ride in a Highway Patrol car and gave a filmed account of what happens on an actual drunken driver arrest.

Scores of people are killed at railroad crossings. Yet Georgia law doesn't require drivers to stop at crossings unless there's a stop sign. Many crossings have no signs. And of those that do, many have no bells and lights. So in a hard-hitting series of editorials, WAGA-TV in Atlanta pushed to make stops at all crossings a law, and to get signals at important crossings.

In Toledo, a fatal trailer-

truck accident occurred at an intersection just off a busy interstate highway exit. WSPD-TV, aware that it was the scene of several other bad accidents, interviewed witnesses who live nearby. They learned that trucks regularly ran the light. Truck drivers checked said that the light was so short, they couldn't stop. WSPD-TV informed the city traffic department and the light was re-timed.

Involvement like this in the affairs of their communities is typical of all Storer stations.

We feel the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

**Broadcasting that serves.**

THE  
**STORER  
STATIONS**  
STORER BROADCASTING COMPANY

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

**SCARE THE PANTS OFF YOUR LISTENERS!  
SCARE UP NEW SPONSOR DOLLARS!**

# **SUPERFRIGHT**

**Five super-scary 25-minute dramatic programs, freshly produced, available in stereo or mono. Hosted by John Carradine.**

**GET A DOUBLE PAY!**

- 1. New Year's Eve**
  - 2. Friday the 13th February**
- FOR A SINGLE PAY!**



**"THE MONKEY'S PAW"  
"THE TELL TALE HEART"  
"CASK OF AMONTILLADO"  
"THE LEGACY"  
"WINTHROP OIL PAINTING"**

187 stations aired these dynamite-fright programs Halloween. They're made to generate mayhem on the air, and money in the bank.

Everything about Superfright will scare you, except the price. Lock-up exclusive market rights before another medium in your market gets the message.

**ORDER SUPERFRIGHT TODAY**



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California 91608  
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# Monday Memo

A broadcast advertising commentary from A.G. Atwater Jr., vice president, advertising, Wm. Wrigley Jr. Co., Chicago.

## Wrigley's creates a market, then reaches it with spot television

The Wm. Wrigley Jr. Co. introduced this year a new brand of chewing gum called Freedent. Within a comparatively short period of time, Freedent's bright blue package has become almost as familiar to American consumers as have our established brands.

For many years now, three Wrigley brands have been among the best sellers of the regular gum industry. Doublemint is considered America's top chewing gum. Wrigley's Spearmint and Juicy Fruit each sell more than any individual flavor in other lines in many sections of the U.S. Each of these three brands enjoys a high percentage of distribution across the country.

We were made increasingly aware of the need for a new brand because we received so many letters from customers who had been forced to give up chewing our product. The reason: Chewing gum sometimes can stick to dental work. Synthetic materials that are commonly used in the manufacture of dentures, caps and bridges do not retain moisture, so ordinary chewing gum may stick.

At least 30 million people in this country have the kind of dental work that can cause a sticking problem. We found that many of them had left the chewing gum market entirely, and others had drastically reduced their use of the product. At the Wrigley Co. laboratories, researchers were given the assignment to produce a chewing gum formulation that would solve the problem.

The result after many years of research was Freedent, the only chewing gum especially formulated not to stick to most dental restorations. Equally important is that Freedent is a chewing gum with excellent flavor and chewing properties. In short, a product that people can enjoy even if they do not have a sticking problem.

Freedent was first introduced in Scotland—a natural choice because a high proportion of the population has dental work. The product was subsequently distributed throughout the rest of the United Kingdom. Research indicated excellent consumer acceptance there. Indeed, after one year on the market, Freedent became the number-four seller in the United Kingdom.

During the period of introduction abroad, only one person reported that Freedent adhered to a denture. Investigation showed that this individual had taken medication that had roughened his acrylic



A.G. Atwater Jr. joined the Wm. Wrigley Jr. Co., Chicago, as an assistant to the vice president of advertising in 1965. He was named director of advertising in 1966 and given additional responsibilities as assistant to the president in 1973. Last year, he became vice president of advertising. He has been a member of the Association of National Advertisers radio advertising committee since 1968 and, has also served on the program committee for several ANA/Radio Advertising Bureau workshops and was the program chairman for the 1971 Workshop. He recently was named chairman of the radio advertising committee of the ANA.

denture—a problem unrelated to the effectiveness of the Freedent formulation.

Meanwhile, extensive research was taking place in the U.S. A research firm was employed to test Freedent among people with different types of dental work and outside consultants were retained to analyze research findings. The results were very positive. There was no doubt that Freedent would live up to the advertising claim "will not stick to most dental work."

Initial test markets were selected and a national roll-out planned. Freedent first appeared in March 1975 in the Pacific Northwest, then later moved on to the other Western states, and finally to the entire country.

Media objectives were established. We wanted to introduce the Freedent brand to prospective users as quickly and forcibly as possible, and we wanted the advertising to provide complete package identification as well as "newsworthy impact." After the initial introductory period, a continuing

effort of reminder advertising was scheduled. The media plan was structured so that the roll-out would be uniform, market-by-market, in advertising weight.

Local television seemed to provide everything needed to be the primary medium for the introduction and continuing advertising effort. Television has impact available to no other medium. Thirty-second spots were placed in the most efficient time periods, reaching the best prospective Freedent users—adults over 35 years of age. This meant daytime hours for adult women, and early, late-fringe and late-night hours for adult men. This type of scheduling contrasts with the Wrigley Co.'s schedules for its established brands, which appeal to a broader segment of the population. A higher percentage of prime time, when the entire family is viewing, is used.

Initially, two introductory TV commercials were produced. Three additional spots came later. The creative strategy was very straightforward: Expose the problem, then offer a solution. Each spot opened with a shot of the Freedent package, with announcer copy, "introducing Freedent Gum in the bright blue pack. Freedent's the delicious new gum that won't stick to most dental work." Then two vignettes followed. In the first spot, one vignette featured a hockey player—a man in a tough sport where many players have had dental restorations. The second vignette featured a model, surely a person who would be concerned about her teeth. Each character explains that "ordinary gum" had caused problems, but Freedent allows them to enjoy chewing gum again. Commercials were shown to test groups, and we were assured that the spots successfully communicated the product's story.

It was also planned to make use of daily newspapers. Two insertions were scheduled for two-color ads early in each market's introductory period.

As the national roll-out continued, so also did a series of sales audits and consumer surveys. By September of this year, the rollout was complete. Television schedules were running on 285 stations in 159 markets. Newspaper ads had appeared in 316 papers across the country.

Has Freedent been a success? Happily, the answer is yes. Estimates of Freedent's market share at this stage of its life have exceeded our early estimates. Further growth in share is expected. And that is good news for both the trade and the Wrigley Co. Freedent was designed to create "plus" business coming from people who had curtailed the use of chewing gum, and who have now returned to us as customers.



# Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

**Antitrust/networks.** Justice Department antitrust suit charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court (BROADCASTING, May 5).

■ **Broadcasting in Congress.** Special subcommittee of House Rules Committee was scheduled to meet late last week to discuss staff report that says in essence that it's technically feasible to broadcast House floor proceedings (BROADCASTING, Oct. 27). B.F. Sisk (D-Calif.), chairman of subcommittee, has said he wants to hold hearings by third week in November. Resolution (H. Res. 269) by Jack Brooks (D-Tex.) sparked House activity; there also is S. Res. 39 by Lee Metcalf (D-Mont.) pending in Senate Rules Committee, but there has been no action on it. And, Joint Committee on Congressional Operations has reaffirmed recommendation of year ago in favor of live broadcasting of congressional proceedings (BROADCASTING, Oct. 13).

**Cable rebuild deadline.** FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed that action in U.S. Court of Appeals in Washington. Commission also has outstanding rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. Comments on 20508 have been filed (BROADCASTING, Oct. 13); replies are due Nov. 16.

**Children's TV.** FCC's policy statement on children's television programming, adopted last year (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case 74-2006). House Communications Subcommittee has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21).

**Citizen agreements.** FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments have been filed (BROADCASTING, Aug. 4). Commission has declared improper first of such agreements, between KTTV(TV) Los Angeles and National

Association for Better Broadcasting. Commission said licensee dealt away too much programming responsibility (BROADCASTING, Sept. 22).

■ **Community ascertainment.** FCC has instituted rulemaking (Docket 19715) designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, May 12). Comments have been filed in proceeding (BROADCASTING, July 7). Similar rulemaking (Docket 19816) for noncommercial stations has also been issued (BROADCASTING, Aug. 4); comments have been filed (BROADCASTING, Oct. 20). Commercial station ascertainment was due for commission consideration last week.

**Comparative renewals.** FCC discussion on proposed policy on comparative proceedings involving renewal applicant and applicant seeking to displace him is scheduled for Nov. 13.

**Consumer agency.** Senate passed bill to establish Agency for Consumer Advocacy after amending it to insure agency cannot involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. In House, Government Operations Committee passed bill similar to that passed by Senate, but with one significant difference for broadcast industry: Bill, H.R. 7575, does not exempt proposed agency from involving itself in license renewal proceedings, although committee's report said agency's "active participation should be discouraged" in license renewal proceedings (BROADCASTING, Aug. 4).

■ **Copyright legislation.** Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Judiciary Committee has completed markup on its bill (S. 22), which is substantially same as bill that passed full Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223. Barbara Ringer, register of copyrights, was scheduled to testify last week and on Nov. 13. She is to be last witness.

**Crossownership (newspaper-broadcast).** FCC order banning newspaper-broadcasting crossownerships prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. Number of parties had petitioned commission to reconsider its order, but commission denied them.

**Crossownership (television-cable television).** FCC has amended its rules so that

divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29). Affected are eight crossownerships in small markets, which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station. National Citizens Committee for Broadcasting is seeking appeals court review.

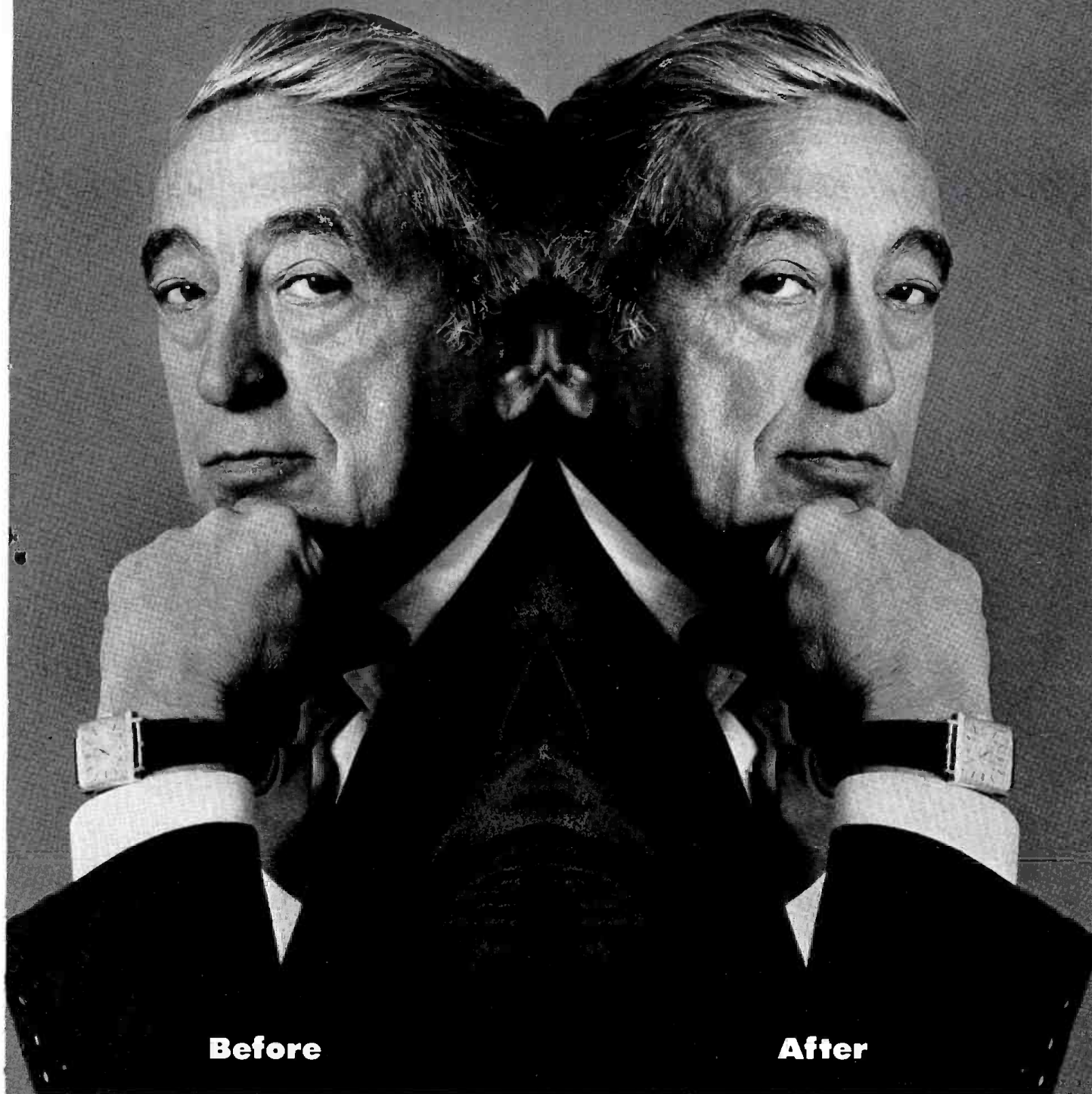
**EEO guidelines.** FCC has issued notice of inquiry and proposed rulemaking on equal employment opportunity guidelines (BROADCASTING, July 21). Comments have been filed (BROADCASTING, Oct. 27). Commission is also considering EEO policy for cable ("Closed Circuit," Oct. 6).

**Fairness doctrine bills.** Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S. 2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, and in fact would prohibit FCC from influencing broadcast programming or scheduling in any way. S. 1178 by Senator Roman Hruska (R-Neb.) would do that and address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

**FCC and fairness doctrine.** FCC Chairman Richard Wiley has proposed experiment in which radio stations in larger markets would be exempt from doctrine (BROADCASTING, Sept. 22); Office of Telecommunications Policy is preparing draft legislation that would permit commission to do that in top-10 radio markets (BROADCASTING, Oct. 13). Also, commission's fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media and otherwise modifying fairness doctrine (BROADCASTING, July 1, 1974), is subject of petitions for reconsideration filed with commission as well as appeal filed with U.S. Court of Appeals in Washington by National Citizens Committee for Broadcasting and Friends of the Earth.

**FCC fees.** Sixteen parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Cases 75-1053 et al.); more than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15). Several parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.). Briefs also have been filed in that case (BROADCASTING, Aug. 25). FCC has suspended collection of 1973, 1974





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\*The Plough Stations affiliated with the American Contemporary Radio Network program service include WMPS Memphis, WCAO Baltimore; with the American Information Radio Network are WPLO Atlanta, WJJD Chicago, WQXM Clearwater; with the American Entertainment Radio Network is WSUN St. Petersburg.

and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4).

**Indecency.** FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15).

**KRLA(AM).** U.S. Court of Appeals in Washington has remanded 11-year-old fight for Pasadena, Calif., frequency to FCC for "clarification" of decision awarding outlet to Western Broadcasting Corp. (Bob Hope and others). Court says commission resolved contest among seven applicants without explicit consideration of comparative factors listed in commission's policy statement on comparative hearings.

**Leapfrogging.** FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments have been filed (BROADCASTING, Aug. 4).

**License renewal legislation.** About 150 representatives and 20 senators have sponsored or co-sponsored license renewal bills so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference

over challenger for substantially living up to his license commitments. None, however, is yet on agenda of communications subcommittee in either house, and Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, sees no chance of hearing before end of year. Meanwhile, National Radio Broadcasters Association (formerly National Association of FM Broadcasters) has as first priority drafting of radio-only renewal legislation (BROADCASTING, Sept. 22).

**Network exclusivity on cable.** FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS, NBC and ABC television affiliates associations. Commission has denied petitions for reconsideration of order.

■ **Pay cable; pay TV.** FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Briefs were filed last week. (See story, this issue.) Commission is expected to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 3). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable (BROADCASTING, July 21).

**Payola.** Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola, and another grand jury indicted Clive Davis, former CBS Records head,

for income-tax evasion (BROADCASTING, June 30). Trial of record promoter Fred Rector for alleged failure to file income tax returns has been set to start Dec. 2 before U.S. District Judge Malcolm Lucas in Los Angeles. Group of Brunswick Record officials have been scheduled for trial Jan. 16, 1976, before District Judge Frederick D. Lacey in Newark, N.J. Trial dates for other defendants remain to be set.

**'Pensions' case.** FCC decision holding that NBC-TV program, *Pensions: the Broken Promise*, violated fairness doctrine was ordered vacated by three-judge panel of U.S. Court of Appeals which—acting at request of full nine-judge circuit—vacated its own earlier decision (BROADCASTING, July 14). Petitioner, Accuracy in Media, had requested full-court rehearing of panel's order, but was turned down. AIM says it will go to Supreme Court (BROADCASTING, Oct. 13).

**Performers' royalty.** Copyright subcommittees in both houses have held hearings on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30 years to push measure through. S. 1111 is being considered separately from pending copyright bill, S. 22. Subcommittee on House side is scrutinizing duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.), for possible insertion in copyright revision bill pending there (H.R. 2223).

**Personal attack rules.** FCC order asserting that WMCA(AM) New York violated personal attack rules has been appealed by licensee, Straus Communications Inc., which claims rules are unconstitutional (Cases 75-1083 and 75-1084). Briefs have been filed (BROADCASTING, Sept. 29).

**Public broadcasting funding.** Both houses of Congress are moving toward acceptance of plan for three-year funding for Corporation for Public Broadcasting. Because of House Appropriations Committee's strenuous objections to appropriation provision of CPB funding bill in House (BROADCASTING, July 28), it appears that all that will be left will be provision for five-year authorization. Actual appropriation will follow in separate measure and will be for no more than three years, if Appropriations Committee prevails. It will also require annual review of CPB's finances before appropriations committees in both houses. Anticipating separate appropriations measure, Senate Communications Subcommittee Chairman John Pastore (D-R.I.) has re-introduced CPB funding bill in Senate, this one without appropriations provision (BROADCASTING, Oct. 27). He said he is willing to compromise on three years.

■ **Ratings.** Nielsen prime-time averages, season-to-date (first eight weeks): NBC 18.9, CBS 18.2, ABC 17.8. Eighth week alone: CBS 19.1, ABC 18.3, NBC 16.6.

■ **Section 315.** FCC has voted to change its administration of equal-time law. Political debates and press conferences by presidential and other candidates will be treated as "on-the-spot coverage of bona fide news events" exempt from equal-time requirements (BROADCASTING, Sept. 29). Commission and U.S. Court of Appeals in Washington rejected petitions for stay of new interpretation of 315 (BROADCASTING,

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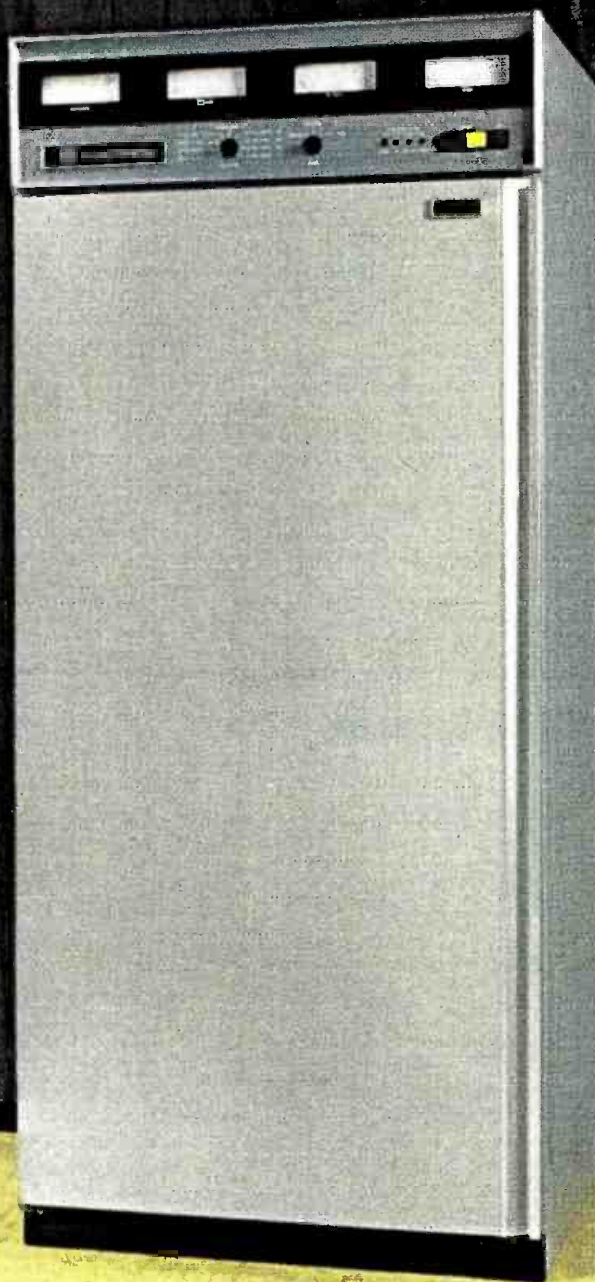


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Oct. 6). House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has requested all FCC documents involved with commission's order; hearings may result (BROADCASTING, Oct. 13). Commission's action is also being dealt with in oversight hearings last week and this week before Senator John Pastore's (D-R.I.) Communications Subcommittee (see story, this issue). Also, Senator Pastore has bill (S. 608) that would exempt presidential and vice-presidential candidates from equal-time requirements has been considered in hearings on fairness-doctrine bills (BROADCASTING, May 5). Mr. Macdonald has introduced bill (H.R. 5600) that echoes Mr. Pastore's but it would also provide that programs like *Meet the Press* be exempted from Section 315 and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. There will be more hearings on Pastore measure before action is taken; no hearings have been scheduled yet on Macdonald bill.

■ **Sports antiblackout.** House Communications Subcommittee has concluded hearings on bill to make sports antiblackout law permanent (BROADCASTING, Nov. 3). Current law, which provides that baseball, football, basketball and

hockey games sold out 72 hours in advance cannot be blacked out on home TV, expires Dec. 31. New bill, H.R. 9566, introduced by Subcommittee Chairman Torbert Macdonald (D-Mass.), would also reduce the 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey. In Senate, Communications Subcommittee Chairman John O. Pastore (D-R.I.) has introduced bill to extend current law three years, with amendment to include 24-hour provision as in Macdonald bill (BROADCASTING, Oct. 27).

**Star stations.** FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been appealed to U.S. Court of Appeals in Washington (Case 75-1203).

**VHF drop-ins.** In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets (BROADCASTING, April 7). Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Commission invited comments on economic and technical feasibility of drop-ins; deadline has been ex-

tended from Oct. 15 to Dec. 16, replies from Nov. 18 to Jan. 30, 1976.

**Washington Star transfer.** Texas banker Joe Allbritton has filed as amendment to petition for waiver of FCC's crossownership rules new deal under which he would take control of Washington Star Communications Inc. Agreement requires Mr. Allbritton to comply with crossownership rules within three years, if commission requires that as condition for approving sale. Hearings on waiver have been suspended pending action on amendment (BROADCASTING, Sept. 29). Mr. Allbritton has also reached deal with some of citizen groups opposing sale of Star's Washington stations. He will help in arranging up to \$10 million in financing for minority or women's acquisition of stations in return for groups' dropping petitions against sale (BROADCASTING, Oct. 27).

**WPIX(TV).** FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22). Commission in August refused to approve agreement under which Forum would withdraw its application.

## Datebook®

■ indicates new or revised listing

### This week

**Nov. 9-11**—Advertising Research Foundation's 21st annual conference. Paul Harper, chairman, Needham, Harper & Steers, will be keynote speaker. New York Hilton, New York.

**Nov. 10**—FCC's new deadline for comments on proposed rulemaking (Docket 20496) which would modify or eliminate use of signal strength contours for purposes of cable television system regulation. Deadline previously had been extended from Aug. 11 to Oct. 8. Deadline for replies was further extended from Oct. 24 to Nov. 26. FCC, Washington.

**Nov. 10**—FCC's new deadline for comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 20402). Deadline previously was extended from Sept. 26 to Oct. 24. Reply deadline was further extended from Dec. 1 to Dec. 15. FCC, Washington.

**Nov. 10-11**—Advertising Research Foundation annual conference. New York Hilton, New York.

**Nov. 10-11**—Joint regional radio convention. National Association of Broadcasters and Radio Advertising Bureau and radio program directors' seminar. Monteleone hotel, New Orleans.

**Nov. 10-11**—National Association of Broadcasters television executives' seminar. Monteleone hotel, New Orleans.

**Nov. 10-11**—Virginia Cable Television Association fall conference. Robert Schmidt, chairman, National Cable Television Association, and Fred Ford, past NCTA president, will be featured speakers. Sheraton Inn, Fredericksburg. Contact: Ron Roe, 560 Patton Street, Danville, Va. 24541; (804)797-4131.

**Nov. 10-14**—International Radio and Television Society's faculty/industry seminar. Tarrytown Conference Center, Tarrytown, N.Y.

**Nov. 11**—Workshop on new product marketing sponsored by the Association of National Advertisers. Plaza hotel, New York.

■ **Nov. 11-12**—FCC oversight hearings before Senate Communications Subcommittee. Washington.

■ **Nov. 12**—Annual meeting. Association of Motion Picture and Television Producers. Los Angeles.

**Nov. 12**—Regional meeting of board of directors of Corporation for Public Broadcasting. Open to public Hyatt Regency hotel, Atlanta.

**Nov. 12-15**—Western Cable TV convention. Disneyland hotel, Anaheim, Calif. (see story, this issue).

**Nov. 12-15**—The Society of Professional Journalists, Sigma Delta Chi, 66th anniversary convention. Speakers will include Edwin Newman, NBC; Representative Barbara Jordan (D-Tex.); Otis Chandler, publisher of the *Los Angeles Times*; Tom Wicker, *New York Times*, and William Rusher, publisher of the *National Review*. Among panel discussions will be "Covering American Foreign Policy"; "Covering The Political Year 1976" and "Gag Rules." Benjamin Franklin hotel, Philadelphia.

■ **Nov. 13**—Senate Commerce Committee hearing on proposals to extend period of daylight savings. Washington.

**Nov. 13-14**—Practicing Law Institute seminar on "Communications Law 1975" to investigate difficulties encountered by media and their legal advisers. Sheraton hotel, New York.

**Nov. 13-14**—Oregon Association of Broadcasters fall conference. Valley River Inn, Eugene.

**Nov. 13-14**—Joint regional radio convention. National Association of Broadcasters and Radio Advertising Bureau and radio program directors' seminar. Pick Congress hotel, Chicago.

**Nov. 13-14**—National Association of Broadcasters television executives' seminar. Pick-Congress hotel, Chicago.

**Nov. 14**—Comments due at FCC regarding alignment of frequency allocations, impact of small earth station terminals and federal government's request for substantial portion of spectrum in 100-1215 mhz band. Inquiry is in preparation of 1979 World Administrative Radio Conference. Deadline for replies is Nov. 28. FCC, Washington.

**Nov. 14**—Deadline for applications of broadcasters planning to cover 1976 Democratic and Republican national conventions. Applications should be sent to executive committee of congressional radio-TV correspondents galleries and should include: (1) which conventions station or network plans to staff, (2) estimated number of personnel requiring credentials, (3) estimated work space requirements (in square feet) for both headquarters hotel and convention hall. Address applications to William Greenwood, chairman, House Radio-Television Gallery, Room H-320, U.S. Capitol, Washington, 20515.

■ **Nov. 14**—National Cable Television Association associates committee meeting, Disneyland hotel, Anaheim, Calif.

**Nov. 14-18**—National Association of Farm Broadcasters fall meeting. Crown Center hotel, Kansas City, Mo.

**Nov. 14-18**—Board of trustees meeting. Educational Foundation of American Women in Radio and Television. Hilton Head Inn, Hilton Head Islands, S.C.

**Nov. 14-18**—Alpha Epsilon Rho midwestern regional conference (Illinois, Indiana and Kentucky). Southern Illinois University, Carbondale.

**Nov. 15**—Alpha Epsilon Rho southeastern regional conference (Tennessee, Alabama and Georgia) Memphis State University, Memphis.

### Also in November

■ **Nov. 18-19**—National Association of Educational Broadcasters 51st annual convention. Keynote speaker will be Ben H. Bagdikian, reporter, author and media critic. On Nov. 18, Public Service Satellite Consortium, non-profit alliance of education and health-care groups, will hold concurrent open meeting. Both events at Sheraton Park hotel, Washington.

■ **Nov. 17**—First annual Big Apple Awards luncheon of New York Market Broadcasters Association. Roosevelt hotel, New York.

**Nov. 17-18**—Joint regional radio convention. National Association of Broadcasters and Radio Adver-

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tising Bureau and radio program directors' seminar. Brown Palace hotel, Denver.

**Nov. 18**—National Association of Broadcasters television executives' seminar. Brown Palace hotel, Denver.

**Nov. 18**—FCC regional meeting: With licensees, 1:30 p.m., Brown Palace hotel, Denver; with public, 6:30 p.m.

**Nov. 18-19**—American Association of Advertising Agencies Eastern annual conference. Waldorf-Astoria, New York.

**Nov. 18-20**—Television Bureau of Advertising 21st annual meeting. Americana hotel, New York.

**Nov. 18-19**—National Association of Broadcasters radio reregulation committee meeting. Brown Palace hotel, Denver.

**Nov. 19**—National Association of Broadcasters radio code board meeting. Fairmont hotel, San Francisco.

**Nov. 19**—Hollywood Radio & Television Society luncheon. Speaker: FCC Chairman Richard E. Wiley. Century Plaza hotel, Beverly Hills, Calif.

**Nov. 20-21**—FCC regional meeting: With public, via KTVU(TV) San Francisco phone-in telecast, starting at 8 p.m., Nov. 20; with licensees, 1:30 p.m., Nov. 21, Fairmont hotel, San Francisco.

**Nov. 20-21**—Joint regional radio convention. National Association of Broadcasters and Radio Advertising Bureau and radio program directors' seminar. Fairmont hotel, San Francisco.

**Nov. 20-21**—National Association of Broadcasters television executives' seminar. Fairmont hotel, San Francisco.

**Nov. 21**—Missouri Public Radio Association meeting. KLUW Jefferson City is host station. Jefferson City.

**Nov. 21-23**—Sixth annual Loyola National College Conference for college radio stations and featuring technical sessions/exhibits, talent showcase and other sessions. Loyola University of Chicago's downtown campus, 820 North Michigan Avenue.

**Nov. 24**—FCC's new deadline for comments on whether promotional announcements made by sister stations should be classified commercial and what distinctions should be made between spots that announce future programming and those that just plug station personalities (Docket 20588). Previous deadline was Oct. 22. Deadline for replies was extended from Nov. 3 to Dec. 19, FCC, Washington.

**Nov. 28**—FCC's new deadline for comments on proposed rulemakings regarding fraudulent billing (Docket 20499), licensee-conducted contests (Docket 20500) and audience rating distortions (Docket 20501). Deadline previously was extended from Sept. 29 to Nov. 28. Reply deadline was further extended from Nov. 28 to Dec. 29, FCC, Washington.

**Nov. 30-Dec. 3**—Association of National Advertisers annual meeting. Breakers hotel, Palm Beach, Fla.

**Nov. 30-Dec. 4**—North American Broadcast Section, World Association for Christian Communications sixth annual conference. Galt Ocean Mile hotel, Fort Lauderdale, Fla.

## December

■ **Dec. 3**—Association of Independent Television Stations board of directors' reception for FCC. Broadcasters Club, Washington.

**Dec. 4-5**—Arizona Broadcasters Association 24th annual winter convention. FCC Commissioner James H. Quello will be luncheon speaker. Sunburst hotel, Scottsdale.

■ **Dec. 4-6**—UNDA-U.S.A. general assembly. UNDA is a group of Catholic broadcasters and allied communicators. Galt Ocean Mile hotel, Fort Lauderdale, Florida.

**Dec. 8-9**—Institute of Electrical and Electronics Engineers Chicago fall conference on consumer electronics (formerly on broadcast and television receivers). O'Hare Inn, Des Plaines, Ill.

■ **Dec. 8-10**—National Cable Television Association board meeting. Mayflower hotel, Washington.

**Dec. 15**—FCC's new deadline for comments on proposed changes in program logging requirements

## Major meetings

**Nov. 12-15**—The Society of Professional Journalists, Sigma Delta Chi, 86th anniversary convention. Benjamin Franklin hotel, Philadelphia.

**Nov. 16-19**—National Association of Educational Broadcasters 51st annual convention. Sheraton Park hotel, Washington. 1976 convention will be Nov. 14-17, Conrad Hilton hotel, Chicago.

**Nov. 18-20**—Television Bureau of Advertising annual convention. Americana hotel, New York. 1976 convention will be Nov. 8-9, Shoreham Americana, Washington.

**Jan. 11-13, 1978**—Association of Independent Television Stations (INTV) third annual convention. Century Plaza hotel, Los Angeles.

**Feb. 21-25, 1978**—National Association of Television Program Executives 13th annual conference. Fairmont and Mark Hopkins hotels, San Francisco. 1977 conference will be Feb. 12-16, Fontainebleau hotel, Miami.

**March 21-24, 1978**—National Association of Broadcasters annual convention. Chicago. 1977 convention will be March 27-30, Shoreham Americana, Washington. Dallas (1979) and New Orleans (1980) have been approved as future sites.

**April 4-7, 1978**—National Cable Television Association annual convention. Convention Center, Dallas. 1977 convention will be April 17-20, McCormick Place, Chicago.

**May 5-9, 1978**—American Women in Radio and Television 25th annual national convention. Marriott hotel, Philadelphia. 1977 convention will be April 26-May 1, Radisson Downtown hotel, Minneapolis.

**June 15-20, 1978**—Broadcasters Promotion Association 21st annual seminar. Statler-Hilton, Washington. 1977 seminar will be June 12-16, Beverly Hilton, Los Angeles.

**Sept. 12-16, 1978**—Institute of Broadcasting Financial Management annual conference. Boston. 1977 conference in mid-September in Chicago.

**Sept. 19-22, 1978**—National Radio Broadcasters Association 1976 Conference & Exposition. Hyatt Regency Embarcadero, San Francisco. Chicago will be 1977 site.

**Dec. 11-16, 1978**—Radio Television News Directors Association international conference. Americana hotel, Miami Beach, Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco; 1978 conference at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

(Docket 20600). Previous deadline was Oct. 30. Deadline for replies was extended from Nov. 12 to Dec. 31, FCC, Washington.

**Dec. 15**—FCC's new deadline for reply comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 20402). Reply deadline previously was extended from Oct. 30 to Dec. 1, FCC, Washington.

**Dec. 16**—FCC's new deadline for comments on inquiry into dropping new VHF channels into top-100 markets (Docket 20418). Deadline previously had been extended from July 11 to Oct. 15. Deadline for replies was further extended from Nov. 18 to Jan. 30, FCC, Washington.

## January 1978

**Jan. 7-9**—1976 Winter Consumer Electronics Show, sponsored by Consumer Electronics Group, Electronic Industries Association, Conrad Hilton, Chicago.

**Jan. 11-13**—Association of Independent Television Stations (INTV) third annual convention. Century Plaza hotel, Los Angeles

**Jan. 11-13**—Idaho State Broadcasters Association

midwinter convention. Rodeway Inn, Boise.

**Jan. 14**—New England Cable Television Association winter meeting. Sheraton-Wayfarer Motor Inn, Manchester-Bedford, N.H.

**Jan. 17**—Florida Association of Broadcasters midwinter conference. Daytona Hilton hotel, Daytona.

**Jan. 19-23**—National Association of Broadcasters board meeting. Florida Royal Biscayne Beach hotel, Key Biscayne, Fla.

**Jan. 22-24**—Alabama Broadcasters Association winter conference. Hyatt House, Birmingham.

**Jan. 27-29**—Georgia Association of Broadcasters annual Radio-TV Institute. Speakers include FCC Commissioner Benjamin Hooks and Fred Silverman, ABC. Center for Continuing Education, University of Georgia, Athens.

■ **Jan. 30**—Deadline for entries for Janus Awards, presented annually to commercial radio and TV stations and networks for excellence in financial news programming. Contact: Janus Awards, public relations department, Mortgage Bankers Association of America, 1125 15th Street, N.W., Washington 20005.

## February 1978

**Feb. 5-6**—Institute of Electrical and Electronics Engineers and Society of Cable Television Engineers seminar on CATV reliability. Holiday Inn, Philadelphia. Contact: James Herman, (215)674-4800.

**Feb. 8-12**—Public Broadcasting Service annual membership meeting. Century Plaza hotel, Los Angeles.

**Feb. 11**—Ohio Association of Broadcasters sales workshop. Bowling Green State University Union, Bowling Green.

**Feb. 12-14**—Colorado Broadcasters Association winter convention. Stouffer's Denver Inn, Denver.

**Feb. 12-14**—South Carolina Broadcasters Association winter convention. Holiday Inn, Florence.

**Feb. 21-25**—National Association of Television Program Executives 13th annual conference. Lew Klein, Gateway Communications, is convention chairman; Derk Zimmerman, KBHK-TV San Francisco, is facilities chairman. Fairmont and Mark Hopkins hotels, San Francisco.

**Feb. 22-25**—Bicentennial combined conventions of the National Association of Evangelicals and the National Religious Broadcasters. Shoreham Americana hotel, Washington.

**Feb. 23**—Deadline for entries in 12th annual Armstrong Awards program for excellence and originality in FM broadcasting. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.

**Feb. 27-29**—Board of trustees meeting. Educational Foundation of American Women in Radio and Television. Watergate hotel, Washington.

**Feb. 27-29**—Arkansas Broadcasters Association winter convention. Mount Aire motel, Eureka Springs.

## March 1978

■ **March 1**—Entries in broadcast categories of 19th annual American Bar Association Gavel Award competition. Material must have been broadcast in 1975 and must have given recognition to contributions to public understanding of the American legal and judicial systems. Information: ABA Committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

**March 5-7**—Board of directors meeting, American Women in Radio and Television. Sheraton, Scottsdale, Ariz.

**March 7-9**—Ohio Cable Television Association annual convention. Marriott Inn, Columbus.

**March 7-10**—Data Communications Corp., BIAS seminar. Hyatt Regency hotel, Memphis.

**March 17-20**—Alpha Epsilon Rho 34th annual convention. Site in Chicago to be announced. Information: Andy Orgel, AER president, c/o CBS Radio, 524 West 57th Street, New York 10019; (212) 765-4321, ext 2021.

## NAAMB?

EDITOR: I read with a great deal of interest your story on the Radio Advertising Bureau board's study of a radio-only annual convention (BROADCASTING, Oct. 27).

It's high time somebody took the initiative to do this. For many years, I have been a strong advocate of this kind of an association. My own opinion is that it should be separate from the National Association of Broadcasters, and it should become as powerful a force as it deserves to be.

I am not too sure that joining forces with the National Radio Broadcasters Association would be the right thing. While there may be some virtue and mutuality of interest in one association for AM and FM broadcasters, I am not too sure that it would work at the present time. I believe that there are too many areas where AM and FM do not have identical interests, and I am firmly convinced that what AM has needed for a long time is a strong association of its own.

It has been my firm conviction, that AM, under the umbrella of the NAB, is getting the short end of the stick. Despite the fact that AM has a majority of directors on the NAB board, the way the organization has functioned has been weighted in the direction of TV. It was for this reason that our stations resigned from NAB some years ago.

I do hope that an AM association will be brought into being soon. I'm all for it and would gladly support it. —*Emil Mogul, executive vice president, Screen Gems Radio Stations, New York.*

## Second look

EDITOR: In reviewing the FCC television financial data for 1974, (BROADCASTING, Sept. 8), it was noted that the FCC report

showed that San Juan-Caguas had a decrease of 21.5% in broadcast revenues—dropping from \$14,410,000 for 1973 to \$11,312,000 for 1974. However, reviewing time sales for the market shows an increase of \$148,000 for 1974 over 1973.

Also, the value of 1974 trade-outs and barter transactions for Idaho Falls-Pocatello were shown in the report as \$484,240—or 27.3% of broadcast revenues for that market.

The above figures were reviewed with the FCC, and the San Juan-Caguas broadcast revenues for 1974 should have been shown as \$13,855,000—or a decrease of 3.9% rather than 21.5%. Broadcast income for the market should be \$1,007,000 instead of a loss of \$1,536,000.

The value of trade-outs and barter transactions for Idaho Falls-Pocatello should be \$25,870—or 1.5% of the market's broadcast revenues. —*John C. Herklotz, Herklotz & Associates, Los Angeles.*

(The errors, which were the FCC's, are now corrected for the record.)

## Job wanted

EDITOR: To dispel any illusions at the outset, I am in prison serving 0-5 years for possession of a half ounce of marijuana. The reason I'm writing is because on Dec. 22 I am due to be discharged from my sentence. At that time I will need a job. Not that I haven't been trying. I started sending out resumes and letters in November of last year. I once thought broadcasting a fairly liberal and progressive profession. However, after the treatment I've received, I'm changing my opinion. After almost 700 letters, I have received about 40 replies.

I offer as references broadcasters and newsmen here in the Twin Cities. Being an American Indian and an ex-offender, I would satisfy many of the minority re-

quirements presently being made in broadcasting.

In prison I edit one of the finest prison newspapers in the nation. The *Mirror* has been responsible in a large part for the present full-scale legislative investigation into the prison. I also founded the only nationwide prison news service, and built an AM-FM radio station from the ground up.

With the many eruptions in the nation's correctional institutions and the problems Indians are facing, can broadcasting afford not to have someone with inside experience? —*Slayne Roy, Box 55, Stillwater, Minn. 55082.*

## Question of sensationalism

EDITOR: A growing trend in this age of "electronic exposure" is the display of tragedy—for no apparent reason.

The airing of the actual drowning of two firemen on the *NBC Nightly News* (BROADCASTING, Oct. 27) absolutely appalls me. The front-page shot of earthquake victims in our newspapers is becoming a regular feature. And the gory account of a tragic auto accident often highlights our early morning broadcasts.

What is the purpose of such exposure? For the most part such items do not advocate prevention or social or political action. They merely repulse or depress us needlessly.

If we call ourselves responsible broadcasters, when will we once again begin screening all stories and film for purpose? Electronic exposure for the sake of exposure may be news, but is it newsworthy? —*Robert C. Huber, president, Bob Charles Productions, Barrington, R.I.*

## A good guide

EDITOR: In the July 14 issue, BROADCASTING carried a short article about a publication distributed by KSL-TV Salt Lake City. It was entitled "What To Do In Case Of." It is a brilliantly produced, indexed booklet which explains to area newsmakers how to prepare better their story for a TV news program. It is comprehensive, concise and bright.

As one with experience both in broadcasting and public relations, I recognize this as one of the finest publications of its kind. KSL-TV has certainly gone to great expense in distributing these booklets as a public service to public relations people and publicity chairpersons in their community. KSL-TV should be commended for it. —*M. Larry Litwin, director of public information, Washington township public schools, Sewell, N.J.*

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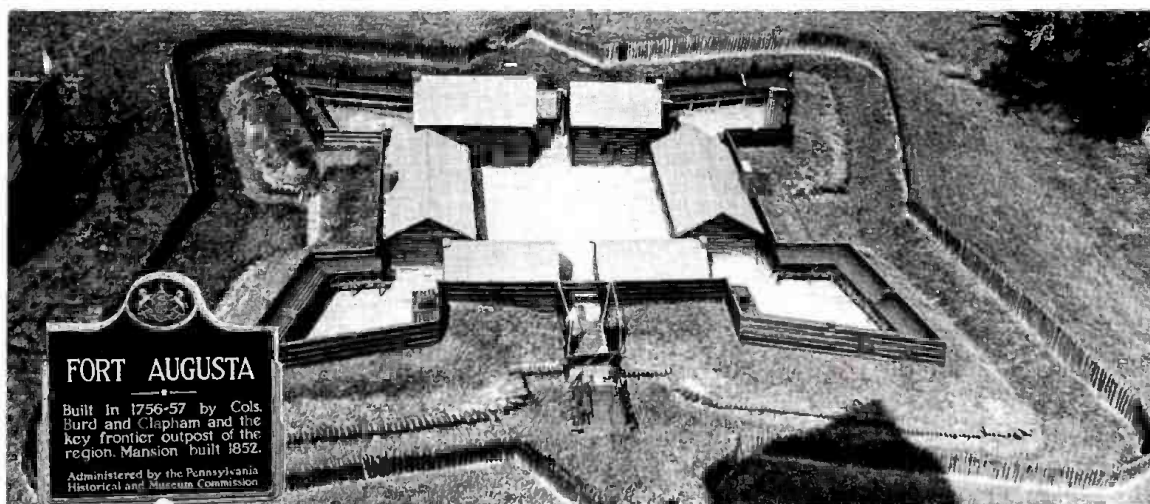
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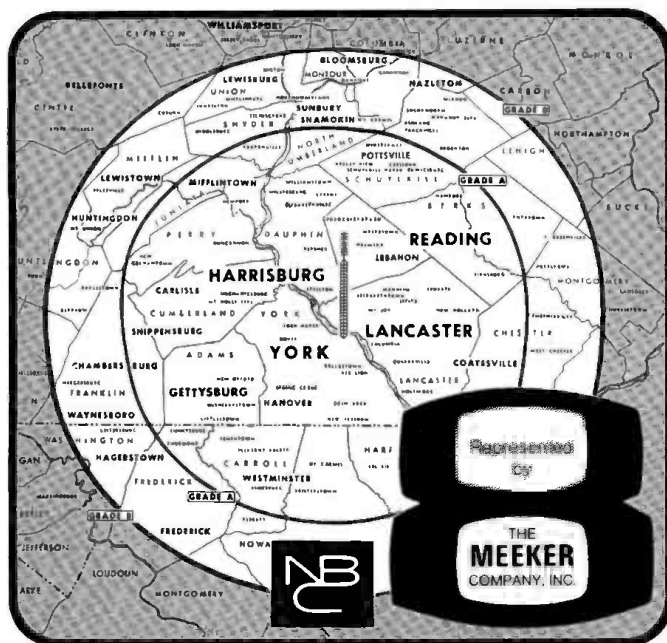


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## WGAL TV 8

LANCASTER-HARRISBURG-YORK-LEBANON, PA.



(1) This unique large-scale model of historic Fort Augusta is located near Sunbury, on the site of the original fortifications which were constructed in 1756 as a defensive outpost during the French and Indian War.

(2) One of the oldest pre-Revolutionary buildings still standing in the historic multi-county area served by WGAL-TV is the Daniel Boone Homestead, in Birdsboro, Berks County. It dates from 1740.

(3) History buffs whose interest is church lore of the early colonial period, will be especially interested in visiting Conewago Chapel, near McSherrystown in Adams County. Built in 1787, it is the oldest Catholic church in America of stone construction.

Nielsen Station Index. May '75, Sun. through Sat., 7:00 am to 1:00 am. Audience estimates subject to limitations published by Nielsen.

**STEINMAN TELEVISION STATIONS**

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

# Closed Circuit.

Insider report: behind the scene, before the fact

## TV mystery

Search for explanation of recent months' slippages in network TV ratings (BROADCASTING, Oct. 6, et seq.) took research executives of all three networks to Dunedin, Fla., for conferences with Nielsen officials at firm's production center late last week. Marvin Mord of ABC, Arnold Becker of CBS and Jerry Jaffe of NBC were to see and hear analyses prepared by Nielsen, and reportedly also carried long list of questions. Since some of those questions would take time to answer, at least one source did not expect final resolution in those meetings.

One source who's followed this mystery said that so far as he knew, Nielsen people "haven't found what they were looking for," meaning clear-cut explanation. Another, who said he's convinced viewing has not declined even though ratings have, thinks answer may be that Nielsen over time has made number of procedural or other changes which have had cumulative effect of lowering numbers. If so and if Nielsen can justify changes, this source suggested, "we'll just have to accept them."

## Bigger numbers

Arbitron radio survey co-sponsored by ABC, NBC and Katz Agency jumps audience figures for networks and Katz stations by 16%-65% in 1975 over 1974. Study is said to give new context to radio research and, because listenership is based on television ADI's (Areas of Dominant Influence), to make radio measurements comparable to those of other media on "apples-to-apples basis."

Early results: Two advertising giants, Colgate-Palmolive and Sterling Drug, have reportedly told their 10 advertising agencies to use Arbitron report for future radio network buying.

## Bud Rogers too?

In week abundant with news of top-level names in broadcasting (death of George B. Storer, resignation of Robert Sarnoff at RCA, appointment of Stan Mouse to head Cox broadcast group) there was report that Lawrence H. (Bud) Rogers II would leave presidency of Taft Broadcasting after 16 years with company. But Mr. Rogers said it was nonstory, that he's operating as usual.

Mr. Rogers, 54, did not deny that there had been conversations with other broadcast companies or that he had thought of public service, but he said nothing was on front burner. Latest proxy

statement reported Mr. Rogers's remuneration at \$111,147 for fiscal year ending last March 31 and his stock holdings at 12,519 shares. Stock was trading last week at about \$20.

## Less delay

FCC will issue this week package of documents designed to speed up its handling of adjudicatory cases. Package includes notice of proposed rulemaking that, among other things, is aimed at expanding administrative law judges' authority, at expense of review board's, and suggests commission adopt consent decree procedure as means of terminating hearings before they run their course. Commission is also taking number of actions on its own, such as imposing tight deadlines on Office of Opinions and Review, which drafts opinions for commission, and on review board. It will also eliminate practice begun several years ago of assigning commissioners to supervise opinion writing, practice some feel has delayed opinion-writing at times.

## Export action

This year is shaping up as one of better ones for U.S. program sales to overseas TV stations. Current estimates anticipate total will reach about \$130 million. That would be short of banner \$135 million reached in 1973, when special overseas push by United Artists Television helped set record, but it would comfortably surpass last year's estimated \$128 million.

## Bottomed out

Whether it means anything isn't clear, but TV ratings on pro football, which for most part have declined in recent years, seem to have stabilized this fall. In fact, they seem to be on rise. For first six weeks of pre- and regular-season play, Sunday-afternoon games on NBC—only ones that escaped declines last year—averaged 12.7 ratings as compared with 12.2 for same period year ago; those on CBS, 11.6 vs. 11.3 and Monday-night games on ABC, 20.6 vs. 19.7. Mathematicians say differences are too small to be statistically significant; network people say at least they're moving in right direction.

## Cushioned fall

Though Chairman Robert W. Sarnoff's departure from RCA (story page 33) appears clearly to be ahead of his original timetable, he does not leave empty-handed. Proxy statement for stockholders

meeting last May said he owned 79,338 shares of RCA common stock, which at last week's price was worth approximately \$1.5 million (up almost \$60,000 on rise of 75 cents per share on day after resignation). In addition, 57-year-old Mr. Sarnoff will benefit from change in RCA retirement plan some years ago to penalize early retirement (at 2% of full benefits per year) only to age 62 instead of age 65. Proxy form says his company-paid benefits would have been \$141,294 a year if he'd stayed until 65.

## College try

Fate of University of Pennsylvania's WXPB(FM) Philadelphia remained unresolved last week after heated debate among FCC commissioners over whether to fine station \$2,000 and give it a short-term license renewal, or designate its renewal application for hearing (BROADCASTING, Nov. 3). But it seemed likely that majority will be found for hearing order. Issues are obscene and indecent broadcasts and university's abdication of responsibility to students running station.

Broadcast Bureau is recommending fine and short-term renewal, basing what amounts to plea for mercy on ground educational licensee is involved. General counsel's office is recommending hearing, contending renewal would signify commission's view that station has operated in public interest. Meanwhile, university officials are lobbying commissioners, contending that station is now model operation. But officials reply that continued monitoring of station reveals that, while there may be some improvement, station as recently as last week was airing profanity.

## Tired bridesmaid

After 14 months as acting director of Office of Telecommunications Policy, John Eger is getting antsy, even "irritated," according to those who know him. Reason: White House's apparent feeling that his willingness to remain as acting director indefinitely can be taken for granted. Although ex-FCC Commissioner Robert Wells is now out of running for director's job (BROADCASTING, Nov. 3), White House does not seem interested in renewing search for candidates—and Mr. Eger's chances seem no brighter than they have been. But Mr. Eger has indicated that rather than play role of faithful, quiet servitor for much longer, he will return to private sector.

# The Week in Brief

**RADIO OFF TO THE RACES** □ 1975 revenues begin to snowball in fourth quarter and all signs point to a record year. As for 1974, the FCC says revenues were up then, too, but record costs pulled down profits. **PAGE 27.** Over-all financial figures for the medium last year are presented in four pages of tables. **PAGE 65.**

**GOING-OVERSIGHT** □ Pastore hearings are the stage for intense scrutiny of recent FCC actions, especially its changes in administration of equal time. Broadcasters, politicians and public sector got their say last week; commissioners will have their day this week. **PAGE 28.**

**OPEN THE DOORS** □ Senate votes first to open government-agency meetings to the public, then decides to let the sunshine in on committee meetings. **PAGE 30.**

**HELP WANTED** □ FCC Commissioner Glen Robinson feels broadcasters aren't nearly as interested in de-regulation as they should be. **PAGE 30.**

**BIRD IN HAND** □ RCA gets FCC approval for its domsat system, which is set for launch Dec. 11. **PAGE 31.**

**CHANGE OF COMMAND** □ In a surprise and officially unexplained move, Robert W. Sarnoff resigns as chairman and board member of RCA. Anthony L. Conrad, president and chief operating officer, takes over as executive officer. **PAGE 33.**

**A PIONEER IS GONE** □ George B. Storer, 75, co-founder of the nation's first major station group, dies in Miami at 75. **PAGE 34.**

**FINIS FOR FIDELITY** □ Supreme Court turns down petitioner's attempt to take over KHJ-TV Los Angeles' channel 9. **PAGE 34.**

**MORE VOICE** □ FCC gives citizen groups opportunity to comment on amendments to renewal applications that attempt to resolve issues in original petitions. **PAGE 35.**

**ROADSIDE RADIO** □ Pros and cons of FCC's proposed new service are argued as comments deadline passes. **PAGE 37.**

**CHALLENGES IN CAROLINAS** □ Few stations in those two states are hit by petitions to deny. **PAGE 38.**

**AFTER THE BALLGAME IS OVER** □ In wake of World Series, NBC-TV ratings decline, but the network retains its lead for the season to date. CBS confirms its switches. **PAGE 40.**

**HOOTS FOR PAY-CABLE RULES** □ Briefs filed with U.S. Court of Appeals reflect general unhappiness over regulations commission issued last March. **PAGE 51.**

**SPORTS-CARRIAGE** □ The FCC denies requests from broadcasters and pro sports groups to change its rules for cable TV. **PAGE 52.**

**LESS REGULATION** □ Early comments on FCC rulemaking on definition of cable system draw suggestions for count formula and easing of regulatory restraints. **PAGE 53.**

**ACCENT AT ANAHEIM** □ The Western Cable Television Show gets going in California this week with emphasis on pay cable, de-regulation and software. **PAGE 54.**

**TELEPROMPTER'S PLAN** □ It's studied as a compromise on copyright legislation. **PAGE 55.**

**HOME ON THE HILL** □ Radio and television will have special facilities for covering Congress in the new multimedia hearing room to be constructed. **PAGE 55.**

**EARLY-EVENING NEWS** □ All three TV networks are refurbishing and plan some new offerings. **PAGE 56.**

**DOCUMENTARIES DOCKED** □ ABC News trims back personnel and number of Close-Up documentaries. Profit squeeze, expected campaign and Olympic expenses are cited. **PAGE 57.**

**AM STEREO** □ Kahn system is tested for six months at WFBR(AM) Baltimore and the results are reported to be good. **PAGE 57.**

**TABOO TABLE** □ Arguments are advanced for less UHF separation, but are countered by urgings for retention of the 1951 assignments. **PAGE 58.**

**BUFFALO BUSIEST** □ WBEN Inc.'s Les Arries learned the ropes the hard way, starting back in the days of the old DuMont Network. He is part of two generations that turned television into a profession. **PAGE 81.**

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The program opens eyes to the sports experience as the sum of more than scores. It's a hot-and-cold shower of emotions in response to: the explosive pressure of tennis confrontation; the fluid grace of skating and diving; the roughhouse suspense of rodeo; the controlled precision of bowling; the cunning and bull stamina of boxing; the uncanny collaboration of man and beast in equestrian feats.

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# GIANT NEW ARENA FOR ALL THOSE OTHER SPORTS



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## Top of the Week

### Radio sales can't miss biggest year

**1975 is closing with a rush of national, spot and local; question is whether expenses have been kept in better check than they were last year**

Radio sales, off to a slow first-quarter start this year but gathering momentum ever since, are moving toward a fourth-quarter peak that should carry 1975 to new records.

Current estimates anticipate that radio's over-all gain for the year will exceed 1974's gain of almost 7%, with the extra added attraction that both spot and network should advance substantially from the plateaus they occupied in 1974 (for FCC figures, see below).

A sampling of leading radio sales authorities last week produced these projections for 1975:

- National and regional spot business in total should rise 6%-8% and possibly 10% above its 1974 level.

- Network sales should climb 18%-20%—or more.

- Local, the only component that showed a real gain in 1974, should tack on another 6%-8% and possible 10% in total, but the variations from market to market will probably be the widest in many years.

Spot radio's performance in the fourth quarter, following what most authorities agreed was an unusually strong third quarter, is generating special excitement. As one station rep put it, "It's just what all quarters ought to be—sensational."

The degree of enthusiasm varied from rep to rep, and tended to run highest, as is usually the case, among those that specialize in large-market representation. "Business this year is just fabulous," said one of them. He said his sales were up 16% last year, when spot sales as a whole were flat, and that this year's would rise almost that much again.

Another major-market rep said: "The fourth quarter is turning the year around for a lot of people who had a poor start." He said his firm had a soft first quarter, a better second quarter and "the best third quarter we've had in a long time." Now, he said, "the fourth quarter is gangbusters, going out of sight," and should push his

company's 1975 sales about 11% ahead of 1974's.

A rep whose longer list mixes large and medium-sized markets was less enthusiastic but optimistic nevertheless. The fourth quarter to him is "pretty good but not great," but he thought he could hold if not improve on the approximately 9% increase he had going into September.

Another rep, whose list runs to smaller markets, was one of the few in the sampling who said he was not sure his 1975 sales would exceed 1974's. But, he pointed out, his list turned in a 34% increase last year, which gave him a harder than average target to shoot at in 1975.

Other sources said figures compiled independently from 17 rep firms, representing over 90% of the business placed through national reps, showed that for the first seven months of 1975, the latest period available, billings were 8.4% above those for the same 1974 period. In addition, billings were up in seven of eight sales centers for which breakdowns were compiled.

The only center in the list that showed a decline in billings origination, these sources said, was Dallas. A 14.1% decline there was blamed on delays in making 1975 buys by a number of advertisers in that area who used spot extensively in 1974.

In the other centers for which seven-month breakdowns were provided, billings originating in New York, Philadelphia and Boston offices (as a group) were said to be up 8.4%, matching the national average;

Chicago originations, up 7.4%, with other increases as follows: Los Angeles, 2.5%; Detroit, 12.9%; San Francisco, 29.7% ("a lot of new accounts" were reported in that area); St. Louis, 5%, and Atlanta, 6.5%.

Spot radio's surge has taken longer to document, but network radio's is bigger—in percentage terms—and has been apparent longer. Some months ago, networks were beginning to report shortages of inventory in key periods, with total network sales to that point running 20%-30% ahead of 1974 levels (BROADCASTING, Sept. 1).

Network and spot sources agreed last week that there's been no slowdown in the network sales pace. Latest projections of the year's gain tend to cluster around 20%, range up to 25% in some cases.

Local radio, too, is said to be running substantially ahead in many markets—but behind in many others, with the result that the increase on average is currently expected to fall in the 6%-8% range. Stations having the hardest time improving on their 1974 performances are said to be those in markets hardest hit by unemployment and other recession ills.

Miles David, president of the Radio Advertising Bureau, declined to estimate specific 1975 gains for spot, network or local, but was confident that all three would advance substantially and that together they would exceed 1974's almost 7% rise.

He attributed the 1975 increases to a combination of causes including new advertisers, increased spending by old

## 1974 vs. 1973

Broadcast revenues, expenses and income of networks and stations of radio<sup>1</sup> and television broadcast services

|                                                     | (In millions of dollars)* |           |                                  |
|-----------------------------------------------------|---------------------------|-----------|----------------------------------|
|                                                     | 1974                      | 1973**    | Percentage increase<br>1973-1974 |
| <b>Total broadcast revenues</b>                     |                           |           |                                  |
| Radio                                               | \$1,603.1                 | \$1,501.9 | 6.7                              |
| Television                                          | 3,776.3                   | 3,464.8   | 9.0                              |
| Industry total                                      | \$5,379.4                 | \$4,966.7 | 8.3                              |
| <b>Total broadcast expense</b>                      |                           |           |                                  |
| Radio                                               | \$1,519.0                 | \$1,391.9 | 9.1                              |
| Television                                          | 3,039.2                   | 2,811.7   | 8.1                              |
| Industry total                                      | \$4,558.2                 | \$4,203.6 | 8.4                              |
| <b>Broadcast income (before federal income tax)</b> |                           |           |                                  |
| Radio                                               | \$84.1                    | \$110.1   | -23.6                            |
| Television                                          | 737.1                     | 653.1     | 12.9                             |
| Industry total                                      | \$821.2                   | \$763.2   | 7.6                              |

<sup>1</sup>Includes AM and FM broadcasting.

NOTE: 1974 radio data covers the operations of the nationwide networks (CBS, MBS, NBC and ABC's three AM networks and one FM network), 4,361 AM and AM-FM stations, 397 FM stations associated with AM stations but reporting separately in 1974, and 678 independent FM stations. This data also includes the compensation paid by other (regional, state, etc.) networks to affiliated stations, but does not include the revenues retained by these other networks, nor their expenses. Radio data for 1973 covers the operations of the nationwide networks, 4,267 AM and AM-FM stations, 361 associated FM's that reported separately in 1973 and 616 independent FM stations. Also included is the compensation paid by other networks to their affiliates, but not the revenues retained by the other networks nor their expenses. TV data for 1974 covers the operations of three networks and 694 stations. TV data for 1973 covers the operations of three networks and 692 stations.

\*Figures may not add to totals due to rounding.

\*\*Revised radio figures.



**The details.** Complete reports of industrywide financial data for AM and FM services in 1974 are contained in tables beginning on page 65, this issue.

**The markets.** Complete reports of network, spot and local time sales; barter transactions; station revenues, expenses and profits before taxes for every radio market in the nation will be published in BROADCASTING's next issue, Nov. 17.

customers, heavier use of radio by retail accounts, more constructive selling and, in general, widespread broadcaster support of RAB's "Radio: Adflation Fighter" campaign, which emphasized radio's advantages to advertisers in an inflationary economy.

Mr. David also noted that radio's 1975 gains, whatever their proportions prove to be, are being turned in at a time when newspaper advertising is up only marginally and magazines like *Time*, *U.S. News and World Report*, *Sports Illustrated* and *New Yorker* are experiencing advertising lineage declines of 18%-20%.

He also feels—like everyone else—that 1976 will be even better for radio than 1975.

With election and Olympics coverage and special Bicentennial programing creating a TV inventory shortage that will surely drive TV rates up, radio has to gain. In addition, one rep observed, an incumbent President running for election can be expected to do a little pump-priming for the economy, which should encourage more advertising and the introduction of more new products, which in turn mean more spending in radio and TV, the prime introductory media. In the words of a rep who thinks 1975 has been "pretty good," 1976 "has got to be fantastic."

#### **The record in 1974: bigger gross, bigger costs, smaller profits**

The official financial report for U.S. radio in 1974 came out last week and showed the continuation of a trend that started earlier: revenues rising at a healthy rate, but not as fast as expenses. As released by the FCC the figures were:

- Revenues \$1.603 billion in 1974, a 9.1% increase over the \$1.381 billion of 1973.

- Profits before taxes \$84.1 million, a 23.6% decline from the \$110.1 million of 1973.

(Together, radio and television are showing continued gains in both revenues and profits before taxes. The radio report released last week and the FCC's television report issued previously [BROADCASTING, Sept. 8]) show combined radio-TV revenues of \$5.379 billion in 1974, 8.3% more than combined revenues of 1973, and combined profits of \$821.2 million, up 7.6%.)

The revenue gains for radio in 1974 came largely from local advertisers, whose gross expenditures of \$1.308 billion were 8.6% more than their billings of the year

before. Network advertising in 1974 was \$60.3 million, 1.5% bigger than it was in 1973. Spot was \$386.8 million, up 1.2%.

The seven national radio networks (CBS, NBC, ABC's three AM and one FM network, the Mutual Broadcasting System) lost \$6.2 million on revenues of \$40.4 million (the money retained from gross advertising receipts after deductions of agency commissions and compensation to affiliated stations).

Network owned and operated stations were up 3.9% in revenues of \$64 million but down 7.3% in profits of \$8.4 million.

The other 4,343 stations showed revenues up 4.8% at \$1.305 billion but pre-tax profits down 19.5% at \$92.4 million. The percentage of stations operating a full year and showing a profit continued to decline, with 72% in 1972, 69% in 1973 and 65% in 1974.

FM broadcast revenues were up 25.2% (from \$198.3 to \$248.2 million—continuing the strong gains of 1973 when they rose 24%.

Independent FM's reported a 33% increase in revenues, but a rise in costs resulted in losses of \$13.1 million, \$3.1 million more than a year before. Nevertheless, 40.3% of independent FM's came up with a profit in 1974. The year before 38.8% were in the black.

## **Setting up the FCC for showdown**

**Preliminary witnesses are heard on agency's 315 exemptions and other signs of loosened rules; commissioners are up this week**

The Senate Communications Subcommittee last week held two days of hearings that were just a warm-up for what may become a major confrontation with the FCC this week. Under study are five commission actions that have provoked the ire of the subcommittee chairman, John Pastore (D-R.I.), who gave ample demonstration last week that he has no intention of fading out his last year in the Senate. (He has announced his intention to retire [BROADCASTING, Oct. 13].)

Although the commission took no part last week—all seven commissioners will be called up to the Hill tomorrow (Nov. 11)—the hearings came under the heading of FCC oversight. These are the second oversight hearings of the year before the subcommittee, a rare occurrence, if it has ever happened before at all.

The biggest issue is the FCC's decision to exempt political candidate debates and news conferences from the equal-time requirements of Section 315 of the Communications Act. In his opening remarks, Senator Pastore jumped on that with both feet. "I cannot understand how the commission can overturn more than a decade

of its own precedent, holding now that a prior commission was guilty of an 'error of law' and thus coverage of certain political debates and press conferences now qualifies for exemption under Section 315," he said. Calling the exemptions a "far-fetched deviation from the rule of equal time," the chairman said: "As far as I am concerned, the commission has appropriated unto itself, by administrative fiat, that which is clearly not within its jurisdiction, but solely within the power of the Congress to change by statutory law."

He is particularly distressed by the news-conference exemption which, he said, "is going to be a boon to the incumbent." He added that with the lifting of the requirement, politicians and broadcasters would develop a "kissing-cousins sort of relationship."

Mr. Pastore also challenged the commission's authority to suspend the fairness doctrine for large-market radio stations, an experiment that FCC Chairman Richard Wiley proposed in September. "What difference does it make that 64 other stations in the same market may be broadcasting diverse views?" Senator Pastore asked. "We all have our favorite radio station and we listen to it most of the time to the exclusion of most of the other stations in the area."

"Furthermore the doctrine was adopted to apply to the licensee and not to a market," the senator added.

Mr. Pastore outlined three other issues under scrutiny at the hearings, including the voiding by the FCC of some agreements between broadcast licensees and citizen's groups. "I hope," he said, "that the commission is not, under the guise of preserving the licensee's responsibility to remain independent, at the same time gagging those who represent the public interest."

A fourth problem is the commission proposal to exempt stations in communities of less than 10,000 population from formal ascertainment procedures. "As far as I am concerned, that is the beginning of the end of ascertainment," Mr. Pastore said.

And last is the commission proposal to exempt stations with fewer than 10 or 15 employees from filing annual statistical employment profiles under the commission's equal employment opportunity program. "To me, the small stations present the only chance for a minority broadcasters to get a start," he said. "I think the proposed exemption of this commission will drastically undercut any EEO progress in broadcasting."

All of these issues were addressed in the two-day hearings by nearly a score of "public" witnesses—individuals and groups not connected with the government—but the equal-time and fairness-doctrine problems were dominant. The equal-time problem touches on philosophical questions revolving around free press and the public's right to receive balanced information, but it is also a practical political problem with potential impact on the 1976 election campaigns, a fact underscored by the appearance at the



Parker



Strauss



Wasilewski



Pastore

hearing of Democratic National Committee Chairman Robert Strauss.

Mr. Strauss called the FCC's ruling "unwise" and "legally incorrect," and said it has tipped in favor of the broadcaster the balance between candidates' rights to equal access to the airwaves and the broadcaster's right to unfettered coverage. "One of the principal problems with the commission's decision is that it creates a standard which, in fact, is no standard at all—in essence this leaves virtually complete discretion in the hands of the broadcaster," he said.

Mr. Strauss said the news conference is essentially controlled by the candidate and designed to further his candidacy. It is "part entertainment, part information, part politics and part theater," he said, adding that "there is nothing in a reading of the legislative history of the 1959 amendments [to the Communications Act] that would suggest that Congress ever intended such an event to be exempt from the equal-time provisions of Section 315."

The Democratic National Committee has filed a petition for review of the FCC's decision in the U.S. Court of Appeals in the District of Columbia, as have Representative Shirley Chisholm (D-N.Y.) and the National Organization for Women. Attorney Collot Guerard of the Media Access Project, representing the latter two, testified at the hearings that "it is quite clear" that the FCC "has directly contravened the intent of Congress," and without sufficient input from the public.

On the opposite side were CBS President Arthur Taylor and Douglass Cater of the Aspen Institute Program on Communications and Society whose petitions to the FCC led to the newly defined equal-time exemptions. Mr. Taylor argued for total repeal of the equal-time provision, or at the least for repeal for presidential and vice-presidential candidates. "We believe that broadcast journalists cannot adequately meet their responsibilities to inform the electorate in the face of a statute dictating arbitrary apportionment of time in broadcast coverage," he said.

Mr. Taylor also urged an experimental repeal of the fairness doctrine for all broadcasters, opposed institutionalizing agreements between broadcasters and citizens groups, which he characterized as "often unrepresentative of the general public and not accountable to either the commission or the public," and supported the commission proposal for relaxing ascertainment requirements. He opposed,

however, the proposal for documentation of community leaders' statements as "overly mechanistic and an unnecessary bureaucratic intrusion" on station operation.

Mr. Cater said he thinks the FCC "made the proper construction" of Section 315 in exempting candidate debates. He said broadcasters have been using Section 315 as a shield against having to devote prime-time to political coverage. He had no opinion about the exemption for news conferences.

J. Laurent Scharff, general counsel for the Radio Television News Directors Association, testified that, contrary to what Mr. Strauss and Ms. Guerard might have said, "the legislative history [of Section 315] shows that Congress intended for the commission to flesh out the body of the exempt categories ... including that of sound journalistic judgment." And "journalistic experience and judgment confirm the proposition that candidate debates and press conferences may be bona fide news events." On-the-spot coverage of bona fide news events is an exemption contained in the equal-time law.

Mr. Scharff also argued that there is no evidence broadcasters would abuse the concept of fairness if the fairness-doctrine and equal-time provision were totally repealed. Mr. Pastore replied that, as with laws against homicide, the fairness doctrine is designed to deter the few who would abuse the freedom.

Tracy Westen, director of the UCLA law

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**Handed over.** Under threat of subpoena from the House Communications Subcommittee, the FCC last Wednesday turned over to subcommittee Chairman Torbert Macdonald (D-Mass.) more than 100 pages of documents that figured in the commission's decision to reverse long-standing rules that candidates' news conferences and political debates were subject to the equal-time law. The commission had hoped to hold onto the documents until after oral argument of the court case challenging the decision, a case to which another member of Congress, Representative Shirley Chisholm (D-N.Y.) is a party. Mr. Macdonald's announcement of receipt of the documents said they are available only to the members of the subcommittee for now, and will be used to review the legality of the FCC decision.

school's Communications Law Program, argued that economic considerations are the primary cause of media self-censorship. Without the fairness doctrine, he said, most broadcasters would avoid certain kinds of controversial programming, because advertisers would be reluctant to support them.

The broadcaster's viewpoint on the question of fairness and equal-time and on the other issues before the subcommittee was represented by a contingent from the National Association of Broadcasters, including its president, Vincent Wasilewski; the chairman of its small market radio committee, Wayne Cornils of KFXD-AM-FM Nampa, Idaho, and the chairman of its radio re-regulation committee, Richard Chapin, of Stuart Enterprises, Lincoln, Neb.

Mr. Wasilewski called the FCC's re-regulation program "a godsend to the smaller radio stations which are not equipped to cope with the myriad of regulation" that he said only "highly trained specialists" can understand.

Mr. Cornils argued that the simpler ascertainment procedures and exemption from filing formal EEO programs for stations in communities such as his hometown are "right on target." "It simply doesn't require 39 pages of fine-print instructions to determine what the problems of Nampa, Idaho, are," he said.

Frank Lloyd of the Citizens Communications Center complained to the subcommittee that "whenever the broadcast industry seeks protective legislation, it uses the stalking horse of the small broadcaster with undue regulatory burdens." "This argument has scant logical basis," he said, when one considers that small market broadcasters often produce "substantial profits," often hold local monopolies on broadcast ideas and have historically been found "most often in violation of their community service obligations."

The subcommittee had earlier heard former FCC Commissioner Nicholas Johnson, representing the National Citizens Communications Lobby, speak of the industry's "domination" of the FCC. "Large corporate interests come away from the FCC with what they came to get," he said. Mr. Johnson also said that "although under Chairman Richard Wiley's guidance they [the commissioners] have been turning out more actions, there is little knowledge of or

enthusiasm for management or administration." Nor is there much research and development or long-range planning, he added.

Among other FCC critics at the hearings was a coalition of representatives of religious organizations whose prior communications with the subcommittee helped define the issues for the hearing. "The commission is engaged in something called re-regulation that, in the long run, will eliminate participation of the public in FCC procedures," said the coalition's leading spokesman, the Rev. Dr. Everett Parker, director of the Office of Communication of the United Church of Christ.

Dr. Parker's particular concern was that the commission's proposals will lessen its ability to insure that the needs of minorities are ascertained by small stations and to insure that minorities are afforded job opportunities. He said without strict enforcement of the commission's equal opportunity guidelines, broadcasters use "meaningless job categories" to "conceal the continuing segregation of women and minorities in low level jobs. These tactics make it difficult for public groups to identify the broadcasters who have made serious efforts to improve and those who have not done so."

The Office of Communication of the United Church of Christ joined with the Citizens Communications Center and the National Citizens Committee for Broadcasting in sponsoring a report aired last week that purportedly shows that relaxing fair employment regulations for small radio and TV stations will harm minority and female employment opportunities.

The report's author, Craig Gehring, a third-year student at the University of Michigan Law School, summarized some of his findings for the subcommittee last week. The study examines the 1974 employment reports for all stations in 11 states and the District of Columbia, and shows, Mr. Gehring said, that stations with 15 or fewer employees have the most job opportunities for minorities and women, yet have the worst records for employing minorities and women. The report says that in Michigan, one of the sample states,

stations with 15 or fewer employees offer over 60% of the jobs available to newcomers to the industry.

"The conclusion is clear," Mr. Gehring said. "The exclusion of stations with less than 15 full-time employees from reporting requirements will seriously impair the ability of the commission to ensure widespread coverage of its equal employment opportunity policies."

All seven FCC commissioners have been called to testify Tuesday (Nov. 11). They will follow more testimony from outside witnesses, including Kathy Bonk of the National Organization for Women, Pluria Marshall of the National Black Media Coalition and John Buggs of the Civil Rights Commission.

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## Robinson blasts broadcasters as summer soldiers in fight for de-regulation

**If they are not more outspoken in defending commission's efforts, he, at least, will not be sticking his neck out for them any more**

FCC Commissioner Glen O. Robinson is telling broadcasters at the National Association of Broadcasters regional meeting in New Orleans today (Nov. 10) that he, like Galileo, is not one to be burned at the stake in defense of truth.

Which is his singular way of warning broadcasters that if they maintain their silence in the face of the pounding that members of Congress are administering to the commission for its actions aimed at de-regulating broadcasting—and thus indicate they are really not interested in de-regulation—they can look for "a rollback of what we have done so far."

The commissioner's apparent feeling that the agency is being abandoned by broadcasters is shared by at least some of his colleagues. And the feeling is made all the more intense by the fact that the commission is scheduled to appear this week in oversight hearings before Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, who, the commissioner said in the speech prepared for delivery, "has made it unmistakably plain, not only to the commission but to each and every commissioner, that he regards with some skepticism (if not downright hostility) most of our de-regulatory efforts."

Commissioner Robinson noted that the effects include exempting political debates and candidates' news conferences from the equal-time law, and proposing to modify the equal employment opportunity rules and community ascertainment procedures in ways designed to ease administrative burdens on smaller stations. He also recalled that Chairman Richard E.

Wiley has even suggested a test suspension of the fairness doctrine as it applies to radio stations in major markets.

But, he said, "How vociferous broadcasters have not been in cheering us on." And that silence, he said, raises "a fine point of equity," since the commission had acted at least in part in response to broadcasters' complaints: "Now that we were out on [a] limb, with unruly crowds gathered below yelling at us to 'Jump! Jump!' it would be comforting to think that those who stand to profit by our sudden seizure of sensibleness would be more encouraging than has been the case."

He suspects the reason is that broadcasters' complaints about regulatory burdens may not have been seriously meant. And if that proves to be the case, that "rollback" he talked of can be expected.

Commissioner Robinson personally favors de-regulation; he says he has long felt the commission was overregulating the broadcasting industry. His view is that the commission should "do more to promote structural diversity in the marketplace of entertainment and ideas and make an effort to leave broadcasters pretty much alone."

But, he notes, the commission is not supreme in setting regulatory policy. Members of Congress are. "They constrain our action, and the public constrains them." And it seems, he said, that the public is not urging them to back de-regulation. "If anything, the dominant pressure is quite the other way."

The reason may be that the public "has made an informed choice on this issue, he said, adding, "If that is the case, then although I might personally disagree, I mean to go along with them. Because I believe that the public is entitled to the kind of government that it wants."

What's more, he said, "remembering Galileo," he believes "autos da fe"—the burning of heretics at the stake during the Spanish Inquisition—"are much more edifying when they happen to someone else."

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## Senate votes to give public better view of government

**And sunshine bills in House draw support in hearings**

The 94th Congress may be the one to let the sunshine in on government proceedings. The Senate last week adopted by a vote of 94-to-0 a bill to open government proceedings to the public, and the House could follow suit by early spring. That would leave the matter up to President Ford.

The FCC and Federal Trade Commission would be affected by the legislation requiring 47 independent agencies to open most of their meetings to the public. And

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**Separatists?** Ten members of the Radio Advertising Bureau's board of directors will make up the task force, led by Dwight Case of RKO Radio, that was authorized by the board to explore ways to establish "a greater separate identity" for radio, including the possibility of a full-scale national convention for radio (BROADCASTING, Oct. 27). Named to serve with Mr. Case are: Richard Buckley, Buckley Radio Sales; Arthur W. Carlson, Susquehanna Broadcasting Co., York, Pa.; Richard W. Chapin, Stuart Broadcasting, Lincoln, Neb.; George Duncan, Metromedia Radio; Elmo Ellis, Cox Broadcasting, Atlanta; Leon Lowenthal, WKRC(AM) Cincinnati; Harold L. Neal Jr., ABC Radio; Cary Simpson, WTRN(AM) Tyrone, Pa., and Lee Allan Smith, WKY(AM) Oklahoma City.



FCC Commissioner Glen O. Robinson, who has endorsed the idea of open meetings, cited at least one meeting from which the commission would have been the beneficiary of a little sunshine.

The Senate acted on Thursday, a day after it voted, 86-to-0, on a sunshine rule affecting itself. The rule requires all committee, subcommittee and House-Senate conference committee meetings to be opened to the public and press, unless there are compelling national security or other reasons for closing them. The House has had an open-meeting rule since 1973, and adopted an open conference-committee rule in January, subject to the Senate's taking the same action.

The Senate vote on the sunshine bill came as the House Subcommittee on Government Information and Individual Rights began hearings on two similar bills (H.R. 9868 and H.R. 10315). Subcommittee Chairwoman Bella Abzug (D-N.Y.) is co-sponsor of both, and subcommittee aides appeared confident sunshine legislation would clear the parent Government Operations Committee and reach the House floor by the spring.

Commissioner Robinson was invited to participate last week as one of the two commission members—Benjamin L. Hooks was the other—who had voted to open most commission meetings to the public. The commission, which decided that open sessions would have an inhibiting effect on "free and candid discussion" (BROADCASTING, Oct. 13), will submit written comments to the subcommittee later in the month.

Commissioner Robinson, like most of those supporting sunshine legislation, thinks the public would benefit from watching its government in action. But last week he indicated he felt the commission would also have benefitted if the meeting at which it made its decision to exempt candidates' news conferences and political debates from the reach of the equal-time law had been opened to the public.

The decision, taken in September, has given rise to charges of partisanship and to speculation that White House pressures were at work. "We would have been spared that controversy if the public had been packed into that little room, and had seen what happened, watching those two bureaus [the Broadcast Bureau and the general counsel's office] battling it out," Commissioner Robinson said.

Representative Abzug apparently is one of those who wondered about the inspiration for the commission's action. "Were there any communications with the White House?" she asked with something of a smile.

"Not with me," Commissioner Robinson, a Democrat, said. He defended the commission's action, which he supported, as constituting only a "legal decision." Earlier decisions which had held that news conferences and debates were subject to the equal-time law were simply wrong, he said. "I don't think there was any politics involved; I think that's a red herring," he added.

Although the sunshine bills would re-

quire the agencies to hold open meetings, they would provide for some exceptions. Meetings at which matters affecting an individual's right to privacy, adjudicatory cases, investigatory proceedings or national security were to be discussed would be among those exempt.

The bills also prohibit ex-parte contacts in connection with on-the-record proceedings between outside interested parties and the agencies. However, those provisions are similar to the rules now in effect at the FCC and other agencies.

Commissioner Robinson, while favoring open meetings, said Congress should not go so far as to "prevent the necessary, and often spontaneous, informal discussions among agency personnel, or between those personnel and the public." Such private discussion, he said, plays a "vital role" in the administrative process and should not be chilled. And the pending bills, "read strictly," he said, could do that. He said the possibility of abuse of private meetings could be cured by requiring agency personnel to maintain, and make public, logs of such meetings.

Besides Commissioner Robinson, the House subcommittee heard three other witnesses last week—Representative Dante Fascell (D-Fla.), who is co-sponsor with Representative Abzug of pending sunshine bills in the House; Richard O. Simpson, chairman of the Consumer Product Safety Commission, which has adopted "sunshine" rules of its own, and Professor Jerre S. Williams, chairman of the ABA's position of supporting open agency and congressional committee meetings "consistent with protecting the rights of persons and the ability of the government to carry out its responsibilities fairly and effectively in the public interest."

## FCC gives RCA a bird of its own

**Launch is set month from now for domestic satellite**

Already under construction and scheduled for launch Dec. 11, the RCA domestic satellite system received official FCC approval last week. RCA has been providing domestic satellite service on Canada's Anik satellites and Western Union's bird since 1973 and early 1975, respectively, while its application for its own domestic satellite system filed four years ago, was pending. Construction of the three 24-transponder satellites, which the FCC approved last week, had begun in 1973 at RCA's own risk.

The commission's action requires RCA to form a new subsidiary corporation to handle its domestic satellite operations, so that cross-subsidization with RCA Global Communications Inc., the international satellite operation, is prevented. Interconnection of the domestic and international

## RCA TK-76: the TV camera with film camera freedom.



## ONE-MAN NEWS.

Even a one-man crew can get news fast with a TK-76 portable color camera. Aim-and-shoot automatic features deliver film camera quality even in low light. Instant warm-up puts you on-air or on tape just seconds after you're on the scene.

There's no cumbersome backpack or control unit to hold your reporter back from the action. The 19-pound, self-contained TK-76 is powered by a 6-pound battery belt or a car's 12v. DC cigarette lighter.

The TK-76 is great for documentaries and profitable local spot commercials, for specialized sports and studio assignments, too.

Best of all, it's all yours for less than \$35,000.

The list of orders is growing, so place yours now and be way ahead in '76. See your RCA Representative, or write RCA Camera, Building 2-2, Dept. A1, Camden, NJ 08102.



**RCA**

## In Brief

**Tandem Productions (Norman Lear, Bud Yorkin) has sued FCC, TV networks and National Association of Broadcasters** for \$10 million, alleging adoption of NAB code restrictions on programing in "family viewing" time, at initiation of FCC, diminished future syndication value of Tandem programs, including *All in the Family*, moved by CBS-TV out of family period to 9 p.m. Mondays. Same defendants were sued for antitrust by number of Hollywood guilds and production houses week earlier (BROADCASTING Nov. 3). ■ **Accuracy in Media has asked U.S. Supreme Court to review** appellate court order remanding case against NBC-TV's *Pensions: the Broken Promise* to FCC with instructions to dismiss decision that documentary violated fairness doctrine (BROADCASTING, July 14). ■ FCC granted **renewal of license** of Post-Newsweek's WJXT-TV Jacksonville, Fla., and agreed with St. Johns Television Co. request to dismiss its competing application for WJXT-TV's channel 4. St. Johns was last of three rival applicants. ■ By vote of 208 to 199 House passed bill to create **agency for consumer protection** with power to intervene in proceedings at other government agencies. Unlike bill Senate passed last May, House measure contains no prohibition against new agency's insinuating itself in broadcast licensing at FCC, though committee report accompanying bill discourages that action. Presidential veto expected. ■ Federal Trade Commission is about to ask advertising agencies for all their research findings on **television advertising directed to children**. FTC Chairman Lewis A. Engman disclosed plan at closed conference on research into effects on TV on children (see page 46). ■ **In attempt to beef up daytime ratings**, CBS-TV will start reruns of number-one *All in the Family* in Monday-Friday, 3-3:30 p.m. period beginning Dec. 1. *Match Game* will be moved from 3 to 3:30 and *Tattletales* from 3:30 to 4, with low-rated *Give 'n' Take*, now at 4-4:30 p.m., canceled. ■ Strong tugs on National Association of Broadcasters' sleeve from radio quarters have prompted formation of **ad hoc "radio advisory" committee** of NAB radio directors, former directors and staffers who met in Chicago last Friday. Group decided NAB should increase radio's visibility and distance from TV within association, should maintain closer liaison with Radio Advertising Bureau and its new task force (see page 30). Committee rejected formation of federation with other organizations, such as new National Radio Broadcasters Association. ■ Federal Trade Commission has proposed to ban advertising of **over-the-counter drug claims** that Food and Drug Administration has prohibited in labeling. Comments due Jan. 12. ■ Bills providing five-year **funding authorization for Corporation for Public Broadcasting** are due on House floor today (Nov. 10) and Senate some time this week. ■ **Colonel Robert Cranston**, who retired from Army in 1973 after holding various commands in Armed Forces Radio and Television Service, becomes over-all AFRTS chief as civilian director, Office of Information for the Armed Forces, Washington.

## Headliners



Conrad



Sarnoff



Mouse

**Anthony L. Conrad**, president and chief operating officer, RCA, elected chief executive officer, effective immediately, and chairman of board, effective Dec. 31, to succeed **Robert W. Sarnoff**, who unexpectedly resigned (see page 33). ■ **Stanley G. Mouse**, group vice president, Cox Broadcasting Corp., Atlanta, named head of Cox broadcast operations, including its radio and television station groups and its radio and TV sales representative firms, effective Dec. 1. He replaces **James M. Rupp** who company said would be assigned to other duties. Mr. Mouse, with Cox organization since 1945, formerly VP-general manager of Cox's WHIO-AM-FM-TV Dayton, Ohio, had been ticketed to be group VP in charge of company's nonbroadcast operations (BROADCASTING, Aug. 4).

satellite facilities was also prohibited.

Construction permits were granted to RCA Globcom, as trustee for the new subsidiary, for earth stations near New York, Chicago, Houston and for five transportable facilities. The domestic system will serve the 48 contiguous states.

At the same time, the FCC ordered further proceedings on the use of the new domestic satellite system for Alaska, by RCA Alaska Communications Inc., which had applied for the system jointly with RCA Globcom. The state of Alaska had objected to RCA Alascom's participation in the domestic satellite service on a capital ownership basis. Alaska feared that an RCA satellite system optimized for lower-48 state services, would "unduly restrict" RCA Alascom's ability to select the most technically advanced and economical satellite facilities to serve Alaska.

Until those issues are resolved, the FCC said it expects to authorize RCA Alascom to lease capacity on the RCA domestic satellite system to assure continuity of service to Alaska.

## FCC urges caution in program contracts

The FCC, which in recent months has expressed concern about the possibility of broadcasters abdicating responsibility to citizen groups in agreements they sign with them, is now warning broadcasters to be careful in their contracts with music-format service companies.

The warning was issued in a policy statement establishing guidelines for radio stations that sign contracts with companies supplying taped musical programs over a period of time on a subscription basis. It said any station that enters an agreement that unduly fetters its free exercise of independent judgment in programing would be abdicating its responsibility and would be acting contrary to the public interest.

The policy statement is the result of an inquiry into such contracts that the commission began on May 17, 1973, with a notice pointing out that some agreements restricted the news and other nonmusical programing that a subscribing station could carry.

The commission said music-format service contracts did not impair the public interest if they did not impose such restrictions on a station's programing, if they expressly state the licensee's right to reject or substitute programs, and if they subordinate the contract to FCC rules, regulations, policies and licensee responsibility.

The commission said it did not feel it necessary to adopt rules or require stations to file music-service contracts with the agency. But it also noted that licensees are aware that they must answer to the commission as public trustees and that it had "adequate means" of dealing with licensees' abdication of responsibility. It said it would scrutinize music-service contracts when they came to its attention by renewal, transfer, assignment or complaint actions.



## Sarnoff out at RCA; Conrad is slated for top post

**No official reason is given; speculation is that company's recent financial performance was behind pressure for change**

In a surprise and officially unexplained move, Robert W. Sarnoff resigned last Wednesday (Nov. 5) as chairman and member of the board of RCA, effective Dec. 31.

The board accepted his resignation and named Anthony L. Conrad, president and chief operating officer, to take over as chief executive officer, effective immediately. It was assumed Mr. Conrad would be named chairman upon Mr. Sarnoff's official departure.

Mr. Sarnoff, who is 57, gave no public explanation of his move. The brief announcement issued by RCA said he had "indicated that he intended to pursue other interests of a personal nature."

His departure means that virtually for the first time since its formation, RCA will not have a Sarnoff in one of its topmost posts. Mr. Sarnoff's father, the late Brigadier General David Sarnoff, was commercial manager when the company was formed in 1919 but became general manager in 1922 and thereafter was a key figure until he retired Dec. 31, 1969. He was elected president in 1930 and chairman in 1947, and was named RCA's first honorary chairman on his retirement. He died in December 1971.

The announcement noted that at the end of this year Mr. Sarnoff will have completed a decade in which he served RCA first as president and chief operating officer, later as president, chairman and chief executive officer and subsequently chairman and chief executive. Before moving to RCA he spent 18 years in executive posts at NBC, an RCA subsidiary, rising to chairman and chief executive officer in July 1958. He was president and chief executive of NBC from December 1955 until his election as chairman.

Key RCA officials could not be reached immediately for comment on the resignation, and key NBC officials said they did not know what motivated it.

Other speculation suggested that banks or other Wall Street interests may have brought pressure for management changes because of financial results that have sometimes been less than spectacular. In the most recent report, however, third-quarter earnings advanced 9% over last year's third quarter. But the report also

noted that this was the first year-to-year increase in seven quarters, and earnings for the first nine months still trailed last year's period by almost 21% (BROADCASTING, Oct. 20).

Later last week, however, sources at Lazard Freres & Co., investment banking company that has been close to RCA for many years, said they were "completely surprised by the announcement." Other sources speculated that an internal battle may have preceded the resignation.

Mr. Sarnoff has for several years been one of the highest salaried executives in broadcasting and communications. In 1974 he ranked third, behind ABC's Chairman Leonard H. Goldenson and President Elton H. Rule. The RCA proxy statement showed his 1974 remuneration as \$483,500, consisting of \$326,000 salary, \$52,500 incentive paid and \$105,000 incentive to be earned out over a two-year period (BROADCASTING, March 17). By comparison, ABC's proxy statement put Mr. Goldenson's compensation at \$582,000, including \$200,000 salary and \$382,000 additional, and showed Mr. Rule's as \$525,000, of which \$175,000 was salary and \$350,000 additional compensation (BROADCASTING, April 28).

President Conrad was shown in the RCA proxy statement to be RCA's second highest salaried executive, with \$235,200 salary, \$40,833 incentive paid and \$81,667 to be worked out, for a total of \$357,700.

The RCA proxy also indicated Mr. Sarnoff's retirement benefits paid for by the company would be \$141,294 a year at age 65. That did not include any benefits that he may have paid for, but did assume his continued employment at present rates until retirement at age 65, which would be some eight years from now.

Mr. Conrad's retirement benefits under similar conditions were put at \$123,221 a year.

The new chief executive, who is 54, has been president of RCA since Aug. 1, 1971. He joined the RCA Service Co. in 1946 following service with the Army Signal Corps, later was president of that RCA subsidiary for eight years. He was the parent company's vice president, services, for two years before his election as president. He has been a member of the board since 1970.

## Mass claim made for FCC fee refunds

The U.S. government, already faced with scores of court suits filed by broadcasters and others seeking refunds of fees paid to the FCC under a fee schedule the U.S. Supreme Court declared illegal, was faced last week with another petition, this one jumbo-sized.

It was filed in the U.S. Court of Claims by the Cohn & Marks law firm on behalf of 86 licensees it represents, and seeks refunds totalling \$1,166,478. The company seeking the largest refunds, \$233,716, is the McLendon Co., licensee of WNUS-AM-FM Chicago; KLIF(AM)-KNUS(FM) Dallas;

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# RCA



WYSL(AM)-WPHD(FM) Buffalo, N.Y.; KCND-TV Pembina, N.D., and WWWW(AM) Detroit.

Broadcasters and others regulated by the commission began going to court—more than 70 to the U.S. Court of Appeals, a lesser number of the U.S. Court of Claims—after the FCC rejected requests for refunds under the 1970 fee schedule. The Supreme Court in March 1974 had declared the schedule illegal on the ground that it was designed to recover 100% on the agency's costs, instead of being limited to an amount reflecting the "value to the recipient." The commission's fee schedule has been restructured to conform to the court's ruling.

There was one exception to the commission's refusal to grant refunds—made to the cable industry. The National Cable Television Association had persisted in the appeal to the Supreme Court that resulted in the ruling overturning the fee schedule. (The National Association of Broadcasters dropped out of the contest after an appeals court upheld the legality of the fee schedule.) Cable operators received some \$4.1 million in refunds.

However, those now seeking refunds, including the Cohn & Marks clients, contend that they, too, are entitled to refunds, since they were compelled to pay fees under a schedule that was "inherently invalid."

## George Storer dies in Miami

**As a pioneer broadcaster he built first station group and small fortune into big one**

George Butler Storer, co-founder of Storer Broadcasting Co., the nation's first major station group, died Nov. 4 in Miami. He would have been 76 today (Nov. 10). Complications growing out of a chronic heart condition which had its onset several years ago were said to be the cause of death, which occurred at the Miami Heart Institute, the geriatrics wing of which had been established by Mr. Storer and his sister, Mrs. J. Harold Ryan, widow of the other Storer Broadcasting founder.

Besides Mrs. Ryan, Mr. Storer is survived by his fifth wife Mary Coughran Storer, four sons and nine grandchildren. Memorial services were held Nov. 7 at the Church by the Sea, Bal Harbour, Fla., where Storer corporate headquarters are located. Interment after cremation was to be at Saratoga, Wyo., site of the Storer ranch and the exclusive Old Baldy club, which he founded.

Mr. Storer retired from active direction of his company several years ago but continued as chairman of the executive committee and attended board meetings until a few months ago. The Storer interests include seven television and six radio stations as well as cable TV systems in Florida, California, Georgia and Alabama. Board chairman and chief executive officer



Mr. Storer at his firm's annual meeting last year.

is Bill Michaels, and president is Peter Storer. Other sons are George Jr., of Los Angeles, with Hughes enterprises; James of Cleveland, assistant to Chairman Michaels, and Robert of Atlanta, who owns a television production company.

Last April Mr. Storer was given the Distinguished Service Award, highest citation of the National Association of Broadcasters. It was his final public appearance before a large broadcasting group.

The family suggested that contributions in Mr. Storer's memory be directed to the Miami Heart Institute, 4701 North Meridian Avenue, Miami Beach, Fla. 33140.

As a retrospective on his 75th birthday noted, "George Storer made the most of a running start" (BROADCASTING, Nov. 11, 1974). His family owned the Standard Steel Tube Co., of Toledo, Ohio, which he took over at the age of 21 upon the death of his father.

The business expanded into larger steel enterprises and oil distribution. In 1928 Mr. Storer got into broadcasting with the purchase of WTAL(AM) Toledo. He changed the call letters to WSPD(AM) to reflect the trademark of Speedene gasoline which his oil company—Fort Industry—sold.

Fort Industry became the licensee of a number of stations that were variously acquired, sold and retained until, in 1952, the corporate name was changed to Storer Broadcasting Co. Three years later the company went public and its shares were listed on the New York Stock Exchange.

Mr. Storer was among the first broadcasters to go into television. By 1949 he had three television stations on the air, WSPD-TV Toledo, WJBK-TV Detroit and WAGA-TV Atlanta, while most of his radio colleagues were denigrating the new medium. He was active over a long period in network-affiliate affairs, particularly in CBS councils.

The Storer Midas touch was not infallible. Storer Broadcasting's acquisition of

Northeast Airlines in 1965 turned into a burden. Though the broadcast business continued to prosper, the airline drained the firm's profits until it was merged into Delta Airlines in 1972.

Mr. Storer's flair for business was matched by his avocational interests. An avid sportsman and golfer, he maintained a Miami residence close to the Indian Creek country club. The Storer fishing yachts were moored nearby. His Wyoming ranch provided trout fishing, hunting and golf at the Old Baldy club.

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## Finis: Fidelity's fight for KHJ-TV

**Supreme Court refuses to review effort to supplant RKO in L.A.**

Fidelity Television Inc.'s effort to supplant RKO General Inc. as licensee of channel 9 in Los Angeles finally ended in failure last week, some 10 years after it began. The U.S. Supreme Court denied Fidelity's petition to review the case. The action removes the last vestige of a threat to RKO's authority to operate KHJ-TV on the channel.

Fidelity, composed of a group of Los Angeles-area businessmen, at one time had reason to be heartened. An FCC administrative law judge recommended in his initial decision that Fidelity's application be granted and RKO's renewal denied.

However, the commission later reversed that decision, and granted RKO's application. And the U.S. Court of Appeals in Washington affirmed that decision (BROADCASTING, July 7).

It was that decision on Fidelity had asked the Supreme Court to review. Fidelity contended that the commission had erred in according an advantage to RKO simply because of its incumbency. It also argued that, in failing to award Fidelity a preference on diversification of ownership of media grounds—Fidelity owns no stations while RKO is a multiple owner—the commission offended First Amendment principles.

However, the high court was not persuaded to grant review.

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## Five-year renewals in Bentsen's bill

A broadcast license: renewal bill with provision for a five-year license term and a guarantee of renewal for a demonstrated "good-faith effort" to serve the needs and interests of the radio or TV station's service area was introduced in the Senate last week by Lloyd Bentsen (D-Tex.). The bill (S. 2612) also encourages the FCC to reduce the paperwork involved in renewal application, especially for small broadcast stations.

"I wish to emphasize that I in no way oppose the right of the challenger to challenge," Senator Bentsen said in in-

roducing his bill on the Senate floor. "What I do oppose is a lengthy, costly, chaotic renewal process which fails to take into full consideration the licensee's past record of service to the community."

Senator Bentzen is among more than 30 senators and 150 representatives who have introduced or cosponsored renewal bills this year.

## Media Briefs

**Cottone keeps fighting.** Benedict P. Cottone, Washington communications attorney, has petitioned U.S. Court of Appeals there for review of following FCC actions: Denial of his motion for dismissal of disciplinary proceedings against him regarding alleged misconduct in KAYE(AM) Puyallup, Wash., renewal hearing (BROADCASTING, Aug. 18); denial of Federal Bar Communications Association challenge to FCC jurisdiction; imposition of punitive sanctions, and publication of commission opinions and orders.

**Facts on file.** Television Information Office, New York has developed pocket-sized mini-file of statistics answering many questions about TV as social force. It also provides summary of public-opinion statistics and facts on key issues and is designed for TIO member stations in corresponding with public.

**Parity in Knoxville asked.** WTVK(TV) Knoxville, Tenn., has petitioned the FCC to act on station's earlier request to have it moved from channel 26 to channel 8. ABC affiliate had asked commission in June 1974 to assign channel 8 to Knoxville and move WTVK to it. Station cited area terrain problems and claimed that despite money it has spent on equipment, "a great part of the public ... simply cannot receive an adequate or satisfactory signal," unlike its two Knoxville competitors which are VHF's. On April 15, 1975, FCC put WTVK's requests into Docket 20418 which is concerned with VHF drop-ins. Station now has requested "separate and immediate action," and has presented more than 22,000 signatures of area residents who support station's petition.

**Opinions, please.** FCC has invited comments by Dec. 3 on inquiry into need for radio service to provide sports information to spectators. Commission rejected Professional Golf Broadcast Systems's request for such authorization, but said continuing interest by PGBS and others warrants public inquiry.

**New address.** Wilkin Associates (Eugene Wilkin, president) consultant in broadcast programming and management, has moved headquarters to 25911 Avenida Cabrillo, San Juan Capistrano, Calif. 92675.

**Added in Newark.** FCC review board granted part of joint petition by Sound Radio Inc. and Venture III Corp. that sought to add issue of fraudulent billing against Gilbert Broadcasting Corp. in WNJR(AM) Newark, N.J., case. Three corporations are among six competitors for

WNJR's deleted facilities. Review board, however, denied requests to add issues of unethical sales practices, "plugola" and community ascertainment against Gilbert.

## Citizen role is expanded in renewals

### Groups may now comment on application amendments

Citizen-group involvement in the FCC's license-renewal process has advanced another step. Beyond taking an active role in petitioning the commission to deny renewal applications of stations they feel have not served the public interest, groups are now being given an opportunity to comment on renewal-application amendments that stations file to resolve issues the original petitions raise.

The commission last week conditionally granted the 1972 renewal application of WFIL Inc. for WFIL(AM) Philadelphia, after reviewing an amendment filed by the station and comments on that amendment filed by Janet C. Whittaker, individually and on behalf of the Philadelphia Communications coalition.

The coalition had filed a petition "to prevent continued violation of the commission's equal employment opportunity rules" that was directed at 28 stations in the Philadelphia market. The commission last April concluded that 21 stations had sufficiently complied with the commission's nondiscrimination rules. But it deferred action on the remaining seven applications, including WFIL's, pending the submission by the stations of additional information of their affirmative action practices and policies. And the coalition filed responses to the stations' responses.

The commission, in its order last week, expressed its approval of the new equal employment opportunity program submitted by WFIL by expressing agreement with the coalition's assessment: "The newly revised equal employment opportunity program... is... basically sound... We commend WFIL(AM) for making its program public, for assigning an affirmative action officer to assist the general manager in administering the program, and for its efforts to establish reporting and review procedures."

Not all of the coalition's assessments were so favorable. But with some that were negative, the commission disagreed. The commission did not, for instance, regard WFIL's employment profile as poor as the coalition did. Employment of blacks and women over-all and in top-job categories was up. And in the 12 months preceding May 1, the commission noted, 12 persons were hired and four were black.

And since it agrees with the coalition's view that the station "appears to have made a good faith commitment to examine its policies and practices for defects, has instituted specific practices designed to

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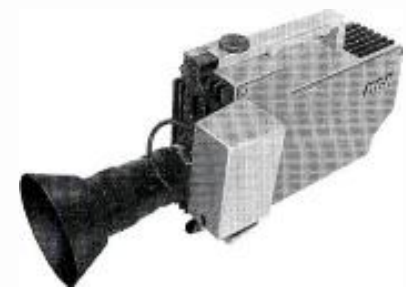
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# RCA

address the problem, and should be given due credit for its efforts." The commission disagreed in part with the coalition's suggestion that conditions be attached to the grant of renewal.

The coalition suggested that the commission enunciate employment goals and a timetable for reaching them for the station. But the commission said that would not be necessary "either as an indication of good faith or a tool to measure progress." But it did think that a report permitting "measurement of good faith" would be helpful. Accordingly, in renewing the station's license, it directed the licensee to submit with its 1978 renewal application—the 1975 renewal application is on deferred status because of other unresolved matters—summary data on all new hiring during the license period and an updated job structure analysis.

WFIL's renewal application was not the only one of a Philadelphia station dating from 1972 that the commission acted on last week. Two others were Max M. Leon Inc.'s WDAS-AM-FM. Those had been opposed by a group called Concern Communicators.

The commission found no basis for ordering a renewal hearing on many of the group's charges, which ranged from allegations that the stations failed to ascertain adequately the needs, interests and problems of the minority communities, to one that a conflict of interest exists as a result of the business connections be-

tween the stations' employees and recording artists whose records are broadcast by the stations.

## Changing Hands

### Announced

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

■ **KETV(TV) Omaha:** Sale being negotiated by subsidiary of Peter Kiewit Sons' Inc., to Pulitzer Publishing Co., St. Louis, for reported \$9 million including liabilities. The sale is from local newspaper owner to out-of-town publisher. Peter Kiewit Sons' publishes *Omaha World-Herald* and has extensive interests in construction and mining. Peter Kiewit is principal stockholder. Pulitzer owns *St. Louis Post-Dispatch*, along with KSD-AM-TV there; KOAT-TV Albuquerque, N.M., and the *Tucson (Ariz.) Star*. Joseph Pulitzer family is principal owner; Mr. Pulitzer votes all the stock. KETV, ABC affiliate on channel 7, operates with 316 kw visual, 60.3 kw aural and antenna at 1,356 feet above average terrain. Broker: Howard E. Stark, New York.

■ **WEMT(TV) Bangor, Me.:** Sold by Downeast Television Inc. to Eastern Maine Broadcasting Systems Inc. for \$280,000 plus assumption of \$250,000 in liabilities. Principals in seller are Herbert

S. Hoffman, owner of WUNR(AM)-WBOS(FM) Brookline, Mass., and Murray Candib, and Ollie A. Cohen who have no other broadcast interests. Buyer is owned equally by brothers John J. and Gerald R. Pineau who own WPNO(AM) Auburn and WSKW(AM)-WTOS(FM) Skowhegan, both Maine, and are seeking new FM in Auburn. WEMT is ABC affiliate on channel 7 with 316 kw visual and 31.6 kw aural and antenna 820 feet above average terrain.

■ **WDMJ(AM) Marquette, Mich.:** Sold by Lake Superior Broadcasting Co. to WDMJ Inc. for \$250,000. Seller is owned by Frank J. Russell who also owns 65% of WMAM(AM) Marinette, Wis. Buyer is owned by Lou W. Chappell (49%), principal in WUUN(FM) Marquette, and Beatrice S. Selin (51%) treasurer of Ishpeming and Iron Mountain, Mich., furniture stores owned by her husband, David, who is a director of WDMJ Inc. WDMJ is on 1320 khz with 1 kw.

■ **WDMJ-FM Marquette, Mich.:** Sold by Lake Superior Broadcasting Co. Inc. to Gospel Opportunities Inc. for \$250,000. Seller has sold WDMJ(AM) (see above). Daniel C. Smith, former chief engineer of noncommercial WNPB(TV) Marquette, is president of buyer, nonprofit, nonstock organization. WDMJ-FM is on 95.7 mhz with 100 kw.

■ **KQIN(AM) Burien, Wash.:** Sold by Suburban Broadcasters Inc. to new corporation, KETO Co., which will own it and KETO(FM) Seattle. Principal of Suburban, John W. Mobray, will acquire 30% of new firm. Mr. Mobray also has interest in corporation that recently received FCC approval to sell KEED(AM) Eugene, Ore., to Monroe Broadcasting Corp. (Wesley L. Monroe, Stephen E. Dean and Delbert Bertholf, principals) for \$200,000 (BROADCASTING, Oct. 27). Remaining 70% of KETO Co. will be owned by KETO-FM Association, which now owns KETO(FM) and whose principals are Sidney R. Knafel (50%) and George Lindermann (50%). Seller also agrees to pay up to \$15,000 in operating expenses. KQIN is daytimer on 800 khz with 500 w.

■ **WACY(AM) Kissimmee, Fla.:** Sold by Opportunity Broadcasters Inc. to Magic Box Media Inc. for \$15,000. Principal in seller is J. Patrick Beacom family. Buyer has bought WDGM(FM) Leesburg, Fla., from Miami Mission Association, nonprofit, nonstock corporation, for assumption of up to \$271,000 in liabilities, subject to FCC approval (BROADCASTING, Sept. 22). Its principals are Edward W. Englander, who has 50% interest in Orlando, Fla., car dealership; Norma Kaplan, who has varied interests in furniture stores in Pennsylvania, Ohio and Florida, and James J. Shipley, who owns 50% of Cleveland marketing consulting firm. WACY, silent since last December, is authorized to operate days on 1220 khz with 1 kw. Broker: Beckerman Associates.

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75-46



ship were approved last week by FCC:

■ WKY-TV Oklahoma City: Sold by Oklahoma Publishing Co. through subsidiary, Gaylord Broadcasting Co., to Evening News Association for \$22.5 million plus \$197,000 for improvements to studio building. Edward L. Gaylord is president of seller which owns WKY(AM) Oklahoma City; WTVT(TV) Tampa, Fla.; KTVT(TV) Fort Worth, and KSTW(TV) Tacoma, Wash., all VHF stations; KHTV(TV) Houston and WVTM(TV) Milwaukee, both UHF, and KRKE(AM) Albuquerque, N.M. Seller's newspaper interests are *Daily* and *Sunday Oklahoman* and evening *Oklahoma City Times*. Buyer, controlled by descendants of late James E. Scripps, owns the *Detroit News*; WWJ-AM-FM-TV Detroit; WALA-TV Mobile, Ala.; KOLD-TV Tucson, Ariz.; *The Desert Sun*, Palm Springs, Calif., and Times Graphics, printing firm in Vineland, N.J. WKY-TV is NBC affiliate on channel 4 with 97.7 kw visual, 19.5 kw aural and antenna 1,540 feet above average terrain.

■ KMPX(FM) San Francisco: Sold by National Science Network Inc. to Coppola FM Co. for \$875,000. Price was previously reported as \$900,000. Seller is part of estate of late Ludwig W. Frohlich; executors are Thomas R. and Ingrid Lilly Burns. Francis Ford Coppola, motion picture screenwriter-director-producer ("The Godfather," "Patton"), owns buyer. Neither buyer nor seller has other broadcast interests. KMPX operates on 106.9 mhz with 40 kw and antenna 1,120 feet above average terrain.

■ Other sales approved by the FCC last week include: KWEI(AM) Weiser, Idaho; WTXL(AM) West Springfield, Mass.; WMSO(AM) Collierville, Tenn.; KMWT(FM) Mineral Wells, Tex.; KMIO(FM) Sinton, Tex. (see page 69).

## More sparks fly over roadside radio

**FCC proposal draws added broadcaster opposition; DOT endorses suggestion**

The controversy over roadside radio has intensified as the comment deadline passed and the FCC received more pros and cons on its proposed Travelers Information Service (BROADCASTING, Oct. 27, 20).

What has caused the furore is a commission proposal to establish a government-operated 10-w radio class to provide information to motorists and to operate on either 1606, 1612 or 530 khz.

Among those joining the opposition were the Maryland-District of Columbia-Delaware Broadcasters Association; state associations from Ohio, Iowa, Indiana, Alabama, Pennsylvania, Mississippi, and Connecticut, and the National Radio Broadcasters Association. As did other opponents who filed earlier, the associations basically claimed the service would be duplicative, compete with commercial

operations, waste tax dollars, have the potential for unfair trade practices and prove an unwarranted intrusion into the broadcasting field by the government.

The Ohio Association of Broadcasters added a new light to the duplication argument claiming that the service would repeat efforts already undertaken or proposed by the government. OAB cited the National Weather Service, the Department of Defense and other agencies as already providing programs to warn the public of hazards.

If the commission finds that commercial broadcasters are not fulfilling the need for information, NRBA suggested a program wherein local authorities would work in cooperation with commercial broadcasters. NRBA described a system in which one or more agencies could collect the information and feed it to local stations. The agencies could also inform the station of the information's urgency.

A similar proposal was advanced by Pacific FM Inc., licensee of KIQI(AM) -KIOI(FM) San Francisco, which suggested an optional service encompassing the Emergency Broadcasting System. Pacific noted that its president, James J. Gabbert, is state industry advisory chairman of EBS and from meetings of various groups has concluded there could be alerts through a remote pick-up frequency. The suggested service was likened to Los Angeles's "Signalert."

Pacific also charged that the commission

proposal discriminates against FM's since the "official" car station would be AM.

The Department of Transportation, however, took the side of the proponents and said the service could provide "a valuable supplement to the information presently available." DOT said that travelers information usually is only available during rush hour and that broadcasts are short and interspersed within a station's regular programming.

Earle S. Thall Associates, a Pennsylvania group involved in electronic communication technology, urged the commission not to ban advertisements on the service, and said that goods and services mentioned could be limited to those within a reasonable distance of the transmitting point.

Halstead Communications Inc., which holds the rights to the cable used at the Los Angeles International Airport experiment, said cable would be more suitable to the service than would a standard antenna.

Through cable, Halstead said, the radiated field over long distances can be more strictly limited to a highway. It also claimed that cable is less likely to cause interference and that cable would be more versatile since several systems could be used in close proximity.

Telesis Corp, which operates cable systems in several states, said that the proposed stations should also be licensed to private groups.

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## Renewal challenges subside in Carolinas

**Few stations hit by petitions  
to deny from women, blacks**

The deadline for filing petitions to deny license renewal applications of stations in North and South Carolina passed last week with only a little action.

The Charleston, S.C., chapter of the National Organization for Women petitioned the FCC to deny the renewal applications of WCBD-TV and WCSC-TV, both Charleston. The Columbia Black Media Coalition filed against WNOK-AM-FM-TV Columbia, S.C., And, in a dispute over FM assignments, Basic Media Ltd., licensee of WISE(AM), Asheville, N.C., filed against the renewal application of Gaffney Broadcasting Inc.'s WAGI-FM Gaffney, S.C.

The citizen group petitions involved principally allegations of discrimination in employment. The NOW chapter complained that women were under-represented in the employment at both stations—it said 34% of the employees at each of station are women, while women account for 47% of the available labor force in the area—and that men dominate the "responsible, higher-paying positions" at both stations.

NOW also alleged that WCBD-TV had misrepresented its affirmative-action program, both to the commission and to the community, that it had hired persons without having placed employment ads in media "reaching the broadest range of the community, let alone in media specifically directed at women." And it said that WCSC-TV devotes "almost no part of its budget" to recruiting or training women for jobs and commits no resources to informing women of jobs there.

The Columbia group noted that three years ago, under another name, it had filed an informal complaint against the WNOK stations that is still pending. The complaint alleged failure to serve the needs of blacks—who assertedly account for 31% of the population of Columbia and from 27% to 60% of the populations of surrounding countries—and discrimination against blacks in employment.

The coalition last week said conditions had not improved. Indeed, it said that the U.S. Equal Employment Opportunity Commission, with which complaints had been filed in October 1972, has found "reasonable cause" to believe the stations have been guilty of racial discrimination in employment.

The licensee—Palmetto Radio Corp.—"has shown a willful and repeated violation of and willful and repeated failure to observe commission rules on equal employment and Federal Civil Rights laws, has continued to practice discrimination in the face of charges from individuals, the public and federal agencies, and has displayed a shocking disregard for basic human decency in its employment practices," the coalition said.

Basic Media's petition against Gaffney's

renewal grows out of a dispute over Gaffney's use of a site in Forest City, N.C., for its transmitter. Basic Media wants to petition for a new FM channel in Asheville, 285 A, but it would be short-spaced to Gaffney's FM.

Basic Media's principal aim is not to strip Gaffney of its license. It is seeking a hearing aimed at forcing Gaffney to move its transmitter to Gaffney. Basic Media contends that Gaffney is interfering with its and Asheville's rights under the Communications Act to an equitable distribution of broadcast service. Asheville does not have its own FM service.

Along with the petitions to deny, an amendment to a renewal application that headed off a petition to deny was also filed. The amendment was to Capital Cities Communications Inc.'s WTVD(TV) Durham, N.C., application, as well as to an agreement the station had reached in 1972 with an advisory committee composed of representatives of a number of citizen groups.

The amendment detailed plans the station has developed to achieve "programming and employment goals." It talked, among other things, of an expansion of the format of a series now being presented that focuses on the needs of blacks in the area, the intention to offer seminars for persons interested in learning techniques for producing public service announcements, the expansion of the duties of the station's minority affairs coordinator, and a continuation "of steps toward achieving equitable employment patterns and staffing, consistent" with the station's own perception of the "needs of its service area and its responsibilities as an FCC licensee."

The commission also received a competing application for an FM station on channel 265 A, on 100.9 khz, in Albemarle, N.C. The facility is now occupied by WABZ-FM, which is under common ownership with WABZ(AM). The new application was filed in behalf of Victor Broadcasting Inc., which is 51% owned by W. Lee Simmons, of Monroe, N.C., who is technical director of WCPC-FM Pageland, S.C.

## WRVR struggles continue

The Citizens Committee to Save Jazz Radio, which has opposed Riverside Broadcasting Co.'s proposed sale of WRVR(FM) New York to Sonderling Broadcasting Corp. (BROADCASTING, Sept. 15, Oct. 6), is now requesting the FCC to issue a protective order prohibiting WRVR from suspending or firing employees that give information to the citizens group.

CCSJR claimed that Peter Milliken, WRVR salesperson, was suspended indefinitely for providing information to CCSJR with respect to the transfer case. Others have been threatened, contended CCSJR, but will not allow their names to be used for fear of being fired.

CCSJR argued that this "gag rule" measure was not only interfering with its own preparation in the case, but was keeping essential information from the FCC.

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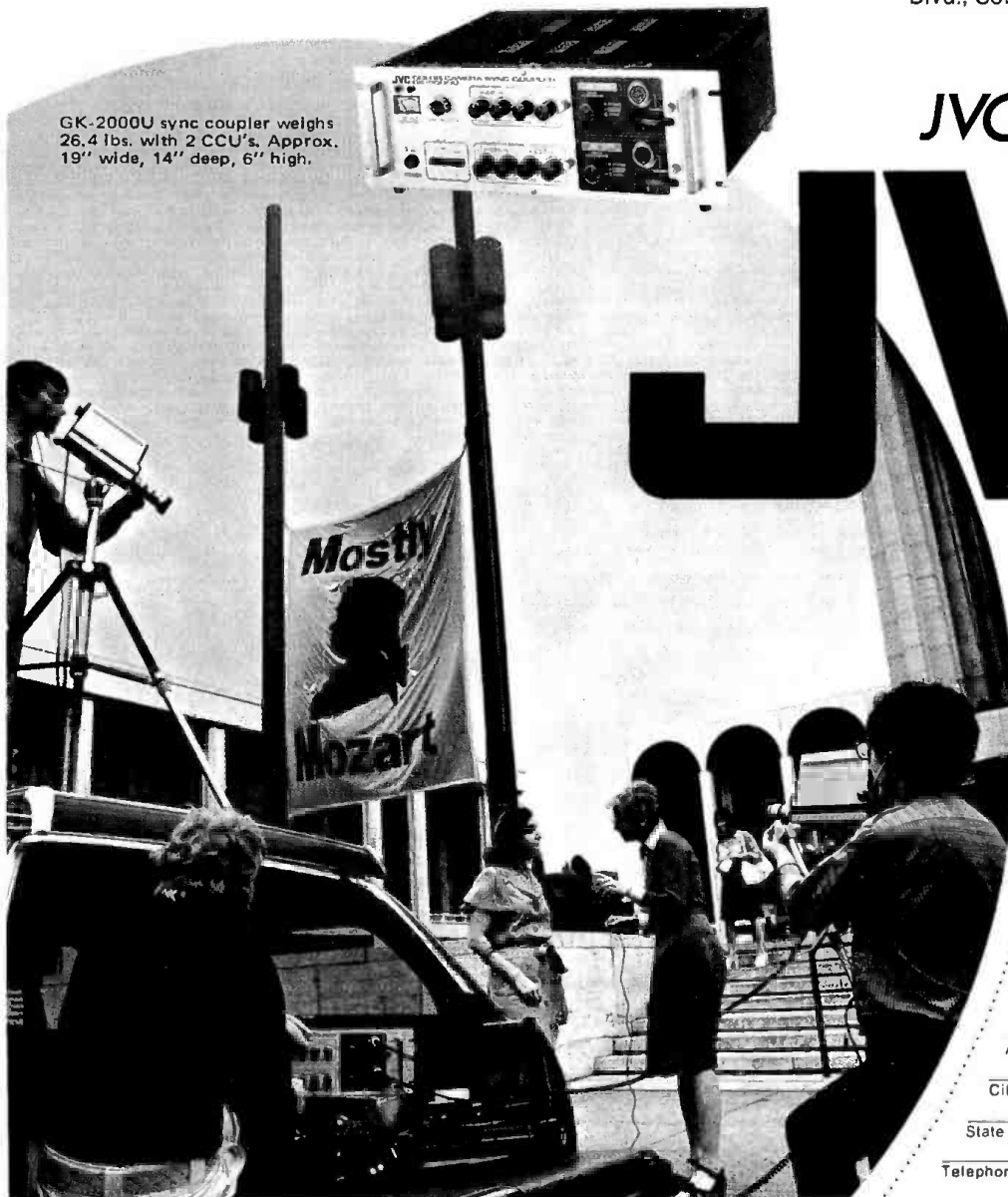
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## Programing

### NBC drops off in ratings after World Series; CBS confirms schedule switches

**Eighth week of new season has  
CBS first, ABC second, NBC third**

After two straight weeks of World Series-generated big leads, NBC-TV plunged into third place in the eighth week of the prime-time season. Despite that plunge, however, it still leads in the Nielsen season-to-dates.

For the eighth week alone (Oct. 27-Nov. 2), CBS came up with seven of the top eight shows to finish first with a 19.1 rating. ABC scored an 18.3 rating, good for second place, and NBC managed only a 16.6 for the week. In the eight-week season-to-date (Sept. 8-Nov. 2), NBC's rating is 18.9, CBS's is 18.2 and ABC's is 17.9.

CBS last week confirmed some more prime-time changes (BROADCASTING, Nov. 3), among them the addition of a new Norman Lear sitcom, *One Day at a Time* (which begins Tuesday, Dec. 16, 9:30-10 p.m., NYT), and the tearing apart of its entire Friday-night schedule. Friday's lead-off show on CBS, the sitcom, *Big Eddie*, has already been canceled. *M\*A\*S\*H* (Friday, 8:30-9 p.m.), much to the relief of the creative people in charge, Gene Reynolds and Larry Gelbart, will be transferred out of family time to Tuesday nights at 9-9:30 p.m. beginning Dec. 2. *Hawaii Five-O* (Friday, 9-10 p.m.) and *Barnaby Jones* (Friday, 10-11 p.m.) will move together to Thursdays from 9 to 11 beginning Dec. 4, exchanging time periods with CBS's weekly theatrical and made-for-TV movies. The kick-off movie, on Friday, Dec. 5, will be a rerun of "Tora! Tora! Tora!," a three-hour film recreation of the Japanese attack on Pearl Harbor.

CBS sources said the network will wait until later this month before deciding what to schedule on Fridays from 8 to 9. Whatever does go in there will face the NBC heavies, *Sanford and Son* and *Chico and the Man*. *Switch* (Tuesday, 9-10 p.m.) will be pushed back an hour to make room for *M\*A\*S\*H* and the new *One Day at a Time*. In addition, CBS will break precedent by running the two-part *All in the Family* episode about the courtship and marriage of Mike and Gloria on two successive Tuesdays (Dec. 2 and Dec. 9 at 9:30 p.m.) to warm up the time period for *One Day at a Time*'s Dec. 16 debut. While the *All in the Family* two-parter is running Tuesday, new episodes of *Family* will be continuing in its regular Monday (9-9:30 p.m.) time period.

CBS's difficulties in the ratings this year (for example, it's down more than two full

rating points from its average over the past four years) have prodded it into being more aggressive in making schedule changes than ABC and NBC combined. CBS has dropped a blizzard of releases announcing special programming for the months of November and December, everything from three-hour blockbuster movies ("That's Entertainment," "The Bible") through 60-minute variety specials (starring as hosts, among others, Bing Crosby, Perry Como, Don Rickles and Lucille Ball) to surefire cartoon classics ("Rudolph the Red-Nosed Reindeer," "Dr. Suess" and "Frosty the Snowman").

This reliance on special programming paid off in week eight when a Charlie Brown half-hour original (Tuesday, Oct. 28, 8:30-9 p.m.) landed a 27.1 rating and 42 share to finish fourth among all programs for that week and the first-run showing of the movie, "The French Connection" (Thursday, Oct. 30, 9-11:05 p.m.), ended up eighth, with a 25.0 rating and 43 share.

ABC came in second during week eight, with a lot of help from a pair of strong two-hour movies, the James Bond picture, "You Only Live Twice" (Sunday, Nov. 2, 9-11 p.m.), which rolled to a 21.3 rating and 37 share, and the made-for-TV movie, "The Night That Panicked America" (Friday, Oct. 31, 9-11 p.m.), which came up with a 21.1 rating and 38 share.

### ABC's morning revamp doesn't vamp critics

*Good Morning, America*, ABC-TV's revamped answer to the *Today* show, got off to a flying stop last week.

At least that's the way most of the critics regarded the debut of the series that replaced *AM America* last Monday (Nov. 3, 7-9 p.m., NYT). "Who needs it?" was Tom Shales's rhetorical question in the *Washington Post*.

John J. O'Connor of the *New York Times* was thanking his lucky stars in print that he was forced to watch only one hour of *Good Morning, America* (he was in Atlanta, which only gets the first hour). That 60 minutes "was quite enough," Mr. O'Connor said, "for anybody to sniff the essence of this new mongrel sprung whole from the head of a research computer." (ABC has drawn heavily on the expertise of Frank N. Magid, the Iowa-based broadcast consultant famous for creating "happy-talk" news.)

David Hartman, the host of the new show, received mixed reviews. Calling him a "big teddy bear," Kay Gardella of the *New York Daily News* said he's "easy to take in the morning. He doesn't come at you like gangbusters," but he "might be a bit too low key." Mr. O'Connor, who thinks Mr. Hartman's smile is "second to none in sincerity quotient," said that, nevertheless, he looked "somewhat stunned and embarrassed throughout the general innocuousness."

As for the content of the show itself,

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# The Love

**Love** is The Jerry Lewis Labor Day Telethon. **Love** is TV stations (195 this year) teaming up on Labor Day to help Jerry Lewis in the fight against muscular dystrophy and related diseases. **Love** sparked 32,920,000 households to tune in. **Love** made history. If placed on the Nielsen all-time top sponsored network television programs' list, Telethon '75 would rank as the 13th best-watched show in the history of television! **Love** brought in \$18,868,499 worth of pledges—another all-time record! **Love** to everyone who helped make it happen. **Love** to Benton & Bowles Advertising, Del Webb's Hotel Sahara, Hughes TV Network, and the hundreds of radio stations, newspapers, and magazines who made **Love** with us.

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| KABY-TV | Aberdeen, S.D.                | WSOC-TV | Charlotte, N.C.             | WKJG-TV | Ft. Wayne, Ind.                       |
| KTXS-TV | Abilene, Tex.                 | WDEF-TV | Chattanooga, Tenn.          | KXAS-TV | Ft. Worth/Dallas, Tex.                |
| KUAM-TV | Agana, Guam                   | WSNS-TV | Chicago, Ill.               |         |                                       |
| WALB-TV | Albany, Ga.                   | KHSL-TV | Chico, Ca.                  | KFSN-TV | Fresno, Ca.                           |
| KCNA-TV | Albion, Neb.                  | WXIX-TV | Cincinnati, Ohio            | KUPK-TV | Garden City, Kan.                     |
| KGGM-TV | Albuquerque, N.M.             | WBOY-TV | Clarksburg, W.Va.           | KXGN-TV | Glendive, Mont.                       |
| KFDA-TV | Amarillo, Tex.                | WJW-TV  | Cleveland, Ohio             | KLOE-TV | Goodland, Kan.                        |
| KIMO    | Anchorage, Alaska             | KFDW-TV | Clovis, N.M.                | KRTV    | Great Falls, Mont.                    |
| WHMA-TV | Anniston, Ala.                | KOMU-TV | Columbia, Mo.               | WLUK-TV | Green Bay, Wis.                       |
| KXII    | Ardmore, Okla./Sherman, Tex.  | WOLO-TV | Columbia, S.C.              | KGBT-TV | Harlingen, Tex.                       |
| WAGA-TV | Atlanta, Ga.                  | WYEA-TV | Columbus, Ga.               | WHP-TV  | Harrisburg, Pa.                       |
| WRDW-TV | Augusta, Ga.                  | WTVN-TV | Columbus, Ohio              | KWNB-TV | Hayes Center, Neb.                    |
| KAAL-TV | Austin, Minn.                 | KEDT    | Corpus Christi, Tex.        | KAYS-TV | Hays, Kansas                          |
| KTVV    | Austin, Tex.                  | WKEF    | Dayton, Ohio                | WIRT    | Hibbing, Minn.                        |
| KERO-TV | Bakersfield, Ca.              | WESH-TV | Daytona Beach/Orlando, Fla. | KGMB-TV | Honolulu, Hawaii                      |
| WMAR-TV | Baltimore, Md.                |         | Deadwood, S.D.              | KPRC-TV | Houston, Tex.                         |
| WRBT    | Baton Rouge, La.              | KDSJ-TV | Denver, Colo.               | WSAZ-TV | Huntington, W.Va.                     |
| WUHQ-TV | Battle Creek/Kalamazoo, Mich. | KMGH-TV | Des Moines, Iowa            | WAAY-TV | Huntsville, Ala.                      |
| WNEM-TV | Bay City/Saginaw/Flint, Mich. | KCCI-TV | Detroit, Mich.              | WRTV    | Indianapolis, Ind.                    |
| KBMT    | Beaumont, Tex.                | WJBK-TV | Dickinson, N.D.             | WJTV    | Jackson, Miss.                        |
| KWAB-TV | Big Spring, Tex.              | KDIX-TV | Dothan, Ala.                | WJKS-TV | Jacksonville, Fla.                    |
| KTVQ    | Billings, Mont.               | WDIO-TV | Duluth, Minn.               | WJAC-TV | Johnstown, Pa.                        |
| WICZ-TV | Binghamton, N.Y.              | WRDU-TV | Durham/Raleigh, N.C.        | KODE-TV | Joplin, Mo.                           |
| WBMG    | Birmingham, Ala.              | WENY-TV | Elmira, N.Y.                | KMBC-TV | Kansas City, Mo.                      |
| KXMB-TV | Bismarck, N.D.                | WJET-TV | El Paso, Tex.               | KHGI-TV | Kearney, Neb.                         |
| WCVB-TV | Boston, Mass.                 | KEZI-TV | Erie, Pa.                   | KVEW    | Kennewick, Wash.                      |
| KBTX-TV | Bryan, Tex.                   | KVIQ-TV | Eugene, Ore.                | WKPT-TV | Kingsport/Johnson City/Bristol, Tenn. |
| WGR-TV  | Buffalo, N.Y.                 | WFIE-TV | Eureka, Ca.                 | WBIR-TV | Knoxville, Tenn.                      |
| KXLF-TV | Butte, Mont.                  | KFAR-TV | Evansville, Ind.            | WXOW-TV | LaCrosse, Wis.                        |
| WJAN    | Canton, Ohio                  | KTHI-TV | Fairbanks, Alaska           | WLFI-TV | Lafayette, Ind.                       |
| WMT-TV  | Cedar Rapids, Iowa            | WINK-TV | Fargo, N.D.                 | KLFY-TV | Lafayette, La.                        |
| WCIA    | Champaign, Ill.               | KFSM-TV | Ft. Myers, Fla.             | WJIM-TV | Lansing, Mich.                        |
|         |                               |         | Ft. Smith, Ark.             | KLAS-TV | Las Vegas, Nev.                       |
|         |                               |         |                             | KSWO-TV | Lawton, Okla.                         |



# Network

|         |                             |         |                              |         |                                    |
|---------|-----------------------------|---------|------------------------------|---------|------------------------------------|
| WTVQ-TV | Lexington, Ky.              | KCND-TV | Pembina, N.D.                | KTBS-TV | Shreveport, La.                    |
| KATV    | Little Rock, Ark.           | WMBD-TV | Peoria, Ill.                 | KCAU-TV | Sioux City, Iowa                   |
| KTTV    | Los Angeles, Ca.            | WPVI-TV | Philadelphia, Pa.            | KSFY-TV | Sioux Falls, S.D.                  |
| WLKY-TV | Louisville, Ky.             | KPHO-TV | Phoenix, Ariz.               | WMSH-TV | South Bend, Ind.                   |
| KLBK-TV | Lubbock, Tex.               | WIICTV  | Pittsburgh, Pa.              | KREM-TV | Spokane, Wash.                     |
| KTRE-TV | Lufkin, Tex.                | WPTZ    | Plattsburg, N.Y.             | WHYN-TV | Springfield, Mass.                 |
| WLVA-TV | Lynchburg/Roanoke, Va.      | KPVI    | Pocatello/Idaho Falls, Idaho | KOLR    | Springfield, Mo.                   |
| WCWB-TV | Macon, Ga.                  | WGAN-TV | Portland, Maine              | WSTV-TV | Steubenville, Ohio                 |
| WKOW-TV | Madison, Wis.               | KPTV    | Portland, Ore.               | KSNB-TV | Superior, Neb.                     |
| WMUR-TV | Manchester, N.H.            | WAVY-TV | Portsmouth/Norfolk, Va.      | WNYS-TV | Syracuse, N.Y.                     |
| WLUC-TV | Marquette, Mich.            | WPRI-TV | Providence, R.I.             | KSTW-TV | Tacoma/Seattle, Wash.              |
| KMED-TV | Medford, Ore.               | KOAA-TV | Pueblo, Colo.                | WCTV    | Tallahassee, Fla./Thomasville, Ga. |
| WREG-TV | Memphis, Tenn.              | WGEM-TV | Quincy, Ill.                 | WTOG    | Tampa/St. Petersburg, Fla.         |
| WTOK-TV | Meridian, Miss.             | KRSD-TV | Rapid City, S.D.             | WTWO    | Terre Haute, Ind.                  |
| WCIX-TV | Miami, Fla.                 | KOLO-TV | Reno, Nev.                   | WDHO-TV | Toledo, Ohio                       |
| WITI-TV | Milwaukee, Wis.             | WTVR-TV | Richmond, Va.                | WIBW-TV | Topeka, Kan.                       |
| WTCN-TV | Minneapolis/St. Paul, Minn. | WHEC-TV | Rochester, N.Y.              | KGUN-TV | Tucson, Ariz.                      |
| KXMC-TV | Minot, N.D.                 | WCEE-TV | Rockford, Ill.               | KTUL-TV | Tulsa, Okla.                       |
| KPAX-TV | Missoula, Mont.             | KBIM-TV | Roswell, N.M.                | WCFT-TV | Tuscaloosa, Ala.                   |
| WQAD-TV | Moline, Ill.                | KCRA-TV | Sacramento, Ca.              | KLTV    | Tyler, Tex.                        |
| KMOM-TV | Monahans/Odessa, Tex.       | KSD-TV  | St. Louis, Mo.               | WUTR    | Utica, N.Y.                        |
| WKAB-TV | Montgomery, Ala.            | WBOC-TV | Salisbury, Md.               | KWTX-TV | Waco, Tex.                         |
| KNOE-TV | Monroe, La.                 | KTVX    | Salt Lake City, Utah         | WTTG    | Washington, D.C.                   |
| KIVI    | Nampa/Boise, Idaho          | KSAT-TV | San Antonio, Tex.            | WWNY-TV | Watertown, N.Y.                    |
| WLAC-TV | Nashville, Tenn.            | KGTV    | San Diego, Ca.               | WAOW-TV | Wausau, Wis.                       |
| WVUE    | New Orleans, La.            | KNTV    | San Jose, Ca.                | WPEC    | West Palm Beach, Fla.              |
| WNEW-TV | New York, N.Y.              | WAPA-TV | San Juan, P.R.               | KAKE-TV | Wichita, Kan.                      |
| WOAY-TV | Oak Hill, W. Va.            | KCOY-TV | Santa Maria, Ca.             | KXMD-TV | Williston, N.D.                    |
| KTVU    | Oakland/San Francisco, Ca.  | WXLT-TV | Sarasota, Fla.               | CKND-TV | Winnipeg, Canada                   |
| KWTV    | Oklahoma City, Okla.        | WJCL    | Savannah, Ga.                | WXII    | Winston-Salem, N.C.                |
| KMTV    | Omaha, Neb.                 | KFDO-TV | Sayre, Okla.                 | KAPP    | Yakima, Wash.                      |
| WDXR-TV | Paducah, Ky.                | WRGB    | Schenectady, N.Y.            | WYTV    | Youngstown, Ohio                   |
|         |                             | WNEP-TV | Scranton/Wilkes-Barre, Pa.   |         |                                    |

## The Jerry Lewis Labor Day Telethon Muscular Dystrophy Association

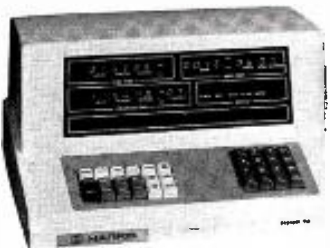
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"everything seemed just too severely programmed," said Percy Shain of the *Boston Globe*, "right down to the moments set aside for ad-lib banter, which was just dreadful."

And John Camper of the *Chicago Daily News* concluded that the program "will appeal to those who find Garfield Goose" (a local kids-show host) "too cerebral and *Sesame Street* too intellectually demanding."

## Staggers favors family viewing

**He also deplores publicity given President's accused assailants**

House Commerce Committee Chairman Harley Staggers (D-W.Va.) has endorsed the family-viewing concept. In an Oct. 31 entry in the *Congressional Record*, Mr. Staggers said family viewing "is the beginning of something highly desirable." He added, "we must make [family viewing] succeed."

The congressman said TV has fallen short of its early promises that it "would give us the highest in entertainment, in news and in enlightened opinion that was available in the land." The reason, as Mr. Staggers sees it, is that "television is a commercial enterprise." Its main source of revenue is advertising, which he said is "sensational" by nature. He said, "It has yet to be proven that the kind of television we approve would attract viewers in numbers sufficient to pay its high cost." But the alternatives, government action to improve TV or no action by anyone, are unacceptable to him. "Would we prefer to destroy television, or let it destroy our children—and all of us, for that matter?" he asked.

In the same day's *Record*, Mr. Staggers inserted with approval an editorial by a television station that broadcasts into his district, WSA-TV Harrisonburg, Va., deploring the "sensational gossip" in news media about the "sick actions of warped minds." The editorial followed the two recent attempts on President Ford's life.

## Program Briefs

**Family type.** National Telefilm Associates, Los Angeles announces it has acquired worldwide distribution rights to *The Real McCoys*, 1957-63 network TV comedy series (ABC and CBS), that consists of 224 half-hour episodes.

**Join ABC Radio.** New affiliates of ABC Radio are WTAE(AM) Pittsburgh and KBOX(AM) Dallas (American Entertainment Radio Network) and WPEZ(FM) Pittsburgh (American Contemporary Radio Network).

**Conforming.** William R. Hearst Jr., official of Hearst Newspapers and of Hearst Corp., resigned as member of board of 20th Century-Fox Film Corp. Mr. Hearst's resigna-

tion, not unexpected, occurred because FCC rules prohibit director from serving on boards of companies that collectively own more than five VHF TV stations. Fox owns KMSP-TV Minneapolis-St. Paul and KTVX(TV) Salt Lake City; it has acquired KMOL-TV San Antonio, Tex. all VHF Hearst Corp. controls three VHF stations in its own name.

**Anybody there?** What if they gave a talk show and nobody called? Public apathy was topic on daily morning talk show on WALG(AM) Albany, Ga. Four-hour program usually averages 20-30 calls. It received two that day.

**Helping out.** Grant of \$125,000 has been made by The Lilly Endowment Inc., Indianapolis, to the Office of Communications of the United Church of Christ to help pay production costs of Bicentennial television series, *Six American Families*. Series of six one-hour programs will portray individuals in American families in real-life situations. It is being produced by Group W in association with United Methodist Church and United Church of Christ.

**Goodman goes here.** Marvin Goodman Associates Inc., representative and distributor of TV programming of independent producers on worldwide basis, has moved to new offices at 60 East 62d Street, New York 10021. (212) 688-3344.

**Dave's back.** Concept Broadcast Services, Los Angeles, announces syndication of *Dave's Place*, weekly, two-hour radio show starring Dave Garroway and featuring music, commentary and interviews. First 13 shows are in production. *Pete Kline, Concept Broadcast Services, 1118 Wilshire Boulevard, Los Angeles 90025. (213) 473-9550.*

**Counterculture show.** New Line Video Link, New York based film supplier which is heavily into college entertainment market, also holds cablecast rights for most of its film products. Films such as John Waters' *Pink Flamingos*, 1937 *Sex Madness* exploitation film, *Flash Gordon Conquers the Universe* and the Beatles' *Magical Mystery Tour* are part of New Line package. Films are charged on flat rental fee basis.

**Writers' residuals.** Writers Guild of America, West, Hollywood, reported that television residual payment slumped in two categories for nine months ended Sept. 30—TV and films to TV, down 9.4% and 27.6%, respectively. Only increase was in supplemental markets that moved up by 48.6%. As reported by WGAW:

|                      | 1975               | 1974               |
|----------------------|--------------------|--------------------|
| Television           | \$6,765,776        | \$7,471,102        |
| Films to TV          | 911,692            | 1,258,633          |
| Supplemental markets | 16,135             | 12,980             |
| <b>Total</b>         | <b>\$7,393,603</b> | <b>\$8,742,715</b> |

**Set to roll.** Register and Tribune Syndicate, New York, is readying radio barter series, *Rolling Stone Radio News*. Target air date for series is Jan. 5, 1976, for series, which will be made up of 10 episodes per week, 90 seconds per

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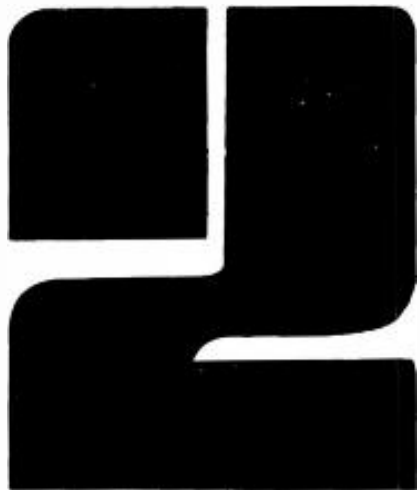


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**Happy 50.** WOR(AM) New York celebrated the 50th anniversary of its *Rambling With Gambling* early morning program last Tuesday (Nov. 4) with a special broadcast from the Felt Forum of Madison Square Garden. More than 10,000 fans jammed the auditorium to see and hear the program, presided over by John A. Gambling (in picture), who succeeded his late father, John A. Gambling, the original host of the series that started in 1925.

episode. Show, to be taped in New York, will use material from bi-weekly *Rolling Stone* magazine focusing on music interviews and national political reporting. Syndicate is seeking top-40 AM stations.

## Talkfest on research on children's TV

**Ford, National Science and Markle foundations hold 3-day conference**

A group of social scientists, researchers, regulatory agency staffers and foundation representatives gathered in Reston, Va., last week for a three-day invitation-only conference on research on children and television.

Sponsored jointly by the Ford Foundation, the National Science Foundation and the John and Mary R. Markle Foundation, the conference was called to chart new directions for research into the effects television may have in the young. According to one of the conference coordinators, the event was sparked partly by the seemingly increasing interest on Capitol Hill in the possible effects of TV sex, violence and advertising on children, and partly by some projects that have already been undertaken by researchers.

The conference opened with a dinner last Wednesday at which Fred W. Friendly of the Ford Foundation, Richard C. Atkinson of NSF, Federal Trade Commission Chairman Lewis Engman and FCC Chairman Richard E. Wiley appeared. The delegates then divided into workshop groups that branched all day Thursday to think up new topics and methodologies for children's TV research. The results are intended to guide foundations on how to allocate funds for research projects.

Although broadcasting's critics and the industry have long been feuding about whether and how television programming and advertising should be safeguarded for child viewers, little is known about whether television affects child behavior or even about how much children under-

stand from what they see on TV.

The Ford Foundation will publish the conference's conclusions some time in December.

The participants last week included:

Chloe Aaron, National Endowment for the Arts; Richard Adler, Aspen Program on Communications and Society; Ellen Shaw Agrest, Moore, Berson & Lillander; Peter Almond, Carnegie Council on Children; Kristin Anderson, Ford Foundation; Richard C. Atkinson, deputy director, National Science Foundation; Lionel C. Barrow Jr., dean, School of Communications, Howard University; Robert T. Blau, Federal Communications Commission; Leo Bogart, Newspaper Advertising Bureau; Lydia Bronte, Rockefeller Foundation; Maxine Brown, Lilly Endowment; Charles Brownstein, National Science Foundation; Marso Bryant, Office of Child Development, Department of Health, Education and Welfare; Douglass Cater, director, Aspen Program on Communications and Society; Steven H. Chaffee, University of Wisconsin; Peggy Charren, President Action for Children's Television; Forrest Chisman, Aspen Program on Communications and Society; Robert B. Choate, Council on Children, Media & Merchandising; Barry G. Cole, Indiana University; Ronald Coleman, minority counsel office, House Commerce Committee; W. Andrew Collins, University of Minnesota; George Comstock, Rand Corp.; Thomas Cook, Northwestern University; David Davis, officer in charge, Office of Communications, Ford Foundation; Nancy Dennis, Ford Foundation; John A. Dimling Jr., vice president and director of research, National Association of Broadcasters; James Dyson, Florida State University; June Esserman, executive vice president, Child Research Service Inc.; Seymour Feshback, University of California; Joseph R. Fogarty, communications counsel Commerce Committee; Fred W. Friendly, Ford Foundation; Douglas Fuchs, Cable Communications Resource Center-West; Emily Galusha, Bush Foundation; Namb de Gaspe Beaubien, CTV Television Network Ltd.; Mark Geier, Carnegie Corp.; George Gerbner, dean, Annenberg School of Communications, University of Pennsylvania; Henry Goldberg, Verner, Lipfert, Bernhard & McPherson; Hod Gray, executive director, Van Ameringen Foundation; Bradley Greenberg, Michigan State University; James D. Halloran, director, Centre for Mass Communication Research, University of Leicester; Philip Harding, CBS; Randall Harrison, University of California, San Francisco; Karen Hartenberger, Head, Children's Task Force, FCC; Hilde T. Himmelweit, London School of Economics; Roland S. Homet, chief, office of studies and analysis Office of Telecommunications Policy; H. Thomas James, president, Spencer Foundation; Leena Johnson, House Communications Subcommittee; F. Gerald Kline, University of Michigan; Kandace Laass, Markle Foundation; Armeé Dorr Leifer, Harvard University; Gerald S. Lesser, director Center for Research in Children's Television, Harvard University; Robert M. Liebert, State University of New York at Stony Brook; Jack Lyle, director, East-West Communications Institute; William McGuire, Yale University; Edward J. Meade Jr., officer in charge, public education program, Ford Foundation; Keith W. Mielke, Indiana University; Ronald Milavsky, Director of social research, NBC; Lloyd Morrisett, president, Markle Foundation; Edward L. Palmer, vice president, research, Children's Television Workshop; Ross D. Parke, University of Illinois; Alan Pearce, House Communications Subcommittee; David Pearl, chief, Behavioral Sciences Research Branch, National Institute of Mental Health; Charles Pinderhughes, Bedford VA Hospital; Richard M. Polsky, Harris Foundation; Ithiel de Sola Pool, Massachusetts Institute of Technology; Paul Putney, FCC; Donald Roberts, Stanford University; Eli A. Rubinstein, State University of New York at Stony Brook; Robert Sachs, special assistant to Representative Timothy (D-Ohio); Christopher Sarson, producer, Jeffrey Schiller, chief assessment of innovative develop-

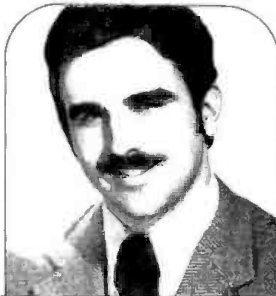
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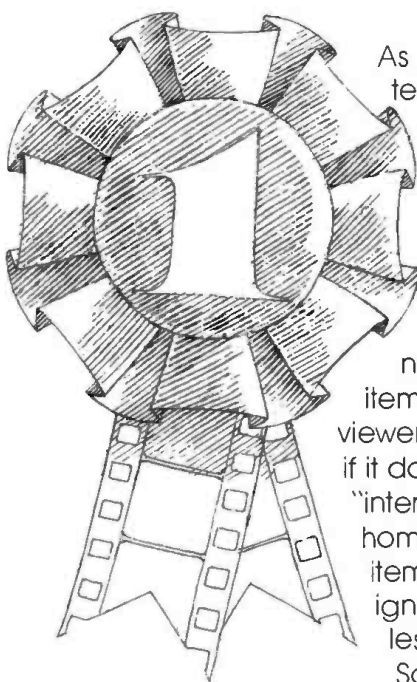
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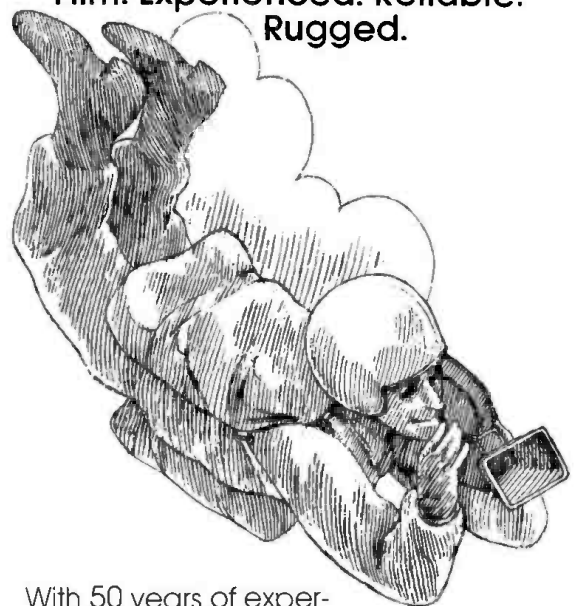


As any pro will tell you, it's not so much what you shoot with, but what you shoot at, that makes for a newsworthy item. But as any viewer will tell you, if it doesn't look "interesting" on the home screen, an item may be ignored, regardless of its content. So when we say

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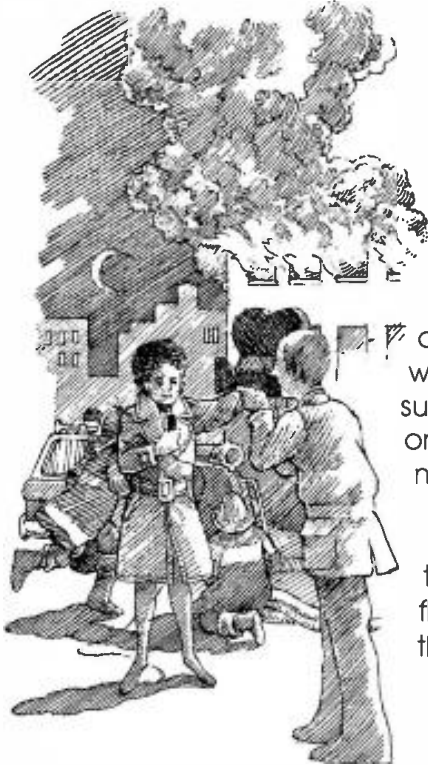


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Relatively unaffected by temperature and humidity, today's films are ready to roll when you are. Film has always been a workhorse, but today's technology has refined it to a thoroughbred.

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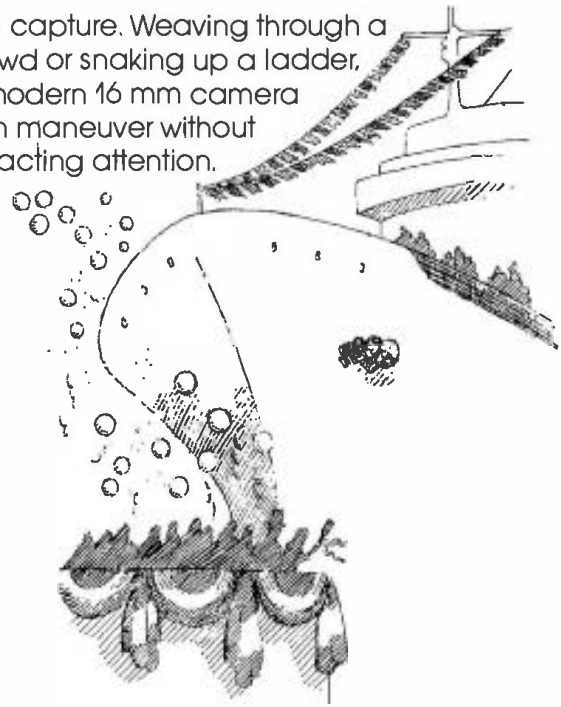
Indoors or outdoors, whether the sun is blazing or hiding, you need a recording medium that's as flexible as the weather is fickle. Along with KODAK

EKTACHROME EF Film 7242 (Tungsten), new EASTMAN EKTACHROME Video News Film 7240 (Tungsten) (now being introduced) will allow you to shoot in light as low as FIVE FOOTCANDLES with extended processing. Both films will yield excellent color. And 7240 will provide a better, tighter grain pattern. With either film, whether it's bright and blazing or dark and gloomy, you'll have a better chance to grab the important footage that sometimes makes or breaks your broadcast.

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ment, National Institute of Education; Wilbur Schramm, East-West Communications Institute; Allen M. Shinn Jr., National Science Foundation; Alberta Siegel, Stanford University; Jerome L. Singet, Yale University; Aletha Stein, Pennsylvania State University; Oona Sullivan, The Ford Foundation; Percy Tannenbaum, University of California, Berkeley; Scott Ward, Graduate School of Business Administration, Harvard University; Mary Alice White, Teachers College, Columbia University; Stephen B. Withey, director communications and influence program, University of Michigan; William Wright, Cablecommunications Resource Center-West; Lawrence S. Zacharias, FCC.

## MCA fears impact of family hour on syndication

MCA Inc. last week reported that it was accelerating the amortization of current TV properties because of the imposition of family viewing, prime-time access and other considerations.

This resulted, Lew R. Wasserman, chairman and chief executive officer, said, in a substantial loss in TV operations for the nine months of this year, even though the company reported a 13.7% increase in revenues from TV for this period: \$118,104,000 compared to \$103,884,000 for the same period last year. And an improvement in TV income is expected in the next quarter, Mr. Wasserman said.

MCA sources declined to specify what the TV losses were. It is understood, however, that financial executives of the studio figured that current TV properties now on the networks would be diminished in

value when they became available for syndication because some of them are not considered suitable for family viewing and thus have had their potential for prime-time sales reduced by two hours (7-9 p.m.). And, it is noted, the prime-time access rule cuts the studio's potential for sales to a network by one hour a day.

The TV income loss seemed hardly to matter to the major movie and TV studio. For the third quarter and for the nine months ended Sept. 30 it reported record earnings and revenues, sparked by the feature movie "Jaws." MCA reported net income for the three months up 132%, and revenues up 59% compared with last year's July-September period. For the nine months, net income was \$70,562,000 (\$8.32 per share), up 73% over the \$40,723,000 (\$4.84) for the same period last year. Total revenues were up 24% for the period, from \$450,085,000 to \$559,062,000.

## Publisher, broadcaster team for Resort Network

Harcourt Brace Jovanovich Inc., New York publishing firm, is making its entry into broadcasting via a joint venture in the newly formed Resort Network.

Aligned with the publishing firm in the venture is John Keljikan, Chairman of Sandpiper Broadcasting, which owns and operates WWRJ(FM) Southampton, Long Island, N.Y., and which will put

WWRN(FM) Palm Beach, Fla.—on the air on Nov. 17. The Resort Network will function as the sole representative of radio stations located in the more affluent resort areas and also plans to supply appropriate programming to affiliates, if desired.

## D. I. R. to syndicate barter show for young

In its first venture into television production and distribution, D.I.R. Broadcasting Corp., New York, will place into syndication in January a daily, half-hour TV series, *Kommotion*, intended to appeal to teen-agers and pre-teens via music, interviews, panel games and film clips.

Peter Noone, former lead singer with Herman's Hermits, will be host of the series which will be offered to stations on a barter basis. D.I.R. has had experience in radio programming to the youth market and is responsible for the *King Biscuit Flour Hour* of rock concerts which is carried on about 180 radio stations. Larry Feinstein, formerly a consultant in program syndication at Ogilvy & Mather, New York, has joined D.I.R. to handle distribution of *Kommotion*.

## Who's Congress watching?

One of Congress's freshman representatives has reported that a "handful"

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of his colleagues watch television soap operas while the House is in session. "Every day you can go into the Democratic cloakroom and maybe the Republican cloakroom, too, and they'll be sitting there glassy-eyed watching *Search for Tomorrow* or *As the World Turns*," Representative Toby Moffet (D-Conn.) told a group of businessmen in Connecticut, according to UPI.

The report said Mr. Moffet added quickly that he does not want to fan the flames of "public pessimism" about Congress, but only to say that the behavior of a few members is disturbing. He complained that those few have what amounts to "tenure," much like a university professor, and that "there is no way these people get removed."

## Phillies signed again

WPHL-TV Philadelphia has signed a new three-year contract with the Philadelphia Phillies at a yearly rights figure of more than \$1 million. The channel 17 outlet has covered the baseball club for the past five years. Under the new contract, the Phillies are responsible for the sale of some major sponsorships, according to Eugene McCurdy, WPHL-TV president and general manager, and Bill Gilles, executive vice president of the Phillies. In addition, telecasts will be increased from 70 to 75 games during each of the three years.

## Cablecasting®

# FCC's pay-cable rules get bird of unhappiness from both sides

**CATV tells appeals court its First Amendment rights are being violated; broadcasters protest lack of protection**

The FCC's new pay-cable television rules, defended by FCC Chairman Richard E. Wiley at the time of their adoption in March as striking "a fair balance" between free television's and pay cable's competing interests (BROADCASTING, March 10), were attacked by representatives of those interests, in briefs filed with the U.S. Court of Appeals in Washington last week, as doing nothing of the kind.

Those concerned with shaking pay-cable loose from the shackles of the commission's rules said the rules violated pay-cable's First Amendment rights and ran counter to national policy of stimulating competition. Broadcasters, on the other hand, say the commission has exceeded its authority in establishing pay cable as a national policy goal and has neglected its

responsibility to guard against pay-cable's siphoning of programing from free television.

Both groups urged the court to set aside the commission order incorporating the rules. But the broadcasters are seeking reimposition of the more restrictive rules adopted in 1970 that the 1975 order superseded.

The broadcasting industry appeals were filed by the National Association of Broadcasters, ABC, CBS, NBC and Metromedia Inc. Those contending the rules are unduly, even unconstitutionally, restrictive, are the companies that see pay-cable as a new market for their product services—Home Box Office Inc., American Television & Communications Corp., Manhattan Cable Television Inc., Teleprompter Corp., UA-Columbia Cablevision Inc., Viacom International Inc., and Warner Cable Corp., in one brief; United Artists and Metro-Goldwyn-Mayer Inc., in a second, and Columbia Pictures Industries Inc., MCA Inc., Paramount Pictures Corp., Twentieth Century-Fox Film Corp. and Warner Bros. Inc., in a third. The Motion Picture Association of America also appealed.

The court, in addition, received two friend-of-the-court briefs, one filed in behalf of 19 public interest organizations—from American Mothers Committee Inc. to Women World War Veterans Inc.—generally supported the broadcasters' position. The groups expressed concern about the possible loss of pro-



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grams from free television to pay cable and said the commission had failed to take sufficiently into account the views of the segments of the general public that favored retention of the existing restrictions on pay-cablecasting operations. The NAB said in a news release that the groups represent more than 20 million Americans.

The other, however, filed by former FCC General Counsel Henry Geller, who is now associated with the Aspen Institute, attacked the new rules as arbitrary, anti-competitive and, because of their "overbreadth," violative of the First Amendment. He urged the court to remand the pay-cable proceeding to the commission.

Mr. Geller's petition was not the only one not associated with the pay-cable business that attacked the rules. The National Citizens Committee for Broadcasting, an intervenor in the case, urged the court to invalidate the rules on the ground that they represent "a backward step in the effort to give cable the economic base for providing the other services it can potentially add to a national telecommunication scheme of diversity and abundance."

The new rules deal principally with movies and sports events. They permit pay-cable systems to use theatrical films that are less than three years old/or more than 10 years old if they have not been shown in a market in the preceding three years, and films of any age if they are under contract to a station in the market or to a network with an affiliate there.

Subscription exhibition of a film would be allowed also if a pay entrepreneur could demonstrate that, even in the absence of a pay operation, the film would not be made available to free television or that conventional television would not want it.

The rules would deny specific sports events, such as the Rose Bowl or the World Series, to pay cable unless they had not been seen on free television for five years. Protection of regular-season, preseason, home and away games is based on a "high-water mark" principle: If a television station carries 25% or more of the games in any category in one of the preceding five years, a pay system could carry up to 50% of the games that television did not present in the high-water mark year. If television coverage of the sport does not hit the 25% mark in any of the five years, the pay operation would be allowed to transmit the number of games not telecast in the season when the most games were telecast.

Columbia Pictures and those associated with it in its appeal, say, moreover, that the rules are "arbitrary and capricious," and are not "logically or factually related to the 'siphoning' of product." And United Artists Corp. and Metro-Goldwyn-Mayer contend that the commission's action, admittedly aimed at protecting broadcasters from competition, is "contrary to the [the agency's] duty to promote national anti-trust policy in the communications field."

Those rules, Home Box Office and those associated with it in its brief con-

tend, violate the First Amendment—they "restrain pay-cable's freedom to select programs; they curtail the freedom of program suppliers to seek access to new and vital markets for expression of their protected speech; and [they] trample the public's freedom to make choices among alternative media and to receive the maximum diversity of programs and formats from different sources."

The broadcasters, also, said the commission had violated the First Amendment—but it was the public's First Amendment rights that concerned them. Metromedia said that, in adopting rules that would permit pay cable to siphon programming from free television, the commission had acted "in derogation of the paramount First Amendment rights of the viewing public."

The NAB, in addition, said the commission exceeded its authority in seeking to establish the development of pay-cable as a goal of equal priority with that of preserving free television. The commission's responsibility, NAB said, is limited to "permitting" pay cable television to develop within a regulatory framework which insures that the public interest in developing and preserving free broadcast television as a source of quality entertainment and informative programming is not compromised."

The three networks also contended that the commission had changed its policy regarding pay-cable regulation without offering any sound factual basis for that action, and that the new rules will permit siphoning of programs from free television, or at least a delay in the presentation of feature films on free television. CBS, in addition, said that the commission erred in not extending antisiphoning restrictions to all cablecasting, instead of only to those systems levying a per-channel or per-program charge. It noted that cable operators could sell service for an all-inclusive fee that would cover a pay service.

The FCC and the Office of the Commissioner of Baseball, which is concerned with defending the commission's authority to regulate signals transmitting athletic events, are scheduled to file their replies in 30 days.

## Sports-carriage rules for cable to stand

**FCC rejects pleas to reconsider, but does make changes that will forestall another Buffalo incident**

The FCC has denied requests from broadcasters and professional sports groups to reconsider its sports-carriage rules for cable TV. The rule adopted last summer (BROADCASTING, June 30) prohibits a cable system from importing a sports event into a 35-mile zone around the local station in a city that is blacked out for that particular game.

Sports groups, including the National



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Hockey League and the Commissioner of Baseball (BROADCASTING, Sept. 1), faulted the rule for not providing adequate protection to cover the entire market from which a game draws its audience. The National Association of Broadcasters, Kaiser Broadcasting Co. and ABC echoed similar misgivings and were especially concerned with cable siphoning from UHF stations.

The commission did make several refinements to the so-called "same-game rule" however. Cable systems will not be permitted to carry a substitute signal in cases where the normally carried station is blacked out because of the sports rule. Before they had to leave that channel black.

The notification process by which sports teams alert cable operators of blacked-out games has also been changed. Previously, the sports team had to notify cable operators as to which stations were carrying the game. Since that determination was sometimes made at the last minute, depending on whether or not a game was sold out, proper notification was not always possible. Now, a team need only alert a cable operator to the team's schedule of home games. The change was intended to circumvent situations similar to the one that occurred last month in the Buffalo, N.Y., area, where a cable system brought in a blacked-out game to hometown subscribers (BROADCASTING, Oct. 27).

## Cable presses for tiered regulation in comments in definition proceeding

Comments on the FCC's rulemaking on the definition of a cable system continued to arrive at the FCC last week, and in them, cable operators, as in earlier filings (BROADCASTING, Nov. 3), continued to make use of the occasion to ask for looser regulation of CATV.

Various cable operators including: Central New York Cable TV, the Florida Cable TV Association and Booth American Co. urged the commission to adopt a headend formula for counting cable systems. The present rules, which are based on a "separate but distinct community" definition, keep cable out of underpopulated areas, contended Central New York Cable TV. Such areas cannot support a new system headend on their own and older systems often are not allowed to extend into new areas, the company claimed.

Several proposals were advanced by cable groups that would establish different regulatory categories of systems with correspondingly different levels of FCC rule responsibilities. Systems with less than 1,000 subscribers would be totally exempt from the FCC's cable jurisdiction; systems with between 1,000 and 3,500 subscribers would be held to less stringent requirements (that would include the elimination of nonduplication requirements) and

larger systems would be regulated under the current framework.

When a system grows from one class to another, said the Arizona Cable Television Association, the FCC should allow "considerable time" to comply with the more stringent regulations of the larger system class.

Cox Cable Communications, Sammons Communications, Televents Inc. and others in a joint filing urged the FCC to adopt a six-tier classification. Categories would range from 20-channel broadband systems to 12-channel reception-only systems to those with less than 250 subscribers, which would be exempt from all FCC rules. The graduated categories

would correspond with different levels of rule requirements and be based on a cable system's size and function.

Gill Cable Inc., with systems in San Jose and Campbell, Calif., was opposed to any exemptions that would impair the ability of systems in major markets to compete on a fair basis with small systems that might be exempt from any FCC restrictions. If the commission allows non-regulated cable systems that are improperly constructed to spring up, said Gill, it might cause serious injury to CATV systems that have fulfilled or exceeded FCC requirements.

Citizens for Cable Awareness in Pennsylvania and the Philadelphia Community

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Cable Coalition applauded the FCC's attempt at removing "onerous regulation," but expressed worry that the commission was also planning to relinquish jurisdiction entirely without setting down a course for cable development. FCC policies have gone from a period when they almost "destroyed" cable, said the citizens' groups, to "almost assuring" that cable will provide pay TV, more syndicated reruns and little else.

And broadcast groups such as the Association of Maximum Service Telecasters urged the FCC to retain its present cable-TV definition. If the FCC allows smaller cable systems a freer hand with respect to signal carriage, said AMST, then such systems might seek to remain small and would frustrate the commission's goal of cable development.

## De-regulation, pay cable get high billing at Anaheim

**Western Cable TV Show will add emphasis to software this year**

The new changes in FCC cable rules and the growth of pay cable will get prime attention at the Western Cable Television Show and convention next week (Nov. 12-15) at the Disneyland hotel, Anaheim, Calif. The old focus on particular rule restrictions facing the cable industry, like a 1977-rebuild compliance date and copyright, will give way to a new emphasis on over-all de-regulation, according to Ed Allen, president of Western Communications. Both John Eger, acting director of the office of Telecommunications Policy, and Lynn May, assistant to the chairman of the Domestic Council of the White House, will be on hand to present their views on cable regulation and the administration's general philosophy of de-regulation for over-regulated industries.

And, while cable came about as a result of hardware, Anaheim 1975 may mark the first time software is given its due. According to Ralph Baruch, president of Viacom International Inc., pay cable will "rise or fall" on the software it can provide. People are more concerned with what programming choices cable can deliver than the technical aspects of its delivery, he added. The demand that was created by hardware innovations, explained Mr. Baruch, is for software. In a panel scheduled for Friday morning (Nov. 14); Irving Kahn, Broadband Communications Inc.; Alan Adler, Columbia Pictures; Herb Stern, MCA, and Harlan Kellinman, Home Box Office Inc., will explain the programming options that are and can be available to cable operators.

Of course all the nuts and bolts of cable operations will be discussed as well, from satellite receiving stations, "smart taps," converters and pay-TV security to multi-point distribution service, pay cable marketing, undergrounding costs and fi-

nancial management seminars.

Sixty companies with 143 booths will be on the exhibit floor with most attention expected to center on satellite earth station manufacturers, like Scientific-Atlanta and Andrew Corp., and addressable taps displayed by Delta-Benco-Cascade and Procom Electronics.

The convention agenda follows:

### Wednesday

#### Financial management seminar

Questioners/responders (to probe further program topics): Michael McCrudden, American TV & Communications; Richard West dean of school of business, University of Oregon.

1:30 p.m. CATV rate making—generating revenue. CATV rate-making lessons. Bill Guereña, TM Communications. (2) Approaches to rate increases—operating margin, comparative rates, rate of return, capitalization rates, cost of money. Fred Boile and Wayne Truxillo, Wilsey & Ham. (3) Treatment of intangibles. Stephen Jizmajian, GSJ Associates.

2:30 p.m. Utility accounting and capitalization—practices, concepts and preparing the rate case. Harvey Boyd, Continental Cablevision; Peter Mobly, Gill Cable.

2:50 p.m. Utility rate-making practices and concepts. John J. Gibbons, principal public utility financial examiner, California Public Utilities Commission.

3:05 p.m. Trends in accounting concepts in rate regulation. Dave Graham, Arthur Andersen & Co.

3:25 p.m. Elasticity of demand in cable television. Jim Allen, United Cablevision.

3:35 p.m. Perspectives on rate increases and financial forecasting: Where we must go. Richard West, University of Oregon.

3:50 Regulation of rates—action at the FCC. Steve Elfrs, FCC Cable Television Bureau.

4:00 p.m. Regulation of rates—the alternatives. Aaron Fleishman, senior vice president and general counsel, Warner Cable.

4:10 p.m. Legal aspects of rate increases—the track record for the cable operator. Harold R. Farrow, Farrow, Schildhouse & Dent.

4:20 p.m. Legal aspects of rate increases—the city perspective. John Wilt, city attorney, San Diego.

4:30 p.m. Property taxation—slashing your assessment. Ray O'Toole, Storer Cable; Saturo Matsumoto, Viacom; Joe Harvey, attorney.

### Thursday

8 a.m. Working breakfast: The Washington scene—cable's number-one battleground. Robert Schmidt, president, National Cable Television Association, moderator. The FCC: David Kinley, chief, FCC Cable Television Bureau; Chuck Heinlein, Dow, Lohnes & Albertson; E. Stratford Smith, Smith & Pepper; George Shapiro, Arent, Fox, Kintner, Plotkin & Kahn; Thomas G. Shack Jr., Shack & Mendenhall. The Hill and the White House: Jerry Helleman, consultant. Senate Subcommittee on Antitrust and Monopoly: Stuart Feldstein, general counsel, NCTA. Tom Keller, general counsel, Office of Telecommunications Policy.

#### Financial management seminar (continued from Wednesday)

Questioners/responders: Ray O'Toole, Storer Cable; Paul Kagan, Paul Kagan Associates.

9 a.m. Budgeting and financial forecasting. John W. Goddard, Viacom, and president, California Cable Television Association.

9:15 a.m. Internal management control—the heartbeat of the CATV company. David Van Valkenburg, ATC, moderator. Ben Pellegrino, Viacom; Carolyn Chambers, Liberty Communications; Ray Joslin, Continental Cablevision.

10:10 a.m. Utilization of computer systems. Bill Guereña, TM Communications.

10:30 a.m. Recent and prospective changes in accounting principles. Ray O'Toole, Storer Cable; Dave Graham and Ken Monroe, Arthur Andersen & Co.

10:40 a.m. Pay cable accounting. Alan Greenstadt, Optical Systems; James Heyworth, Home Box Office; Don Carroll, Oceanic Cable.

11:10 a.m. Institutional financing and private loan packages. Don Stacey, Paine, Webber & Co., Leonard Tow, Century Communications, Becker Communications.

11:40 a.m. Cable revenues—a function of regulation. Bill Melody, University of Pennsylvania.

#### Operations seminar

9 a.m. Maximizing your employee's output. Ken Wall, Concord Cable.

9:15 a.m. Efficient installation/disconnect service. Dave Hanson, Viacom.

9:40 a.m. Trends in labor relations. Harry P. Warner.

10 a.m. New developments in controlling undergrounding costs. Frank Williams, Televents, moderator; Chris Derick, Viacom; Bruce Merrill, American Cable Television.

10:15 a.m. Designing the optimum package of ancillary services for your community. John Calvetti, Oceanic Cable; Ted Hughett, Western Communications, moderator; Eugene A. Iacopi, Multiview Systems; Marc Nathanson, Falcon Communications.

10:45 a.m. State regulation—what it means to your operations. Jeff Forbes, executive director, Massachusetts Cable Commission, Bill Kinney, executive director, New England Cable Television Association.

11 a.m. Leasing an educational channel. Philip C. Nash, Monterey Peninsula College.

11:15 a.m. Certificates of compliance. Chuck Walsh, NCTA; Chuck Heinlein, Dow, Lohnes & Albertson; E. Stratford Smith, Smith & Pepper.

#### Technical program

8:30 a.m. Undergrounding. Arden Tyler, Televue Systems, Frank Baker, Community Cable; Frank Williams, Televents.

9:45 a.m. Converters. Joseph Van Loan, Cable Dynamics; Jack Long, Mission Cable; Dick Herman, Optical Systems; Peter Purvis, Times Mirror.

11 a.m. Ghosting and co-channel. Jack Foley, Theta Cable. Smart taps. Joe Stern, Stern Communications.

11:30 a.m. CATV troubleshooting roundtable discussion.

#### Exhibitors program

9:30 a.m. Nominations for California Cable Television Association board of directors.

9:40 a.m. Salesmanship—a neglected art. R.J. Smith, R.J. Smith Associates.

10:40 a.m. Political action—how much is your market worth? Eugene A. Iacopi, Multi View Cable, moderator; Robert Schmidt, president, NCTA; Rod Hansen, Cable Data.

#### General sessions

12 noon. Luncheon. Address: Henry Harris, president, Cox Cable.

2 p.m. Cable financial management—future directions. Don Tykeson, president, Liberty Communications, moderator; Gene Schneider, president, United Cable Television Corp.; Leonard Tow, president, Century Communications; Gerry Tschickel, western regional manager, Cablecom General.

3 p.m. Cable television support structures—what happens now with poles? Doug Dittick, Viacom, moderator; Harold R. Farrow, Farrow, Schildhouse & Dent; David Kinley, chief, Cable Television Bureau, FCC; Bill Melody, Annenberg School of Communications, University of Pennsylvania.

### Friday

7:45 a.m. Breakfast. Address: Senator John V. Tunney (D-Calif.).

9 a.m. Address: John Eger, acting director, Office of Telecommunications Policy.

9:15 a.m. The age of broadband communications. Ralph M. Baruch, Viacom, moderator.

Pay cable and MDS, off-air subscription TV, theaters. Bruce Merrill, American Cable Television; Martin Newman, chairman, pay cable committee, National Association of Theatre Owners; Mark Foster, Microband Corp., Ike Blonder, Blonder-Tongue Laboratories.

Pay cable experience—hardware, marketing and results. Og Gutsche, Western Communications; Richard Shively, Telesis; John Sie, Jerrold Electronics; Ken Gunter, UA-Columbia.

Software—whose, what kind and at what cost, living B. Kahn, Broadband Communications; Alan Adler, Columbia Pictures; Herb Stern, MCA; Harlan Kleinman, Home Box Office; Jack Matranga, KTXL(TV) Sacramento, Calif.; Greg Morris, actor; Don Ruck, National Hockey League.

#### Technical program

9 a.m. Satellite receiving stations. Bob Cowert, Gill Cable.

10:30 a.m. Pay TV security. Larry Flaherty, Western Communications.

#### Exhibitors program

9:30 a.m. Associate members general meeting.

10:30 a.m. Cable television industry growth—some projections on the future. Don Anderson, NCTA, moderator; Bob Tilsch, Tilsch Publishing; Paul Kagan, Paul Kagan Associates.

#### General sessions

12 noon. Address: William J. Bresnan, president, Teleprompter.

2 p.m. Address: Senator Daniel K. Inouye (D-Hawaii).

2:15 p.m. Address: Representative Lionel Van Deerlin (O-Calif.).

2:30 p.m. Address: FCC Commissioner Charlotte Reid.

2:45 p.m. Address: Representative John Moss (D-Calif.).

3 p.m. Address: Rex Bradley, chairman, NCTA.

7:00 p.m. Banquet. Address: Lynn May, assistant chairman, the White House Domestic Council, and chairman of executive department meeting on de-regulation of cable television.



## Teleprompter plan: a rallying point for cable industry?

**It's studied as a compromise  
on copyright legislation**

While cable television groups continue lobbying on the Hill to advance their respective—and not altogether similar—copyright positions, the recent proposal introduced by Teleprompter Corp. (BROADCASTING, Nov. 3) is gaining attention as a middle ground of sorts. The House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice has sent letters to all those who gave testimony on the cable TV sections of the copyright bill (BROADCASTING, June 16) asking for a reaction to the Teleprompter proposal by Nov. 14. Interest in the bill stems from its formula that would make copyright fees closely related to the use of programs, as distinguished from the current bill (HR 2223) which sets a sliding scale fee based on cable-system size.

The National Cable Television Association, which has fought the royalty tribunal provided in the House bill to adjust future royalty fees, is taking a hard look at the Teleprompter proposal to see what numbers it will generate when applied to the over-all industry. The Teleprompter proposal obviates the need for review of rates by a tribunal, since its fee formula would compensate for changes in system revenues, costs to broadcasters and the proportionate market share of a signal.

Additionally, NCTA is looking for a way it might bring the cable industry together on copyright. The Teleprompter plan which exempts local and distant network signals may offer that potential. "It is not out of the question" for NCTA to change its position in favor of the Teleprompter plan, said NCTA President Robert Schmidt, depending on what the staff's analysis of the plan concludes.

Richard Brown, general counsel of the Community Antenna Television Association—which has firmly opposed copyright of any kind, saw the Teleprompter plan as "better" than the current bill, but "still no solution." While CATA would never concede that cable operators should pay copyright at all, Mr. Brown added, it might support the Teleprompter concept as an amendment to the current bill.

There are some problems with the Teleprompter plan, however, said Mr. Brown. It doesn't work for cable systems outside the grade B contours of stations in one- or two-station markets, where affiliates may show only half of all network programming. For those cable systems, copyright payments might go "sky high" if they had to pay for all nonnetwork distant signals, he said.

Another fault with the Teleprompter proposal, said Mr. Brown, is its reliance on the percentage of total revenues broadcasters pay for programming. Cable television is different from broadcast TV as it must reinvest much of its revenue in rebuilding physical plant, said Mr. Brown.

## Cable Briefs

**Wisconsin overseer.** Bill to put cable TV regulation under public service commission auspices has been introduced in Wisconsin legislature by Representative Edward G. Jackamonis (D.-Waukesha). Bill introduced last year that would have set up special state cable commission was passed by Wisconsin Assembly but failed to pass Senate.

**NCTA MDS group.** National Cable Television Association has appointed Dan Aaron, Comcast Corp., as chairman of multipoint distribution service study group. Others to serve on committee are: Bill Bresnan, Teleprompter Corp.; John Gwin, Cox Cable Communications; Alfred Stern, Warner Communications; Ralph Baruch, Viacom International; Dick Roberts, Telecable Corp., and Jim Stillwell, Telesystems.

**Down to earth.** FCC has granted Teleprompter Corp. approval for earth stations to be built at Eugene, Ore.; Mobile and Tuscaloosa, both Alabama, and Fairmont, W. Va. Construction is to be completed in one month.

**Review asked.** National Association of Broadcasters, following lead of CBS, NBC and ABC television affiliate associations, has petitioned U.S. Court of Appeals in Washington for review of FCC's modified rules regarding network program exclusivity protection on cable television systems (BROADCASTING, April 21).

## Broadcast Journalism

## Capitol Hill plans special facilities for radio-television

**Multimedia hearing room  
in new extension will have  
numerous booths, camera  
positions, shipping access**

The time was—and for the most part still is—when broadcast journalists were at severe disadvantage covering Congress, having to haul bulky cameras and recording equipment about the Capitol, often being confined to corridors outside hearing rooms while their print counterparts, needing only pencil and paper, slid easily in and out of meetings. But the Senate is doing something to change that. In January it will break ground on a new extension for one of its office buildings, a major feature of which will be a "multimedia" hearing room designed specifically to accommodate radio and television.

The new room will be two stories high with built-in facilities for radio and TV, including four booths in the rear—one for each television network and the Public Broadcasting Service—for equipment, then one floor above those, four glassed-in booths in which it is envisioned TV commentators or anchormen can sit, watch the scene on the floor below and

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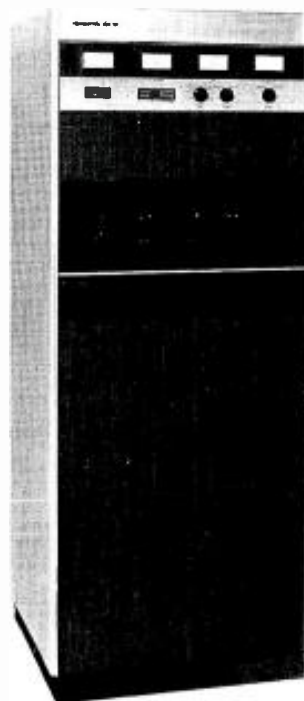
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broadcast without disrupting the proceedings. Also on the second floor along one wall will be as many as nine glassed-in booths for radio commentators and foreign language translators.

The architect envisions four cameras to be stationed against the walls in front of and behind the area the senators and witnesses would occupy. The cameras would not be housed, but would be at least partially obscured by strategically placed columns.

The building will have other features to accommodate television and radio, including a docking area underground for radio and TV vans with raceways from the docking area to the hearing room for the broadcasters to string their cable for live broadcasts. In addition there will be enclosures and hallways to which the public will not be admitted.

The cameras, monitoring equipment and cables that clutter the Senate Caucus Room, where major televised hearings are now held, and the hallway outside, will theoretically be out of sight in the new room.

The multimedia hearing room is roughly the same size as the Caucus Room, big enough to hold about 160 onlookers and with copious table space for the print press.

The multimedia hearing room is one element in a new \$85 million extension to the Dirksen Senate Office Building, the newer of the two main Senate office buildings across the street from the Capitol.

The extension is designed to house 50 senators and the Senate staff, which has more than doubled in since the Dirksen building was completed 17 years ago. And it will contain an athletic room that could be used for tennis, basketball, volleyball and badminton.

Completion of the building is scheduled for 1978 or 1979.

## Sprucing up the evening news in ratings race everyone denies

**Refurbishing is the rule at all three TV networks**

The television network early-evening newscasts are undergoing changes in appearance as well as content. CBS News has picked up 30 minutes Sunday evening; ABC News has revamped its weeknight co-anchor format, and NBC News is beefing up the Washington staff of correspondents. On the eve of an election year, the network are feverishly jockeying for position.

Spokesmen for ABC News say they have the feeling that their innovations are working. The *ABC Evening News* has been reshaped into the *ABC News with Harry Reasoner*. Mr. Reasoner, whose strength is defined as "that everyman quality" by Vice President Av Westin, is solo anchor



Anchor men Reasoner, Cronkite and Chancellor.

while Howard K. Smith relinquished the co-anchor role to deliver commentaries on a flexible schedule, three to five times weekly. The new format allows for maximum flexibility and more live and electronic coverage, according to Mr. Westin. The "news window," as it has been called in considerable print advertising in recent weeks, a chroma-key screen beside Mr. Reasoner, shows correspondents reporting live on-camera with follow-up questions from those in the studio. Another addition is the three-to-five-times-a-week economic and business report by Dan Cordtz.

The philosophy behind the new look, Mr. Westin says, is that the anchor is supplied with broadened information for each piece. Mr. Westin's marching orders to all correspondents: "Each story must include a summary that say: 'What does it mean?' rather than here-they-come, there-they-go reporting."

At CBS News, where the success of the *CBS Evening News with Walter Cronkite* might make for reluctance to tamper with a winning format, there have been some changes and there are other news features in the offing.

Beginning today (Nov. 10), a weekly series, "Campaign '76: The Candidates and the Issues," will occupy four minutes in an interview format conducted by Mr. Cronkite with each of the declared presidential candidates Senator Henry Jackson (D-Wash.) is the first subject; others are "in the can." A national poll conducted by the CBS News election survey unit, under Warren Mitofsky, has determined which issues voters feel are salient. The interviews "hard news, not profile features," will consider the high cost of living or inflation, unemployment, control of crime, energy crisis, dissatisfaction with government, military commitments and arms limitations. The interviews are not limited to, but have mainly been conducted in Washington.

Other revisions in the *Cronkite* format: Since the last spring, the opening "clicker" has been abolished. There are no more voice-over announcement of correspondents reporting from different cities; instead Mr. Cronkite opens immediately with the top story. New graphics, a revolving globe, precede his "good evening." Once a week since last July 4, Charles Kuralt has gone into a Bi-

centennial mix, with "On the Road to '76," roving reports from each state continuing to next July 4.

Effective Jan. 24, 1976, CBS-TV will air a half-hour newscast Sundays at 6:30 p.m., the anchor for which has not been selected (rumored for the spot is roving correspondent Charles Kuralt, said to be the popular choice of network affiliates meeting in Puerto Rico last week).

The trend at NBC is toward more in-depth series reports and, in the last half-year, more time is allowed John Chancellor to talk to correspondents on a monitor or screen. An increase in specialist-reporters, such as Irving Levine on economics and Roy Neal on medical topics, will be continued, with the future addition of a consumer reporter. NBC's Washington bureau will be bolstered with the addition of four correspondents, bringing the total there to 19. Sam Iker joined the bureau recently, Linda Ellerbee will begin in December, and two others are being considered.

Mr. Chancellor will move with the primary election spotlight, to key states (nine of which are confirmed at this point) and is slated to make a China trip in the coming year.

Once a week beginning late last month, the *NBC Nightly News* has begun carrying a profile of a declared presidential candidate. The news budget is much higher due to the election year, but Robert Mulholland, executive vice president, NBC News, will not divulge figures. The special events unit under Walter Pfister Jr. will absorb extra funds in convention/primary/election coverage.

On the subject of ratings, Les Crystal, executive producer of *NBC Nightly News*, demurs from making over-confident predictions about NBC's standing. It would be "premature," he says, to predict a new era of ratings superiority. "We are obviously very concerned with the competitive situation, but ratings do not determine our programming." Similarly, Mr. Mulholland asserts: "We're not in the ratings business."

NBC recently held the number-one spot in the ratings for its *NBC Nightly News* for two weeks (with a 27 share Oct. 13-17 and 28 share Oct. 20-24). The qualifier, of course, was that those were World Series weeks.

Figure compiled by CBS News show the

**CBS Evening News with Walter Cronkite** ranked first 19 times to NBC's three times, in national Nielsen periods measured two weeks each, from Oct. 28, 1974, to Oct. 12, 1975—not including World Series weeks. Averaged over the last six months, the line-up is: CBS 11.1 rating, 27 share; NBC, 10.5 rating, 26 share, and ABC, 8.1 rating, 20 share.

## Documentaries docked in ABC budget cuts

**The profit squeeze on company plus Olympic, election costs are blamed for retrenchments**

ABC News has cut its *Close-Up* documentary schedule in half for 1976, and pared the staff to six, letting 21 people go, including four producers. The official explanation for the cutback is the network's tight schedule, given extensive Olympic and election coverage. Unofficial explanations take into account the network's poor financial position in the third and fourth quarters—stemming at least in part, from its low ratings last season. "It's a lean year for documentaries," one ABC official said.

At the ABC affiliates board meeting two weeks ago in Marco Island, Fla., Bill Sheehan, president of ABC News, assured affiliates that the documentary unit would be restored to full force for 1977; the number of *Close-Up* programs, reduced from one a month to a total of six in 1976, will be back to 12. The affiliates had registered disappointment with the reduced schedule, voiced mainly by Eugene Bohi of WGHP-TV High Point, N.C., secretary of the affiliates board. *Close-Up*, though not a ratings hit (averaging a 15 share), has been considered the network's most ambitious documentary effort, winning praise if not points.

Mr. Sheehan said: "We don't have the same goals," as the entertainment programming side as far as ratings are concerned, "but we are also interested. We have nothing against ratings. If nobody watches, we are spinning our wheels." He said that documentaries should expect to attract 20% of the audience "to be in the ballpark" (two-thirds of an entertainment program audience).

Economic explanations for the cutback in the documentary budget were given by one network source who spoke of the non-broadcast divisions of the company which last year realized slim profits.

But, Mr. Sheehan said, the ABC News budget "is bigger than ever," ahead of the 1972 election-year budget. Reasons given for the increase include inflation, the cost of minicams and electronic news-gathering equipment and the fact that the political conventions are being held in different cities.

Av Westin, vice president, television documentaries, said it was "with great regret" that he had to cut his staff, but that he prefers to do fewer documentaries on full budgets (about \$150,000 per program) than to do more cheaply.

## Journalism Briefs

**Loyal opposition.** Barry Goldwater (R-Ariz.) and George McGovern (D-S.D.) will be ABC News guest commentators at 1976 political conventions, where each will cover opposition party. Walter J. Pfister Jr., vice president of ABC News in charge of special television news programs, said senators will also participate together in two one-hour programs to be broadcast Sunday evening preceding start of each convention.

**Saved.** Twenty-nine-year-old man who threatened to jump from 15-story window ledge in Pittsburgh was pulled inside by KDKA-TV newsman Bill Burns and local hospital chaplain. Man had been perched on ledge over five hours when he demanded to see Mr. Burns. Two talked to him and wrestled him inside after offering him light for his cigarette.

**One of many.** Doreen C. Chu, writer for NBC-TV's *Today*, was only broadcaster among 10 named as recipients of Columbia University Graduate School of Journalism's new Walter Bagehot Fellowships in Business and economic reporting. She will take nine months of courses free and receive \$13,500 stipend. Program is designed to upgrade economic and business journalism reporting.

## UCC joins opponents of FCC's 315 changes

The United Church of Christ has joined with the Democratic National Committee and Representative Shirley Chisholm (D-N.Y.), along with the National Organization for Women, in seeking court reversal of the FCC order exempting candidates' news conference and political debates from the reach of the equal-time law (BROADCASTING, Nov. 3, et seq.).

Like the other opponents of the ruling, UCC contends that the commission misread the law and legislative intent in reaching a conclusion whose result will be, UCC says, the virtual elimination of the equal-time law as a means of assuring equal treatment of political candidates by broadcasters.

But UCC's principal concern is the impact on "so-called 'emerging' groups—women and members of minority groups—whose participation in the political process as candidates and even as voters has been retarded by legal restrictions and discriminatory practices."

UCC says it is easy to imagine a broadcaster covering the weekly news conference of an incumbent white mayor and then ignoring the news conference of his black challenger on the ground that only the mayor's news conference is newsworthy. "Is the commission prepared to question that news judgment?" UCC asks.

"The disproportionately low share of media coverage" minority-party candidates now receive will, UCC maintains, "be further reduced to the detriment of our entire political system."

## Equipment & Engineering

## Future seen for AM stereo

**On-air test finds compatibility with receivers now in use; FCC to be asked to OK service**

Kahn Research Laboratories, Freeport, N. Y., expects to ask the FCC to permit AM radio stations to broadcast in stereo. The Kahn AM stereo system has undergone a six-month test authorized by the commission on WFBR(AM) Baltimore. The test data will be submitted with the petition for general approval of AM stereo.

One purpose of the Baltimore experiment was to determine whether stereo broadcasts could be received without distortion on monaural AM sets, the only kind now in general distribution. The station and Kahn officials reported that no complaint had been received during the entire test period.

Kahn spokesmen said the company has no plans to enter the receiver market, even if it is opened to AM stereo.

The big plus for AM broadcasters in going stereo, said Leonard Kahn, president of Kahn Laboratories, is in car radio reception. Floyd Daisey, WFBR chief engineer, explained that an FM signal, with a "sharp threshold," is sometimes lost to car reception because of changing terrain while an AM signal would be less susceptible to that problem. Harry Shriver, president and general manager of WFBR, suggested that the AM stereo provides "self defense" against FM stereo.

RCA has demonstrated an AM stereo broadcast system at the National Association of Broadcasters' convention last spring (BROADCASTING, April 14). RCA is currently working on a prototype system, with several refinements in the one demonstrated at the NAB, to be field tested under the auspices of the National AM Stereophonic Radio Committee sponsored by the Electronic Industries Association.

WFBR, however, is the only U.S. commercial station that has tested an AM stereo broadcast system over the air. XTRA(AM) Tijuana, Mexico, has tested the Kahn stereo system.

The Kahn stereo broadcast system produces an asymmetrical sideband signal, as opposed to regular AM which produces a symmetrical sideband signal. The resultant phase-shift characteristics were a subject of concern voiced by several of the dozen engineers and station management people on hand for an Oct. 31 demonstration of the Kahn system at WFBR. The question often raised was whether the small-time delay in phase modulation on the carrier would create spurious sideband interference. According to Mr. Daisey, there is no effect. There is a loss of 3 db signal-to-noise ratio in the stereo mode, since the over-all power is split in half by separating the sidebands.

Preliminary text results showed no

skywave interference to clear channels from stereo AM broadcasting. Mr. Daisey also said that the Kahn system is adaptable for matrix quadraphonic broadcasting.

Aside from RCA and Kahn, a group called Communications Associates in Hicksville, N.Y., has also shown interest in developing a stereo AM system. The National AM Stereophonic Radio committee anticipates submitting a report to the FCC on the various proposals for an AM stereo broadcast system in a "year or so," according to its chairman, Harold Kassens, who did not attend the WFBK demonstration.

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## Newswire users win one, lose one

**FCC rejects petitions to stay rate changes for Telpak end links, but says it wants to study need for preferential press scale**

The FCC has some good news and some bad news for broadcasters, newspapers and others using newswire services. The bad news is the denial of requests of several news organizations, supported by the National Association of Broadcasters, that the commission delay rate changes ordered for Telpak end links leased from AT&T—changes that would, newswire services say, increase costs to them by some \$5 million annually. The good news, potentially, at least, is the initiation of an inquiry to determine the advisability of authorizing preferential press rates for domestic private line services.

The American Newspaper Publishers Association, the Associated Press, the United Press International, Commodity News Service, Reuters Ltd., and Dow Jones & Co. had asked the commission to defer effectiveness of the order dealing with Telpak until it had completed its hearing on AT&T's hi-lo tariff. The commission in September reopened its hearing in that case, stating that it lacked the evidence on which to determine whether the new tariff, which marks a departure from nationwide average pricing for voice-grade private-line service, is lawful.

But at the same time, it ordered AT&T to end the "unlawful discrimination" between rates for that service and for Telpak end links. The commission said the Telpak service, as used by newswire services and other multipoint private line users to service teletype networks, was "like" the service offered under the hi-lo tariff, but was offered at a lower rate. The hi-lo tariff results in higher costs for customers in low-density areas and lower costs for those in high-density areas.

The ANPA and the newswire services had said that a stay of the commission's order was needed to eliminate the irreparable "injury" they might otherwise suffer in having to restructure their networks twice—once now, in accordance with the September order, and again, if the commission decides to reject or substantially modify the hi-lo tariff. The higher

rates for Telpak end links are scheduled to go into effect on Nov. 19.

The commission, however, rejected the "irreparable injury" argument. It said the wire services are constantly adding to or subtracting from their subscriber lists and relocating terminals.

The NAB, in supporting the news organizations' petition, expressed concern over the expected \$5-million increase in costs the elimination of the "unlawful discrimination" between Telpak end link service and hi-lo tariff rates was expected to produce (BROADCASTING, Oct. 27). NAB said the costs would be passed on the newswire services' customers, including broadcasters, and would result in a reduction in the dissemination of news.

The commission, on the same day that it announced denial of the news organizations' petition, said it would consider that issue in the inquiry into preferential press rates for domestic private line services. The commission had promised the inquiry in the September order.

The commission said the inquiry will be concerned with four questions:

- The extent to which the rate revisions AT&T had been ordered to file would impair the wide-spread dissemination of news.

- The extent to which the lack of preferential rates for the press impaired the widespread dissemination of news.

- Whether preferential press rates were just and reasonable, or unjustly discriminatory.

- And whether the commission should prescribe maximum rates to be applied to press users of domestic voice-grade private-line services, and if so, what the rates should be.

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## A bumpy road for terrain-roughness factor in contours

**FCC suspends use of new element, introduced in August, for predicting station coverage**

FCC rules designed to improve accuracy in the prediction of field strengths of FM and television stations have been suspended for six months, only three months after they went into effect. They are not producing the kind of precise results expected, and the commission wants to find out why.

The rules require the employment of a so-called terrain-roughness correction to modify field strength and contour predictions for FM and television stations made with revised field-strength curves.

The commission said that, in most cases, the application of the rules produced predictions that were closer to reality than would have been the case if the corrections were not used, but it also said there were other cases, involving "atypical terrain configurations," in which the use of the roughness-correction procedures "produces clearly erroneous results."

The commission began encountering difficulty with the roughness factor almost

as soon as the rules became effective on Aug. 1. The commission felt obliged, on Aug. 28, to suspend until further notice the requirements that terrain-roughness corrections be employed in predicting FM contours.

Problems also cropped up in predicting television stations' contours where the terrain was atypical. The commission said that alternative methods of predicting contours are possible but that none are contained in the rules.

The commission said that until it resolves the problems, it will give prima facie weight, in applying its rules in contested cases, to predicted contours calculated from the new curves without regard to terrain roughness.

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## CPB calls for less UHF separation; AMST plumps for status quo

**EIA unit urges use of new technology to ease problem**

The UHF TV "taboo" table, established in 1951, was the subject of comments received at the FCC last week as parties weighed the necessity of restrictions on assignment of UHF channels to prevent interference.

According to the Corporation for Public Broadcasting, the taboos are "excessively conservative" and are "inhibiting the efficient utilization" of the UHF spectrum. With the submission of an engineering statement analyzing FCC data, CPB claimed that present mileage restrictions could be eliminated without causing interference.

It called upon the FCC to press receiver manufacturers to improve their products. "The interference phenomena which the present taboo standards are designed to protect against are almost exclusively a function of receiver performance," CPB said. Its comments were supported by the Joint Council on Educational Telecommunications.

The Consumer Electronics Group of the Electronics Industries Association, however, warned that the taboos should be "evaluated from a practical economic and political standpoint." CEG-EIA said that the taboo question depends on the industry's ability to exploit new technology. It explored the dilemma of the need for improving front-end selectivity which increases receiver noise, and the need to decrease noise which degrades selectivity.

The Association of Maximum Service Telecasters opposed the lifting of the taboos, claiming they "are no less valid today than they were in 1951 in serving the function for which they were established—protection of the public's ability to receive viewable UHF signal."

Jampro Antenna Co. said that some taboos should be eliminated and said directional transmitting antennas would be a useful tool in eliminating need for taboos.



# The Broadcasting Playlist<sup>TM</sup> Nov 10

These are the top songs in air-play popularity in two categories on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations. 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. A (▲) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

## Contemporary

| Over-all-rank |           | Title (length)<br>Artist—label                                            | Rank by day parts |        |      |       |
|---------------|-----------|---------------------------------------------------------------------------|-------------------|--------|------|-------|
| Last week     | This week |                                                                           | 6-10a             | 10a-3p | 3-7p | 7-12p |
| 1             | 1         | <b>Bad Blood</b> (3:12)<br>Neil Sedaka—Rocket                             | 1                 | 1      | 1    | 1     |
| 5             | 2         | <b>Island Girl</b> (3:48)<br>Elton John—MCA                               | 2                 | 3      | 3    | 3     |
| 2             | 3         | <b>Games People Play</b> (3:29)<br>Spinners—Atlantic                      | 9                 | 2      | 2    | 2     |
| 6             | 4         | <b>Miracles</b> (3:25)<br>Jefferson Starship—Grunt                        | 3                 | 5      | 4    | 4     |
| 8             | 5         | <b>Feelings</b> (3:27)<br>Morris Alpert—ABC                               | 5                 | 4      | 5    | 6     |
| 4             | 6         | <b>Lying Eyes</b> (3:58)<br>Eagles—Asylum                                 | 4                 | 6      | 7    | 5     |
| 7             | 7         | <b>Who Loves You</b> (4:04)<br>Four Seasons—Curb/Warner                   | 7                 | 7      | 6    | 7     |
| 11            | 8         | <b>Fly Robin Fly</b> (3:06)<br>Silver Convention—Midland Int'l            | 6                 | 8      | 8    | 8     |
| 3             | 9         | <b>Dance With Me</b> (2:59)<br>Orleans—Asylum                             | 8                 | 9      | 11   | 9     |
| 10            | 10        | <b>It Only Takes a Minute</b> (3:13)<br>Tavares—Capitol                   | 15                | 12     | 9    | 10    |
| 16            | 11        | <b>This Will Be</b> (3:10)<br>Natalie Cole—Capitol                        | 14                | 10     | 15   | 11    |
| 30            | ▲12       | <b>That's the Way I Like It</b> (3:06)<br>K.C. & Sunshine Band—TK Records | 11                | 13     | 12   | 12    |
| 15            | 13        | <b>I'm Sorry</b> (3:29)<br>John Denver—RCA                                | 13                | 11     | 16   | 13    |
| 13            | 14        | <b>Heat Wave</b> (2:46)<br>Linda Ronstadt—Asylum                          | 10                | 15     | 13   | 15    |
| 21            | 15        | <b>The Way I Want to Touch You</b> (2:35)<br>Captain & Tennille—A & M     | 12                | 16     | 10   | 14    |
| 12            | 16        | <b>Low Rider</b> (3:11)<br>War—United Artists                             | 20                | 18     | 14   | 16    |
| 14            | 17        | <b>Rhinestone Cowboy</b> (3:18)<br>Glen Campbell—Capitol                  | 18                | 14     | 17   | 17    |
| 18            | 18        | <b>Lady Blue</b> (3:28)<br>Leon Russell—Shelter                           | 17                | 17     | 19   | 18    |
| 28            | 19        | <b>Nights on Broadway</b> (2:52)<br>Bee Gees—RSO                          | 19                | 19     | 18   | 19    |
| 23            | 20        | <b>My Little Town</b> (3:52)<br>Simon & Garfunkel—Columbia                | 21                | 20     | 21   | 21    |
| 20            | 21        | <b>Calypso</b> (2:38)<br>John Denver—RCA                                  | 16                | 21     | 22   | 23    |
| 24            | 22        | <b>S.O.S.</b> (3:22)<br>Abba—Atlantic                                     | 22                | 22     | 20   | 20    |
| 9             | 23        | <b>Fame</b> (3:30)<br>David Bowie—RCA                                     | 25                | 23     | 23   | 22    |
| 31            | 24        | <b>Sky High</b> (2:53)<br>Jigsaw—Chelsea                                  | 23                | 24     | 25   | 27    |
| 32            | 25        | <b>Do It Any Way You Wanna</b> (3:15)<br>Peoples Choice—TSOP              | 24                | 25     | 26   | 28    |
| 22            | 26        | <b>Get Down Tonite</b> (3:06)<br>K.C. & Sunshine Band—TK Records          | 28                | 26     | 24   | 25    |
| 25            | 27        | <b>Born to Run</b> (4:25)<br>Bruce Springsteen—Columbia                   | 30                | 30     | 28   | 24    |
| 26            | 28        | <b>Ballroom Blitz</b> (3:17)<br>Sweet—Capitol                             | 36                | 33     | 27   | 26    |
| 34            | 29        | <b>18 With a Bullet</b> (3:30)<br>Pete Wingfield—Island                   | 29                | 27     | 30   | 30    |
| 35            | 30        | <b>I Only Have Eyes for You</b> (3:30)<br>Art Garfunkel—Columbia          | 27                | 29     | 34   | 33    |
| 17            | 31        | <b>Brazil</b> (3:14)<br>Ritchie Family—20th Century                       | 33                | 28     | 32   | 29    |
| 29            | 32        | <b>Rocky</b> (3:34)<br>Austin Roberts—Private Stock                       | 31                | 34     | 29   | 31    |
| 47            | ▲33       | <b>Let's Do It Again</b> (3:28)<br>Staple Singers—Curton                  | 32                | 32     | 35   | 32    |
| 36            | 34        | <b>Something Better to Do</b> (3:16)<br>Olivia Newton-John—MCA            | 26                | 36     | 33   | 44    |
| 27            | 35        | <b>Ain't No Way to Treat a Lady</b> (3:26)<br>Helen Reddy—Capitol         | 35                | 35     | 31   | 35    |
| 33            | 36        | <b>Could It Be Magic</b> (3:37)<br>Barry Manilow—Arista                   | 37                | 31     | 40   | 34    |
| —             | ▲37       | <b>Saturday Night</b> (2:56)<br>Bay City Rollers—Arista                   | 34                | 37     | 37   | 38    |

| Over-all-rank |           | Title (length)<br>Artist—label                                                  | Rank by day parts |        |      |       |
|---------------|-----------|---------------------------------------------------------------------------------|-------------------|--------|------|-------|
| Last week     | This week |                                                                                 | 6-10a             | 10a-3p | 3-7p | 7-12p |
| 38            | 38        | <b>I Want to Do Something Freaky to You</b> (3:35)<br>Leon Haywood—20th Century | 39                | 38     | 41   | 40    |
| 37            | 39        | <b>Jive Talkin'</b> (3:43)<br>Bee Gees—RSO                                      | 47                | 39     | 36   | 39    |
| —             | ▲40       | <b>I'm on Fire</b> (2:47)<br>5,000 Volts—Phillips                               | 40                | 42     | 39   | 41    |
| 39            | 41        | <b>You</b> (3:40)<br>George Harrison—Apple                                      | 41                | 46     | 38   | 36    |
| —             | 42        | <b>Our Day Will Come</b> (3:58)<br>Frankie Valli—Private Stock                  | 38                | 41     | 44   | 49    |
| 49            | 43        | <b>Welcome to My Nightmare</b> (2:44)<br>Alice Cooper—Atlantic                  | 44                | 40     | 43   | 43    |
| 50            | 44        | <b>Rock Show</b> (3:39)<br>Paul McCartney & Wings—Capitol                       | 46                | 48     | 42   | 42    |
| 40            | 45        | <b>Operator</b> (3:09)<br>Manhattan Transfer—Atlantic                           | 45                | 45     | 45   | 45    |
| —             | 46        | <b>Too Many People</b> (2:25)<br>Melissa Manchester—Arista                      | 42                | 44     | 47   | 48    |
| —             | 47        | <b>Blue Eyes Crying in the Rain</b> (2:17)<br>Willie Nelson—Columbia            | 43                | 47     | *    | 47    |
| 44            | 48        | <b>Run Joey Run</b> (3:52)<br>David Geddes—Big Tree                             | *                 | 49     | 46   | 37    |
| —             | 49        | <b>Rock &amp; Roll All Night</b> (3:20)<br>Kiss—Casablanca                      | 49                | 43     | 49   | 46    |
| —             | 50        | <b>Last Game of the Season</b> (3:30)<br>David Geddes—Big Tree                  | *                 | *      | 48   | *     |

## Country

| Over-all-rank |           | Title (length)<br>Artist—label                                                 | Rank by day parts |        |      |       |
|---------------|-----------|--------------------------------------------------------------------------------|-------------------|--------|------|-------|
| Last week     | This week |                                                                                | 6-10a             | 10a-3p | 3-7p | 7-12p |
| —             | ▲1        | <b>Secret Love</b> (3:35)<br>Freddie Fender—ABC/Dot                            | 3                 | 1      | 2    | 3     |
| 4             | 2         | <b>Love Put a Song in My Heart</b> (2:45)<br>Johnny Rodriguez                  | 3                 | 1      | 1    |       |
| 1             | 3         | <b>San Antonio Stroll</b> (2:45)<br>Tanya Tucker—MCA                           | 4                 | 2      | 4    | 2     |
| 7             | 4         | <b>I Like Beer</b> (2:52)<br>Tom T. Hall—Mercury                               | 6                 | 5      | 5    | 4     |
| 3             | 5         | <b>Are You Sure Hank Done It This Way</b> (2:53)<br>Waylon Jennings—RCA        | 2                 | 11     | 3    | 7     |
| 11            | 6         | <b>Love Is a Rose</b> (2:44)<br>Linda Ronstadt—Asylum                          | 5                 | 6      | 6    | 12    |
| 9             | 7         | <b>(Turn Out the Light and) Love Me Tonight</b> (2:18)<br>Don Williams—ABC/Dot | 8                 | 4      | 8    | 5     |
| 2             | 8         | <b>All Over Me</b> (2:50)<br>Charlie Rich—Epic                                 | 10                | 7      | 10   | 8     |
| 6             | 9         | <b>Rocky</b> (3:38)<br>Dickie Lee—RCA                                          | 9                 | 7      | 6    |       |
| 10            | 10        | <b>What's Happened to Blue Eyes</b> (2:17)<br>Jessi Colter—Capitol             | 7                 | 15     | 9    | 16    |
| 16            | 11        | <b>I'm Sorry</b> (3:29)<br>John Denver—RCA                                     | 12                | 8      | 12   | 10    |
| —             | ▲12       | <b>From Women to Women</b> (2:17)<br>Tommy Overstreet—ABC/Dot                  | 11                | 13     | 13   | 13    |
| 14            | 13        | <b>We Used To</b> (3:10)<br>Dolly Parton—RCA                                   | 14                | 9      | 14   | 9     |
| 8             | 14        | <b>Blue Eyes Crying in the Rain</b> (2:17)<br>Willie Nelson—Columbia           | 13                | 16     | 16   | 21    |
| 17            | 15        | <b>Don't Cry Joni!</b> (2:10)<br>Conway Twitty—MCA                             | 18                | 14     | 15   | 14    |
| 18            | 16        | <b>Billy Get Me a Woman</b> (2:28)<br>Joe Stampley—Epic                        | 15                | 17     | 17   | 15    |
| 15            | 17        | <b>I Should Have Married You</b> (3:10)<br>Eddie Rabbitt—Elektra               | 19                | 12     | 19   | 17    |
| —             | 18        | <b>You Ring My Bell</b> (2:40)<br>Ray Griff—Capitol                            | 17                | 20     | 11   | 11    |
| 20            | 19        | <b>I Hope You're Feelin' Me</b> (2:59)<br>Charlie Pride—RCA                    | 21                | 18     | 22   | 18    |
| 21            | 20        | <b>Funny How Time Slips Away</b> (3:02)<br>Narvel Felts—ABC/Dot                | 16                | 19     | 23   | 20    |
| 25            | 21        | <b>Another Woman</b> (3:07)<br>T.G. Shepard—Melodyland                         | 20                | 21     | 18   | 22    |
| 23            | 22        | <b>If I'm Losing You</b> (2:57)<br>Billy Walker—RCA                            | 22                | 23     | 21   | 30    |
| —             | 23        | <b>Warm Side of You</b> (2:45)<br>Freddie Hart—Capitol                         | 30                | 39     | 20   | 24    |
| —             | 24        | <b>Say Forever You'll Be Mine</b> (2:45)<br>Dolly Parton & Porter Wagoner—RCA  | *                 | 22     | *    | 25    |
| —             | 25        | <b>Thanks</b> (2:26)<br>Bill Anderson—MCA                                      | *                 | *      | *    | *     |

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

| Company                                        | Period/Ended | CURRENT AND CHANGE |         |            |         | Per Share | YEAR EARLIER  |            |           |
|------------------------------------------------|--------------|--------------------|---------|------------|---------|-----------|---------------|------------|-----------|
|                                                |              | Revenues           | Change  | Net Income | Change  |           | Revenues      | Net Income | Per Share |
| American Television & Communications Corp..... | 3 mo. 9/30   | 9,609,164          | +25.8%  | 813,645    | +55.2%  | .21       | 7,638,564     | 524,252    | .12       |
| BBDO International.....                        | 9 mo. 9/30   | 51,300,000         | + 3.4%  | 4,239,000  | + 4.5%  | 1.69      | 49,600,000    | 4,055,000  | 1.57      |
| Combined Communications Corp.....              | 9 mo. 9/30   | 100,340,000        | +17.9   | 4,657,000  | +22.1%  | 1.00      | 85,079,000    | 3,811,000  | 1.10      |
| Cox Broadcasting Corp.....                     | 9 mo. 9/30   | 79,787,000         | + 8%    | 9,909,000  | + 8%    | 1.70      | 74,092,000    | 9,180,000  | 1.57      |
| Cox Cable Communications.....                  | 9 mo. 9/30   | 21,113,888         | +25%    | 2,033,849  | +33%    | .57       | 16,949,758    | 1,523,697  | .43       |
| Grey Advertising.....                          | 9 mo. 9/30   | 35,537,000         | + 0.12% | 1,440,000  | - 8.6%  | 1.18      | 35,492,000    | 1,542,000  | 1.22      |
| Harris Corp.....                               | 3 mo. 9/30   | 118,600,000        | +10.7%  | 5,851,000  | +57.2%  | .96       | 107,129,000   | 3,721,000  | .60       |
| Harte-Hanks Newspapers Inc.....                | 9 mo. 9/30   | 65,196,000         | +14.5%  | 5,349,000  | +21.4%  | 1.22      | 56,892,000    | 4,404,000  | 1.01      |
| Heritage Communications Inc.....               | 9 mo. 9/30   | 1,916,351          | +129.7% | 10,659,510 | +115.1% | 1.06      | 834,140       | 4,954,732  | .84       |
| Kingstrip Inc.....                             | year 10/30   | 34,308,900         | +21.4%  | 1,506,767  | +300%   | 1.31      | 28,253,656    | 376,755    | .33       |
| MCA.....                                       | 9 mo. 9/30   | 555,062,000        | +24%    | 70,562,000 | +73.3%  | 8.32      | 450,085,000   | 40,723,000 | 4.84      |
| Motorola Inc.....                              | 9 mo. 9/30   | 955,765,000        | - 4.4%  | 28,987,000 | -56.4%  | 1.03      | 1,041,960,000 | 66,529,000 | 2.37      |
| Oak Industries.....                            | 9 mo. 9/30   | 79,488,235         | -19.4%  | 678,188    | -82.5%  | .26       | 98,687,092    | 3,880,773  | 1.21      |
| RCA.....                                       | 9 mo. 9/30   | 3,464,900,000      | + 1.6%  | 76,600,000 | -20.8%  | .97       | 3,408,200,000 | 96,700,000 | 2.24      |
| Reeves Telecom Corp.....                       | 9 mo. 9/30   | 5,515,512          | + 2.4%  | 333,262    | +162.5% | .14       | 5,387,187     | 126,945    | .05       |
| Rollins, Inc.....                              | 3 mo. 9/30   | 51,922,911         | - 3.4%  | 3,842,957  | +15.9%  | .29       | 53,754,230    | 3,313,703  | .25       |
| Scientific-Atlanta.....                        | 3 mo. 9/30   | 9,192,000          | +34.7%  | 353,000    | +20.4%  | .32       | 6,825,000     | 293,000    | .23       |
| Scrpps-Howard Broadcasting.....                | 9 mo. 9/30   | 25,744,267         | +13%    | 5,408,051  | +18.3%  | 2.09      | 22,772,500    | 4,571,449  | 1.77      |
| Time Inc.....                                  | 9 mo. 9/30   | 651,428,000        | + 9.9%  | 30,356,000 | -15.7   | 3.05      | 592,501,000   | 35,892,000 | 3.58      |
| Transamerica Corp.....                         | 9 mo. 9/30   | 1,776,571,000      | + 9.4%  | 53,544,000 | +38.6%  | .82       | 1,623,338,000 | 38,637,000 | .59       |
| Viacom International Inc.....                  | 9 mo. 10/4   | 29,287,000         | + 5.7%  | 2,239,000  | +17.9%  | .61       | 26,763,000    | 1,898,000  | .85       |
| Warner Communications.....                     | 9 mo. 9/30   | 491,807,000        | - 9.7%  | 40,084,000 | - 3.2%  | 2.37      | 545,137,000   | 41,392,000 | 2.17      |
| Washington Post.....                           | 39 wks. 9/28 | 223,228,000        | +10%    | 6,502,000  | -28.1%  | 1.37      | 202,915,000   | 9,053,000  | 1.90      |

## Broadcasting's index of 134 stocks allied with electronic media

|                   | Stock<br>symbol | Exch. | Closing<br>Wed.<br>Nov. 5 | Closing<br>Wed.<br>Oct. 29 | Net change<br>in week |       | % change<br>in week |       | 1974-75<br>HighLow |        | P/E<br>ratio | Approx.<br>Shares<br>out<br>(000) | Total market<br>capitali-<br>zation<br>(000) |
|-------------------|-----------------|-------|---------------------------|----------------------------|-----------------------|-------|---------------------|-------|--------------------|--------|--------------|-----------------------------------|----------------------------------------------|
| Broadcasting      |                 |       |                           |                            |                       |       |                     |       |                    |        |              |                                   |                                              |
| ABC               | ABC             | N     | 22 1/4                    | 21                         | +                     | 1 1/4 | +                   | 5.95  | 28 3/8             | 12 3/8 | 8            | 17,187                            | 382,410                                      |
| CAPITAL CITIES    | CCB             | N     | 40                        | 40 1/4                     | -                     | 1/4   | -                   | .62   | 43 1/2             | 19 1/2 | 14           | 7,208                             | 288,320                                      |
| CBS               | CBS             | N     | 48 1/8                    | 47 1/2                     | +                     | 5/8   | +                   | 1.31  | 53 1/8             | 20 1/8 | 12           | 28,313                            | 1,362,563                                    |
| CONCERT NETWORK*  |                 | O     | 1/4                       | 1/4                        |                       |       |                     | .00   | 7/8                | 1/8    |              | 2,200                             | 550                                          |
| COX               | COX             | N     | 24 3/4                    | 25 1/4                     | -                     | 1/2   | -                   | 1.98  | 26 1/2             | 9 3/8  | 13           | 5,812                             | 143,847                                      |
| GROSS TELECASTING | GGG             | A     | 9 3/8                     | 9 1/8                      | +                     | 1/4   | +                   | 2.73  | 13 5/8             | 6 3/8  | 6            | 800                               | 7,500                                        |
| LIN               | LINB            | O     | 6 7/8                     | 7                          | -                     | 1/8   | -                   | 1.78  | 9 1/8              | 2      | 7            | 2,382                             | 16,376                                       |
| MOONEY            | MOON            | O     | 2 1/8                     | 1 7/8                      | +                     | 1/4   | +                   | 13.33 | 3 5/8              | 1      | 6            | 385                               | 818                                          |
| RAHALL            | RAHL            | O     | 5 5/8                     | 5 5/8                      |                       |       |                     | .00   | 6 1/4              | 1 3/4  | 12           | 1,297                             | 7,295                                        |
| SCRIPPS-HOWARD    | SCRP            | O     | 20                        | 20                         |                       |       |                     | .00   | 22                 | 13 1/2 | 7            | 2,589                             | 51,780                                       |
| STARR             | SBG             | M     | 2 7/8                     | 3                          | -                     | 1/8   | -                   | 4.16  | 9                  | 2 7/8  | 3            | 1,091                             | 3,136                                        |
| STORER            | SBK             | N     | 14 1/2                    | 14 7/8                     | -                     | 3/8   | -                   | 2.52  | 20 5/8             | 10 7/8 | 7            | 4,571                             | 66,279                                       |
| TAFT              | TFB             | N     | 20 1/4                    | 20 1/2                     | -                     | 1/4   | -                   | 1.21  | 27 1/4             | 10 3/4 | 7            | 4,042                             | 81,850                                       |
| WOODS COMM.*      |                 | O     | 1/2                       | 1/2                        |                       |       |                     | .00   | 1 1/4              | 1/4    | 4            | 292                               | 146                                          |
| TOTAL             |                 |       |                           |                            |                       |       |                     |       |                    |        |              | 78,169                            | 2,412,870                                    |

### Broadcasting with other major interests

|                   |       |   |        |        |   |       |   |       |        |        |    |        |         |
|-------------------|-------|---|--------|--------|---|-------|---|-------|--------|--------|----|--------|---------|
| ADAMS-RUSSELL     | AAR   | A | 1 3/4  | 1 7/8  | - | 1/8   | - | 6.66  | 2 1/2  | 3/4    | 10 | 1,248  | 2,184   |
| AVCO              | AV    | N | 5 5/8  | 6 1/8  | - | 1/2   | - | 8.16  | 8 7/8  | 2 1/8  | 2  | 11,481 | 64,580  |
| BARTLETT MEDIA    | BMC   | A | 5/8    | 3/4    | - | 1/8   | - | 16.66 | 2 3/8  | 5/8    | 1  | 2,257  | 1,410   |
| JOHN BLAIR        | BJ    | N | 5 3/4  | 4 5/8  | + | 1 1/8 | + | 24.32 | 7 1/2  | 3 1/2  | 27 | 2,403  | 13,817  |
| CAMPDOWN IND.*    |       | D | 1/8    | 1/8    |   |       |   | .00   | 7/8    | 1/8    | 2  | 1,138  | 142     |
| CHRIS-CRAFT       | CCN   | N | 5 7/8  | 5 1/2  | + | 3/8   | + | 6.81  | 6 1/2  | 1 1/2  | 22 | 4,164  | 24,463  |
| COMBINED COMM.    | CCA   | N | 8 1/2  | 9 3/8  | - | 7/8   | - | 9.33  | 16 1/8 | 5 1/8  | 5  | 4,673  | 39,720  |
| COWLES            | CWL   | N | 6 7/8  | 6 7/8  |   |       |   | .00   | 8 7/8  | 3 7/8  | 6  | 3,969  | 27,286  |
| DUN & BROADSTREET | DNB   | N | 27 3/4 | 26 5/8 | + | 1 1/8 | + | 6.22  | 36     | 14 5/8 | 19 | 26,520 | 735,930 |
| FAIRCHILD IND.    | FEN   | N | 6 1/2  | 6 3/8  | + | 1/8   | + | 1.96  | 8 3/4  | 3 3/4  | 6  | 4,550  | 29,575  |
| FUQUA             | FOA   | N | 4 3/8  | 4 1/4  | + | 1/8   | + | 2.94  | 10 3/4 | 3 1/8  | 7  | 8,086  | 35,376  |
| GANNETT CO.       | GCI   | N | 35     | 35 3/4 | - | 3/4   | - | 2.09  | 38 1/2 | 20 1/2 | 21 | 21,108 | 738,780 |
| GENERAL TIRE      | GY    | N | 16 3/4 | 16 1/2 | + | 1/4   | + | 1.51  | 18 1/4 | 10 1/4 | 5  | 21,523 | 360,510 |
| GLOBETROTTER      | GLBTA | D | 1 1/4  | 7/8    | + | 3/8   | + | 42.85 | 4 3/4  | 7/8    | 6  | 2,783  | 3,478   |
| GRAY COMMUN.      |       | O | 6 1/2  | 6 1/2  |   |       |   | .00   | 8 1/2  | 5      | 5  | 475    | 3,087   |
| HARTE-HANKS       | HHN   | N | 17 1/2 | 18 1/4 | - | 3/4   | - | 4.10  | 20 1/2 | 6      | 11 | 4,369  | 76,457  |
| JEFFERSON-PILOT   | JP    | N | 32 1/8 | 31 1/4 | + | 7/8   | + | 2.80  | 38 1/4 | 20 1/2 | 13 | 24,066 | 773,120 |
| KAISER INDUSTRIES | KI    | A | 7 3/4  | 8 1/8  | - | 3/8   | - | 4.61  | 11 3/8 | 4 1/4  | 5  | 27,575 | 213,706 |
| KANSAS STATE NET. | KSN   | O | 3 1/2  | 3 5/8  | - | 1/8   | - | 3.44  | 4 1/8  | 2 3/4  | 6  | 1,815  | 6,352   |
| KINGSTIP          | KTP   | A | 6 1/2  | 6 1/2  |   |       |   | .00   | 7      | 1 1/2  | 12 | 1,154  | 7,501   |
| KNIGHT-RIDDER     | KRN   | N | 26 1/2 | 28 3/4 | - | 2 1/4 | - | 7.82  | 32 3/4 | 9 1/4  | 17 | 8,305  | 220,082 |
| LAMB COMMUN.*     |       | P | 1 1/4  | 1 1/4  |   |       |   | .00   | 1 1/4  | 1 1/8  | 25 | 475    | 593     |
| LEE ENTERPRISES   | LNT   | A | 17 1/2 | 18 1/8 | - | 5/8   | - | 3.44  | 19 3/8 | 10 3/4 | 10 | 3,352  | 58,660  |
| LIBERTY           | LC    | N | 10     | 10     |   |       |   | .00   | 15 5/8 | 7 1/8  | 5  | 6,762  | 67,620  |
| MCGRAW-HILL       | MHP   | N | 12 3/4 | 12 3/4 |   |       |   | .00   | 13 1/2 | 5 1/2  | 11 | 24,569 | 313,254 |
| MEDIA GENERAL     | MEG   | A | 13 1/2 | 14 3/4 | - | 1 1/4 | - | 8.47  | 32 3/4 | 13 1/2 | 5  | 3,604  | 48,654  |
| MEREDITH          | MDP   | N | 10 1/4 | 10 3/4 | - | 1/2   | - | 4.65  | 13 3/8 | 8      | 4  | 3,041  | 31,170  |
| METROMEDIA        | MET   | N | 15 1/2 | 15 1/2 |   |       |   | .00   | 15 1/2 | 4 1/2  | 12 | 6,553  | 101,571 |

|                      | Stock<br>Symbol | Exch. | Closing<br>Wed.<br>Nov. 5 | Closing<br>Wed.<br>Oct. 29 | Net change<br>in week | % change<br>in week | 1974-75 |        | P/E<br>ratio | Approx.<br>shares<br>out<br>(000) | Total market<br>capitali-<br>zation<br>(000) |
|----------------------|-----------------|-------|---------------------------|----------------------------|-----------------------|---------------------|---------|--------|--------------|-----------------------------------|----------------------------------------------|
|                      |                 |       |                           |                            |                       |                     | High    | Low    |              |                                   |                                              |
| MULTIMEDIA           | MMED            | O     | 12                        | 12                         |                       | .00                 | 14 1/4  | 8 3/4  | 8            | 4,389                             | 52,668                                       |
| NEW YORK TIMES CO.   | NYKA            | A     | 11 1/8                    | 10 3/4                     | +                     | 3/8                 | 14 1/2  | 6 3/4  | 7            | 10,938                            | 121,685                                      |
| OUTLET CO.           | QTU             | N     | 14 1/2                    | 13 7/8                     | +                     | 5/8                 | 62      | 7      | 5            | 1,387                             | 20,111                                       |
| POST CORP.           | POST            | O     | 7 1/4                     | 7 1/4                      |                       | .00                 | 16 1/2  | 4 3/4  | 29           | 870                               | 6,307                                        |
| PSA                  | PSA             | N     | 3 7/8                     | 4                          | -                     | 1/8                 | 10      | 1 1/2  | 8            | 3,181                             | 12,326                                       |
| REEVES TELECOM       | RBT             | A     | 1 3/8                     | 1 1/4                      | +                     | 1/8                 | 3       | 5/8    | 6            | 2,376                             | 3,267                                        |
| ROLLINS              | ROL             | N     | 22 3/4                    | 22 3/4                     |                       | .00                 | 22 3/4  | 6 1/2  | 16           | 13,404                            | 304,941                                      |
| RUST CRAFT           | RUS             | A     | 6 5/8                     | 5 7/8                      | +                     | 3/4                 | 10 1/4  | 5 1/8  | 5            | 2,328                             | 15,423                                       |
| SAN JUAN RACING      | SJR             | N     | 7 3/4                     | 7 7/8                      | -                     | 1/8                 | 13 3/8  | 5 1/2  | 6            | 2,509                             | 19,444                                       |
| SCHERING-PLOUGH      | SGP             | N     | 51 5/8                    | 55                         | -                     | 3 3/8               | 74 3/8  | 44 3/4 | 22           | 53,938                            | 2,784,549                                    |
| SONDERLING           | SDS             | A     | 6 7/8                     | 6 5/8                      | +                     | 1/4                 | 10      | 3 1/2  | 5            | 727                               | 4,998                                        |
| TECHNICAL OPERATIONS | TO              | A     | 2 7/8                     | 3                          | -                     | 1/8                 | 6 3/4   | 2 3/8  | 3            | 1,344                             | 3,864                                        |
| TIMES MIRROR CO.     | TMC             | N     | 17 1/4                    | 17 1/4                     |                       | .00                 | 19 1/2  | 9 1/4  | 10           | 33,814                            | 583,291                                      |
| WASHINGTON POST CO.  | WPO             | A     | 21 3/4                    | 22 1/2                     | -                     | 3/4                 | 28 3/4  | 14 3/4 | 7            | 4,751                             | 103,334                                      |
| WOMETCO              | WOM             | N     | 13 7/8                    | 14 3/8                     | -                     | 1/2                 | 16 7/8  | 6 1/4  | 9            | 5,775                             | 80,128                                       |
| TOTAL                |                 |       |                           |                            |                       |                     |         |        |              | 373,749                           | 8,115,414                                    |

#### Cablecasting

|                      |       |   |        |        |   |       |                                                                                  |        |        |     |        |         |
|----------------------|-------|---|--------|--------|---|-------|----------------------------------------------------------------------------------|--------|--------|-----|--------|---------|
| AMECO**              | ACO   | O | 1/4    | 1/4    |   |       | .00                                                                              | 1 7/8  | 1/8    |     | 1,200  | 300     |
| AMER. ELECT. LABS    | AELBA | O | 7/8    | 1      | - | 1/8   | - 12.50                                                                          | 2 1/8  | 1/2    | 7   | 1,672  | 1,463   |
| AMERICAN TV & COMM.  | AMTV  | O | 14 1/2 | 15     | - | 1/2   | - 3.33                                                                           | 19 1/4 | 5 1/2  | 26  | 3,304  | 47,908  |
| ATHENA COMM.** *     |       | O | 1/4    | 1/4    |   |       | .00                                                                              | 3 1/2  | 1/8    |     | 2,125  | 531     |
| BURNUP & SIMS        | BSIM  | O | 4      | 4      |   |       | .00                                                                              | 24 1/8 | 2 1/2  | 8   | 8,390  | 33,560  |
| CABLECOM-GENERAL     | CCG   | A | 5      | 5 7/8  | - | 7/8   | - 14.89                                                                          | 7 1/4  | 1 1/2  | 9   | 2,560  | 12,800  |
| CABLE FUNDING        | CFUN  | O | 5      | 5      |   |       | .00                                                                              | 7 3/8  | 3 7/8  | 125 | 1,121  | 5,605   |
| CABLE INFO.          |       | O | 3/4    | 3/4    |   |       | .00                                                                              | 1 1/4  | 1/8    | 2   | 663    | 497     |
| COMCAST              |       | O | 2      | 1 3/4  | + | 1/4   | + 14.28</td <td>3 1/4</td> <td>3/4</td> <td>8</td> <td>1,708</td> <td>3,416</td> | 3 1/4  | 3/4    | 8   | 1,708  | 3,416   |
| COMMUNICATIONS PROP. | COMU  | O | 2 1/8  | 2 1/4  | - | 1/8   | - 5.55                                                                           | 3 1/2  | 1      | 13  | 4,761  | 10,117  |
| COX CABLE            | CXC   | A | 11 3/4 | 12 1/2 | - | 3/4   | - 6.00                                                                           | 15 7/8 | 3 3/4  | 19  | 3,560  | 41,830  |
| ENTRON               | ENT   | O | 3/4    | 5/8    | + | 1/8   | + 20.00</td <td>1 1/2</td> <td>3/8</td> <td>5</td> <td>1,358</td> <td>1,018</td> | 1 1/2  | 3/8    | 5   | 1,358  | 1,018   |
| GENERAL INSTRUMENT   | GRL   | N | 8 3/8  | 8 5/8  | - | 1/4   | - 2.89                                                                           | 17 1/8 | 5/8    | 6   | 7,201  | 60,308  |
| GENERAL TV           |       | O | 5/8    | 5/8    |   |       | .00                                                                              | 1 1/2  | 1/4    | 31  | 1,000  | 625     |
| SCIENTIFIC-ATLANTA   | SFA   | A | 14     | 18 7/8 | - | 4 7/8 | - 25.82                                                                          | 18 7/8 | 4      | 12  | 966    | 13,524  |
| TELE-COMMUNICATION   | TCOM  | O | 2      | 2 1/2  | - | 1/2   | - 20.00                                                                          | 6 3/8  | 7/8    | 1   | 5,181  | 10,362  |
| TELEPROMPTER         | TP    | N | 5 5/8  | 5 3/8  | + | 1/4   | + 4.65</td <td>9</td> <td>1 3/8</td> <td>12</td> <td>16,604</td> <td>93,397</td> | 9      | 1 3/8  | 12  | 16,604 | 93,397  |
| TIME INC.            | TL    | N | 56     | 57 1/2 | - | 1 1/2 | - 2.60                                                                           | 59 1/4 | 24 7/8 | 12  | 9,960  | 557,760 |
| TOCOM                | TOCM  | O | 1 3/4  | 1 3/4  |   |       | .00                                                                              | 4 7/8  | 1 3/4  | 4   | 634    | 1,109   |
| UA-COLUMBIA CABLE    | UACC  | O | 8 3/4  | 9 1/4  | - | 1/2   | - 5.40                                                                           | 12 3/4 | 3 3/4  | 12  | 1,714  | 14,997  |
| UNITED CABLE TV      | UCTV  | O | 1 7/8  | 2      | - | 1/8   | - 6.25                                                                           | 4 5/8  | 1/4    | 4   | 1,879  | 3,523   |
| VIACOM               | VIA   | N | 7 7/8  | 8 3/8  | - | 1/2   | - 5.97                                                                           | 9 1/4  | 2 5/8  | 10  | 3,665  | 28,861  |
| VIKOA**              | VIK   | A | 1 1/4  | 1 1/8  | + | 1/8   | + 11.11</td <td>4</td> <td>1/2</td> <td>1</td> <td>2,534</td> <td>3,167</td>     | 4      | 1/2    | 1   | 2,534  | 3,167   |
| TOTAL                |       |   |        |        |   |       |                                                                                  |        |        |     | 83,760 | 946,678 |

#### Programming

|                   |      |   |        |        |   |       |   |       |        |        |    |         |           |
|-------------------|------|---|--------|--------|---|-------|---|-------|--------|--------|----|---------|-----------|
| COLUMBIA PICTURES | CPS  | N | 5 3/4  | 5 7/8  | - | 1/8   | - | 2.12  | 9 1/2  | 1 5/8  | 22 | 6,748   | 38,801    |
| DISNEY            | DIS  | N | 50 3/8 | 48 1/4 | + | 2 1/8 | + | 4.40  | 54 3/4 | 18 3/4 | 28 | 29,755  | 1,498,908 |
| FILMWAYS          | FWY  | A | 5      | 5 1/8  | - | 1/8   | - | 2.43  | 6 1/8  | 2 1/8  | 6  | 1,792   | 8,960     |
| FOUR STAR         |      |   | 1/4    | 1/4    |   |       |   | .00   | 1 3/8  | 1/8    |    | 666     | 166       |
| GULF + WESTERN    | GW   | N | 20 7/8 | 20 3/8 | + | 1/2   | + | 2.45  | 42 1/2 | 18 3/8 | 3  | 14,470  | 302,061   |
| MCA               | MCA  | N | 71 7/8 | 75 1/4 | - | 3 3/8 | - | 4.48  | 86 7/8 | 19 1/4 | 10 | 8,478   | 609,356   |
| MGM               | MGM  | N | 15 1/8 | 13 7/8 | + | 1 1/4 | + | 9.00  | 32 1/2 | 9 1/4  | 6  | 12,180  | 184,222   |
| TELE-TAPE** *     |      | O | 1/4    | 1/4    |   |       |   | .00   | 3/4    | 1/8    |    | 2,190   | 547       |
| TELETRONICS INTL. |      | O | 6 3/4  | 5      | + | 1 3/4 | + | 35.00 | 6 3/4  | 1 1/4  | 14 | 943     | 6,365     |
| TRANSAMERICA      | TA   | N | 8 3/4  | 8 5/8  | + | 1/8   | + | 1.44  | 10 3/8 | 5 1/2  | 13 | 64,945  | 568,268   |
| 20TH CENTURY-FOX  | TF   | N | 12 3/8 | 13 1/4 | - | 7/8   | - | 6.60  | 14 7/8 | 4 1/2  | 12 | 7,547   | 93,394    |
| WALTER READE**    | WALT | O | 3/8    | 3/8    |   |       |   | .00   | 1/2    | 1/8    |    | 4,296   | 1,611     |
| WARNER            | WCI  | N | 19 1/2 | 19 1/2 |   |       |   | .00   | 20 7/8 | 6 7/8  | 8  | 16,718  | 326,001   |
| WRATHER           | WCO  | A | 3 5/8  | 3 1/2  | + | 1/8   | + | 3.57  | 8 1/8  | 1 1/4  | 7  | 2,229   | 8,080     |
| TOTAL             |      |   |        |        |   |       |   |       |        |        |    | 172,957 | 3,646,740 |

#### Service

|                      |       |   |        |        |   |       |     |        |        |        |        |         |         |
|----------------------|-------|---|--------|--------|---|-------|-----|--------|--------|--------|--------|---------|---------|
| BBDO INC.            | BBDO  | O | 15 3/4 | 15 3/4 |   |       | .00 | 17 1/2 | 9 7/8  | 7      | 2,513  | 39,579  |         |
| COMSAT               | CO    | N | 34 3/4 | 36     | - | 1 1/4 | -   | 3.47   | 46     | 23 3/4 | 7      | 10,000  | 347,500 |
| DOYLE OANE BERNBACH  | DOYL  | O | 8 7/8  | 8 3/4  | + | 1/8   | +   | 1.42   | 11 7/8 | 5 5/8  | 5      | 1,816   | 16,117  |
| ELKINS INSTITUTE** * | ELKN  | O | 1/8    | 1/8    |   |       |     | .00    | 5/8    | 1/8    |        | 1,897   | 237     |
| FOOTE CONE & BELOING | FCB   | N | 9 3/4  | 9 1/8  | + | 5/8   | +   | 6.84   | 11 1/4 | 5 3/8  | 6      | 2,121   | 20,679  |
| GREY ADVERTISING     | GREY  | O | 6 1/2  | 6 3/8  | + | 1/8   | +   | 1.96   | 8 3/8  | 1      | 4      | 1,213   | 7,884   |
| INTERPUBLIC GROUP    | IPG   | N | 16 1/4 | 17     | - | 3/4   | -   | 4.41   | 19     | 8 1/8  | 5      | 2,249   | 36,546  |
| MARVIN JOSEPHSON     | MRVN  | O | 6 7/8  | 7 3/8  | - | 1/2   | -   | 6.77   | 9 3/4  | 3 1/4  | 5      | 2,030   | 13,956  |
| MCI COMMUNICATIONS   | MCIC  | O | 1 7/8  | 1 7/8  |   |       |     | .00    | 6 1/2  | 1      |        | 13,339  | 25,010  |
| MOVIELAB             | MOV   | A | 1 1/8  | 1 1/8  |   |       |     | .00    | 1 3/4  | 1/2    | 6      | 1,407   | 1,582   |
| MPO VIDEOTRONICS     | MPO   | A | 3 1/4  | 3 1/8  | + | 1/8   | +   | 4.00   | 4      | 1      | 18     | 537     | 1,745   |
| NEEDHAM, HARPER      | NDHMA | O | 5 1/2  | 5 1/2  |   |       |     | .00    | 7 1/2  | 3 5/8  | 8      | 853     | 4,691   |
| A. C. NIELSEN        | NIELB | O | 19 1/2 | 18 1/2 | + | 1     | +   | 5.40   | 28     | 7 3/8  | 18     | 10,598  | 206,661 |
| OGILVY & MATHER      | OGIL  | O | 20     | 20     |   |       |     | .00    | 23 1/2 | 10     | 7      | 1,805   | 36,100  |
| J. WALTER THOMPSON   | JWT   | N | 6 5/8  | 7 1/8  | - | 1/2   | -   | 7.01   | 12     | 4 1/4  | 9      | 2,649   | 17,549  |
| UNIVERSAL COMM.*     |       | O | 1/4    | 1/4    |   |       |     | .00    | 3/4    | 1/8    |        | 715     | 178     |
| TOTAL                |       |   |        |        |   |       |     |        |        |        | 55,742 | 776,014 |         |

#### Electronics/Manufacturing

|                  |      |   |        |        |   |       |   |       |        |       |    |        |        |
|------------------|------|---|--------|--------|---|-------|---|-------|--------|-------|----|--------|--------|
| AMPEX            | APX  | N | 5 1/8  | 5 5/8  | - | 1/2   | - | 8.88  | 8 3/8  | 2 1/4 | 5  | 10,885 | 55,785 |
| CCA ELECTRONICS* | CCAE | O | 1/8    | 1/8    |   |       |   | .00   | 1 1/8  | 1/8   |    | 881    | 110    |
| CETEC            | CEC  | A | 1 3/4  | 1 3/4  |   |       |   | .00   | 2 1/8  | 1     | 8  | 2,319  | 4,058  |
| COHU, INC.       | COH  | A | 2 1/4  | 2 1/2  | - | 1/4   | - | 10.00 | 3 7/8  | 1 1/4 | 25 | 1,617  | 3,638  |
| CONRAC           | CAX  | N | 26 3/4 | 24 5/8 | + | 2 1/8 | + | 8.62  | 26 3/4 | 10    | 12 | 1,278  | 34,186 |

|                      | Stock<br>symbol | Exch. | Closing<br>Wed.<br>Nov. 5 | Closing<br>Wed.<br>Oct. 29 | Net change<br>in week | % change<br>in week | 1974-75<br>High | Low    | P/E<br>ratio | Approx.<br>shares<br>out<br>(000) | Total market<br>capitali-<br>zation<br>(000) |
|----------------------|-----------------|-------|---------------------------|----------------------------|-----------------------|---------------------|-----------------|--------|--------------|-----------------------------------|----------------------------------------------|
| EASTMAN KODAK        | EASKD           | N     | 102 1/8                   | 101                        | + 1 1/8               | + 1.11              | 108 3/4         | 63     | 26           | 161,347                           | 16,477,562                                   |
| GENERAL ELECTRIC     | GE              | N     | 47 7/8                    | 47 7/8                     |                       | .00                 | 65              | 30     | 16           | 182,885                           | 8,755,619                                    |
| HARRIS CORP.         | HRS             | N     | 30 3/4                    | 30 1/8                     | + 5/8                 | + 2.07              | 33 1/2          | 13 1/8 | 21           | 6,160                             | 189,420                                      |
| HARVEL INDUSTRIES*   | HARV            | O     | 5                         | 5                          |                       | .00                 | 9               | 2 1/2  | 31           | 480                               | 2,400                                        |
| INTERNATIONAL VIDEO  | IVCP            | O     | 1 3/8                     | 1 5/8                      | - 1/4                 | - 15.38             | 7 1/2           | 1 1/4  | 3            | 2,730                             | 3,753                                        |
| MICROWAVE ASSOC. INC | MAI             | N     | 14 1/4                    | 14 3/4                     | - 1/2                 | - 3.38              | 26 7/8          | 9 3/4  | 7            | 1,320                             | 18,810                                       |
| 3M                   | MMM             | N     | 57 1/4                    | 57 1/8                     | + 1/8                 | + .21               | 80 1/2          | 7 5/8  | 29           | 114,240                           | 6,540,240                                    |
| MOTOROLA             | MOT             | N     | 40 1/8                    | 41 1/2                     | - 1 3/8               | - 3.31              | 61 7/8          | 34 1/8 | 18           | 28,198                            | 1,131,444                                    |
| N. AMERICAN PHILIPS  | NPH             | N     | 19 3/8                    | 18 3/4                     | + 5/8                 | + 3.33              | 24 1/4          | 11 1/4 | 10           | 12,033                            | 233,139                                      |
| OAK INDUSTRIES       | OEN             | N     | 7                         | 7                          |                       | .00                 | 12 7/8          | 5 1/4  | 3            | 1,639                             | 11,473                                       |
| RCA                  | RCA             | N     | 18 1/2                    | 18 1/2                     |                       | .00                 | 21 1/2          | 9 7/8  | 15           | 74,547                            | 1,379,119                                    |
| ROCKWELL INTL.       | ROK             | N     | 21 7/8                    | 22 1/8                     | - 1/4                 | - 1.12              | 28 3/8          | 18 3/8 | 7            | 30,913                            | 676,221                                      |
| RSC INDUSTRIES       | RSC             | A     | 1 1/2                     | 1 5/8                      | - 1/8                 | - 7.69              | 2 1/4           | 1/2    | 5            | 3,440                             | 5,160                                        |
| SONY CORP.           | SNE             | N     | 10                        | 10                         |                       | .00                 | 29 7/8          | 4 3/4  | 26           | 172,500                           | 1,725,000                                    |
| TEKTRONIX            | TEK             | N     | 41 3/8                    | 41 1/2                     | - 1/8                 | - .30               | 47 3/4          | 18 1/2 | 15           | 8,671                             | 358,762                                      |
| TELEMETION           | TYMT            | O     | 3/4                       | 3/4                        |                       | .00                 | 2 3/4           | 3/4    | 4            | 1,050                             | 787                                          |
| VARIAN ASSOCIATES    | VAR             | N     | 14                        | 14                         |                       | .00                 | 17 3/4          | 6      | 13           | 6,838                             | 95,732                                       |
| WESTINGHOUSE         | WX              | N     | 12 5/8                    | 13 1/8                     | - 1/2                 | - 3.80              | 26              | 8 1/2  | 35           | 87,024                            | 1,098,678                                    |
| ZENITH               | ZE              | N     | 25 1/4                    | 23 3/8                     | + 1 7/8               | + 8.02              | 31 5/8          | 10     | 105          | 18,797                            | 474,624                                      |
| TOTAL                |                 |       |                           |                            |                       |                     |                 |        |              | 931,792                           | 39,275,720                                   |

GRAND TOTAL 1,696,169 55,173,436

Standard & Poor's Industrial Average 99.9 100.1 -0.2

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by  
Hornblower & Weeks, Hemphill-Noyes Inc.,  
Washington.

Yearly high-lows are drawn from trading  
days reported by Broadcasting. Actual  
figures may vary slightly.

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

\*Stock did not trade on Wednesday, closing  
price shown is last traded price.

\*\*No P/E ratio is computed, company  
registered net loss.

\*\*\*Stock split

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### Media

**John D. Gibbs**, executive VP, general manager, wwsu(AM) Pittsburgh, appointed president, succeeding **Oscar M. (Pete) Schloss**, retired.

**Evans Nord**, VP, KELO-AM-FM Sioux Falls, S.D., appointed president-director of marketing, new KELO-land stations division of Midcontinent Broadcasting Co., same city. **Joe H. Floyd**, manager, Midco Cable Co., Aberdeen, S.D., appointed executive VP, chief operating officer of division.

**R. Randall Rollins**, senior executive VP, Rollins Inc., Atlanta, elected president and chief operating officer.

**Leonard R. Roberts**, FM public affairs director, staff announcer, WHAM(AM)-WHFM(FM) Rochester, N.Y., named public affairs director, WCBM(AM) Baltimore.

**Bill Wade**, account executive, KDAY(AM) In Los Angeles, named general manager, KSOM-AM-FM Ontario, Calif.

**Larry Getz**, account executive, WGSO(AM) New Orleans, named station manager, WQUE(FM), same city.

**Richard Keegan**, producer/director, WMTV(TV) Madison, Wis., appointed public service director.

**Russell F. Vossen**, operations manager, WZZM-TV Grand Rapids, Mich., named station manager, WAAY-TV Huntsville, Ala.

**William S. Murphy**, Brown, Clark & Elkus, San Francisco agency, appointed promotion director, KSFO(AM), same city.

**Francine Ellis**, continuity supervisor, WBZ(AM), Boston, named traffic director, WMEX(AM), same city.

**Dee Lefkowitz**, copywriter, Andrew Curcio Inc., Boston, appointed promotion assistant, WSBK-TV, same city.

**Bernadette Banks**, employee development specialist, Census Bureau, Washington, appointed affirmative action administrator, non-commercial WETA-TV Washington.

**Dean Alexander Johnson**, assistant general manager, WAPL-AM-FM Appleton, Wis., named general manager, noncommercial WGTD(FM) Kenosha, Wis.

**Carolyn Meyers**, part-time research coordinator, noncommercial KPTS(TV) Wichita, Kan., promoted to full time. **Susan Dusheke**, public relations, Beech Aircraft Corp., same city, joins KPTS as community relations coordinator.

### Broadcast Advertising

**Chris Cross**, assistant to director of sales planning/proposals, ABC Television Network Sales, Chicago, named director, succeeding **Wesley P. Dubin**, who has joined Needham, Harper & Steers, Chicago, as network negotiator.

**Burt Manning**, senior VP, co-creative director, J. Walter Thompson Co., New York, named executive VP and executive creative director. **Bernie Owlett**, senior VP, co-creative director with Mr. Manning since 1974, will take on more direct involvement with JWT clients' work. **Colleen Halligan**, media coordinator, Chicago officer, named media buyer.



**Stan Rosenfeld**, media director, Ted Bates & Co., New York, appointed VP.

**Charles Badger**, associate media director, Benton & Bowles, New York, elected VP.

**Duane C. Bogle**, senior VP and board member, Foote, Cone & Belding, Chicago, and president, Clarion Productions, FC&B subsidiary, named senior VP, management supervisor on American Telephone & Telegraph corporate account at N.W. Ayer ABH International, New York.

**Jack Kincaid**, formerly with Peters, Griffin, Woodward, Los Angeles, named manager, Bernard Howard & Co. Los Angeles office.

**Roy Lindau**, account executive, Major Market Radio Inc., New York, promoted to newly created position, Eastern director, new business development.

**Peter Moore**, national sales coordinator, Torbet-Lasker Inc., New York, named VP.

**Arthur M. See**, department store advertising manager, WINS(AM) New York, named retail marketing consultant, Prime Time Marketing Inc., New York, co-op advertising specialists.



Duram

**Arthur E. Duram**, president of Fuller & Smith & Ross Inc., New York, and chairman of agency's newly elected executive committee, named vice chairman. **Paul Brickman**, senior VP, general manager of agency's Chicago office, named president, chief operating officer. **Robert E. Allen** continues as board chairman and chief executive officer.

**H. Stuart Hayes**, media research manager, Ketchum, Macleod & Grove, Pittsburgh, named VP, associate media director, media research.

**Walter H. Preston, Jr.**, marketing consultant, Jarman, Spitzer & Felix, New York, elected VP, client services.

**Jon Weatherwax**, account executive, Clinton E. Frank, San Francisco, named VP.

**Bob Lurito**, manager, Avco Radio Sales, Chicago, named manager of Central division, Buckley Radio Sales, Chicago.

**Nine named.** Promotion managers at primary affiliates of ABC-TV have elected to newly formed promotion advisory board. Members, representing different geographic regions, are: **Marjorie Schmidt**, KBTU(TV) Denver; **Tim Bennett**, WITI-TV Milwaukee; **Charles Wolf**, KTRK-TV Houston; **John Lisanti**, WCVB-TV Boston; **Doug Mallory**, WLWI(TV) Indianapolis; **Sid Perry**, WLCY-TV St. Petersburg, Fla.; **Clark Grant**, KTVI(TV) St. Louis; **Gloria Snyder**, KREM-TV Spokane, Wash., and **Jim Henry**, KCAU-TV Sioux City, Iowa. The new board will serve as liaison between affiliated station managers and the network's advertising and public-relations department.

**Alan Tobkes**, research director, HR/Stone, New York, named marketing research director, Eastman Radio, same city.

**Francine Jacobs**, buying supervisor, Norman, Craig & Kummel, New York, named assistant broadcast buying director. **Rhoda Silver**, media buyer, promoted to buying supervisor. **Robert Riesenbergh**, media buyer, Ted Bates & Co., New York, appointed to same post at NC&K.

**Ken Canada**, resigns as sales manager, President Group, RKO Radio, New York to become general sales manager, KSJO(FM) San Jose, Calif.

**Vincent Young**, manager, Chicago office, Adam Young Inc., New York, appointed Eastern sales manager.

**Wendell L. Crosswhite**, VP and account supervisor, Marschalk Co., Inc., New York, named to newly created position of director, agency development.

**Tony Salvatore**, account executive, WDEE(AM) Detroit, appointed national sales manager.

**Martin Conn**, general sales manager and station manager, WGMS(AM) Bethesda, Md., appointed manager, national and corporate advertising and assistant general manager.

**Richard C. Lovell**, art director, Caldwell-Van Riper, Indianapolis, named executive art director in Fort Wayne office.

**Mary Sandler**, account executive, WRFD(AM) Columbus, Ohio, named media buyer, Trends & Associates, division of Beverage Management Inc., same city.

**Bill Hartzman**, assistant VP, Lindsey, Bradley & Johnson, Chattanooga, named VP.

**Kenneth Brown**, account executive, WIRL(AM) Peoria, Ill., named sales manager, WSWT(FM) same city. He succeeds **Harold (Bud) Bastian** who resigned to become general manager, WAIK(AM) Galesburg, Ill.

**Jack Scanlon**, local salesman, WEEK-TV Peoria, Ill., named local sales manager.

## Programing

**Richard Cignarelli**, VP, MCA-TV, New York, named Eastern division sales manager, Taft, H-B Program Sales, New York.

**Dennis Johnson**, manager of comedy programs, NBC Television, New York, appointed to newly created position of talent executive, variety programs, ABC Entertainment, same city.

**Edward A. Connell**, network commercial coordinator and in other capacities, BBDO Inc., New York, named associate producer, NBC Sports, New York.

**Ms. Sam Bellamy**, assistant program director, KMET(FM) Los Angeles, named operations manager, that station. **Tom O'Hair**, program director, WQIV(FM) New York, named creative director, KMET.

**George D. Faber**, manager client relations, Viacom Enterprises, Los Angeles, named international director of client relations, serving as liaison between worldwide Viacom offices in areas of program distribution sales, publicity/promotion and merchandising and licensing.

**Bob Wolff**, TV play-by-play commentator for the New York Knicks, named to same position

# FINANCIAL SEMINAR

Tuesday, Dec. 2, 1975

9 a.m.-4 p.m.

The Madison Hotel  
Washington, D.C.

### Panel on Broadcast Loans

**Alan Griffith**, Bank of New York  
**Sam Eichenfield**, Heller-Oak Finance  
**Robert Cruickshank**, Teachers Insurance

### Panel on Station Trading

**Morton Taubman**, Laventhol & Horwath  
**Ted Hepburn**, R. C. Crisler & Co.  
**Joseph Sitrick**, Blackburn & Co.

Moderator: Paul Kagan

*Continental breakfast, cocktails & luncheon will be served*

To register: Send your check for \$150 to

Paul Kagan Associates, Inc.,  
Dept. BRS, 100 Merrick Road,  
Rockville Centre, N.Y. 11570.

For additional details, call (516) 764-5516.

for Detroit Pistons, with WKBD-TV Detroit.

**Norma Sams**, administrative assistant, programming, WRFM(FM), New York, named director of operations and programming.

**Robert A. Pocsik**, assistant director, personnel—administration, Children's Television Workshop, New York, named director, personnel—administration.

**Larry O. Cazavan**, program director, WXYZ-TV Detroit, named to same position, WISH-TV Indianapolis. He is succeeded by **Jeanne Findlater**, assistant program director.

**Robert Halper**, producer/director, WMTV(TV) Madison, Wis., appointed production manager.

**John McGhie**, operations manager, KOIN-TV Portland, Ore., named program director.

**Lee Emerson**, sports director/air personality, WJOR(AM) South Haven, Mich., appointed to additional post of program director.

## Broadcast Journalism

**William O. Wheatley Jr.**, assignment editor, NBC News, New York, named national assignment editor.

**Tom Franklin**, newsman, talk show host, WCAU-FM Philadelphia, named news director, WCBS-FM New York, succeeding **Bill Gilliland**, who continues duties with *CBS Morning News* and *60 Minutes*. Both are CBS-owned stations.

**Alfred T. Robbins**, associate producer, *NBC Nightly News*, New York, named producer.  
**Gerry Solomon**, named producer, WNBC-TV New

York, named associate producer, *NBC Nightly News*.

**William R. Barrett**, administrative assistant to UPI Washington VP Grant Dillman, appointed assistant managing editor there.

**Frank Cruz**, reporter, KABC(AM) Los Angeles, named field reporter, KNBC(TV), same city.

**Stuart Hamilton**, reporter, WLAC-TV Nashville, named reporter, KSD-TV St. Louis.

**Daye McBride**, reporter, WHOT(AM) Campbell, Ohio, named news reporter, WGAR(AM) Cleveland.

**William N. Groody**, news producer, on-air personality, KSL-TV Salt Lake City, named assistant news director, WJZ-TV, Baltimore.

**Mike Sullivan**, reporter-anchor, WJKS-TV Jacksonville, Fla., named reporter, WKRG-TV Mobile, Ala.

**Richard C. Wald**, president of NBC News, named to three-year term on Nieman advisory committee of Nieman Foundation for Journalism, Harvard University.

**Randy Lewis**, Washington State University, graduate, named news director, KAPY(AM) Kennewick, Wash.

## Equipment & Engineering

**John H. Byrne Jr.**, manager, technical operations, WCAU-TV Philadelphia, named director, operations and engineering.

**Richard J. Thorpe**, manager, contract and construction administration, CATV Equipment & Installation Operation, GTE Sylvania, Stamford, Conn., named Northeast regional manager, Hershey, Pa. He succeeds **Michael B. Arnold**, resigned.

**James F. Jennings**, VP, marketing, Phelps Dodge Communications Co., New York, named executive VP. **Albert W. Gallick**, manager, national accounts, named sales manager, **William S. Furr**, regional manager, named manager, national accounts.

**Richard Heffner**, chief engineer, KCKT-TV Great Bend, Kan., named assistant engineering director noncommercial KPTS(TV) Wichita, Kan.

**Nyal D. McMullin**, general manager, Consolidated Video Systems, Inc., Santa Clara, Calif., elected president.

## Allied Fields

**David R. Mackintosh**, senior VP, group account supervisor, Dancer-Fitzgerald-Sample, New York, named VP, client services, W.R. Simmons & Associates, New York research firm.

**James J. Popham**, staff attorney, National Association of Broadcasters, Washington, named assistant general counsel.

**George Eckstein**, producer-writer *Sunshine* was elected chairman of steering committee of the Caucus for Producers, Writers and Directors. Elected co-chairmen were **Norman Lear**, producer (*All in the Family*, *Sanford & Son*, etc.), and **Leonard Stern**, producer (*MacMillan and Wife*), secretary, **David Levy**, independent producer-writer (*Addams Family*) and former NBC-TV program executive; treasurer, **James Komack**, writer.

**Robert W. Sarnoff**, board chairman of RCA Corp., received Third Order of the Rising Sun, one of Japan's highest awards, in ceremonies in Tokyo Oct. 31 for his contributions "to Japanese-American friendship through development of broadcasting and other telecommunications and RCA scholarship program in Japan". Mr. Sarnoff's father, late Brigadier General David Sarnoff, then RCA board chairman, received same decoration in 1960.

**Nell D. Klar**, VP, director of marketing, Telmar Communications Corps., New York, appointed general manager of company's new Western division in Los Angeles. Telmar offers computer-based services for media and marketing analysis.

**Roger Ahrens**, VP, account supervisor, Grey Advertising, New York, appointed executive VP, Eastern operations, Intercomm Public Relations Associates, Los Angeles.

## Deaths

**George B. Storer**, 75, chairman of executive committee, Storer Broadcasting Co., Miami-based broadcast and cable group, died Nov. 4 in Miami Heart Institute (see page 34).

**Joan Katherine Samuels**, 43, personnel director of Peters, Griffin, Woodward New York, died of brain tumor on Nov. 1 while visiting Cuernavaca, Mexico. She had been with PGW for 17 years. Surviving are her father and stepmother, Charles and Louise Samuels of Cuernavaca and brother, Robert C.

**Elizabeth Bartholomew Grove**, 62, writer for Civil Service Commission's public affairs office, died Oct. 23 after long illness. She was associated with BBDO, New York, for 10 years as writer, editor on *Theater of Today*, weekly CBS radio program. She is survived by daughter, Lisabeth Lee Eichner.

**Eugene A. Olsen**, 62, retired VP, Jos. Schlitz Brewing Co., Milwaukee, and prior to that with Foote, Cone & Belding, Chicago, died Oct. 28 at St. Mary's hospital, Milwaukee, following long illness. Survivors include wife, Custer; three sons, Paul, John and Mark.

**Richard L. Creque**, 47, technical director, *Mike Douglas Show*, died Oct. 29 of heart attack in San Diego where show was being taped. He is survived by his wife, Lee, and two sons.

**John Scott Trotter**, 68, former musical director for Bing Crosby, died Oct. 29 in Los Angeles of undisclosed ailment. Trotter supervised music for *Charlie Brown* and *Babar* TV specials. Mr. Trotter was former president of National Academy of Recording Arts and Sciences. He is survived by one sister, and three brothers.

**Bernard Musnik**, president of Publicis Corp., New York, branch of Publicis Conseil, Paris, died Oct. 29 at his home in New York. In late 1930's he did short wave broadcasts in French for NBC and from 1940 to 1957 he was VP with Crosley Broadcasting Corp. He is survived by daughter, Denise, of Paris.

**Harvey Orkin**, 57, television writer of *You'll Never Get Rich* series, died Nov. 3 in Mount Sinai hospital, New York. Mr. Orkin also was head of creative services department of Creative Management Associates, New York talent agency. He is survived by his wife, Gisella and children, Jenna and Anthony.

## QUALITY TALKS FOR WOAY

Oak Hill, West Virginia



Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

**Continental Electronics**

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

# The big picture of radio's '74 finances

Special Report

Overview charts of the industry are presented here; the story in words begins on page 27

Revenue and expense items for all AM and AM-FM<sup>1</sup> stations reporting financial data, 1974 (in thousands of dollars)

|                                                                                                                                                                                                                                                                                      | Individual items | Totals <sup>2</sup>          | Individual items | Totals <sup>2</sup> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------------------|------------------|---------------------|
| <b>Broadcast revenues</b>                                                                                                                                                                                                                                                            |                  |                              |                  |                     |
| <b>A. REVENUES FROM THE SALE OF STATION TIME:</b>                                                                                                                                                                                                                                    |                  |                              |                  |                     |
| (1) Network                                                                                                                                                                                                                                                                          |                  |                              |                  |                     |
| Sale of station time to networks:                                                                                                                                                                                                                                                    |                  |                              |                  |                     |
| Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges).....                                                                                                                                                                                     | \$ 10,034        |                              |                  |                     |
| Sale of station time to other networks (before line or service charges).....                                                                                                                                                                                                         | 2,680            |                              |                  |                     |
| Total.....                                                                                                                                                                                                                                                                           |                  | \$ 12,714                    |                  |                     |
| (2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers):                                                                                                           |                  |                              |                  |                     |
| Sale of station time to national and regional advertisers or sponsors.....                                                                                                                                                                                                           | 341,119          |                              |                  |                     |
| Sale of station time to local advertisers or sponsors.....                                                                                                                                                                                                                           | 1,129,795        |                              |                  |                     |
| Total.....                                                                                                                                                                                                                                                                           |                  | 1,470,914                    |                  |                     |
| Total sale of station time.....                                                                                                                                                                                                                                                      |                  | 1,483,628                    |                  |                     |
| <b>B. BROADCAST REVENUES OTHER THAN FROM SALE OF STATION TIME (after deduction for trade discounts but before cash discounts and before commissions):</b>                                                                                                                            |                  |                              |                  |                     |
| (1) Revenues from separate charges made for programs, materials, facilities and services supplied to advertisers or sponsors in connection with sale of station time:                                                                                                                |                  |                              |                  |                     |
| (a) to national and regional advertisers or sponsors.....                                                                                                                                                                                                                            | 2,724            |                              |                  |                     |
| (b) to local advertisers or sponsors.....                                                                                                                                                                                                                                            | 11,062           |                              |                  |                     |
| Total.....                                                                                                                                                                                                                                                                           | 13,090           |                              |                  |                     |
| (2) Other broadcast revenues.....                                                                                                                                                                                                                                                    |                  | 26,876                       |                  |                     |
| Total broadcast revenues, other than from time sales.....                                                                                                                                                                                                                            |                  | 1,510,504                    |                  |                     |
| <b>C. TOTAL BROADCAST REVENUES.....</b>                                                                                                                                                                                                                                              |                  |                              |                  |                     |
| (1) Less commissions to agencies, representatives and brokers (but not to staff salesmen or employees) and less cash discounts.....                                                                                                                                                  | 142,096          |                              |                  |                     |
| <b>D. NET BROADCAST REVENUES.....</b>                                                                                                                                                                                                                                                |                  | <b>1,368,408<sup>3</sup></b> |                  |                     |
| <b>E. JOINT AM/FM REPORTS</b>                                                                                                                                                                                                                                                        |                  |                              |                  |                     |
| FM revenues from sale of station time (after discounts, commissions, etc.).....                                                                                                                                                                                                      | 52,275           |                              |                  |                     |
| FM revenues from providing functional music or other special services.....                                                                                                                                                                                                           | 1,561            |                              |                  |                     |
| Other FM revenues.....                                                                                                                                                                                                                                                               | 942              |                              |                  |                     |
| Total.....                                                                                                                                                                                                                                                                           |                  | 54,778 <sup>4</sup>          |                  |                     |
| <b>Broadcast expenses</b>                                                                                                                                                                                                                                                            |                  |                              |                  |                     |
| <b>TECHNICAL EXPENSES:</b>                                                                                                                                                                                                                                                           |                  |                              |                  |                     |
| Technical payroll*.....                                                                                                                                                                                                                                                              |                  | \$ 67,440                    |                  |                     |
| All other technical expenses.....                                                                                                                                                                                                                                                    |                  | 43,690                       |                  |                     |
| Total technical expenses.....                                                                                                                                                                                                                                                        |                  | \$ 111,131                   |                  |                     |
| <b>PROGRAM EXPENSES:</b>                                                                                                                                                                                                                                                             |                  |                              |                  |                     |
| Payroll* for all program employees.....                                                                                                                                                                                                                                              |                  | 243,662                      |                  |                     |
| Rental and amortization of film and tape.....                                                                                                                                                                                                                                        |                  | 1,133                        |                  |                     |
| Records and transcriptions.....                                                                                                                                                                                                                                                      |                  | 5,581                        |                  |                     |
| Cost of outside news services.....                                                                                                                                                                                                                                                   |                  | 23,603                       |                  |                     |
| Payments to talent other than reported above.....                                                                                                                                                                                                                                    |                  | 8,155                        |                  |                     |
| Music license fees.....                                                                                                                                                                                                                                                              |                  | 35,678                       |                  |                     |
| Other performance and program rights.....                                                                                                                                                                                                                                            |                  | 14,199                       |                  |                     |
| All other program expenses.....                                                                                                                                                                                                                                                      |                  | 46,248                       |                  |                     |
| Total program expenses.....                                                                                                                                                                                                                                                          |                  | 378,259                      |                  |                     |
| <b>SELLING EXPENSES:</b>                                                                                                                                                                                                                                                             |                  |                              |                  |                     |
| Selling payroll*.....                                                                                                                                                                                                                                                                |                  | 164,935                      |                  |                     |
| All other selling expenses.....                                                                                                                                                                                                                                                      |                  | 93,140                       |                  |                     |
| Total selling expenses.....                                                                                                                                                                                                                                                          |                  | 258,075                      |                  |                     |
| <b>GENERAL AND ADMINISTRATIVE EXPENSES:</b>                                                                                                                                                                                                                                          |                  |                              |                  |                     |
| General and administrative payroll*.....                                                                                                                                                                                                                                             |                  | 149,136                      |                  |                     |
| Depreciation and amortization.....                                                                                                                                                                                                                                                   |                  | 64,336                       |                  |                     |
| Interest.....                                                                                                                                                                                                                                                                        |                  | 40,603                       |                  |                     |
| Allocated costs of management from home office or affiliate(s).....                                                                                                                                                                                                                  |                  | 32,432                       |                  |                     |
| Other general and administrative expenses.....                                                                                                                                                                                                                                       |                  | 232,169                      |                  |                     |
| Total general and administrative expenses.....                                                                                                                                                                                                                                       |                  | 518,676                      |                  |                     |
| <b>TOTAL BROADCAST EXPENSES.....</b>                                                                                                                                                                                                                                                 |                  | <b>1,266,141</b>             |                  |                     |
| <b>Broadcast income</b>                                                                                                                                                                                                                                                              |                  |                              |                  |                     |
| Broadcast revenues.....                                                                                                                                                                                                                                                              |                  | \$1,368,320 <sup>5</sup>     |                  |                     |
| Broadcast expenses.....                                                                                                                                                                                                                                                              |                  | 1,266,363 <sup>5</sup>       |                  |                     |
| Broadcast operating income.....                                                                                                                                                                                                                                                      |                  | 100,957                      |                  |                     |
| Total of any amounts included in expenses which represent payments (salaries, commissions, management fees, rents, etc.) for services or materials supplied by the owners or stockholders, or any close relative of such persons or any affiliated company under common control..... |                  | 86,679                       |                  |                     |

\*Payroll includes salaries, wages, bonuses and commissions. Total payroll: \$625,174

<sup>1</sup> Includes: 2,884 AM and 1,477 AM-FM combination stations. Does not include 397 FM stations that are associated with AM's but which reported separately

<sup>2</sup> Last digits may not add due to rounding.

<sup>3</sup> Includes \$50,862,911 from barter and trade-out transactions.

<sup>4</sup> Includes 1,032 combined AM-FM stations that reported FM revenue. Does not include 397 FM stations associated with AM's but reporting separately.

<sup>5</sup> Stations reporting less than \$25,000 in total revenues are not required to report items in revenues and expenses but are required to report in income. Therefore, totals in revenues and expenses are somewhat lower than totals in income.

Revenue and expense items for all FM stations<sup>1</sup> reporting financial data, 1974 (in thousands of dollars)

|                                                                                                                                                                                                                                                                                       | Individual items | Totals <sup>2</sup>        | Individual items | Totals <sup>2</sup> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------------|------------------|---------------------|
| <b>Broadcast revenues</b>                                                                                                                                                                                                                                                             |                  |                            |                  |                     |
| <b>A. REVENUES FROM THE SALE OF STATION TIME:</b>                                                                                                                                                                                                                                     |                  |                            |                  |                     |
| (1) Network                                                                                                                                                                                                                                                                           |                  |                            |                  |                     |
| Sale of station time to networks:                                                                                                                                                                                                                                                     |                  |                            |                  |                     |
| Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges).....                                                                                                                                                                                      | \$ 276           |                            |                  |                     |
| Sale of station time to other networks (before line or service charges).....                                                                                                                                                                                                          | 75               |                            |                  |                     |
| Total.....                                                                                                                                                                                                                                                                            | \$ 351           |                            |                  |                     |
| (2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers):                                                                                                            |                  |                            |                  |                     |
| Sale of station time to national and regional advertisers or sponsors.....                                                                                                                                                                                                            | 42,813           |                            |                  |                     |
| Sale of station time to local advertisers or sponsors.....                                                                                                                                                                                                                            | 165,012          |                            |                  |                     |
| Total.....                                                                                                                                                                                                                                                                            |                  | 207,825                    |                  |                     |
| Total sale of station time.....                                                                                                                                                                                                                                                       |                  | 208,176                    |                  |                     |
| <b>B. BROADCAST REVENUES OTHER THAN FROM SALE OF STATION TIME (after deduction for trade discounts but before cash discounts and before commissions):</b>                                                                                                                             |                  |                            |                  |                     |
| (1) Revenues from separate charges made for programs, materials, facilities and services supplied to advertisers or sponsors in connection with sale of station time:                                                                                                                 |                  |                            |                  |                     |
| (a) to national and regional advertisers or sponsors.....                                                                                                                                                                                                                             | 131              |                            |                  |                     |
| (b) to local advertisers or sponsors.....                                                                                                                                                                                                                                             | 728              |                            |                  |                     |
| Total.....                                                                                                                                                                                                                                                                            | 3,325            |                            |                  |                     |
| (2) Other broadcast revenues.....                                                                                                                                                                                                                                                     |                  | 4,183                      |                  |                     |
| Total broadcast revenues, other than from time sales.....                                                                                                                                                                                                                             |                  | 212,359                    |                  |                     |
| <b>C. TOTAL BROADCAST REVENUES.....</b>                                                                                                                                                                                                                                               |                  |                            |                  |                     |
| (1) Less commissions to agencies, representatives and brokers (but not to staff salesmen or employees) and less cash discounts.....                                                                                                                                                   | 20,280           |                            |                  |                     |
| <b>D. NET BROADCAST REVENUES.....</b>                                                                                                                                                                                                                                                 |                  | <b>192,079<sup>3</sup></b> |                  |                     |
| <b>Broadcast expenses</b>                                                                                                                                                                                                                                                             |                  |                            |                  |                     |
| <b>TECHNICAL EXPENSES:</b>                                                                                                                                                                                                                                                            |                  |                            |                  |                     |
| Technical payroll*.....                                                                                                                                                                                                                                                               |                  | \$ 8,516                   |                  |                     |
| All other technical expenses.....                                                                                                                                                                                                                                                     |                  | 8,533                      |                  |                     |
| Total technical expenses.....                                                                                                                                                                                                                                                         |                  | \$ 17,049                  |                  |                     |
| <b>PROGRAM EXPENSES:</b>                                                                                                                                                                                                                                                              |                  |                            |                  |                     |
| Payroll* for all program employees.....                                                                                                                                                                                                                                               |                  | 36,272                     |                  |                     |
| Rental and amortization of film and tape.....                                                                                                                                                                                                                                         |                  | 911                        |                  |                     |
| Records and transcriptions.....                                                                                                                                                                                                                                                       |                  | 1,712                      |                  |                     |
| Cost of outside news services.....                                                                                                                                                                                                                                                    |                  | 2,422                      |                  |                     |
| Payments to talent other than reported above.....                                                                                                                                                                                                                                     |                  | 863                        |                  |                     |
| Music license fees.....                                                                                                                                                                                                                                                               |                  | 4,731                      |                  |                     |
| Other performance and program rights.....                                                                                                                                                                                                                                             |                  | 1,122                      |                  |                     |
| All other program expenses.....                                                                                                                                                                                                                                                       |                  | 6,232                      |                  |                     |
| Total program expenses.....                                                                                                                                                                                                                                                           |                  | 54,265                     |                  |                     |
| <b>SELLING EXPENSES:</b>                                                                                                                                                                                                                                                              |                  |                            |                  |                     |
| Selling payroll*.....                                                                                                                                                                                                                                                                 |                  | 27,457                     |                  |                     |
| All other selling expenses.....                                                                                                                                                                                                                                                       |                  | 19,465                     |                  |                     |
| Total selling expenses.....                                                                                                                                                                                                                                                           |                  | 46,922                     |                  |                     |
| <b>GENERAL AND ADMINISTRATIVE EXPENSES:</b>                                                                                                                                                                                                                                           |                  |                            |                  |                     |
| General and administrative payroll*.....                                                                                                                                                                                                                                              |                  | 20,314                     |                  |                     |
| Depreciation and amortization.....                                                                                                                                                                                                                                                    |                  | 13,305                     |                  |                     |
| Interest.....                                                                                                                                                                                                                                                                         |                  | 6,930                      |                  |                     |
| Allocated costs of management from home office or affiliate(s).....                                                                                                                                                                                                                   |                  | 6,117                      |                  |                     |
| Other general and administrative expenses.....                                                                                                                                                                                                                                        |                  | 36,622                     |                  |                     |
| Total general and administrative expenses.....                                                                                                                                                                                                                                        |                  | 83,289                     |                  |                     |
| <b>TOTAL BROADCAST EXPENSES.....</b>                                                                                                                                                                                                                                                  |                  | <b>201,524</b>             |                  |                     |
| <b>Broadcast income</b>                                                                                                                                                                                                                                                               |                  |                            |                  |                     |
| Broadcast revenues.....                                                                                                                                                                                                                                                               |                  | \$193,361 <sup>4</sup>     |                  |                     |
| Broadcast expenses.....                                                                                                                                                                                                                                                               |                  | 204,091 <sup>4</sup>       |                  |                     |
| Broadcast operating income or (loss).....                                                                                                                                                                                                                                             |                  | (10,730)                   |                  |                     |
| Total of any amounts included in expenses, which represent payments (salaries, commissions, management fees, rents, etc.) for services or materials supplied by the owners or stockholders, or any close relative of such persons or any affiliated company under common control..... |                  | 10,619                     |                  |                     |

\*Payroll includes salaries, wages, bonuses and commissions. Total payroll: \$92,559

<sup>1</sup> Includes 397 FM stations that are associated with AM stations but which reported separately and 678 independent FM stations.

<sup>2</sup> Last digits may not add because of rounding

<sup>3</sup> Includes \$10,461, 367 from barter and trade-out transactions.

<sup>4</sup> Stations reporting less than \$25,000 in revenue are not required to report items in revenues and expenses, but are required to report in income. Therefore, totals in income are somewhat higher than the totals reported in revenues and expenses.

( ) Denotes loss.

# Money in and out, including the networks

Broadcast financial data of nationwide networks and 4,267 AM and AM/FM stations, 1974 (in thousands of dollars)

|                                                                        | Nationwide<br>networks <sup>1</sup> | Percent<br>change<br>from<br>1973 | 18<br>owned-<br>and-<br>operated<br>AM<br>stations <sup>2</sup> | Percent<br>change<br>from<br>1973 | 4,343 other<br>AM and<br>AM/FM<br>stations <sup>3</sup> | Percent<br>change<br>from<br>1973 <sup>4</sup> | Total<br>Total<br>networks<br>stations | Percent<br>change<br>from<br>1973 <sup>5</sup> |
|------------------------------------------------------------------------|-------------------------------------|-----------------------------------|-----------------------------------------------------------------|-----------------------------------|---------------------------------------------------------|------------------------------------------------|----------------------------------------|------------------------------------------------|
| <b>Broadcast revenues, expenses and income</b>                         |                                     |                                   |                                                                 |                                   |                                                         |                                                |                                        |                                                |
| Sales to advertisers for time, program talent, facilities and services |                                     |                                   |                                                                 |                                   |                                                         |                                                |                                        |                                                |
| Network sales                                                          | \$57,905                            | 1.6                               |                                                                 |                                   |                                                         |                                                |                                        |                                                |
| Deduct: Payments to owned-and-operated stations                        | 878                                 | 5.8                               |                                                                 |                                   |                                                         |                                                |                                        |                                                |
| Deduct: Payments to other affiliated stations                          | 9,761                               | 13.5                              |                                                                 |                                   |                                                         |                                                |                                        |                                                |
| Retained from network sales                                            | 47,266                              | (0.6)                             | \$878                                                           | 5.9                               | \$11,836 <sup>4</sup>                                   | 11.0                                           | 59,980                                 | 1.6                                            |
| Nonnetwork sales                                                       |                                     |                                   |                                                                 |                                   |                                                         |                                                |                                        |                                                |
| To national and regional advertisers                                   |                                     |                                   | 42,035                                                          | (1.2)                             | 301,808                                                 | (1.0)                                          | 343,843                                | (1.0)                                          |
| To local advertisers                                                   |                                     |                                   | 33,714                                                          | 11.1                              | 1,108,055 <sup>5</sup>                                  | 6.2                                            | 1,141,769                              | 6.3                                            |
| Total nonnetwork sales                                                 |                                     |                                   | 75,749                                                          | 4.0                               | 1,409,863                                               | 4.6                                            | 1,485,612                              | 4.6                                            |
| Total sales to advertisers                                             | 47,266                              | (0.6)                             | 76,627                                                          | 4.0                               | 1,421,699                                               | 4.6                                            | 1,545,592                              | 4.4                                            |
| Sales to other than advertisers                                        | 1,631                               | (0.7)                             | 812                                                             | 35.0                              | 12,278                                                  | 0.4                                            | 14,721                                 | 1.7                                            |
| Total sales                                                            | 48,898                              | (0.6)                             | 77,440                                                          | 4.3                               | 1,433,977                                               | 4.6                                            | 1,560,315                              | 4.4                                            |
| Deduct: Commissions to agencies, representatives, etc.                 | 8,451                               | 1.0                               | 13,420                                                          | 6.1                               | 128,677                                                 | 3.0                                            | 150,638                                | 3.1                                            |
| TOTAL BROADCAST REVENUES                                               | 40,357                              | (0.9)                             | 64,021                                                          | 3.9                               | 1,305,299                                               | 4.8                                            | 1,409,677                              | 4.6                                            |
| TOTAL BROADCAST EXPENSE                                                | 46,517                              | 6.2                               | 55,576                                                          | 5.8                               | 1,212,786                                               | 7.2                                            | 1,314,879                              | 7.1                                            |
| TOTAL INCOME (before federal income tax)                               | (6,160)                             | 6                                 | 8,445                                                           | (7.3)                             | 92,513                                                  | (19.5)                                         | 94,798                                 | (21.6)                                         |

<sup>1</sup>CBS, MBS, NBC and ABC's three AM networks and one FM network.

<sup>2</sup>Includes 14 AM stations and 4 AM/FM combinations. Fourteen of the owned-and-operated FM stations are excluded from this table for 1974. The 1974 revenues of the 14 FM owned-and-operated stations totaled \$11.8 million and their expenses totaled \$13.9 million.

<sup>3</sup>Excludes 397 FM stations that are associated with AM's but reported separately. The 1974 revenues of these stations totaled \$65.4 million; expenses totaled \$63.0 million.

<sup>4</sup>Includes \$2,680 in compensation from regional networks. The balance differs from the amount reported by the networks under payments to affiliates because of differences in accounting methods.

<sup>5</sup>Since stations with less than \$25,000 in revenues do not report a detailed breakdown, the total

revenue of those stations is included in this item. Therefore, a small amount of network and national nonnetwork time and program sales may be included here.

<sup>6</sup>Loss of \$3,081,000 in 1973.

( ) Denotes loss.

<sup>\*</sup>The percent change is calculated from revised 1973 figures.

<sup>\*\*</sup>The percent change is calculated from revised 1973 figures.

NOTE: Last digits of detailed dollar figures may not add to totals due to rounding. Because stations are not consistent in the way they classify national/regional versus local sales, year-to-year comparisons should be made with caution.



The best rock sound  
in **Chicago** is put  
out by an **AEL FM-25KD**  
**Stereo Transmitter**  
Just ask **WXRT**

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send the very best.

FM: 2,500, 15,000, 25,000,  
50,000 watts.

AM: 5,000, 10,000, 50,000 watts.



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## Cost accounting

1974 broadcast expenses of nationwide radio networks, their 18 owned-and-operated stations and 4,280 other AM and AM-FM stations, reporting revenues of \$25,000 or more (in thousands of dollars)

| Type of Expense                 | Nationwide<br>networks <sup>1</sup> | 18 network<br>owned-and-<br>operated<br>stations <sup>2</sup> | Other<br>stations <sup>3</sup> | Total     |
|---------------------------------|-------------------------------------|---------------------------------------------------------------|--------------------------------|-----------|
| Technical                       | \$3,442                             | \$8,454                                                       | \$102,676                      | \$114,573 |
| Program                         | 30,241                              | 20,266                                                        | 357,993                        | 408,500   |
| Selling                         | 7,592                               | 14,547                                                        | 243,528                        | 265,667   |
| General and administra-<br>tive | 5,242                               | 12,308                                                        | 506,368                        | 523,918   |
| Total broadcast ex-<br>penses   | 46,517                              | 55,576                                                        | 1,210,565                      | 1,312,658 |

<sup>1</sup>CBS, MBS, NBC and ABC's three AM networks and one FM network.

<sup>2</sup>Includes 14 AM stations and four AM-FM stations filing a combined report.

<sup>3</sup>Includes 2,815 AM stations and 1,465 AM-FM stations filing a combined report. Does not include 397 FM stations that are associated with AM's but reported separately.

NOTE: Last digits may not sum to totals because of rounding.

## People and property

1974 employment and investment in tangible broadcast property of nationwide networks, their 18 owned-and-operated stations<sup>1</sup> and other AM and AM-FM radio stations.

| Employment                                           | Nationwide<br>networks <sup>3</sup> | 18 network<br>owned-and-<br>operated<br>stations <sup>1</sup> | Other<br>stations    | Total   |
|------------------------------------------------------|-------------------------------------|---------------------------------------------------------------|----------------------|---------|
| Full time                                            | 847                                 | 1,401                                                         | 49,933               | 52,181  |
| Part time                                            | 23                                  | 113                                                           | 16,481               | 16,617  |
| Total                                                | 870                                 | 1,514                                                         | 66,414 <sup>2</sup>  | 68,798  |
| <b>Investment in tangible<br/>broadcast property</b> |                                     |                                                               |                      |         |
| Original cost (thousands<br>of dollars)              | 6,687                               | 21,297                                                        | 905,394 <sup>4</sup> | 933,378 |
| Depreciated cost (thou-<br>sands of dollars)         | 2,067                               | 10,155                                                        | 459,527              | 471,749 |

<sup>1</sup>Includes 14 AM's and four AM-FM combinations.

<sup>2</sup>Includes 4,343 AM and AM-FM stations.

<sup>3</sup>CBS, MBS, NBC and ABC's three AM networks and one FM network.

<sup>4</sup>Includes 4,325 AM and AM-FM stations.



# How many radio stations won, how many lost

Number of AM and AM/FM<sup>1</sup> stations reporting profit or loss, by volume of total broadcast revenues, 1974  
(Stations operating full year only)

|                          | Stations reporting profits of:              |                                               |                          |                              |                              |                             |                            |                            |                            |                            |                           |                         |
|--------------------------|---------------------------------------------|-----------------------------------------------|--------------------------|------------------------------|------------------------------|-----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|---------------------------|-------------------------|
|                          | Total<br>number of<br>stations<br>reporting | Number of<br>stations<br>reporting<br>profits | \$500,000<br>and<br>over | \$250,000<br>to<br>\$500,000 | \$100,000<br>to<br>\$250,000 | \$50,000<br>to<br>\$100,000 | \$25,000<br>to<br>\$50,000 | \$20,000<br>to<br>\$25,000 | \$15,000<br>to<br>\$20,000 | \$10,000<br>to<br>\$15,000 | \$5,000<br>to<br>\$10,000 | Less<br>than<br>\$5,000 |
| Revenues of:             |                                             |                                               |                          |                              |                              |                             |                            |                            |                            |                            |                           |                         |
| Over \$1,000,000         | 223                                         | 187                                           | 66                       | 48                           | 52                           | 15                          | 4                          | 1                          |                            |                            | 1                         |                         |
| \$500,000 to \$1,000,000 | 319                                         | 229                                           |                          | 15                           | 90                           | 59                          | 36                         | 10                         | 8                          | 7                          |                           | 4                       |
| \$250,000 to \$500,000   | 874                                         | 626                                           |                          |                              | 24                           | 155                         | 193                        | 39                         | 53                         | 63                         | 45                        | 54                      |
| \$200,000 to \$250,000   | 459                                         | 326                                           |                          |                              |                              | 48                          | 86                         | 31                         | 31                         | 41                         | 42                        | 47                      |
| \$150,000 to \$200,000   | 661                                         | 431                                           |                          |                              | 1                            | 21                          | 107                        | 34                         | 58                         | 67                         | 69                        | 74                      |
| \$100,000 to \$150,000   | 818                                         | 524                                           |                          |                              |                              | 4                           | 83                         | 51                         | 62                         | 89                         | 107                       | 128                     |
| \$75,000 to \$100,000    | 410                                         | 244                                           |                          |                              |                              | 1                           | 23                         | 15                         | 20                         | 46                         | 62                        | 77                      |
| \$50,000 to \$75,000     | 329                                         | 174                                           |                          |                              |                              |                             | 3                          | 10                         | 13                         | 24                         | 52                        | 72                      |
| \$25,000 to \$50,000     | 160                                         | 82                                            |                          |                              |                              |                             |                            |                            | 3                          | 2                          | 19                        | 38                      |
| Less than \$25,000       | 41                                          | 6                                             |                          |                              |                              |                             |                            |                            |                            |                            | 1                         | 5                       |
| Totals                   | 4,294                                       | 2,809                                         | 66                       | 63                           | 167                          | 303                         | 535                        | 191                        | 248                        | 339                        | 398                       | 499                     |

<sup>1</sup>Excludes 397 FM stations that are associated with AM's but which reported separately.

Number of AM and AM/FM<sup>1</sup> stations reporting profit or loss, by volume of total broadcast revenues, 1974  
(Stations operating full year only)

|                          | Stations reporting losses of:               |                                              |                          |                              |                              |                             |                            |                            |                            |                            |                           |                         |
|--------------------------|---------------------------------------------|----------------------------------------------|--------------------------|------------------------------|------------------------------|-----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|---------------------------|-------------------------|
|                          | Total<br>number of<br>stations<br>reporting | Number of<br>stations<br>reporting<br>losses | \$500,000<br>and<br>over | \$250,000<br>to<br>\$500,000 | \$100,000<br>to<br>\$250,000 | \$50,000<br>to<br>\$100,000 | \$25,000<br>to<br>\$50,000 | \$20,000<br>to<br>\$25,000 | \$15,000<br>to<br>\$20,000 | \$10,000<br>to<br>\$15,000 | \$5,000<br>to<br>\$10,000 | Less<br>than<br>\$5,000 |
| Revenues of:             |                                             |                                              |                          |                              |                              |                             |                            |                            |                            |                            |                           |                         |
| Over \$1,000,000         | 223                                         | 36                                           | 7                        | 5                            | 13                           | 6                           | 2                          | 1                          |                            |                            | 1                         | 1                       |
| \$500,000 to \$1,000,000 | 319                                         | 90                                           | 7                        | 8                            | 21                           | 14                          | 18                         | 2                          | 6                          | 3                          | 6                         | 5                       |
| \$250,000 to \$500,000   | 874                                         | 248                                          | 3                        | 8                            | 50                           | 38                          | 49                         | 11                         | 15                         | 23                         | 22                        | 29                      |
| \$200,000 to \$250,000   | 459                                         | 133                                          | 1                        |                              | 13                           | 21                          | 27                         | 5                          | 11                         | 19                         | 10                        | 26                      |
| \$150,000 to \$200,000   | 661                                         | 230                                          |                          |                              | 13                           | 33                          | 41                         | 13                         | 21                         | 27                         | 33                        | 49                      |
| \$100,000 to \$150,000   | 818                                         | 294                                          | 1                        | 2                            | 14                           | 26                          | 51                         | 11                         | 25                         | 32                         | 46                        | 86                      |
| \$75,000 to \$100,000    | 410                                         | 166                                          |                          | 1                            | 6                            | 15                          | 23                         | 12                         | 12                         | 15                         | 24                        | 58                      |
| \$50,000 to \$75,000     | 329                                         | 155                                          |                          |                              | 3                            | 12                          | 13                         | 7                          | 14                         | 14                         | 36                        | 56                      |
| \$25,000 to \$50,000     | 160                                         | 98                                           |                          |                              |                              | 4                           | 12                         | 6                          | 12                         | 16                         | 12                        | 36                      |
| Less than \$25,000       | 41                                          | 35                                           |                          |                              | 4                            | 1                           | 6                          | 2                          | 5                          | 1                          | 3                         | 13                      |
| Total                    | 4,294                                       | 1,485                                        | 19                       | 24                           | 137                          | 170                         | 242                        | 70                         | 121                        | 180                        | 193                       | 389                     |
| Total both               |                                             | 4,294                                        | 85                       | 87                           | 304                          | 473                         | 777                        | 261                        | 369                        | 489                        | 591                       | 858                     |

<sup>1</sup>Excludes 397 FM stations that are associated with AM's but which reported separately.

Number of independent FM<sup>1</sup> stations reporting profit or loss, by volume of total broadcast revenues, 1974  
(Stations operating full year only)

|                          | Stations reporting profits of:              |                                               |                          |                              |                              |                             |                            |                            |                            |                            |                           |                         |
|--------------------------|---------------------------------------------|-----------------------------------------------|--------------------------|------------------------------|------------------------------|-----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|---------------------------|-------------------------|
|                          | Total<br>number of<br>stations<br>reporting | Number of<br>stations<br>reporting<br>profits | \$500,000<br>and<br>over | \$250,000<br>to<br>\$500,000 | \$100,000<br>to<br>\$250,000 | \$50,000<br>to<br>\$100,000 | \$25,000<br>to<br>\$50,000 | \$20,000<br>to<br>\$25,000 | \$15,000<br>to<br>\$20,000 | \$10,000<br>to<br>\$15,000 | \$5,000<br>to<br>\$10,000 | Less<br>than<br>\$5,000 |
| Revenues of:             |                                             |                                               |                          |                              |                              |                             |                            |                            |                            |                            |                           |                         |
| Over \$1,000,000         | 13                                          | 11                                            | 1                        | 6                            | 3                            | 1                           |                            |                            |                            |                            | 1                         |                         |
| \$500,000 to \$1,000,000 | 51                                          | 31                                            |                          | 1                            | 14                           | 11                          | 4                          |                            |                            |                            |                           |                         |
| \$250,000 to \$500,000   | 83                                          | 50                                            |                          |                              |                              |                             | 13                         | 3                          | 3                          | 5                          | 4                         | 5                       |
| \$200,000 to \$250,000   | 27                                          | 10                                            |                          |                              |                              |                             | 2                          | 2                          |                            | 1                          | 4                         | 3                       |
| \$150,000 to \$200,000   | 71                                          | 37                                            |                          |                              |                              | 4                           | 13                         | 4                          |                            | 5                          | 5                         | 6                       |
| \$100,000 to \$150,000   | 111                                         | 52                                            |                          |                              |                              | 1                           | 5                          | 2                          | 10                         | 13                         | 12                        | 9                       |
| \$75,000 to \$100,000    | 74                                          | 30                                            |                          |                              |                              |                             | 3                          |                            | 6                          | 3                          | 6                         | 12                      |
| \$50,000 to \$75,000     | 74                                          | 22                                            |                          |                              |                              |                             | 1                          |                            | 2                          | 3                          | 8                         | 8                       |
| \$25,000 to \$50,000     | 84                                          | 23                                            |                          |                              |                              |                             | 2                          |                            |                            | 1                          | 6                         | 14                      |
| Less than \$25,000       | 35                                          | 5                                             |                          |                              |                              |                             |                            |                            |                            |                            | 2                         | 3                       |
| Totals                   | 623                                         | 271                                           | 1                        | 7                            | 22                           | 29                          | 43                         | 11                         | 21                         | 31                         | 46                        | 60                      |

<sup>1</sup>Excludes FM stations that are associated with AM's but which reported separately.

Number of independent FM<sup>1</sup> stations reporting profit or loss, by volume of total broadcast revenues, 1974  
(Stations operating full year only)

|                          | Stations reporting losses of:               |                                              |                          |                              |                              |                             |                            |                            |                            |                            |                           |                         |
|--------------------------|---------------------------------------------|----------------------------------------------|--------------------------|------------------------------|------------------------------|-----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|---------------------------|-------------------------|
|                          | Total<br>number of<br>stations<br>reporting | Number of<br>stations<br>reporting<br>losses | \$500,000<br>and<br>over | \$250,000<br>to<br>\$500,000 | \$100,000<br>to<br>\$250,000 | \$50,000<br>to<br>\$100,000 | \$25,000<br>to<br>\$50,000 | \$20,000<br>to<br>\$25,000 | \$15,000<br>to<br>\$20,000 | \$10,000<br>to<br>\$15,000 | \$5,000<br>to<br>\$10,000 | Less<br>than<br>\$5,000 |
| Revenues of:             |                                             |                                              |                          |                              |                              |                             |                            |                            |                            |                            |                           |                         |
| Over \$1,000,000         | 13                                          | 2                                            |                          |                              | 1                            | 1                           |                            |                            |                            |                            |                           |                         |
| \$500,000 to \$1,000,000 | 51                                          | 20                                           | 1                        | 6                            | 6                            | 4                           | 2                          |                            |                            |                            | 1                         |                         |
| \$250,000 to \$500,000   | 83                                          | 33                                           | 2                        | 3                            | 12                           | 3                           | 2                          | 2                          |                            | 2                          | 4                         | 3                       |
| \$200,000 to \$250,000   | 27                                          | 17                                           |                          | 2                            | 6                            | 2                           | 2                          | 1                          | 1                          | 1                          |                           | 2                       |
| \$150,000 to \$200,000   | 71                                          | 34                                           |                          | 2                            | 7                            | 4                           | 5                          | 1                          | 3                          | 4                          | 3                         | 5                       |
| \$100,000 to \$150,000   | 111                                         | 59                                           | 2                        | 1                            | 8                            | 9                           | 11                         | 7                          | 4                          | 5                          | 3                         | 9                       |
| \$75,000 to \$100,000    | 74                                          | 44                                           |                          |                              | 3                            | 7                           | 9                          | 1                          | 4                          | 7                          | 2                         | 11                      |
| \$50,000 to \$75,000     | 74                                          | 52                                           |                          | 2                            |                              | 3                           | 15                         | 3                          | 3                          | 6                          | 9                         | 11                      |
| \$25,000 to \$50,000     | 84                                          | 61                                           |                          | 1                            | 2                            | 7                           | 20                         | 3                          | 10                         | 4                          | 9                         | 5                       |
| Less than \$25,000       | 35                                          | 30                                           |                          |                              |                              |                             | 5                          | 3                          | 4                          | 2                          | 6                         | 10                      |
| Totals                   | 623                                         | 352                                          | 5                        | 17                           | 45                           | 40                          | 71                         | 21                         | 29                         | 31                         | 37                        | 58                      |

<sup>1</sup>Excludes FM stations that are associated with AM's but which reported separately.

# Looking back over 10 years

Radio financial data, 1964-1974  
(Industry totals)<sup>1</sup>

## A. Gross advertising revenues<sup>2</sup>

| Year       | Network <sup>4</sup>               |              |                  | National and regional spot <sup>5</sup> |                  | Local <sup>6</sup> |                  |
|------------|------------------------------------|--------------|------------------|-----------------------------------------|------------------|--------------------|------------------|
|            | Total <sup>3</sup><br>(\$ million) | (\$ million) | Percent of total | (\$ million)                            | Percent of Total | (\$ million)       | Percent of total |
| 1974       | \$1,755.9                          | \$80.3       | 3.5              | \$386.8                                 | 22.0             | \$1,308.8          | 74.5             |
| 1973 (Rev) | 1,647.1                            | 59.4         | 3.6              | 382.3                                   | 23.2             | 1,205.4            | 73.2             |
| 1972       | 1,547.7                            | 65.0         | 4.2              | 384.3                                   | 24.8             | 1,098.4            | 71.0             |
| 1971       | 1,387.7                            | 55.1         | 4.0              | 378.0                                   | 27.2             | 954.6              | 68.8             |
| 1970       | 1,256.8                            | 48.8         | 3.9              | 355.3                                   | 28.3             | 852.7              | 67.8             |
| 1969       | 1,200.4                            | 50.9         | 4.2              | 349.6                                   | 29.1             | 799.9              | 66.6             |
| 1968       | 1,130.3                            | 54.7         | 4.8              | 342.2                                   | 30.3             | 733.4              | 64.9             |
| 1967       | 997.6                              | 58.2         | 5.8              | 298.3                                   | 29.9             | 641.2              | 64.3             |
| 1966       | 957.7                              | 57.4         | 6.0              | 292.6                                   | 30.6             | 607.6              | 63.4             |
| 1965       | 868.7                              | 54.3         | 6.3              | 261.3                                   | 30.1             | 553.0              | 63.6             |
| 1964       | 802.3                              | 54.0         | 6.7              | 244.1                                   | 30.4             | 504.2              | 62.8             |

## B. Broadcast Revenues, Expenses, and Income (in millions of dollars)

| Year        | Revenues <sup>6</sup> |                        |                |                    | Expenses               |                |                    | Income <sup>7</sup>    |                |
|-------------|-----------------------|------------------------|----------------|--------------------|------------------------|----------------|--------------------|------------------------|----------------|
|             | Total <sup>3</sup>    | AM, AM-FM <sup>8</sup> | Independent FM | Total <sup>3</sup> | AM, AM-FM <sup>8</sup> | Independent FM | Total <sup>3</sup> | AM, AM-FM <sup>8</sup> | Independent FM |
| 1974        | \$1,603.1             | \$1,409.7              | \$193.4        | \$1,519.0          | \$1,314.9              | \$204.1        | \$84.1             | \$94.8                 | \$ (10.7)      |
| 1973 (rev.) | 1,501.9               | 1,348.3                | 153.6          | 1,391.9            | 1,227.4                | 164.5          | 110.1              | 120.9                  | (10.8)         |
| 1972        | 1,407.0               | 1,292.1                | 114.9          | 1,272.6            | 1,145.0                | 127.6          | 134.3              | 147.0                  | (12.7)         |
| 1971        | 1,258.0               | 1,176.3                | 81.7           | 1,155.2            | 1,058.6                | 96.7           | 102.8              | 117.8                  | (15.0)         |
| 1970        | 1,136.9               | 1,077.4                | 59.5           | 1,044.0            | 973.4                  | 70.6           | 92.9               | 104.0                  | (11.1)         |
| *1969       | 1,085.8               | 1,040.3                | 45.5           | 985.0              | 929.2                  | 55.8           | 100.9              | 111.2                  | (10.3)         |
| **1968      | 1,085.8               | 1,054.2                | 33.4           | 985.0              | 946.1                  | 38.9           | 100.9              | 106.4                  | (5.5)          |
| 1968        | 1,023.0               | 994.7                  | 28.3           | 909.6              | 877.4                  | 32.2           | 113.4              | 117.3                  | (3.9)          |
| 1967        | 907.3                 | 884.7                  | 22.6           | 826.5              | 799.7                  | 26.8           | 80.8               | 85.0                   | (4.2)          |
| 1966        | 872.1                 | 852.7                  | 19.4           | 774.8              | 752.1                  | 22.7           | 97.3               | 100.6                  | (3.3)          |
| 1965        | 792.5                 | 776.8                  | 15.7           | 714.7              | 695.7                  | 19.0           | 77.8               | 81.1                   | (3.3)          |
| 1964        | 732.0                 | 719.2                  | 12.8           | 661.2              | 645.4                  | 15.8           | 70.8               | 73.8                   | (3.0)          |

<sup>1</sup>Includes nationwide radio networks, AM stations and FM stations. Also includes compensation paid to affiliated stations by other networks (regional, state, etc.). Does not include the revenues retained by these other networks or their expenses.

<sup>2</sup>Gross advertising revenues are the total amount paid by advertisers for the use of broadcast facilities. They include commissions paid to advertising agencies and representative agencies, and cover charges for broadcast time, and programs, materials, facilities and services supplied by the broadcast industry in connection with the sale of time.

<sup>3</sup>Detail may not add to totals because of rounding.

<sup>4</sup>Network advertising revenues for years prior to 1969 were derived as follows: Sales of programs, material, facilities and service made in connection with sales of time were divided by .85 to yield a figure which included advertising agency commissions. The result of this calculation was added to national network time sales (before commissions) to arrive at the total national network figure. Compensation paid by other networks (regional, state, etc.) to affiliated stations was added to the national network figure to arrive at total network advertising revenues.

<sup>5</sup>National and regional advertising revenues for years prior to 1969 were estimated with the help of data obtained for the first time in 1969. These provided information on the precise amounts of broadcasting revenues derived from (1) the sale of time to national and local advertisers; (2) charges for programs, materials and facilities and services supplied in connection with sales of time, and (3) all other broadcast revenues. In prior years figures reported as "all other broadcast revenues" included some charges for programs, talent, materials and facilities supplied in connection with the sales of time. The amounts of the latter were estimated for years prior to 1969 by applying the ratios which prevailed in 1969. Local advertising revenues for years prior to 1969 were derived in the same fashion as described for national and regional advertising. Because clarifying instructions were issued in 1969 regarding the classification of time sales into national and local, caution should be used in comparing these figures with prior years.

<sup>6</sup>Gross advertising revenues plus all other broadcast revenue less commissions.

<sup>7</sup>Before federal income tax. ( ) denotes loss.

<sup>8</sup>Revenues, expenses and income of the nationwide networks, and compensation paid to affiliated stations by other networks are included with AM, AM-FM figures.

\*This begins a new series. The revenues, expenses and income of FM stations that are associated with AM's in the same area but which reported separately are not included in the AM, AM-FM totals but are included in the independent FM totals. See Footnote 1 to table 13 for an explanation of the nature of these stations.

\*\*These figures are comparable with prior years. Data for the associated FM stations that reported separately are included in the AM, AM-FM totals and excluded from the independent FM totals.

## FM financial data—1964-1974

| Year | Independent FM stations     |                              |                              |                     |                     |                   | FM stations associated with AM's <sup>1</sup> but reporting separately |                     |                     |                   |
|------|-----------------------------|------------------------------|------------------------------|---------------------|---------------------|-------------------|------------------------------------------------------------------------|---------------------|---------------------|-------------------|
|      | Total FM stations reporting | Total FM revenues (millions) | Number of stations reporting | Revenues (millions) | Expenses (millions) | Income (millions) | Number of stations reporting                                           | Revenues (millions) | Expenses (millions) | Income (millions) |
| 1974 | 2,552 <sup>2</sup>          | \$248.2 <sup>3</sup>         | 678                          | \$128.0             | \$141.1             | \$ (13.1)         | 397                                                                    | \$85.4              | \$63.0              | \$2.4             |
| 1973 | 2,390                       | 198.3                        | 616                          | 96.1                | 106.1               | (10.0)            | 361                                                                    | 57.5                | 58.3                | (0.8)             |
| 1972 | 2,328                       | 151.9                        | 590                          | 77.4                | 86.2                | (8.8)             | 275                                                                    | 37.5                | 41.4                | (3.9)             |
| 1971 | 2,235                       | 115.0                        | 527                          | 55.3                | 64.4                | (9.0)             | 241                                                                    | 26.3                | 32.3                | (6.0)             |
| 1970 | 2,105                       | 84.9                         | 464                          | 40.6                | 46.8                | (6.2)             | 225                                                                    | 18.9                | 23.8                | (4.9)             |
| 1969 | 1,961                       | 67.4                         | 442                          | 33.4                | 38.9                | (5.5)             | 179                                                                    | 12.1                | 16.9                | (4.8)             |
| 1968 | 1,888                       | 53.2                         | 433                          | 28.3                | 32.2                | (3.9)             | "                                                                      | "                   | "                   | "                 |
| 1967 | 1,706                       | 39.8                         | 405                          | 22.6                | 26.8                | (4.2)             | "                                                                      | "                   | "                   | "                 |
| 1966 | 1,575                       | 32.3                         | 381                          | 19.4                | 22.7                | (3.3)             | "                                                                      | "                   | "                   | "                 |
| 1965 | 1,381                       | 24.7                         | 338                          | 15.7                | 19.0                | (3.3)             | "                                                                      | "                   | "                   | "                 |
| 1964 | 1,175                       | 19.7                         | 306                          | 12.8                | 15.8                | (3.0)             | "                                                                      | "                   | "                   | "                 |

<sup>1</sup>FM stations that are associated with AM stations in the same area were requested to file separate reports if all or virtually all of the time on the AM and the FM stations was priced and offered for sale separately. Stations in this category were asked to make a reasonable allocation of joint revenues and expenses to the AM and FM stations separately.

<sup>2</sup>Includes 445 stations that are part of AM-FM combinations but for which no FM revenues were reported.

<sup>3</sup>Includes \$54.8 million in FM revenues reported by joint AM-FM operations for which no separate FM report was submitted.

\*Data not available.

( ) Denotes loss.

# For the Record®

As compiled by BROADCASTING, Oct. 27 through Oct. 31 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. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New stations

### TV actions

- Dozier, Ala.—Alabama Educational Television Commission. FCC granted ch. 2 (54-60 mhz); ERP 100 kw vis., 10 kw aur., HAAT 695 ft. P.O. address: 2101 Magnolia Ave., Birmingham, Ala. 35205. Legal counsel Hogan & Hartson, Washington. Principal: Robert E. Dod, general manager. Action Oct. 29.
- Florence, Ala.—Alabama Educational Television Commission. FCC granted ch. 36 (602-608 mhz); ERP 589 kw vis., 58.9 kw aur., HAAT 760 ft. (See above.)
- Huntsville, Ala.—Alabama Educational Television Commission. FCC granted ch. 25 (536-542 mhz); ERP 631 kw vis., 126 kw aur., HAAT 1,170 ft. (See above.)
- Louisville, Ala.—Alabama Educational Television Commission. FCC granted ch. 43 (644-650 mhz); ERP 708 kw vis., 70.8 kw aur., HAAT 940 ft. (See above.)
- Mobile, Ala.—Alabama Educational Television Commission. FCC granted ch. 42 (638-644 mhz); ERP 234 kw vis., 23.4 kw aur., HAAT 600 ft. (See above.)
- Mt. Cheha, Ala.—Alabama Educational Television Commission. FCC granted ch. 7 (174-180 mhz); ERP 316 kw vis., 31.6 kw aur., HAAT 2,000 ft.; height above ground 581 ft. (See above.)

### AM applications

- Burbank, Calif.—Royce International Broadcasting Co. seeks 1500 khz, 10 kw-D, 1 kw-N. P.O. address: 3738 Robertson Ave., Sacramento, Calif. 95821. Estimated construction cost \$105,670; first-year operating cost \$97,700; revenue \$250,000. Format: standard pop. Principal: Edward Royce Stolz II (100%) is owner and general manager of KWOD(FM) Sacramento. Mr. Stolz also owns communication equipment company. Royce International has also requested interim operating authority of KROQ(AM) Burbank (1500 khz), which suspended operation July 1974. Ann. Oct. 29.
- Chicago, Ill.—Jose Gardunio seeks 1450 khz, 1 kw-D, 250 w-N. P.O. address: 2139 S. California, Chicago. Estimated construction cost \$31,000; first-year operating cost \$68,600; revenue \$80,000. Format: foreign language and English standard pop. Principal: Jose Gardunio (100%) is bus ticket agent. Ann. Oct. 29.

### AM action

- WHHL Pine Castle-Sky Lake, Fla.—FCC granted extension of time to complete construction. Action Oct. 23.

### FM applications

- Willcox, Ariz.—Coppertone Communications seeks 98.3 mhz, 3 kw, HAAT 56.75 ft. P.O. address: Box 1117, Willcox 85643. Estimated construction cost \$26,765; first-year operating cost \$7,470; revenue

\$13,750. Format: C & W, modern and standard pop. Principals: Burkett H. and Elizabeth I. Wamsley (each 25%), Cody W. Wamsley (12.5%), et al. Principals own same percentages of KHIL(AM) Willcox. Ann. Oct. 28.

■ Escanaba, Mich.—Alpine Broadcasting Co. seeks 97.1 mhz, 89.8 kw, HAAT 1066 ft. P.O. address: Box 648, Gaylord, Mich. 49735. Estimated construction cost \$84,905; first-year operating cost \$70,895; revenue \$72,000. Format: variety. Principals: John D. DeGroot (45%) is general manager and 45% stockholder of WWRM(FM) Gaylord. Charles Glenn Catt (11%) owns realty company and 11% of WWRM. Robert K. Catt (11%) owns 11% of WWRM. Lemoine E. Noirot (11%) is manager and majority stockholder of furniture and appliance store, and owns 11% of WWRM. Truman D. McNitt (11%) is manager and stockholder of dairy products distributorship. Jerry P. Fox (11%) is owner of hardware store. Ann. Oct. 28.

■ Lake City, S.C.—Coastline Broadcasting seeks 100.1 mhz, 3 kw, HAAT 196 ft. P.O. address: Box 1177, Lake City 29560. Estimated construction cost \$37,429; first-year operating cost \$10,000; revenue \$40,000. Format: standard pop, soul, C & W. Principals: F. Arnold Graham, S. Charles Green and James W. Floyd (each 33 1/3%) also own WJOT(AM) Lake City. Ann. Oct. 23.

■ Charlotte Amalie, V.I.—Radio Virgin seeks 101.1 mhz, 50 kw, HAAT 1500 ft. P.O. address: 43 Prindsens Gade, St. Thomas 00801. Estimated construction cost \$32,430; first-year operating cost \$68,760; revenue not given. Format: MOR. Principals: Walter B. Dunn (34.8%), Priscilla E. Clarenbach Trust (14.8%), Resort Network (18.5%), et al. Mr. Dunn is sales advisor to WLOD(AM) Pompano Beach, Fla. Resort Network is owned by John Keljikan and Harcourt Brace Jovanovich publishers, (each 50%). Ann. Oct. 30.

### FM actions

- \*Hollywood, Calif.—Application by California Public Communications Association for 88.3 mhz returned. Ann. Oct. 31.
- Camilla, Ga.—See "In Contest" (Review board decisions).
- \*Chicago—Application by Open Media Corp. for FM on 90.5 mhz returned (BPED-2001). Ann. Oct. 31.
- \*Stony Brook, N.Y.—State University of New York. Broadcast Bureau granted 90.1 mhz, 4 kw, HAAT 223 ft. P.O. address: 99 Washington Avenue, Albany, N.Y. 12210. Estimated construction cost \$42,000; first-year operating cost \$33,000; revenue none. Principals: Ernest L. Boyer is chancellor of State University of New York. Action Oct. 21.

■ La Crosse, Wis.—Broadcast Bureau requested additional information on availability of trans. ant. sites which would meet air hazard requirements due to protests to assignment of 101.7 mhz. Action Oct. 22.

## Ownership changes

### Actions

- KWEI(AM) Weiser, Idaho (1260 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Oxbow Broadcasting Co. to Weise Radio Inc. for \$148,000. Sellers: Edwin C. and Dorothy Miller and Robert and Majorie Cooper have no other broadcast interests. Buyers: William B. and Suzanne T. Scott (50% jointly) are self-service laundry owner and dietician, respectively. Arthur C. Thompson (25%) is retired air force officer. James C. Plzak (25%) is also retired (BAL-8486). Action Oct. 22.
- KLPL(AM)-KBED(FM) Lake Providence, La.—Transfer of control of Lake Providence Broadcasting Service from Bendell L. Enochs to Ashley Norman David Jr. dismissed by request of attorney. Action Oct. 29.
- WTXL(AM) West Springfield, Mass. (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Communications Industries Inc. to U.S. Broadcasting Corp. for \$219,000. Seller: Howard S. Shulman has no other broadcast interests. Buyer: Gerald Williams and Jeffrey P. Levitan. Mr. Williams is talk-show host on WBZ(AM) Boston, and Mr. Levitan has real estate interests in New England and Florida (BAL-8463). Action Oct. 22.
- WMSO(AM) Collierville, Tenn. (1590 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Albert L. Crain to Radio East Inc. for \$100,000. Seller: Mr. Crain is also licensee of KBSN(AM) Crane, Tex. and applicant for AM in St. George, Utah. Buyers: Leon Buck (70%) has majority interest in WXTA(FM) Greencastle and WVTL(FM) Monticello, both Indiana; WSTL(AM) Eminence, Ky. and 1/3 of shopper and TV guide in Monticello. W. Douglas McLuen (30%) also has interest in WVTL and shopper (BAL-8457). Action Oct. 22.
- KMWI(FM) Mineral Wells, Tex. (95.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Triple H. Radio to First IV Media for \$87,500. Seller: E. Harold Hall, president. Buyers: Richard Klement (50%) and Billy Ray Hill (50%) own KGAF-AM-FM Gainesville, Tex. and have various real estate and investment interests in area (BALH-2150). Action Oct. 22.

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## Summary of broadcasting

### FCC tabulations as of Aug. 31, 1975

|                | Licensed | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|----------------|----------|-------------|-------------|--------------|-----------------|--------------------|
| Commercial AM  | 4,422    | 3           | 28          | 4,453        | 45              | 4,498              |
| Commercial FM  | 2,680    | 0           | 40          | 2,720        | 143             | 2,863              |
| Educational FM | 750      | 0           | 21          | 771          | 82              | 853                |
| Total Radio    | 7,852    | 3           | 89          | 7,944        | 270             | 8,214              |
| Commercial TV  | 700      | 1           | 8           | 709          | 51              | 760                |
| VHF            | 509      | 1           | 2           | 512          | 9               | 521                |
| UHF            | 191      | 0           | 6           | 197          | 42              | 239                |
| Educational TV | 225      | 9           | 13          | 247          | 14              | 260                |
| VHF            | 89       | 3           | 4           | 96           | 6               | 102                |
| UHF            | 136      | 6           | 9           | 151          | 8               | 159                |
| Total TV       | 925      | 10          | 21          | 956          | 65              | 1,020              |

\*Special temporary authorization

\*\*Includes off-air licenses

■ **KMIO(FM)** Sinton, Tex. (101.3 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Sinton Broadcasting Co. to Consolidated Communications Corp. of Texas for \$110,000. Seller: G. R. Ramsower Jr., president. Buyers: Alexander S. and Barbara S. Klein (100%). Mr. Klein is former general manager and stockholder of WMBM(AM)-WBUS(FM) Miami Beach (BALH-2144). Action Oct. 22.

■ **Ship Bottom, N.J., FM proceeding:** Jersey Shore Broadcasting Corp. and RAAB Communications, competing for 100.1 mhz (Docs. 20613-4)—Broadcast Bureau designated for hearing competing applications. Issues include which proposal would better serve public interest and which should be granted. Action Oct. 10.

#### Case assignment

Acting Chief Administrative Law Judge Chester F. Naumowicz Jr. made following assignment on date shown:

■ **Rochester, N.H., FM proceeding:** J. Sherwood Inc. and Strafford Broadcasting Corp., competing for 96.7 mhz (Docs. 20618-9)—Designated ALJ Byron E. Harrison to serve as presiding judge and scheduled hearing for January 13. Action Oct. 24.

#### Dismissed

■ **Morro Bay and Atascadero, Calif., FM proceeding:** Morro Bay Investment Corp., R & L Broadcasters, Gateway Broadcasters and West Coast Wireless Co., competing for 104.5 mhz (Docs. 20513-6)—ALJ Lenore G. Ehrig granted request by Morro Bay Investment Corp. and dismissed its application with prejudice. Action Oct. 28.

#### Initial decision

■ **Crowley, La., FM proceeding:** KSIG Broadcasting Co., Rice Capital Broadcasting Co. and Southwest Louisiana Radio Broadcasting Co., competing for 102.9 mhz (Doc. 20441-3)—ALJ David I. Kraushaar granted application of Rice Capital Broadcasting Co. for new FM in summary initial decision. Ann. Oct. 17.

#### Review board decisions

■ **Camilla, Ga., FM proceeding:** Capel Broadcasting Co. and Enterprise Broadcasting, competing for 105.5 mhz (Docs. 20245-6)—Review board granted Enterprise Broadcasting 105.5 mhz. Estimated construction cost \$66,700; first-year operating cost \$37,066; revenue \$95,076. Format: MOR. Principals: John W. Burson (50.67%) is student and nighttime general manager of WVVS(FM) Valdosta, Ga. Mary G. Burson (49.33%) is housewife. Action Oct. 22.

■ **Princess Anne and Pocomoke City, Md., FM proceeding:** Maranatha Inc., Leisure Time Communications and Peter and John Radio Fellowship, competing for 102.5 mhz (Doc. 20388-90)—Review board added ascertainment of community needs issue against Peter and John Radio Fellowship Inc. Action was in response to petition by Maranatha Inc., competing applicant for same facilities. Action Oct. 22.

■ **Quitman, Miss., FM proceeding:** A.C. Elliot Jr. and Melvin Pulley, competing for 98.3 mhz (Docs. 20196-7)—Review board denied motion by Melvin Pulley for reversal of ALJ ruling and reinstatement of his application. Action Oct. 22.

### Fines

■ **KLRO(FM)** San Diego—Broadcast Bureau ordered Multicasting Corp. to forfeit \$250 for repeated violation by operating with excessive power. Action Oct. 28.

■ **KHLO(AM)** Hilo, Hawaii—Broadcast Bureau notified Escanaba Broadcasting Co. it is apparently liable for \$2,000 forfeiture for violation of rules on commercial announcements, entry of sponsors in logs, duration in logs, and sponsor identification on air. Action Oct. 28.

■ **WBGR** Paris, Ky.—Broadcast Bureau ordered Blue Grass Radio Inc. to forfeit \$500 for failing to maintain transmitter operating power within permitted tolerance for Presunrise Service Authority. Action Oct. 23.

■ **WMAR-TV** Baltimore—Broadcast Bureau notified A.S. Abel Co. it had incurred apparent liability for forfeiture of \$200 for failing to log tower light observations, failing to sign operating log and failing to make required entries of meter readings at beginning of operation. Action Oct. 23.

■ **WLEN(FM)** Adrian, Mich.—Broadcast Bureau ordered Lenawee Broadcasting Co. to forfeit \$400 for repeated failure to complete equipment performance measurements and failing to enter daily tower light inspections in logs. Action Oct. 28.

■ **WIOO** Carlisle, Pa.—Broadcast Bureau notified WIOO Inc. it incurred apparent liability of \$300 for taking meter readings with modulation. Action Oct. 22.

■ **KHBR(AM)** Hillsboro, Tex.—Broadcast Bureau ordered KHBR Radio Inc. to forfeit \$1,000 for repeatedly operating with excessive power. Action Oct. 23.

■ **WGAT-FM** Gate City, Va.—Broadcast Bureau notified Tri-Cities Broadcasting Corp. it had incurred apparent liability of \$300 by failing to take required equipment performance measurements. Action Oct. 21.

■ **WMNA-FM** Gretna, Va.—Broadcast Bureau ordered The Central Virginia Broadcasting Co. to forfeit \$300 for repeated failure to make equipment performance measurements. Action Oct. 28.

### Other actions

■ **KNXT(TV)** Los Angeles—FCC rejected petition by Committee for Open Media to deny application of CBS for renewal of license of KNXT. KNXT's license renewal remains on deferred status, however, pending resolution of other petitions outstanding against station. Action Oct. 21.

■ **WMDH(FM)** New Castle, Ind.—Broadcast Bureau granted request to identify as New Castle-Muncie, Ind. Action Oct. 16.

■ **KDKA(TV)** Pittsburgh—FCC granted Westinghouse Broadcasting Co. renewal of license for KDKA, and denied objection by Western Pennsylvania Association of Arab Americans. Action Oct. 21.

■ **\*WDUQ(FM)** Pittsburgh—FCC renewed license of WDUQ licensed to Duquesne University, rejecting petition to deny renewal by Pittsburgh Coalition for Media Change. Action Oct. 22.

■ **KDAB(FM)** Ogden, Utah—Broadcast Bureau granted Star Broadcasting Co. modification of CP to change name to D & B Broadcasting Co. Action Oct. 24.

■ **KSXX(AM)** Salt Lake City—Broadcast Bureau granted Star Broadcasting Co. modification of license to change name to D & B Broadcasting Co. Action Oct. 24.

### Allocations

#### Petitions

FCC received following petition to amend TV table of assignments (ann. Oct. 21):

■ **University of North Carolina, WUNC-TV, WUND-TV, WUNE-TV, WUNF-TV, WUNG-TV, WUNJ-TV, WUNK-TV and WUNL-TV**, Chapel Hill, et al., N.C.—Seeks to delete ch. 59 at Waynesville and assign ch. \*27 to Waynesville-Canton, \*59 to Andrews, and \*67 to Bryson City, all North Carolina (RM-2584).

FCC received following petitions to amend FM table of assignments (ann. Oct. 21 and 30):

■ **Thomas A. Smith, LaBelle, Fla.**—Seeks to assign ch. 221A to LaBelle and delete 221A from Naples, Fla. (RM-2599).

■ **Cherokee Broadcasting Co., Murphy, N.C.**—Seeks to assign ch. 288A to Murphy (RM-2604).

■ **WOBL(AM)** Oberlin, Ohio—Seeks to assign ch. 261A to Plymouth, Ohio (RM-2605).

■ **WXYR-FM** Columbia, S.C.—Seeks to assign ch. 292A to Port Richey, Fla. (RM-2606).

#### Action

■ Broadcast Bureau denied petition by Inland Empire Telecasters, proposing assignment of UHF ch. 62 to

### Facilities changes

#### AM applications

■ **KHIL** Willcox, Ariz.—Seeks CP to mount FM ant. at top of present ant. Ann. Oct. 30.

■ **KDKO** Littleton, Colo.—Seeks CP to increase daytime power to 5 kw, change from DA-2 to DA-1. Ann. Oct. 31.

■ **WUST** Washington—Seeks CP to increase daytime power to 5 kw, install 2.5 kw critical hour operator and change type trans. Ann. Oct. 31.

■ **WFUN** South Miami, Fla.—Seeks CP to change ant. and trans. location. Ann. Oct. 30.

■ **KIOE** Honolulu—Seeks CP to change ant.-trans. and studio location, and type trans. Ann. Oct. 30.

#### AM actions

■ **WDAT** Ormond Beach, Fla.—Broadcast Bureau granted CP to increase daytime power to 5 kw, install DA-2, change type trans. Action Oct. 29.

■ **KAHL** North Platte, Neb.—Broadcast Bureau granted CP to increase daytime power to 5 kw. Action Oct. 29.

#### FM actions

■ **\*KBPK(FM)** Buena Park, Calif.—Broadcast Bureau returned application for CP to increase power. Ann. Oct. 30.

■ **WSTO(FM)** Owensboro, Ky.—Broadcast Bureau granted CP to install new aux. trans.-ant.; ERP 11.5 kw; ant. height 240 ft.; conditions (BPH-9627). Action Oct. 22.

■ **WWLM(FM)** Canton, Miss.—Broadcast Bureau granted modification of CP to change ant.-trans. location, ERP 2.85 kw (H&V), and ant. height 30 ft. (H&V) (BMPH-14634). Action Oct. 23.

■ **WALL-FM** Middleton, N.Y.—Broadcast Bureau granted CP to install new ant.; ERP 3 kw (H&V); ant. height 190 ft. (H&V); remote control permitted; condition (BPH-9655). Action Oct. 22.

### In contest

#### Designated for hearing

■ **Gainesville, Fla., FM proceeding:** Gainesville Media, Gainesville Broadcasting, and University City Broadcasting Co., competing for 100.9 mhz (Docs. 20622-4)—Broadcast Bureau designated for hearing the competing applications. Action Oct. 15.



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either San Bernardino or Riverside, Calif., because no party gave intention to apply for CP. Action Oct. 22.

## Rulemaking

### Action

■ FCC deleted restrictions on carrying series type programs by pay cable for which a per-program or per-channel charge is made, and by subscription over-the-air broadcast television. A series type program is one with an interconnected plot or substantially the same cast of principal characters. Action Oct. 29.

## Translators

### Applications

■ Chinook T.V. Association, Chinook, Mont.—Seeks ch. 63, rebroadcasting CFNC Lethbridge, Alta., via K76AG Toole, Liberty and Glacier counties, Mont. (BPTT-2923). Ann. Oct. 30.

■ Tri-County TV Booster Club, Hiawasse and Young Harris, Georgia and Haynesville, N.C.—Seeks ch. 67, rebroadcasting WTCG-TV Atlanta (BPTT-2924). Ann. Oct. 30.

■ Upper Bear River TV Service, Granger, Wyo.—Seeks ch. 2, rebroadcasting KUTV Salt Lake City via K10HR Carter, Wyo.; ch. 4, rebroadcasting KCPX-TV Salt Lake City via K08HB Carter; and ch. 5, rebroadcasting KSL-TV Salt Lake City via K12ID Carter (BPTT-5425, 6, 7). Ann. Oct. 23.

### Action

■ Oregon Broadcasting Co., Chiloquin, Ore.—Broadcast Bureau returned CP for new station. Action Oct. 31.

## Cable

### Applications

Following operators of Cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ Copper Belt Cablevision Inc., Box 816, Idabel, Okla. 74745, for Hayden, Ariz. (CAC-05747): KTVK, KPHO-TV, KAET, KOOL-TV, and KPAZ-TV, all Phoenix; KTAR-TV Mesa, Ariz.; KVOA-TV, KUAT-TV, KGUN-TV, KOLD-TV, all Tucson, Ariz.; KZAZ Nogales, Ariz.; KTLA, KTTV, both Los Angeles.

■ Storer Cable TV Inc. for Glenn Ellen, Calif. (CAC-05740): Add KDTV San Francisco.

■ Ridgecrest Cablevision Inc. for Ridgecrest, Calif. (CAC-05746): Add KBSC-TV Corona, Calif.

■ Multivision Northeast Inc., Box 172, Cornelia, Ga. 30531 for Clarksville, Ga. (CAC-05741) and Demorest, Ga. (CAC-05742): WGTV Athens, Ga.; WAGA-TV, WXAT-TV, WXIA-TV, WSB-TV, and WTCG, Atlanta; WAIM-TV Anderson, S.C.; WFBC-TV and WGGG-TV Greenville, S.C.; WLOS-TV Asheville, N.C.; WSPA-TV Spartanburg, S.C.

■ Clearview Cable TV for Spring Grove, Ind. (CAC-05731): Requests certification of existing operations.

■ Burdett Community Development Corp., Burdett State Bank, Burdett 67523 for Burdett (CAC-05745): KCKT Great Bend, Kan.; KTVK Ensign, Kan.; KAYS-TV Hays, Kan.; KPTS Hutchinson, Kan.; KUPK-TV Garden City, Kan.

■ Public Cable Co. for Portland, Me. (CAC-05743) and South Portland, Me. (CAC-05744): Add CKSH-TV Sherbrooke, Que.

■ Twin Valley CATV Inc. for Hillsdale, Mich. (CAC-05739): Requests certification of existing operations.

■ Cable Services Co. Inc., 1429 W. Southern Ave., South Williamsport, Pa. 17701 for Chittenango, N.Y. (CAC-05738) and Sullivan, N.Y. (CAC-05737): WKTV, WUTR, Utica, N.Y.; WSYR-TV, WHEN-TV, WNYX-TV, WCNY-TV, and WOHN, Syracuse, N.Y.; WOR-TV and WPIX, New York; WUTV Buffalo, N.Y.

■ Tar River Cable TV Inc., Box 2548, Rocky Mount, N.C. 27801 for Rocky Mount (CAC-05748): WRAL-TV Raleigh, N.C.; WITN-TV Washington, N.C.; WNCT-TV, WUNK-TV, both Greenville, N.C.; WTVB Durham, N.C.; WCTI-TV New Bern, N.C.; WUNC-TV Chapel Hill, N.C.; WTTG Washington; WRET-TV Charlotte, N.C.

■ Liberty TV Cable Inc. for Apollo borough, Pa. (CAC-05732): Requests certification of existing operations.

■ Cablevision of Pennsylvania Inc., 215 W. Main St., Norristown, Pa. 19401 for Bridgeport, Pa. (CAC-05730): KYW-TV, WCAU-TV, WPVI-TV, WPHL-TV, WTAF-TV, and WHYY-TV, Philadelphia; WKBS-TV Burlington, N.J.; WLVT-TV Allentown, Pa.; WHYY-TV Wilmington, Del.; WOR-TV and WPIX, New York.

■ Satellite Systems Corp., Box 615, Marquette, Mich. 49855 for Shaw AFB, S.C. (CAC-05734): WBTW Florence, S.C.; WIS-TV, WOLO-TV, WNOK-TV, and WRLK-TV, Columbia, S.C.; WRJA-TV Sumter, S.C.; WRET-TV Charlotte, N.C.; WTCG Atlanta.

■ Clear Lake City Cablevision Co., Box 58366, Houston 77058 for Brook Forest, Tex. (CAC-05736) and Middlebrook, Tex. (CAC-05735): KPRC-TV, KUHT, KHOU-TV, KTRK-TV, KDOG, and KHTV, Houston; KXTX-TV Dallas; KTVT Ft. Worth; KWEX-TV San Antonio, Tex.

■ Tall City TV Cable Co. Inc. for Midland, Tex. (CAC-05733): Requests certification of existing operations.

■ Community Television of Utah Inc. for Salt Lake County, Utah (CAC-05545): Add KTLA Los Angeles.

■ Bauce Cable Associates, 9 Campbell St., Luray, Va. 22835 for Edinburg, Va., (CAC-05750) and Mount Jackson, Va. (CAC-05749): WRC-TV, WTOP-TV, and WTTG, Washington; WSAV-TV Harrisonburg, Va.; WVIR-TV Charlottesville, Va.; WVPT Staunton, Va.

### Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Bluffton Cable Co., Bluffton, Ind. (CAC-02885); Sammons Communications, New Cumberland, Pa. (CAC-03278); Telecommunications Inc., Stanhope borough (CAC-03334) and Netcong borough (CAC-03335), both New Jersey; Storm Antenna Service, Siletz, Ore. (CAC-05132); Tower Communications Inc., Strasburg, Ohio (CAC-05202) and Parral (CAC-05203), both Ohio; Bathco Cable TV Co. Inc., Salt Lick, Ky. (CAC-

05239); Derby Cable TV, Derby, Kan. (CAC-05315); Richey Cable Inc., St. Johns, Ariz. (CAC-05374); Buhl Cable TV Co., Shoshone, Idaho (CAC-05413); Sammons Communications Inc., Pleasantville (CAC-05414), Absecon (CAC-05415), Egg Harbor township (CAC-05417), and Linwood (CAC-05418), all New Jersey; Sidney Newhannels, Sidney, N.Y. (CAC-05452); Teleprompter Corp., Tacoma, Wash. (CAC-05507); Blue Ridge Cable Television Inc., borough of Tunkhannock (CAC-05512), Tunkhannock township (CAC-05513), borough of Wyalusing (CAC-05514), and Laceyville (CAC-05515), all Pennsylvania; Cablevision Corporation of Ohio, Catawba Island township, Ohio (CAC-05524); Community Television of Utah Inc., all unincorporated areas of Weber county, Utah (CAC-05544); Ohio River Cable T.V. Inc., Rome township (CAC-05551), Fayette township (CAC-05552), Union township (CAC-05553), Perry township (CAC-05554), and South Point (CAC-05555), all Ohio; Carolina's Cable Inc., High Point, N.C. (CAC-05255R); Lebanon Valley Cable TV Co. Inc., Lebanon, Pa. (CAC-05337); Mahoning Valley Cablevision Associates, Niles (CAC-05566), Warren (CAC-05567), Champion township (CAC-05568), Warren township (CAC-05569), Howland township (CAC-05570), Vienna township (CAC-05571), and Weatherfield township (CAC-05572), all Ohio; Mahoning Valley Cablevision Inc., Girard (CAC-05573) and Liberty township (CAC-05574), both Ohio; Continental Cablevision of Miami Valley Inc., Harrison township, Ohio (CAC-05576); American Cablevision of Carolina Inc., Bessemer, N.C. (CAC-05582); Ohio River Cable T.V. Inc., Proctorville, Ohio (CAC-05556); Teleservice Company of Wyoming Valley, Wright township (CAC-05557) and Fairview township (CAC-05558), both Pennsylvania; Harbor-Vue Cable TV Inc., Dunkirk, N.Y. (CAC-05559); Tele-Media Company of Adell, Hopedale, Ohio (CAC-05560); Cablevision of Knox County, Rockland, Me. (CAC-05563); Fox Cities Communications Inc., Combined Locks (CAC-04669) and Kimberly (CAC-04670), both Wisconsin; Utah Cable Television Inc., Brigham City, Utah (CAC-04987); Cablevision Inc., Sedalia, Mo. (CAC-04998); Colonial Cablevision of Burlington Inc., Burlington, Mass., (CAC-05219); Colonial Cablevision of Stoneham Inc., Stoneham, Mass. (CAC-05220); Colonial Cablevision of Woburn Inc., Woburn, Mass. (CAC-05221); Cherryvale Cable TV, Cherryvale, Kan. (CAC-05235); Caney Cable TV, Caney, Kan. (CAC-05236).

■ Bodega Bay, Monte Rio, and Yountville, Calif.—Cable Bureau granted Storer Cable TV certificate of compliance to carry KNTV San Jose, Calif., subject to condition that in event KFTY Santa Rosa, Calif. returns to air, Storer Cable would revise signal carriage to be consistent with rules (CAC-5499-5502). Action Oct. 28.

■ Yreka, Calif.—Cable Bureau dismissed application by Nor-Cal Cablevision for certificate of compliance for new service for failure to prosecute (CAC-04631). Action Oct. 28.

■ Newberry, Fla.—Cable Bureau granted City of Newberry certificate of compliance to carry WCJB and \*WUFT Gainesville; WJXT, WJCT and WTLV Jacksonville; and WESH-TV Daytona Beach, all Florida. System is authorized to carry only non-network signals of WJKS Jacksonville and WLCY Tampa, both Florida (CAC-5342). Action Oct. 24.

■ Township of Watervliet, Mich.—Cable Bureau granted Paw Paw Lake Area Cable TV Co. certificate of compliance for system to carry WKZO-TV Kalamazoo, WUHQ-TV Battle Creek, \*WKAR-TV East Lansing, WOTV and \*WGVC, Grand Rapids, all Michigan; WGN-TV, WSNS-TV, WBBM-TV, WMAQ-TV, WLS-TV, and WFLD-TV, all Chicago; WNDU-TV, WSBT-TV and \*WNIT-TV, all South Bend, Ind.; WSJV Elkhart, Ind., and WZZM-TV Grand Rapids, Mich. Cable Bureau denied objection by WHUQ-TV Battle Creek against carriage of WZZM-TV (CAC-03961). Action Oct. 28.

■ Minot AFB, N.D.—Cable Bureau denied application by Souris Valley TV Cable Co. for certificate of compliance to add signal (CAC-5093). Action Oct. 21.

■ Londonderry, Vt.—FCC denied petitions by Derry Cable Co. for waiver of signal carriage rules. Derry's petitions were in response to requests for carriage by WHYN-TV Springfield, Mass., and WAST-TV, Albany, N.Y.

### In contest

■ California, Pa., cease and desist proceeding: Southwest Pennsylvania Cable TV (Doc. 19464)—ALJ Chester F. Naumowicz Jr. terminated hearing and certified case to FCC. Action Oct. 20.

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## RADIO

### Help Wanted Management

**Partner needed** to manage small market station. \$5,000. Cash required. Box K-181, BROADCASTING.

**General Manager** for small market N.E. North Carolina power daytimer. Excellent salary and bonus arrangement. Personal selling a must. Announcing helpful. Equal Opportunity Employer. Box M-4, BROADCASTING.

**Needed, Sales Manager** for solid small market station near Twin Cities. Want 10? 20? 30? year veteran of radio sales to tie it all together. General Manager wants to run the station and wants you to run sales. If you're good, you'll never be sorry you took this one. If you're master of the "snow job," we'll have you melted and on your way in two months. 612-437-3182. KDWA, Hastings, MN 55033.

**The Great Scott Stations** needs financial, bookkeeper, comptroller. Resume, salary requirements, references. An Equal Opportunity Employer. Headquarters, H. Scott, WPAZ, Pottstown, PA 19464.

**Sales Manager** for contemporary station. If you have a proven sales record, send resume including personal recommendations, salary requirements, plus sales motivation capabilities to: Gordon N. Reid, PO Box 927, Fall River, MA 02720. An Equal Opportunity Employer.

**Management trainees** for expanding small market group, sales experience necessary. Lee Buck Broadcasting, Box 494, Greencastle, IN 46135.

**Radio Station Manager.** New, non-commercial, FM public radio station being built on southeastern, urban university campus. Programing emphasis: public affairs, music and other fine arts. Responsibilities will include direction of a radio coverage expansion grant from the Corporation of Public Broadcasting and a federal HEW facilities grant. Other duties include creating a first-rate staff to serve a community large enough to rank in the top forty commercial market, and coordinating activities necessary for the activation of a station with strong listener membership and support. Will maintain a liaison with local cultural, civic, and "friends" groups and with the University community. Will develop and promote innovative programing to serve the diverse interests of the community, drawing upon the resources of the University to do so. Immediate availability and management experience required, advance degree(s) desirable but not mandatory. Salary range begins above national average for public radio managers. Send resumes, comments, etc. to: Dr. John B. Dunbar, University of Alabama in Birmingham, University Station, Birmingham, AL 35294.

### Help Wanted Sales

**List available** for creative, hard-working salesperson. Major Cleveland station. Send resume. Box M-76, BROADCASTING.

**Opportunity,** for aggressive salesperson in fast growing, one radio station market in largest vacation area of No. Calif. Experience, good voice, production ability a must. Work toward sales manager. Salary plus commission. KBLC Radio, 405 North Main, Lakeport, CA 95453.

**Midwest Stereo Rocker** needs young, aggressive sales pro to take over No. 1 account list. Great opportunity with multi-station group. Rush resume Larry McMahon, Sales Manager, KFMD, Dubuque, IA 52001.

### Help Wanted Sales Continued

**WNBE is looking** for an experienced radio salesperson to join our staff in Orlando, Florida, home of Walt Disney World. Orlando is a market with a population of 500,000 plus. WNBE is a 5,000 watt, 24 hour all news station featuring the new NBC News and Information Service. Orlando is a young city, ever expanding, ever growing. If you're interested in working in an under saturated radio market call or send resume to Frank Steiner, General Sales Manager, WNBE Radio, 222 Hazard St., Orlando, FL 32804, phone 305-425-5508. WNBE is central Florida's only NIS station, and is owned by Rounsaville Radio, which is an Equal Opportunity Employer.

**If your sales manager** says you're ready for his job, but he's not moving, contact us. We want good person to sell and direct sales department of you, plus two. Good market, great potential. Send all info first letter: WPDC, Elizabethtown, PA 17022. EOE/MF.

**Florida East Coast,** Adult Contemporary station in medium market is expanding sales force to include two self-motivated, promotion-minded individuals who can sell in a competitive situation. Salary plus commission. Choice account list awaits the best applicant. Call Sales Manager, WROD, Daytona Beach, 904-252-4626. Equal Opportunity Employer.

**If you're in Sales** or sales management, you should investigate this career opportunity with "New England's Great Music Station" WSRB, Worcester, Ma. Tell me why you should become the next member of our sales team. Prefer applicant to be strong on direct sales experience and capable of motivating others. Send track record with income requirements and references in complete confidence to: John I. Flynn, General Manager, WSRB, PO Box 961, West Side Station, Worcester, MA 01602. No phone calls, please.

**Account Executive** needed to secure advertisers for FM radio background music service. Start immediately; salary to start on commission then salary & comm. plus opportunity for advancement. Write: Sullivan, 790 President St., Bklyn, NY 11215.

**Market Reps.** A N.Y. based programing and direct response media service needs field reps in a number of U.S. markets. Duties include broadcast station contact. Full-time or free-lance. Broadcast sales or Agency media experience preferred. B.B.P. Box 451, Cooper Station, New York, NY 10003.

**Salesperson Wanted.** Combo DJ/Sales openings in Illinois, Tennessee, West Virginia. Earnings potential \$12,000+ first year. Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864.

### Help Wanted Announcers

**Baltimore,** top station has immediate opening for strong personality with adult rock experience and production background. Send resume Box M-40, BROADCASTING.

**Experienced mature** MOR announcer, must be pro production, evening show. Ohio, Indiana, Kentucky area. Excellent working conditions. Good salary. Send resume to Box M-62, 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, KPWW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

**Announcer** with first phone. Must have some engineering and broadcast experience. Send tape and resume. Station WAMD, Aberdeen, MD 21001.

**Gospel quartet** disk jockey, experienced only, must have 1st phone, some engineering required. \$190.00 week. Wmuz, Detroit, 313-272-3434.

### Help Wanted Announcers Continued

**WRIG Central Wisconsin's** leading adult contemporary station is in need of an experienced communicator to run our 7-midnight shift. Tapes and resumes to Don Roberts, 529 3rd Street, Wausau, WI 54401. No calls will be accepted.

**The gold of Kentuckiana,** WXVW, needs all night air personality who can communicate with audience. Send resume, tape to: Box 666, Jeffersonville, IN 47130.

**Sports Director** wanted for new, state-wide radio news network. Thirty affiliate stations. Must be self-starter, good with commentary, professional delivery. PBP many other opportunities for the future. Send resume, salary requirements, tape to: Sid Burgess, Alabama Radio News, Inc., 1203 East South Blvd., Montgomery, AL 36111.

**Morning drive & afternoon drive.** Looking for talent that's on the way up. Tight format, lots of personality, big voices. 46th market (A.D.I.), call now, 1-717-755-1049. Dave Marino, PD. EOE.

**DJ Wanted.** Combo DJ/Sales openings in Illinois, Tennessee, West Virginia. Earnings potential \$12,000+ first year. Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864.

**PD-Morning Person.** Some PBP of major university and high school sports optional. Untempo MOR with outstanding news and sports profile. Beautiful recreational growth area in southern Illinois. EOE M/F. Call Ron Hines days 618-942-2181 nights 618-985-3452.

### Help Wanted Technical

**Technical director** for two AM and one FM stations Northern Michigan. Must have experience in AM, FM, automation, SCA, proofs. Five figure salary based on qualifications and experience. Resume, references to Box K-177, BROADCASTING.

**Chief Engineer-Announcer.** Directional AM, New York State, 1st phone, professional broadcaster, EOE. Reply Box K-203, BROADCASTING.

**Chief Engineer:** 1 kw-DA-2, 100 kw Stereo FM with STL has immediate opening for experienced person. Emphasis on studio maintenance. Salary open. Box M-59, BROADCASTING.

**Chief Engineer** for AM directional FM automated stereo. Equipment new. Maintenance, general repairs, proofs. Major market with beautiful climate outside continental U.S. Salary will fit the individual. Full details first letter. Box M-96, BROADCASTING.

**South Jersey** directional AM and FM Stereo needs chief engineer. Must have broadcast engineering experience, be aware of latest FCC regs, do routine maintenance. EOE. Reply Box M-101, BROADCASTING.

**Chief Engineer** for Cleveland major FM. Must know all phases, construction, maintenance, operation. Contact Robert Reymont, 9446 Broadview Rd., Cleveland, OH 44147. State salary requirements with first letter.

**Experienced Engineers.** Apply now for future openings with group broadcaster. Chief engineers, studio engineers, technicians. Demanding opportunities. Applicants carefully screened. EOE Reply VP Engineering, Hall Communications Inc., PO Box 551, Norwich, CT 06360.

**Need First phone** engineer with technical knowhow. Permanent. Call "Manager" collect 301-876-1515.

## Help Wanted News

**\$12,000-\$15,000** first year. 1/3 news; 2/3 sales. Established account list with fine growth possibilities. Must be self-starter. Prosperous midwest non metro market. Resume. Box M-21, BROADCASTING.

**Solid financial future** offered professional newspeople. Absolutely no students or "just-grads". Our 24 hr 5 KW signal ranges over the most economically progressive area in the nation, the Upper Midwest. We are building on strong info services. Starting salary would vary according to experience. We would not pay less than \$12,000. Send resume to Box M-35, BROADCASTING.

**News person** to gather, write and present news in medium midwestern market. Prefer an interest in sports. Top news station, multiple mobile units with emphasis on live coverage. Equal Opportunity Employer. Send resume with references to Box M-64, BROADCASTING.

**Outstanding Montana** news operation large area; excellent facilities; fulltime 5KW. By Glacier National Park. Jerry Black, KSEN, Shelby, MT 59474.

**Top 25 No. 1 rated FM** looking for experienced public affairs director. Strong radio news background essential. Good air voice, capable of handling 2-way talk and strong on production. Good pay. EOE. Send tape and resume to: Bill Garcia, Q105, 5510 Gray Street, Tampa, FL 33609. No calls please.

## Help Wanted Programing, Production, Others

**Talk Host** for New Hampshire's leading news/sports/information stations. Must be experienced, informative objective and entertaining; also handle some commercial production, limited sales and public service. Third class endorsed required. Send resume, non-returnable tapes, income expectations, references to B. Mack, General Manager, WGIR/WGIR-FM, PO Box 487, Manchester, NH 03105.

**Director**, for progressive School of Journalism. With demonstrated administrative and teaching ability and professional media experience. To direct 700 students and 10 faculty in broadcast, public relations, news writing/editorial, magazine, and photojournalism programs. Earned PhD desirable. Start July 1, 1976. Send nominations and applications by Jan. 1, 1976 to James R. Gordon, secretary, Search Committee, Bowling Green State University, Bowling Green, OH 43403. An Equal Opportunity Employer

## Situations Wanted Management

**Is your station** in trouble! Turn it into a winner! Five success stories. Believe in right programing, sales-motivation, fiscal responsibility and community affiliation. Definitely bring your bottom line up. Box M-9, BROADCASTING.

**Highly motivated** general manager wants management position. Strong financial and sales management background. Experience includes Radio, CATV and television. Excellent references. Box M-27, BROADCASTING.

**Currently employed** Top 40 market sales manager looking for better growth opportunity as GSM or GM. RAB trained, aggressive, solid, stable, successful track record. Box M-31, BROADCASTING.

**Desire Florida** general or sales manager position. Background includes radio & TV sales, radio rep sales and management. Require \$20,000. Box M-34, BROADCASTING.

**Successful public broadcaster** looking for station manager or program director position with innovative operation. Write for impressive credentials. Box M-39, BROADCASTING.

**Stable, Successful G.M.** unhappy in present situation. Considering change. Have experience in TV. Will consider mid or upper level offers in radio or TV. Box M-47, BROADCASTING.

## Situations Wanted Management Continued

**Sales Manager** and/or sales, proven record of billings and cash flow builder. Looking for position with long term future and good earnings potential. Experience: sales, training, sports, programing, FCC, and more. Replies. Box M-49, BROADCASTING.

**Send for exceptionally** unusual resume and qualifications. Box M-52, BROADCASTING.

**General Manager**, 17 years experience in all phases. Small, medium, major markets. Good track record. Excellent references. Experience includes all areas of management. A dedicated professional seeking new and rewarding position. Box M-54, BROADCASTING.

**Number one salesman** in Top 10 market with lots of ego and empathy desires return to Penna./N.Y. In management/sales, radio/TV, Any size market. Box M-72, BROADCASTING.

**Attention Pennsylvania**, experienced manager, heavy on sales, good record, resume on request, available now. Box M-83, BROADCASTING.

**Northeast only**, Experienced OM, PD, MD, announcer. First phone. 617-892-9529.

**GM, CE**, production, construction, remodeling. Qualified, reliable, stable. Seeking permanent position. 316-835-2418 anytime.

## Situations Wanted Sales

**3 years exp.** Sales manager-small market desire station or sales management. Small to medium California market. Responsible, cost-conscious, good administrator, strong on community and public relations. Box M-1, BROADCASTING

## Situations Wanted Announcers

**DJ, 3rd phone**, tight board, good news and commercials, ready now! Anywhere. Box H-5, BRODDrST X.II

**Basketball**, play-by-play. One of the nation's best. Exciting delivery. Box J-110, BROADCASTING.

**Young, single announcer** seeking small to medium market & Adult Contemp./MOR station. Hard working, dependable, no screamer. Prefer all-night shift. Currently employed 1 1/2 yrs. exp., 3rd endorsed. Will relocate. Box M-3, BROADCASTING.

**Experienced Personal DJ** with 3rd and endorsement: B.S. broadcasting, Tight board, creative production, news, interviews, PBP. Current sports director seeks advancement/change. Box M-37, BROADCASTING

**5 year** 1st phone hard working jock looking for pro outlet. Box M-42, BROADCASTING.

**2 1/2 years experience** young DJ seeks advancement. Third endorsed. Contemporary Top 40 format. Box M-45, BROADCASTING.

**Cincinnati, Columbus, Cleveland** Indianapolis, Louisville and the Midwest. I could be the man you've been looking for. I can offer a show that would feature interviews, talk about the performers and more. I'm a team player who wants to be part of a stable organization. Box M-48, BROADCASTING.

**Rock personality** looking for a home. Prefer small/medium market: Ohio area. Let's talk! Box M-56, BROADCASTING.

**Mod country jock** 1st phone, M.D., with 3 yrs. experience looking for southwestern medium market station to grow with. Tape, resume on request. 512-775-4614. Box M-61, BROADCASTING.

**Well rounded announcer**, major market (5-yrs.) seeks job with emphasis on sports and PBP. Box M-70, BROADCASTING.

## Situations Wanted Announcers Continued

**Announcer DJ** 5 years experience small & med. markets wish to take live on MOR and continue in jazz-jazz oriented format (air check MOR). Prefer midnight shift in good jazz. Will use own collection (400 album, jazz) in mint condition. Open midnight for jazz. Was MD in MOR. Have 1st phone no maintenance. 27, single, dedicated to radio as a career. Write Dedicated jazz jock. Excellent references. Box M-71, BROADCASTING.

**First ticket** MOR pro seeks position with Mid-Atlantic operation. No rock. Will consider country. All replies answered promptly. Box M-86, BROADCASTING.

**Young, single announcer** seeking progressive rock or "soft rock" FM album station. Currently employed. 1 1/2 yrs. experience. 3rd endorsed. Will relocate. Box M-90, BROADCASTING.

**Available in Dec.** College grad with 1 1/2 yrs. exp. Rock, Top 40, Good production. Tape available on request. Will relocate. 3rd. Box M-95, BROADCASTING.

**Mature, communicative** personality in MOR medium market desires MOR or contemporary format in similar size of larger market. Two years experience preceded by eight years successful business management. Age 29. Prefer Ohio, Michigan or Indiana. Box M-99, BROADCASTING.

**Enthusiastic personality** rocker. Third endorsed, college, dependable, employed. Prefer Midwest, all offers considered. Box M-100, BROADCASTING.

**Married Ball State** Radio/TV grad with 2 1/2 years experience with Indiana medium market Contemporary station. Call Stan at 317-288-3568 or my PD at 317-644-1255!

**Sportscaster**. Want to learn rest of business while doing sports. Third endorsed. Just graduated college. Bill Sova, 329 Palmer Terrace, Mamaroneck, NY 10543. 914-698-4826.

**Presently employed announcer** seeking Top 40, rock station. My current rock station is changing format: can relocate! Jim; 716-621-2329 after 5:00 pm NY time.

**Morning Personality** in small market, seeking advancement, currently employed, 1 1/2 yrs. experience, unmarried, 3rd endorsed. 417-667-7992. Relocate anywhere.

**Wayne Erickson**, consistently top rated in 17th market doing modern country, is looking. First phone, super production, PD experience, on-camera TV experience. 813-546-7219. 6873 H 55th Terrace N. St. Petersburg, FL 33709.

**Basketball** broadcasters with major league experience seeks college PBP schedule, any region. 303-756-8660.

**I need a future**, not just a job. Have DJ, Talk, news, sports experience. Bright, friendly personality able to provide listeners with everything they need to know to start or end their day. Total package can include fun topics, politics, controversy, sports interwoven with music. Top ratings. Have played in Boston on 50,000 watt station. Married, 34, 16 yrs. experience. Some TV, adv. agency exp. Contact: Jim Tyrrell, 5 Maynes Ave., Albany, NY 12203. 518-456-2444.

**Experienced announcer/Salesman**. MOR or country. Seek full time announcing or announcing, sales combination. Broadcast experience also includes programing, production, promotion and news. 414-748-7261.

**Experienced first phone** announcer. Good production, news, commercials. Reliable. Currently employed. References. Brad Kissell, 320 1/2 Sherry, Neenah, WI 54956. 414-725-4754 afternoons.

**Northeast only**, Experienced OM, PD, MD, announcer. First phone 617-892-9529

**Reliable, versatile** 3 year radio man available now to keep your station. Bill Smith 516-731-6168



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## Situations Wanted Announcers Continued

**Contemporary MOR** or Top 40 announcer. Production/traffic. 2 years experience. Box 71, Park Forest, IL 60466.

**Experienced professional sportscaster.** Excellent sportscasting, commentary. PBP. Radio and/or television. Jeff. 815-838-1639.

**Florida, College educated.** 3 years experience, contemporary, uptempo. 3rd endorsed. needs break. Norm 305-721-0582.

**10 yr. radio pro,** announcer, personality. Experienced sales, news, automation. First phone, medium market. Desire move up market/mgmt. Contemp. MOR MOR. Btfl. Nick Conti. 34 Green St., Beacon, NY 914-831-6667.

**Commercial radio veteran** seeking work with public radio station. Thorough knowledge of classical, jazz, folk and blues. Sharp production, journalism background. Tapes, resume, references. Contact Jim Dulzo, 313-994-0503; 2711 Lohr, Ann Arbor, MI 48103.

**Black announcer,** newscaster 3rd endorsed with an audition tape that demonstrates a talent for a smooth precise performance. Ken Stanley 2747 N. 29th St., Phila., PA 215-223-7399. Call after 6:00 PM.

**Announcer, experienced,** 3rd endorsed. Top 40 or MOR. Johnny Dial, 1216 Washington, Itasca, IL 312-773-2782.

**In the door,** wrong house. Need work. Need jock who has fun with audience? Good voice. love to be let loose on creative production. Will work hard! Write PO Box 754, Defiance, OH. Call 419-393-4189.

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## Situations Wanted Technical

**Engineer, 21,** 4 years TV, AM, FM. Wants Calif. San Joaquin Valley Feb-March '76. G. Davis, 7711 N. 60th, Apt. 102, Milw., WI 53223.

**Contract Engineers.** Proofs. Preventive maintenance after sign off. Installations. Two men. \$9 per man per hour. Portal to portal. Nathal Juni. 815-968-0767.

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## Situations Wanted News

**Opportunity to grow sought** by newsmen, with 14 years experience. Now in northeast suburban. Box K-200, BROADCASTING.

**All-around Newsmen.** Dig, write, and air. "Actuality-oriented." Broadcasting degree. Prefer East or Midwest. Will consider others. Box M-19, BROADCASTING.

**NIS News director** unhappy in present situation. Seeks job in another market. Highly qualified. Box M-46, BROADCASTING.

**Professional newsmen** I'll be covering the entire presidential campaign. Take my reports exclusively in your market. Unique, complete, low-cost. Box M-50, BROADCASTING.

**Experienced reporter,** solid delivery, heavy on actualities, features, seeks Top 50 market. 7 yrs. radio, 2 yrs. news. BA, 3rd phone. 914-691-2569 or Box M-57, BROADCASTING.

**News Director** at 100-kw public FM desires move to reporter of ND in medium or large market. Prefer Midwest. Box M-60, BROADCASTING.

**Grad, MA Government/Communications** seeks first news and/or public affairs position. Political analysis experience. Broadcast school grad. BSEE, studio engineering experience. Tape, resume available. Box M-63, BROADCASTING.

**Female, announcer/reporter** excellent delivery, on-air experience desires relocation in Mid-Atlantic area, airchecks, resumes available. Box M-73, BROADCASTING.

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## Situations Wanted News Continued

**All-night telephone** talk show host, now working at 50,000 watt FM suburban station, looking for bigger market and better pay. Six years in radio, preferably in midwest. Send for resume and tape. Box M-82, BROADCASTING.

**5 yrs. experience,** varied background: all news and talk. College degree. 1st, 27, dependable, references, wants to relocate. 813-689-9171.

**Public Affairs Director/News Director/Talk show** host. Combination with major market results. Keith Harrington, 6575 Foxridge Mission, KS 66202. 913-432-6681.

**4 year pro.** All news experience. Excellent credentials. Solid references. Know sports. No small markets. Douglas O'Brien 1-313-534-0251.

**Washington Correspondent,** remarkable background: Extensive experience. With CBS O&O. Number one radio-TV anchorman-producer-writer with 65 percent share in top five market for 12 years. Editorialist, news director, cartoonist, asst. professor Communications. Warm, authoritative delivery. Now free lance. Seeks permanent location at station or University. Dick Westerkamp, 9451 Chatteroy Pl., Gaithersburg, MD 20760. 301-869-8127.

**First phone news** person. Some radio experience. Journalism radio-TV major. Adaptable to your needs. 304 West 81 Street, New York 10024.

**Baseball PBP** 4 years experience PAC-8. Can do other sports, can double in PR. Sales, advertising, excellent references. Perfect for major/minor league operation. 213-477-6178.

**Broadcast Newswoman,** creative, efficient, unencumbered. College plus 3 years experience. Sue McNett, 14306 Lowe, Riverdale, IL. 312-849-2303.

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## Situations Wanted Programing, Production, Others

**Five years experience.** Music, production, promotion, degree, common sense. Ready for medium market Top 40 program directorship. Box K-32, BROADCASTING.

**Versatile:** 18 mo. experience in production, news, board, 6 mo. school experience, 3rd, prefer Michigan. Box M-33, BROADCASTING.

**Husband and wife team.** She's experienced reporter and writer; he's experience in public affairs, production, programing and management. Both have good jobs now but are looking for station willing to develop husband-wife air-production team. Reply Box M-38, BROADCASTING.

**Able director-producer.** Competent in all phases. Would like to work into a unit operator. (ENG systems). Prefer Northeast. Box M-68, BROADCASTING.

**Young, liberated copywriter** heading home. Experienced, creative. Seeks fast-paced medium/large Northeast market. Box M-79, BROADCASTING.

**Northeast only.** Experienced OM, PD, MD, announcer. First phone. 617-892-9529.

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# TELEVISION

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## Help Wanted Sales

**Salesperson, Television Commercials.** Excellent opportunity for professional salesperson with the country's top producer of television commercials, syndicated nationally to better retail stores. We are expanding and require one more salesperson, effective January 2nd, presumably in the Eastern territory, but we can be flexible for an outstanding person. At least 7 months intensive travelling essential. Drawing account against earned commissions. Include, in resume, current earnings. All replies confidential. Box M-75, BROADCASTING.

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## Help Wanted Announcers

**Wanted experienced** staff announcer for Gulf Coast television. Send video tape, resume and salary requirements to: Tommy Young, Box 2367, Mobile, AL 36602. An Equal Opportunity Employer.

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## Help Wanted Technical

**Transmitter Supervisor.** Southeast VHF, good technical background, mature, reliable person who wants a permanent position with an excellent company. Will consider No. 2 who is ready to move up. Box M-41, BROADCASTING.

**Major operation** in med. market needs an aggressive hands-on Chief Engineer. Must be a take-charge individual with specific knowledge and experience, primarily in studio operations. Station is well equipped with large VTR department including cart machine. Job offers excellent salary and benefits with a good chance for professional growth. Include current salary and resume in first reply. Box M-67, BROADCASTING.

**Chief Engineer,** Excellent opportunity for advancement at established UHF station in Southeast. Good salary & fringe benefits. Send resume to Box M-69, BROADCASTING.

**WGBH-TV in Boston** has openings for a Chief Engineer and an Engineer in charge of studio and Post production. Interested parties should send resumes to: Claudia Noble, Personnel Director, WGBH-TV, 125 Western Avenue, Boston, MA 02134. WGBH is an Equal Opportunity Employer.

**Experienced maintenance engineer** for radio and television system, including FM stereo, CCTV studios, helical VTRs. First phone required. Salary \$13,000. Contact Harry Matthews, Chief Engineer, State University, Oswego, NY 13126.

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## Help Wanted News

**Action News format** seeks dynamic, experienced anchorperson. ABC affiliate in Southwest state capital. Resume, picture, salary requirements. Box M-53, BROADCASTING.

**Top 20 market,** doing hour news, needs strong sharp, take charge News Producer. Stickler for detail. Must have experience in solid news stations. Box M-85, BROADCASTING.

**Sports Broadcaster.** Sports should be fun again! TV sports should ask tough questions of the pros, comment and give opinion, and celebrate the average people who love it. If you can do it, write Box M-98, BROADCASTING.

**Anchorperson** major Gulf Coast resort city. Hard investigative news. We are already Number One, but not satisfied. Send all information and tape on first reply. Tapes returned. KIII-TV, Box 6669, Corpus Christi, TX 78411.

**Reporter, photographer,** some experience radio or television news gathering, reporting, emphasis on mature look. voice WABI-AM-TV, Bangor, ME. 207-947-8321.

**Experienced TV Sports Reporter/Announcer.** Prefer solid background in athletics and knowledge of video tape photography. Send resume to WCBD-TV, PO Box 879, Charleston, SC 29402. An Equal Opportunity Employer.

**News Director** for medium market CBS VHF. Call Mr. Walden, 614-282-0911. An Equal Opportunity Employer.

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## Help Wanted Programing, Production, Others

**Publicity Manager** for northeastern public television station. Responsible for all "non-paid" promotion, including production of on-air promos, press releases, spot copy, critics previews in two major cities. Applicants should have three years experience. To \$14,000 depending on background. Equal Opportunity Employer. Send resume to Box M-22, BROADCASTING.

## Help Wanted Programing, Production, Others Continued

**Creative Services Director.** a take-charge creative person to supervise commercial production, oversee all live production. 20 year VHF CBS affiliate in medium market. EOE. Box M-55, BROADCASTING.

**Position Opening.** The Regents of the University of New Mexico and the Albuquerque Public Schools Board of Education, both equal opportunity employers, announce the search for a Director of KNME-TV, Channel 5, Albuquerque, which is jointly operated by the above licensees. Educational Requirements: Minimum M.S. or M.A. in Communications, broadcasting, or related fields. Other Requirements: The Director must have a minimum of five years television broadcasting experience, and three of those years should have been as a manager of assistant manager in public broadcast television. Extensive experience in education or in curriculum development and adaptation of curriculum to a television format and in the development of training films is necessary. Desirable Additional Experience: A person who has worked in a public television operation that is related to an educational institution or who has worked with either the Public Broadcasting System or the Corporation for Public Broadcasting is preferred. Experience in broadcasting and internship programs which develop managerial skills and lead to management positions in public broadcasting plus budgeting and financial management experience are also desirable. All applicants should submit all professional and other information related to the above criteria when applying. Salary: \$24,000 (approximately). Send applications and resumes to KNME-TV, the University of New Mexico, Albuquerque, NM 87131. Applications must be received no later than Dec. 15, 1975. Selection process will be completed by Jan. 7, 1976.

**WBBH-TV, Fort Myers, Florida** is considering applicants for: Cinematographer/Editor. You will work with an experienced creative staff to produce local TV commercials. Substantial working experience plus knowledge of the "television station system" is required. For information contact: Creative Services Director, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. or call 813-936-0195.

**Graphic Design Supervisor** for University public television station production house. Three years television graphic experience required. Bachelors degree preferred. Salary \$13,000. Submit resume to M. Smukler, WHA-TV, 821 University Avenue, Madison, WI 53706 by November 15. Applicant must have portfolio available on request. The University of Wisconsin-Extension offers equal opportunity in programing and employment, and minority candidates are encouraged to apply.

**Commercial Producer/Director** who can create a spot from concept to completion including machine work. Beautiful area, CBS-V, WINK-TV, PO Box 1060, Ft. Myers, FL 33902.

**Position Open.** Assistant Professor. Television and Video productions. Fall, 1976, M.A. or Ph.D. with professional experience. Strong technical and teaching competence is mandatory to take responsibility for existing TV production courses using 2-inch black and white studio and VTR systems other than 2-inch, especially 1/2 inch. Effective student advising also mandatory. Some program and curriculum development will be called for. Deadline: February 1, 1976. Direct inquiries to: Dr. Robert O. Blanchard, Chairman, Department of Communications, The American University, Washington, DC 20016. An Equal Opportunity Affirmative Action Employer.

**Executive Television Producer** position in University Telecommunications department. Will coordinate all production activities, develop program concepts with faculty and community groups, supervise production budgets and grants. Coordinate university programing with local public broadcasting facilities. Must have masters in Broadcasting, communication or related field, 6 years experience in television production. Applications closed November 24, 1975. Send resumes to: Dr. Clair R. Tettemer, Director, Telecommunications, Wright State University, Dayton, OH 45431.

## Situations Wanted Management

**Station Manager,** operations-program director, etc. Highly qualified experience all phases. Special expertise in new station preparation (5 V-UHF), organization, troubleshooting. Heavy sales involvement. Accustomed to formidable challenges, responsibility. Aggressive quality competitor ready for new challenge. Box M-58, BROADCASTING.

**General Sales Manager,** Top 10 market, has achieved first and continuing station profit for hard sell, independent that was in red since inception. Degreed, family, young, employed. Seek similar challenge. Preference coastal market. Box M-92, BROADCASTING.

**Desire position** as admin asst. of ass't bus mgr. BS in Broadcast Engineering, MBA, 23 and married. Three years TV engineering experience. Reply Box M-93, BROADCASTING.

## Situations Wanted News

**Producer-Cinematographer,** 26, sound news judgment: 5 years TV news experience. Seeking position on documentary unit or in production minded news department. Box M-2, BROADCASTING.

**Sportscaster-Commentator.** Want to relocate. 7 years experience. Television and radio sportscasts. Eager to get into large market. Great on the air. Can do play by play. Tape available. Box M-25, BROADCASTING.

**Versatile, hard-working,** degree, medium market experience in all phases. Seek stable position as producer and/or reporter in Midwest or Midsouth. Available in Mid December. Box M-36, BROADCASTING.

**Super weather personality.** Young. Pleasing air presence will add zip to your newscast. BS in science. BA in TV Communications. Prefer Personal interview. Box M-43, BROADCASTING.

**Experienced anchorman** with reporting background, 30, available. Box M-44, BROADCASTING.

**Female with** radio news experience, excellent voice and appearance, desires switch to television in Mid-Atlantic area, airchecks, resumes available. Box M-74, BROADCASTING.

**News Director.** AM-FM-TV with superb credentials seeks anchor post. Network related experience. Resume and excellent references furnished on request. Box M-81, BROADCASTING.

**Competitive and creative anchor-journalist** looking to break into Top 100. Not all small market television is bad, just the losers. Tapes available to show why I'm the winner after 20 year dominance by the competition. Box M-88, BROADCASTING.

**Weatherman** doing number one show in upper 20 market desires a move up to a progressive station. Exception presentation, appearance, and delivery. Box M-97, BROADCASTING.

**Professional News Director/Journalist** with 22 years major/small markets. Experienced and skilled all newsroom duties, including anchor, talk to consumer, editorials. Background includes revitalizing lethargic department to creating/managing new and large, major market, newsroom. Sober, mature Los Angeles family man, 40, seeks stable, small station with news commitment. Will relocate. 714-581-0876.

**Reporter-Photographer,** Four years experience in top forty markets. PO Box 177, Yardley, PA 19067.

**Experienced Sports Director,** Top credentials, on-air and film production. PO Box 7023, West Trenton, NJ 08628.

**Sports-reporter/photographer,** medium mkt. experience. Eyewitness format. College. Can do happy news features. Radio PBP Young. Covered WFL team. 901-386-3167.

**If you need** a producer, assignment editor, or assistant ND, I can meet your needs and more. I have five years excellent news experience (awards/master's) and know what makes a good newscast. 404-876-1134 after 5 pm EST.

## Situations Wanted News Continued

**Sportsman,** Newspaper, radio, CATV, TV background. Master's and first. TV-radio PBP experience. Strong knowledge of hockey, basketball, baseball, football. Call Pete at 309-342-3525.

## Situations Wanted Programing, Production, Others

**Producer-Director,** 3 yrs. experience in major-medium. B.A. Background in news, remotes (sports, PA), commercials. Heavy experience w/ENG. Budget-conscious, creative. Jonathan Ward, Holden Rd., Box 329A, Pine City, NY 14871.

**Studio Wizard.** Heavy audio plus camera, floor, lighting, switching, editing, and VTR; 8 year pro ready to relocate. 3rd ticket endorsed. Alan Kaufman, 801 Conrad, Lansing, MI 48910. Call 517-393-1887.

**Experienced Communications** one year. Color camera, VTR, audio, lighting. B.A. degree, 26, anywhere. David Mackintosh, 6 Herbert Drive, New Hyde Park, NY 11040. 516-742-9605.

**Bob Long** is looking for self-actualizing position in public TV or radio. Masters, married, opportunity to work into upper level management. Currently employed. For resume, write: 603 1/2 Hobart St., Michigan City, IN.

## CABLE

## Situations Wanted Programing, Production, Others

**Seeking career** in Cable or instructional public TV. Currently serving as ITV/CCTV coordinator. Have Master's degree and 1st Class FCC. Eight years reaching experience in public schools. Box M-65, BROADCASTING.

## BUY-SELL-TRADE

## WANTED TO BUY EQUIPMENT

**Used 50KW RCA** Vestigial side band filter for Channel 13, offset plus, Bridge Diplexer, and Harmonic filters. Also RCA MI-26182-3 4 ft. Microwave dishes with Antenna feeds. Max Pierce, KSFY-TV, Sioux Falls, SD 57102.

**Used quad VTR wanted.** Prefer Ampex 2000 or 1200. Will consider other hiband. Write to Recortec, 777 Palomar, Sunnyvale, CA 94086.

**Want to buy** 10 kw FM transmitter less exciter, reasonable vintage. WTIP, Box 3032, Charleston, WV 25331.

**We need used** 250, 50, 1KW, 10KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

## FOR SALE EQUIPMENT

**Gates BC-1G** 1 KW AM transmitter. Immaculate. 3,800. Box K-114, BROADCASTING.

**Schafer Automation,** Model 800, 5 Ampex AG 440, network joiner, 3 carousels, (2 R.S.), logger, SMC Card reader for programming carousels, presently running hiparade format, \$14,500.00 803-279-2330. WZZW, PO. Box 1584, Augusta, GA 30903.

**Ampex VR-1100,** Loaded, Amtec, Inter-Sync, editor, two used heads. Also GVG 900 SE-3 special effects generator. Call Robert Gascon 716-464-2583.

**RCA BTF-3B XMTR,** includes GE BM-1-A monitor, Mosely SCG-2SCA, rack, spare tubes, parts. FCC SCA approved. \$3,000. KPMJ 805-483-2303.

**Quads, quads, quads,** Fully refurbished Hi-band color VTR's like new; Ampex 2000's, 1200's, HS-100's. RCA TR-70C. Call or write A.F. Associates, Inc. 415 Stevens Ave. Ridgewood, NJ 07450. 201-447-0096.

## For Sale Equipment Continued

**Mole Richardson 750's**, 2K's, 5K's cable, grip equipment, Camart Dolly, Crab Dolly, MR Sd boom with perambulator, flying grid, pipes, clamps, trombones, flats. Cheap. 212-369-2552.

**PC70 Norelco Camera** 10-1 zoom, CCU complete. Clean, like new. \$35,000.00. 212-369-2552.

**Weather radar:** X band radar with complete spares including spare receiver-transmitter and synchronizer units. Twelve inch PPI and remote scopes. Used 8 months. Complete test equipment. Aeromet, Inc., Box FF, Norman, OK 73069. 405-329-2424.

**Gates BCIT**, 1 KW AM transmitter. Spotmaster recorders models 500 and 505. Collins Console model 109. Post Office Box 820, Bartolo, FL 33830. 813-533-9005. Package \$4,500.00.

**4 years old** in excellent condition. Gates 12 Bay Circular FM antenna or 2-6 Bay Circular FM antennas. Call Sam Sherwood 612-633-9667.

**RCA TT50AH** Complete less control console. Channel 7, including side band filter, harmonic filter, color notch filters. Spare parts and spare tubes. Hal Hackbarth, KHQA TV, Quincy, IL. 217-222-6200.

**IGM Computer Programmed** automation system. Three cabinets with three Revox, one Instacart, one Carousel. Time announcer and teletype full-page logging. Looks new. Contact WKOG, Gordon, GA. 912-628-2000. Ralph V. Lavender, Gen. Mgr.

**2- Rust Remote** Control units & other assorted parts. Any reasonable offer considered. FOB Lynn. Call Paul Allen 617-595-6200.

**Video jukebox** automatic programmer. Like new VJB-12 & VJB-1, Channel 2 Cablevision, Box 1, Oxford, MS. Phone 601-234-8537.

**Stereo FM transmitters:** Collins 830-F-1B-5KW, Gates FM-5-B-5KW, RCA BTF-5B-5KW, RCA BTF-5D-5KW, Collins 830-F-1B-5KW, RCA BTF-10D-10KW, RCA BTF-20E-20-KW. Communication Systems, Inc., 1001 Perry Avenue, Cape Girardeau, MO 63701. 314-334-6097.

**Hellax-styroflex.** Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

**One stop** for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer Company, Box 8057, Pensacola, FL 32505.

**For Sale:** BPI AR-1000 Stereo automation system, excellent condition, three years old, removed from service for format change. Includes digital clock, two net joins, three Revox, Carousel with BPI Random select, remote control, stereo line amplifier, all wiring, deluxe three-bay cabinet. No problems, plenty of expansion room, complete set of spare cards for AR-1000. WIZO AM FM 615-794-4103.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

**"Revolutionary Garbage,"** "It's great!" fell on my —" say jocks about Dave Spector Comedy, the only new original Kornless sophisticated material available. Sent to over 200 stations, even Nebraska. Chicago columnists: "...he tops even Carson...Spector is taking on Hollywood!" Other services are old, stolen, or korny, but Spector is a whole "Tonight Show" writing staff. 12 monthly issues \$15.00. Subscribe immediately, and may a deceased engineer use a bulk eraser on your sister! No samples, trust me! Dave Spector, WIBA Suite 2801, 75 E. Wacker, Chicago 60601.

## 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.

## Miscellaneous Continued

**Custom Program concepts.** Image I.D.'s, features, DJ intros, promos, commercial jingles. Free demo. Krishane Enterprises, Inc., 4601 Willis Avenue, Sherman Oaks, CA 91403.

**Your commercials** done by a "network pro." 25 years in the business. \$7.00 per spot. Dio Productions, 207 Elliot, Brattleboro, VT.

**German News Service.** Weekly taped reports, actualities and live feeds. American Press Service, 4 Dusseldorf, Fortuna Str. 23, West Germany.

**Every market can afford** programming and engineering consultants. Pac Three Enterprises offers a combined total of 25 years of experience and research. We can make your radio station. Write Box 19042, Phoenix, AZ 85009. 602-966-9276.

## PERSONALS

**Abilene Christian College** ex-students: If you have been or are now active in any phase of broadcast related activities, write Lowell Perry, Station ACC, Box 8202, Abilene, TX 79601.

## INSTRUCTION

**Kiis Radio's Broadcasting Workshop** for Professional DJ & News training. Both in studio and on-air training. Write: Kiis, 8560 Sunset Blvd., Los Angeles.

**Grantham's FCC License Study Guide.** New. Covers third, second, and first class radiotelephone exams. 377 pages. \$8.95 postpaid. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

**Job opportunities** and announcer-dj-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

**First Class FCC license** in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

**Naked girls** or free booze are not available at the Institute of Broadcast Arts in Chicago or Milwaukee. Current FCC license updates and the lowest prices in the Midwest area are available. 312-236-8105 or 414-445-3090.

**No: tuition, rent!** Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

**1st Class FCC**, 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

**REI teaches electronics.** Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Nov. 10, Jan. 5, Feb. 16. 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!

**Omega State Institute**, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today. 312-649-0927. 333 East Ontario, Chicago, IL 60611.

**No FCC License?** Tried every way but the right way? It's time for Genn Tech. Home study. Free catalog. 5540 Hollywood Bv., Hollywood, CA 90028.

**San Francisco Bay area.** First Class license. Guaranteed results. Lowest price. Dave Ware School of Broadcasting. 408-377-6000.

## RADIO Help Wanted Management

# General Manager

# CLASSICAL MUSIC

**For planned, classical/fine arts format in major East Coast market. Inquiries treated confidentially.**

BOX M-87, BROADCASTING.

*An equal opportunity employer,  
mlf*

**General Manager/Minnesota—Exciting growth potential for strong sales-oriented manager in competitive, medium market, AM/FM combo. \$30,000 to \$35,000 first year. Strong sales management experience a must. Call or write Jim Mishler, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631, (312) 698-6171.**

## Help Wanted Sales

### TIGER WANTED

5000 watt full time in major market with FM needs a tiger to manage, plan, manipulate, motivate and show the way in SALES. In confidence tell all in your letter to BOX M-103, BROADCASTING. This Station is located in the most ideal of the top 20 ADI's. EOP.

This is an open invitation for two people to join TM Productions' growing marketing team as representatives in the Midwest and Southwest.

Frankly, we're only interested in people who are way above average in integrity, intelligence, and motivation. We want people with experience in sales and programming at the radio station level, people who can solve problems creatively. Our representatives are self-starting professionals who love to travel. Their earnings are limited only by the amount of time and energy they invest in themselves and in their clients. The product they sell is the finest in the world, and we pledge to continue to provide creative, useful product that broadcasters will need and want.

If you're our kind of people, we want you on our team. A letter and resume to Jim Long and Jerry Atchley, TM Productions, Inc., 1349 Regal Row, Dallas, Texas 75247, will get an immediate response.

**For Fast Action Use  
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## Help Wanted Announcers

### NFL PLAY BY PLAY 1976

We are now accepting applications for Play by Play RADIO voice for next season. This is year round job in ideal major market. The individual picked will act as sports director of station with regular assignments in addition to NFL Play by Play.

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## Situations Wanted News

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## TELEVISION

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## Help Wanted Technical Continued

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The newsworthy of broadcasting and allied arts

# Books for Broadcasters

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320. TELEVISION: THE CREATIVE EXPERIENCE edited by A. William Bluem and Roger Manvell. Provocative essays and dialogues by leading writers, producers, directors, performers and technicians. 320 pages, 6" x 9", index. \$9.95

307. CLASSROOM TELEVISION: New Frontiers in ITV by George N. Gordon. When to use it, how to use it, and how not to use it. 320 pages, 6" x 9", 133 ill. \$8.95

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**EXPERIENCED BROADCASTER HAS READY CASH TO PURCHASE A COMBO AM-FM OR AM STATION IN ARKANSAS AREA. POPULATION COVERAGE IMPORTANT. \*WILL CONSIDER SURROUNDING STATES. WRITE BOX: M-77, BROADCASTING.**

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Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

### Rates, classified listings ads:

—Help Wanted. 50c per word—\$10.00 weekly minimum.  
(Billing charge to stations and firms: \$1.00).  
—Situations Wanted. 40c per word—\$5.00 weekly minimum.  
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—Add \$2.00 for Box Number per issue.

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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.

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_

## Les Arries Jr.: one of Buffalo's busiest

It may be that Les Arries Jr. has never swept out a studio or performed other janitorial chores around a television station, but don't bet on it. He has done just about everything else along the route to his present post, and it could be that he has established his bona fides with a broom as well. It is a matter of record that he has dug cesspools, though that was before he got into broadcasting.

His present post is president of WBEN Inc., licensee of WBEN-AM-FM-TV Buffalo, N.Y., and the route to it started 29 years ago at experimental W3XWT Washington, predecessor of WTTG(TV) there. Mr. Arries got into broadcasting by what some might consider the easy way, through his father, the late Leslie G. Arries, who was manager of W3XWT and later of WTTG (and who subsequently became sports director of ABC-TV). Actually, he had planned to be a patent lawyer and, to get some technical background, had taken his degree in electrical engineering. But World War II intervened and he spent two years in Navy classrooms studying things like radar and electronics, and when he got out, he'd had it with schooling. He spent a summer digging those cesspools on a dude ranch in Colorado, and when his father offered to find him a job at the station, he accepted.

It was more like a lot of jobs, for he was doing many things. He started as an engineer, working the audio console and especially the iconoscope cameras, which got him involved in covering things like the Roller Derby, the lighting of the White House Christmas tree, hockey games, baseball and other remote events.

When the Allen B. DuMont Laboratories, which then owned WTTG, opened WDTV(TV) Pittsburgh (now Westinghouse's KDKA-TV) a couple of years later, he was sent there as program operations manager. Another couple of years and he was moved on to New York as a producer-director and subsequently assistant director of programing and production for the DuMont network.

The next broadening of Mr. Arries's experience occurred in 1953 when DuMont sent him back to Washington as WTTG's third general manager. It was broadened again in 1956 when, with DuMont phasing out its network operations, he signed on with CBS Television Spot Sales as a salesman in Chicago. That association was relatively short-lived. "I was so used to working with have-nots that I didn't know how to work with haves," he says. So when he had a chance to help the *Boston Herald-Traveler* put its WHDH-TV on the air, he went to Boston as director of televi-



Leslie Goodwin Arries Jr.—president, WBEN Inc. (WBEN-AM-FM-TV), Buffalo, N.Y.; b. Dec. 22, 1924, Evanston, Ill.; BS in electrical engineering, Northwestern University, 1945; U.S. Navy 1943-46; with Allen B. Dumont Labs' WTTG(TV) Washington and predecessor experimental W3XWT as engineer and later director of remote programs and special events, 1946-48; program operations manager, Dumont's WDTV(TV) Pittsburgh, 1948-50; producer-director and later assistant director of programing and production, DuMont TV network, New York, 1950-53; general manager, WTTG, 1953-56; salesman, CBS-TV Spot Sales, Chicago, 1956-57; director of television, WHDH-TV Boston, 1957-64; manager, Westinghouse Broadcasting's KYW-TV, then in Cleveland, 1964; president, Group W Productions and Program Sales, 1965-67; VP and general manager, WBEN-AM-FM-TV, 1967-74; in present post since Oct. 31, 1974; m. Kathleen Ortel in March 1975; four children by previous marriage: Leslie 3d, 23; Linda, 20; Lauren, 18, and Lisabeth, 16.

sion and held that post for the next seven years.

He is particularly pleased with WHDH-TV's performance in news and programing under his direction, which included overseas filming by WHDH crews and a program exchange with Sao Paulo, Brazil. Westinghouse Broadcasting Co., whose WBZ-TV Boston was a competitor, may have been impressed, too, because in 1964 Westinghouse officials hired him to manage their KYW-TV Cleveland. But about that time the FCC issued its famous swap-back order that told NBC to reacquire its Cleveland station and said that Westinghouse should reassume its Philadelphia holdings. The result was literally unsettling. "I had bought a home in Cleveland and still owned one in Boston, and was doing surveys in Philadelphia," Mr. Arries points out.

Mr. Arries has a reputation for speaking his mind, an example of which propelled him to his next job. NBC had appealed the swap-back order, making somewhat less

urgent his need to go house-hunting in Philadelphia. Thus he was still in Cleveland when Donald H. McGannon, president of Westinghouse Broadcasting, visited KYW-TV and asked a question. What, he wanted to know, is wrong with Westinghouse's program production company? "I told him, 'You are,'" Mr. Arries says, "and went on to explain that he had two people doing jobs that should be done by one." Mr. McGannon, he recalls, asked him to draw up a blueprint for the production and syndication operations but he stalled until he had no other choice. The upshot was that he was made operations director and later president of the production and syndication companies, since combined under the name of Group W Productions.

Mr. Arries finds—or makes—time to be active in both broadcasting and community affairs. He is currently chairman of the All-Industry TV Stations Music License Committee, a historically thankless job that involves tedious negotiations with TV's major music suppliers; is on the boards of Broadcast Pioneers and the Television Information Office, a member of President Ford's Citizens Action Committee, immediate past chairman of New York State Broadcasters, a former member of NAB's TV board and, at the community level, chairman of the Buffalo Area Chamber of Commerce and on the boards of, among others, the National Conference of Christians and Jews and the Buffalo Philharmonic Orchestra, and the advisory boards of the Salvation Army and the Buffalo Council on World Affairs.

He is also a leading spokesman for U.S. broadcasters along the Canadian border in their ongoing battle against Canadian cable systems' deletion of commercials in picking up their programing, and against pre-release of U.S. programs on Canadian stations. What U.S. border stations receive from Canadian advertisers—a sum the Canadian government is trying to reduce drastically—"is small recompense for U.S. stations, considering that our programs built the \$106-million cable industry in Canada," he says.

Mr. Arries sees himself as a member of two generations that turned television into a profession, treating it not as entertainment but as a social force.

"I believe broadcasting is the leading social force in our society today," he has said. He considers the American businessman an "endangered species," partly because of "big government" but also partly as a result of business's own doing. "The community," he said in a recent speech, must get the same kind of attention formerly given only to profits, customers and employees.

# Editorials

## It didn't have to happen

Family squabbles are usually regrettable. Certainly it is dismaying to see members of one branch of television suing other branches, as is happening in the current court challenge to "family viewing" (BROADCASTING, Nov. 3). Whoever wins, television may lose, if only because of the inflaming of antipathies that habitually occurs when disputes reach such a pass.

We cannot accept whole the contentions of either side. We do not know, for instance, whether the family-viewing concept has in fact frustrated creativity, as the producers and unions claim. But even if it has, regrettable as that would be, it is broadcasters, not producers and unions, who by law must have final say over what is broadcast. For their part, the broadcasters adopted family viewing to accommodate the FCC. Thus they have enabled the FCC to engage indirectly in meddling that would be patently unconstitutional if attempted directly.

On this, our position coincides fairly squarely with the central thrust of the lawsuit: that family viewing was adopted as a result of government interference designed to circumvent the First Amendment. If the suit leads the courts to invalidate that technique, it will have been more productive than internal litigation usually is. Heaven help us if it leads to judicial endorsement of the principle of FCC nudge and industry response. In that case the real nudging, not to mention shoving, is yet to come.

## Curiouser and curiouser

Lewis A. Engman, the chairman of the Federal Trade Commission, has summed up all the best arguments for repeal of the fairness doctrine. Unlikely though his new role may seem to broadcasters who are accustomed to read harsh restrictions coming from his agency, Mr. Engman must be welcomed as an articulate ally who has put the case for fairness relief as well as anybody has put it.

It all gets a little bewildering when public officials get to talking about the fairness doctrine these days, or about the political-broadcasting law, Section 315, which contains it. In the same week that the chairman of the FTC was decrying the fairness doctrine as an unconstitutional abridgement of the broadcasters' rights (BROADCASTING, Nov. 3), the chairman of the FCC was defending it. The bewilderment doesn't stop there. FCC Chairman Richard E. Wiley's defense of the fairness doctrine was coupled with his equally assertive defense of the agency's recent actions liberalizing the definition of news events that are exempt from the equal-time standard in the same law. When Section 315 is the topic of discussion, the journey through wonderland is endless.

Wonderland was to be found in the Senate last week when Chairman John O. Pastore (D-R.I.) began stoking up the case against the FCC's redefinition of candidate news conferences and debates as bona fide news events that qualify for live coverage without obliging broadcasters to give equal time to every other candidate seeking the same office. Mr. Pastore was the floor leader in 1959 for the legislation that amended Section 315 to exempt news broadcasting in all its forms from the equal-time restriction.

It was during that 1959 debate that Senator William Proxmire (D-Wis.) argued for the insertion of the fairness doctrine in the law. Before that, fairness had been merely a vaguely stated and erratically applied whimsy of the FCC. Once adopted in an act of Congress, it became a mandate for all of those heavy-handed FCC rulings that have ensued.

Here the paths through wonderland turn even more perplexing.

Senator Proxmire for the past year or so has been loading the *Congressional Record* with arguments favoring repeal of the whole of Section 315, including the fairness doctrine he originally demanded. Indeed he now asserts that the entire section violates the First Amendment.

Mr. Engman has chosen a smaller target, but the points he makes apply as well to the whole section as to the fairness paragraph. Both the equal-time and fairness restrictions have probably inhibited the broadcast of controversy and thus have created unconstitutional prior restraint. And as for broadcasting's entitlement to the same freedom the First Amendment guarantees to older members of the press, Mr. Engman's case is persuasive.

It may be true that Mr. Proxmire's is a lonely voice on Capitol Hill and Mr. Engman's in the federal bureaucracy. But the enlightenment that has come to them must inevitably spread. Perhaps not in this session of the Congress, or in the next; perhaps not this year in the courts, or next, but some day the gross unconstitutionality of Section 315 will be finally declared. Broadcasters who value their journalistic role will unceasingly seek that finality.

## OTP's nine lives

President Ford and Congress may be at sword's point on other matters, but the Office of Telecommunications Policy, which is supposed to be advisory only to the chief executive, holds its lease on life mainly because of congressional pressure.

OTP has been flying on one wing since its first and only director, Clay T. Whitehead, resigned more than a year ago. The Office of Management and Budget, also in the White House, had urged the phasing out of OTP, with spectrum housekeeping functions transferred to the Commerce Department. But OTP supporters in House and Senate mustered enough support to keep it airborne, in spite of a totally unproductive record since its creation by President Nixon in 1970.

Now President Ford himself has announced that OTP will continue operations (BROADCASTING, Nov. 3). This came after Senator Howard Baker (R-Tenn.) had interceded. And it came at about the time former FCC Commissioner Robert Wells, Kansas Republican, was eliminated from nomination for the directorship.

We still think the OTP ought to be terminated as such because it has no record of accomplishment. Now it will be interesting, in light of these late developments, to see whether someone bearing the endorsement of Senator Baker gets the director job.



Drawn for BROADCASTING by Jack Schmidt

"Gee, Mr. Winston, I hope you're hiring me for my journalistic competence and not just for my body."



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For some time, we've been running ads talking about the proper use of our name.

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Coupons must be received by January 1, 1976. All correct coupons will be put in a barrel and five winners will be drawn by our trademark attorney.

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### XEROX

Trademark Quiz, P.O. Box 9332,  
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I am circling the numbers of those sentences which use the Xerox trademark *improperly*.

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2. I want all the xeroxed copies in one file.
3. There's a xerox on the sixth floor which will reduce documents.
4. Could you Xerox these files for me?
5. The Xerox 4500 copier can copy on both sides of the paper.
6. Let me see those Xeroxes.
7. Xerox textbooks are used in many schools.

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