

**New edge for minorities in channel competition  
ANA hears alarm about diminishing TV efficiency**

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# Broadcasting Nov 4

The newsworthy of broadcasting and allied arts

Our 44th Year 1974

Nov. 4, 1974

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There are forty-one privately endowed black colleges surviving in America. One is Wiley College in Marshall, Texas. The story of the school and its president inspired a 30-minute KPRC TV special that Houston is still thinking about.

"The Right Man" is the story of Dr. Robert E. Hayes, who was hired as president of Wiley College for but one reason. To close down the school. Instead, he tried to save it.

Dr. Hayes told his own story in his own words. And people listened. The Houston Chronicle's TV Editor wrote, "There aren't many shows I'd interrupt a vacation to preview, but this is one exception I wouldn't want you to miss."

The Houston Post said, "Everyone should see it." We think so, too. That's why we're making "The Right Man" available free to other stations throughout the country.

If you'd like to preview "The Right Man" for broadcast to your community, write Joseph A. Mehan, United Negro College Fund, 55 E. 52nd Street, New York, New York 10022, or call him at 212-751-0700.

It's the right time for "The Right Man."

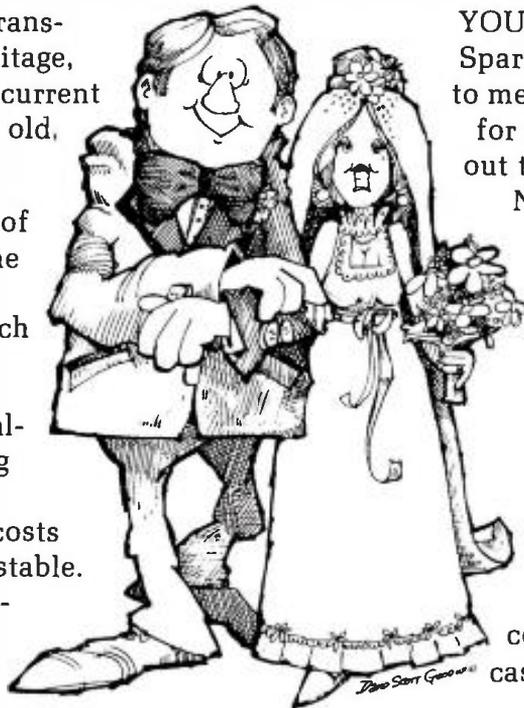
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## Closed Circuit®

**Pay and origination.** FCC has scheduled special meeting on Thursday (Nov. 7) to consider two cable items, one hot, other tepid. Hot one is pay cable and how antisiphoning rules should be modified. Chances of suspension of rules seem no better after oral argument two weeks ago (*Broadcasting*, Oct. 28) than before. Commissioner Glen O. Robinson is only member for suspension, and then only for siphoning of sports. Commissioners James Quello and Abbott Washburn are regarded as possible converts to Commissioner Robinson's cause. But Chairman Richard E. Wiley is said to be strongly opposed to suspension and certain to have no trouble steering majority of commission down middle course between suspension and retention of rules in present form. Possible compromises he mentioned in oral argument are being examined by those attempting to read future.

Other cable item on agenda Thursday is long-dormant rule requiring cable systems with more than 3,500 subscribers to originate programming. Commission went all way to Supreme Court two years ago to establish its right to adopt rule but has shown little interest in it since. One reason for loss of interest is rule adopted in 1972 requiring cable systems in top-100 markets to provide three free access channels, one of them for public. Staff is understood to be looking at access rule with view to modifying it in way that would provide adequate replacement for program-origination requirement.

**Survivor.** Gerald L. Warren, deputy press secretary to President Nixon, has been asked to remain on job under President Ford. He'll be deputy to Ron Nessen, press secretary. In Nixon administration Mr. Warren, who is 44, often conducted daily press briefings. In new assignment he will maintain contacts with broadcasters and editors. He was formerly assistant managing editor of *San Diego Union* (under Herbert Klein, editor, Nixon administration's original director of communications).

**Promotion.** FCC is not bashful about asking broadcasters for aid in publicizing its regional meetings. In advance of Chicago meeting last week, commission official contacted NBC's Washington office, asked if NBC station in Chicago, WMAQ-TV, would help prepare spots to promote public sessions. NBC was happy to oblige, and Chairman Richard E. Wiley, while in Chicago early last month, made some video and audio spots at station. WMAQ-TV offered spots at cut rates (\$40 for video, \$3.50 for audio) to stations in five-state area meeting was to cover. Ultimately 13 television and 13 radio stations requested tapes. Cox Broadcasting's WSB-TV Atlanta played WMAQ-TV role in advance of first-ever regional FCC meeting held there last May.

**Cables and copyright.** There's growing tumult in cable industry over future stance on copyright. Small operators' Community Antenna Television Association is trying to raise \$50,000 over next three months to fight Senate-passed copyright bill (S. 1361). Three state cable associations — Kentucky, Virginia, West Virginia — have passed

resolutions expressing concern over S. 1361, which National Cable Television Association endorses but will re-assess at this month's board meeting. In addition, influential California association, which has backed NCTA on copyright, has formed committee to explore subject anew.

Among those expected to talk copyright to NCTA board are Gary Christensen, attorney for Teleprompter, Warner Cable's Alfred Stern and attorney Sol Schildhouse, whose anti-S. 1361 critique has inflamed some cablemen (*Broadcasting*, Oct. 28). Not yet invited but expected to appear is CATA's Bob Cooper. There's also possibility that former FCC chairman (and former NCTA president), Fred Ford, will be on hand. Mr. Ford has been retained to do analysis of copyright by two operators — Vermont entrepreneur Warren Fribley and Pioneer Cablevision, Northeast MSO with 28,000 subscribers. Pioneer President Larry Flynn two weeks ago withdrew his firm from NCTA, sent fiery letter to NCTA board members blasting association's posture on S. 1361.

**Out of storage.** Cued by FCC's new children's television policy that promotes scheduling of children's shows during week in addition to weekends, Walt Disney Productions intends to re-issue in syndication 390 half-hours of its *Mickey Mouse Club* for start on stations in late January 1975. SFM Media Service Corp., New York, has been retained by Disney and its Buena Vista Distribution Corp. arm to place series on barter basis. SFM reportedly has signed sizable group of advertisers and has commitments from stations covering more than 50% of TV audience. Black-and-white series was on ABC-TV from 1955 to 1957 and in syndication from 1962 to 1965.

**Tough sell.** Television stations in markets under top 50 are beginning to resist proposal by A.C. Nielsen to add new July book to its local TV service. Stations say there's enough research now with October-November, February-March and May sweeps that Nielsen now provides. Secondary-market committee of National Association of Broadcasters is studying proposal — which is regarded by many as unnecessary expense. As Ham Shea of Gilmore stations put it, in calls to number of colleagues last week, "1975 is no year to shove new overhead at us." Unspoken but added reason for resistance: Summer audience levels are lowest of year, as new sweeps would emphasize.

**Maiden.** President Ford's first appearance before broadcaster group since entering White House could come next January. Feeler as to his possible availability at planned convocation of broadcasters from District of Columbia, Maryland, Virginia, Delaware and West Virginia in Washington brought response that matter was under active consideration. Circumstances favoring appearance include locale, entailing no out-of-city travel or security.

Meeting is tentatively scheduled for Jan. 8-10 at Sheraton Park hotel. There's talk of FCC rescheduling regional conference in Washington from December to January. Broadcaster meeting might be combined during same period. Motorman for broadcaster meeting is Robert L. McGraney, general manager of WBBT-TV Richmond, Va.

## Top of the Week

**Leg up for minorities.** *Despite FCC's urgings to the contrary, Supreme Court lets stand lower court ruling that minority participation in broadcast applicant is merit-deserving attribute. In declining to reverse circuit court's overturning of FCC award in Orlando ch. 9 case, high court delivers explicit message: In contested proceeding, if all else is equal, minority ownership could be pivotal issue.* Page 23.

**Realist.** *Joe Allbritton isn't foolhardy. Recognizing possibility that his proposed purchase of Star media properties could run into trouble at FCC, Texas millionaire retains escape clause in contract to give him out if threats become reality.* Page 24.

**Feeding the troops.** *NAB reports it has contributed total of \$42,000 to 79 congressional campaigns this year – far in excess of 1972 offering. Biggest beneficiary is Magnuson, with \$3,500. Staggers gets nothing.* Page 25. *Here's the whole story on where the money went from NAB and NCTA to congressional causes.* Page 26.

**Bad tidings.** *O&M's Kershaw warns ANA that declining frequency with which TV ads zero in on their target audiences could cause major problems in next decade. Upshot, he claims, could be higher prices, shorter commercials.* Page 28.

**Relying on a rival.** *It once was said that television would be the death of the motion picture industry. Now, with Hollywood foundering for whatever reason, TV could prove to be its salvation. It's estimated that movie industry will spend \$80 million this year to promote its product on the airwaves.* Page 30.

**Breather.** *Appellate court lifts stay on WNCN format change, claims FCC should have say on issue. But precedent is still there, and opponents of changeover vow to keep swinging.* Page 36.

**Not so.** *All three networks say there's nothing to cable charges that they engage in illegal warehousing. In so doing, they lay their exclusivity policies out in open.* Page 38.

**Epilogue.** *Three FCC commissioners have more to say on agency's stand on kid's TV. Washburn, Hooks would have preferred more clout; Robinson doubts commission's authority to go farther.* Page 39.

**Welcome.** *Rhode Island is finally on verge of opening door to cable franchising. It's regulatory approach, reveals state's PUC chairman, is designed to keep door open. In Minnesota, it's a different story, say angry state cablemen.* Page 42.

**In doghouse.** *Ron Nessen's conduct at White House press office is triggering scowls at networks. With Future Farmers flap still lingering, press secretary stirs new coals in Ford interview scheduling mixup.* Page 44.

**Here to stay.** *Country and western has arrived on the nation's pop music scene and has indeed become an integral part of the entire vista.* Page 47.

**Never backward.** *Av Westin's reputation as an innovator in TV journalism is in no danger of erosion.* Page 67.

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## FCC regional meeting draws 1,000 in Chicago; response reinforces Wiley's warmth for concept

FCC members and staff engaged in sometimes boisterous, always emotionally charged dialogue with more than 1,000 residents of five-state area in regional meeting in Chicago last Wednesday (Oct. 30). Crowd that overflowed large room in Conrad Hilton hotel was predominantly white and, to judge by comments of many of 57 who spoke, largely conservative. But all were impressed with importance of television, and wanted commission to deal with their concerns about medium.

FCC Chairman Richard Wiley, who had flown into Chicago that afternoon after meetings in Munich and London, said his reaction to meeting was "very favorable." Meeting, follow-on to first regional session in Atlanta last May, "justifies a continuation of the program," he said. "It achieved the objectives of enabling members of the public and broadcasters to exchange views with those members of government who regulate broadcasting."

About 500 broadcasters, those who had participated in National Association of Broadcasters' own regional meeting in Chicago on Tuesday and Wednesday, attended second part of commission's meeting, at Regency Hyatt O'Hare, on Thursday. Commission staffers presided at three workshops – on renewals and equal employment opportunity questions, legal and fairness doctrine matters and technical issues. And, as was true of broadcasters at first regional meeting in Atlanta, those in Chicago were lavish in expressions of praise of and appreciation for commission's effort to reach them.

Chairman Wiley was hard pressed to keep public meeting under control. Interest of participants kept meeting, which began at 6:30 p.m., going more than hour beyond scheduled 10 p.m. closing, and even then number of individuals remained behind to engage Chairman Wiley and other commissioners present – Benjamin Hooks and Charlotte Reid – and staffers in private conversation. Only about 200 members of public had showed up for daytime meeting in Atlanta.

Participants appeared to come from all five states meeting was to cover – Illinois, Ohio, Michigan, Indiana and Wisconsin. And large delegation from Decatur, Ill., presented petition with 250 signatures urging commission to take suggestive or obscene material off television. Concern about so-called "adult" programing as well as about violence on television was one of three themes running through public meeting. Others were alleged discrimination in employment and charges that broadcasters were unfair in treatment of controversial issues of public importance. As have blacks and chicanos in previous years, Italians and Poles complained about absence of members of their respective ethnic groups on television – in anchorman spots, for instance. NBC's plans to present "Godfather" drew large number of protests, and not only because of movie's celebrated violence. Some speakers complained about negative image they felt it presented of Italians.

## Carlin record triggers new obscenity case at FCC

FCC staff is developing basis for what it hopes will be court test of its authority to police obscenity on air. One or two stations are said to be almost definite targets of recommended action; two or three others are possible ones. One station that is known to be involved is Pacifica's WBAI (FM) New York; cause of complaint, reportedly, was airing of cut on George Carlin comedy record, *Class Clown*, entitled "Seven Dirty Words You Can Never Say on Television." Type of action staff will recommend to commission is still under consideration, but number of options are available – revocation or early renewal hearings, letter of censure, show cause order, declaratory rul-



**New ANA command.** F. Kent Mitchel, vice president and director of corporate marketing services for General Foods, was elected chairman of Association of National Advertisers during annual meeting last week (see page 28). With him at changeover (l to r): Ed Lotspeich, Procter & Gamble, immediate past chairman who continues on board; Mr. Mitchel; Ross Garrett, 3M Co., new ANA vice chairman, and Peter Allport, re-elected ANA president. Elected to association board: Sanford Buchsbaum, Revlon; Blair R. Gettig, Aluminum Co. of America; John T. McLoughlin, Vick Chemical Co., and Saul J. Waldman, Chase Manhattan Bank. Re-elected to board: Robert L. Ficks Jr., Ethan Allen Inc., and Gerald Kirshbaum, National Distillers Products.

ing establishing policy and declaring stations involved in violation, or forfeiture. Staff is cooling off on last one, however; in past two stations have paid fines rather than set up court test. Commission action is said to be several weeks away.

### **Petitions-to-deny blitz hits 25 in California; Justice Dept. files against McClatchy stations**

Some 25 California radio and television stations were hit with petitions to deny last Friday. Citizen groups from San Francisco to Los Angeles filed what some called "second-generation" petitions; number had filed three years ago, some against same stations.

Petitions focus on traditional issues — programing which they say has not served needs of community or particular groups and alleged discrimination in employment. But lawyers for Citizens Communications Center of Washington, who aided groups in filing number of petitions, say they have been done with more skill than in past. Petitions are based on hard, factual allegations, they say, and many are backed up with affidavits and extensive program monitoring reports. (Weaknesses in filing petitions to deny has been criticized by one FCC official; see following story.)

Besides citizen complaints, Justice Department resumed its campaign of filing against renewals of newspaper-owned broadcast properties where it feels owner has virtual monopoly of local advertising. Target is McClatchy Newspapers' KMJ-AM-FM-TV Fresno. Besides stations, McClatchy owns only newspaper in city — *Fresno Bee*. Justice says properties account for 80.4% of local advertising.

One new development was filing of two competing applications by citizen group — Public Communicators, of San Jose. It is seeking licenses now held by KLOK(AM) and KBAY(FM). Another competing application was filed by Monarch Broadcasters, headed by Edward F. Lowery of Salinas, against KOCN(FM) Pacific Grove.

CBS's KCBS(AM) San Francisco is object of two petitions to deny, one by Committee for Open Media, other by Chinese for Affirmative Action. ABC's KGO-TV San Francisco and Metromedia Inc.'s KNEW(AM) Oakland are also objects of complaints by groups, COM and Community Coalition for Media Change. CCMC is also opposing renewal of ABC's KSF(FM) San Francisco.

CBS's KNXT(TV) Los Angeles is also object of two petitions, one by COM, other by Women's Coalition for Better Broadcasting. And two groups — National Association for Better Broadcasting and women's better broad-

casting group are opposing renewal of KCOP-TV Los Angeles.

CCMC in addition has raised new issue regarding public television station in petition it filed against noncommercial KQED-TV San Francisco. Group charges station erred in not ascertaining community needs to determine program on which it would bid in new cooperative buying system that public broadcasting has established.

In other petition: COM is seeking denial of renewals for KJAZ(AM) and KFOG(FM) both San Francisco, KSJO(FM) San Jose and KABC-TV Los Angeles. CCMC is seeking denial for KRE-AM-FM, KPIX (TV), KKH1 (AM) and KSOL(AM), all San Francisco; KXTV (TV), KEZS (AM), KXOA(FM), KNDE (AM), KRAK (AM) and KEWT (FM), all Sacramento. Model Cities is seeking denial of KNBC (TV) Los Angeles, and Women's Coalition for Better Broadcasting is seeking denial of KTLA (TV) and KTTV (TV) Los Angeles.

In addition, two individuals, John B. Musselman and Jonathan D. Lewis, filed petition against renewal of KDIG (FM) San Diego.

### **Poorly prepared petitions to deny shortchange public, FCC official tells black lawyers meeting**

Citizen groups and public interest law firms that represent them before FCC were criticized by commission official last week for alleged poor quality of work that goes into petitions to deny license renewals. Citizen groups "may be selling themselves and their cause short and often are themselves being shortchanged" by manner in which petitions are being filed with FCC, said Clarence V. McKee, deputy chief of commission's industry equal employment opportunity unit.

Mr. McKee, who is black, was addressing National Conference of Black Lawyers in New Orleans on Saturday (Nov. 2). He said black lawyers have vital role to play in making sure citizen groups present effective petitions. "Citizen groups are done a great disservice by any attorney who accepts any petition which is of questionable substance" and who does not inform group what is required to do good job.

Essentially, Mr. McGee said petitions are often filled with rhetoric and "vague" generalities, and contain subjective comments on licensee attitude and performance. Factual and legal foundation required by commission rules is missing, he said; petitioners do not make objective allegations and support them with affidavits. He also expressed concern about "assembly line" petitions that are filled with "boilerplate" language from past petitions already dismissed by commission, and about "shotgun" petitions filed against all stations in particular market without establishing precise charges regarding individual licensees.

Citizen movement, he said, will suffer in long run if groups continue to file petitions that are denied by commission in actions later affirmed by appeals court.

### **Wiley leaning toward modified rule on prime-time access, defends policy on children's programing**

FCC Chairman Richard Wiley, who has never regarded prime-time access rule as one of his favorite regulations, says he can live with it if it is modified in way "to better achieve its stated objectives" and if that modification can be defended in court. Otherwise, "I would vote to repeal it."

Chairman made comment in speech Thursday to National Association of Broadcasters regional meeting in Chicago. His distaste for rule — which commission is now struggling to reshape — stems from his doubt it will achieve objectives of lessening network dominance and creating diversity in program sources, and his concern it will lead to relative-

ly small group of program entrepreneurs having "governmentally protected zone to market their product."

Chairman, whose speech covered number of topics, also took issue again with charge of Peggy Charren of Action for Children's Television that commission's policy statement on children's programming was "cop-out." He insisted commission is "very serious" about its pronouncements and intends to see them given effect. Furthermore, labeling government effort "cop-out" is not only "demagoguery — it is, more importantly, to undercut the significance of the thrust we have taken in this area." If licensees accept notion that FCC statements are meaningless, he said, "they probably will prove to be of far less effect than we have intended." And if broadcasters do not heed policy statement, he said, they will inevitably find further governmental involvement in their business lives.

## In Brief

**Sunstrokes.** ABC-TV announced major daytime shuffle including cancellation of nine-year-old *The Newlywed Game* (Monday through Friday, 2-2:30 p.m.), to be replaced on Dec. 23 by *The \$10,000 Pyramid* (moving from its present 4-4:30 p.m. time slot). ABC will also cancel, on Dec. 23, *Girl in My Life* (2:30-3 p.m.) in favor of *Showdown*, new game show produced by Don Lipp and Ron Greenberg. Another new game show, *The Money Maze*, goes into vacated 4 p.m. period. In mid-November *Password* (12-12:30 p.m.) will dispense with regular contestants and go to all-celebrity format under new title: *Password All-Stars*.

**The gang's all there.** National Association of Broadcasters reports attendance at first three fall conferences (in New York, Atlanta and Chicago) has surpassed total attendance at all six conferences last year. Total delegate count 1,240.

**Another hitch.** Starr Broadcasting's WNCN (FM) New York announced late last week it would delay its shift to new call letters WQIV and to new rock format (see page 36) until Thursday (Nov. 7) to give station's ad hoc advisory group more time to negotiate with WRVR (FM) New York. Under latest scenario, listener pledges made to maintain classical music format on WNCN, plus other contributions, might be used by nonprofit entity to purchase WRVR (which has jazz format), switch it to 24-hour classical format. But Kristin Booth Glen, New York attorney for WNCN Listeners Guild, says that her group would not be appeased by gesture and that Citizens Communication Center in Washington would continue license challenge against Starr.

**In again.** For second time in four months, Will Lewis, general manager of KPFK (FM) Los Angeles, has been found in contempt of a federal grand jury and ordered jailed, this time for refusing to turn over communique he said was confidential from "New World Liberation Front," organization that said it had bombed Sheraton hotels in Los Angeles and San Francisco. Mr. Lewis was jailed last June (*Broadcasting*, June 24) for refusing to turn over communications from Symbionese Liberation Army and from Weather Underground but was ordered released after 16 days by Supreme Court Justice William O. Douglas, pending appeal.

**Wedding wins.** *Rhoda* (CBS-TV Monday 9:30-10 p.m.), one of hit new shows of fall season, chalked up its biggest numbers so far when it went to 60 minutes Oct. 28 (pre-empting *Maude* at 9-9:30) for show titled "Rhoda's Wedding." It hit 35.1 rating and 51 share, compared to 18.2 rating and 26 share for first hour of Pittsburgh-Atlanta football game on ABC and 18.1 rating and 26 share for first hour of Burt Reynolds movie, "Shamus," on NBC,

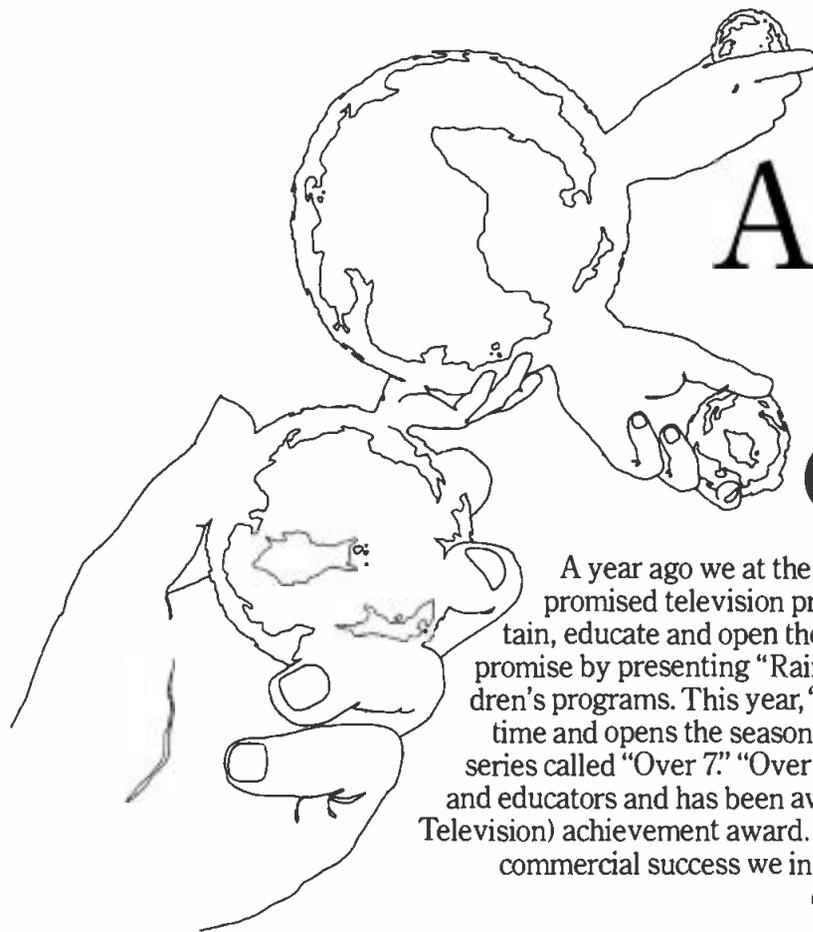
**Star-studded.** Next month's Western Cable Convention in Las Vegas (Dec. 4-7) is shaping up as major forum on issues most dire to cablemen — de-regulation, copyright and pay cable. Big names on agenda include former FCC Chairman Dean Burch, Commissioner James Quello, Acting Director John Eger of Office of Telecommunications Policy, California Democratic Representatives Lionel Van Deerlin and George Danielson, NCTA Chairman Bruce Lovett and President David Foster. Also: attorney Sol Schildhouse and Jerry Helberman, counsel for Senate Antitrust Subcommittee, and Viacom Chairman Ralph Baruch. Copyright panel will include Mr. Schildhouse, NCTA attorney Chuck Walsh, Warner Chairman Alfred Stern, Community Antenna TV Association's Bob Cooper. FCC "task force" headed by Mr. Quello — and including Cable Bureau Chief David Kinley; Werner Hartenberger, legal aide to Chairman Richard Wiley; Quello aide Al Cordon, and Cable Bureau's Bob Seltzer and Jim Hudgens — will have separate room at meeting in which to discuss problems with delegates. Some 4,000 members of National Academy of Television Arts and Sciences have also been invited to attend.

**Spitting out the bullet.** ABC-TV late last week postponed *Reasoner Report* interview with President Ford from Camp David, Md., originally scheduled to be aired last Saturday (see page 44). Spokesman explained: "There's no hard news in it, and it might be construed as an attempt to influence the election."

**Going public.** Optical Systems Corp., Los Angeles pay cable entrepreneur, has filed with California Corporation Commission for sale of \$4 million in securities. Company, offering Channel 100 pay service in seven cable markets, says it will offer limited partnership interests and warrants to finance expansion move. Transactions will be brokered by E.F. Hutton & Co.

**Winter casualties.** Highly placed sources at NBC-TV say Universal's *Lucas Tanner* and Paramount's *Petrocelli* are vulnerable to replacement in second season. *Tanner* is likely to yield to Universal's *The Law*, starring Judd Hirsch as public defender in Los Angeles, pilot of which ran recently as *World Premiere Movie*. *Petrocelli's* fate will be determined by next two rating books. As prospects stand now, other NBC shows with ratings trouble (*Ironside*, *Adam 12*, *Movin' On* [see page 38]) will be kept through this season.

**Late Fates.** *Herbert B. Cahan*, Baltimore area VP of Group W, named executive consultant to chief executive officer of company (Donald H. McGannon, president-chairman), effective Jan. 1, 1975. No successor to Mr. Cahan in Baltimore has been named. He has been with Group W for 18 years and in broadcasting for 35 years . . . *Richard Krolik*, communications aide to Representative Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, has been assigned temporarily to White House staff to work as broadcast specialist with Citizens Voluntary Action Committee in WIN campaign against inflation . . . *Nowland Bowie* and *Curtis White* have joined staff of lawyers at Citizens Communications Center. Mr. Bowie formerly clerked for Judge Theodore G. Newman Jr. of Washington, D.C., Superior Court; Mr. White was consultant on cable television to Washington, D.C. *Edward Hayes* is resigning as Citizens lawyer, effective Friday . . . *For earlier reports see "Fates & Fortunes," page 55.*



# A promise to our children

A year ago we at the five ABC Owned Television Stations promised television programs for children that would entertain, educate and open their minds to new worlds. We kept that promise by presenting "Rainbow Sundae," a series of special children's programs. This year, "Rainbow Sundae" is on prime access time and opens the season with an entertaining and informative series called "Over 7." "Over 7" has been acclaimed by both critics and educators and has been awarded A.C.T.'s (Action for Children's Television) achievement award. In the midst of concern for rating and commercial success we intend to keep on delivering the kind of children's programming that matters.

"For the five-owned ABC stations carrying the series, 'Over 7' is distinctive progress. For the rest of TV, it is a distinct challenge."

**The New York Times, John J. O'Connor.**

"This series has an admirable aim for which ABC is to be congratulated. It is an attempt to raise the quality level in the precious time spot of 7:30 to 8 p.m. nightly..."

**The San Francisco Chronicle, Terrence O'Flaherty.**

"(the series), covering a potpourri of subjects, designed to expand the mind, is unquestionably one of the best children's programs on television today."

**The Daily News (New York), Kay Gardella.**

"As discriminating parents well know already, this series produced by Danny Wilson for the ABC Owned Stations...has generated a potpourri of humane entertainment, fantasy and knowledge seldom equalled on network TV."

**Chicago Sun Times, Ron Powers.**

"A truly distinguished children's series."

**The Detroit News, Frank Judge.**

"What it does win for the stations is an identity as a family-oriented station group that takes its kid programming commitment seriously."

**Variety.**

"It's an eye-opening experience into the kinds of things television could and should be doing with more regularity for adults and children as well. 'Over Seven' is a vital, vibrant, exciting TV magazine full of real people and fun, brimming with ideas and tinkering with some 'lessons' on the sly."

**The Post-Tribune, Donelle Weiss.**

"...Rainbow Sundae...moves fast...and thrusts words, politics, sports and history into a potpourri of information."

**The Los Angeles Herald-Examiner, Barbara Zuanich**

"...an Achievement in Children's Television Award to the ABC Owned Television Stations for 'Over 7,' a program created specifically for family viewing during early prime time hours."

**As presented by Action for Children's Television (A.C.T.).**

When we make a promise to our children,  
we think it should be kept.

 **ABC Owned Television Stations**

RAINBOW SUNDAE'S "OVER 7" series seen on;

WABC-TV, New York—Wed. 7:30 p.m.

WXYZ-TV, Detroit —Mon. 7:30 p.m.

WLS-TV, Chicago —Sun. 5:30 p.m.

KGO-TV, San Francisco—Wed. 7:30 p.m.

KABC-TV, Los Angeles—Tues. 7:30 p.m.

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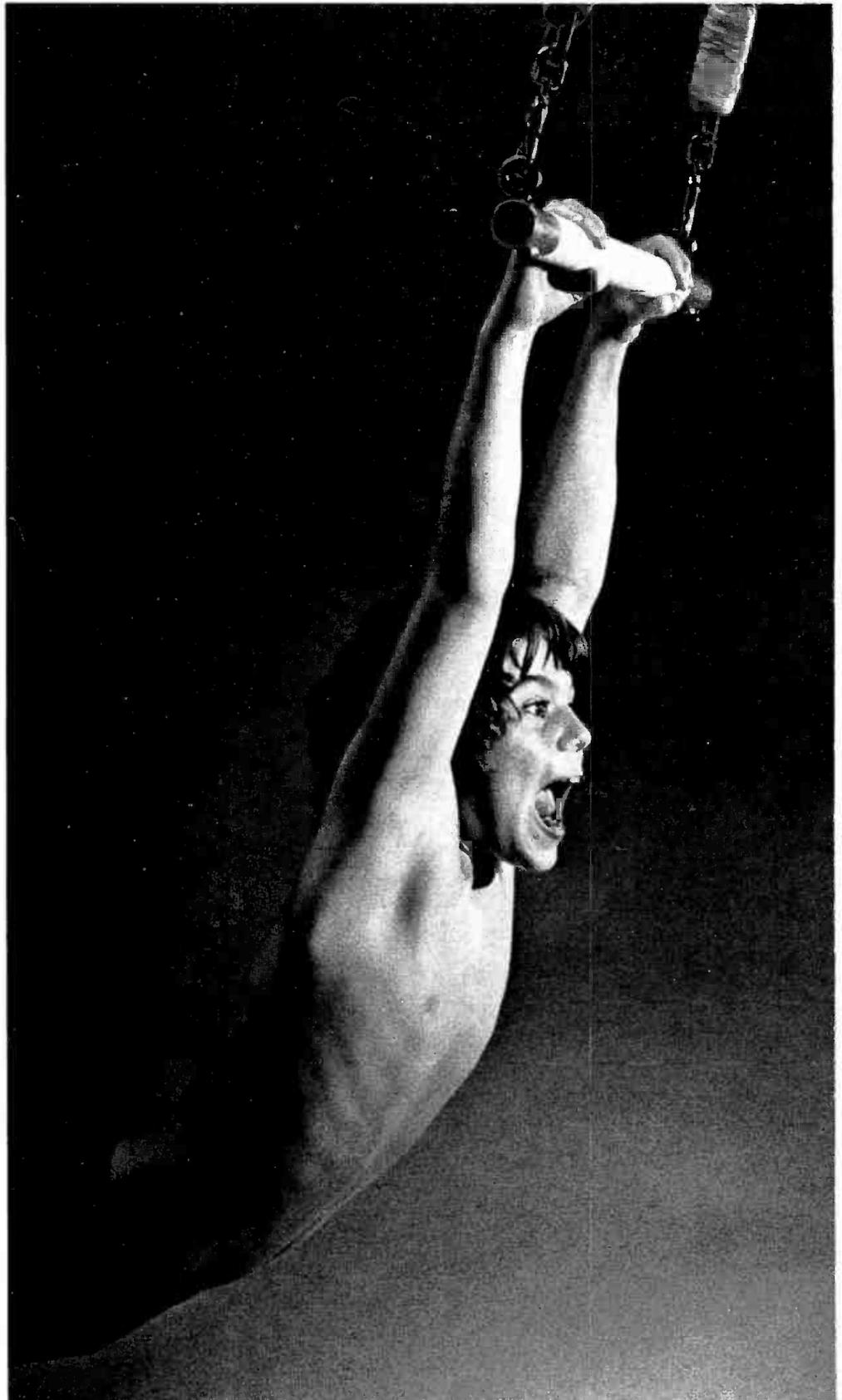
We filmed each situation *as it was happening*.

And what we captured is the excitement of discovery youngsters at home can identify with.

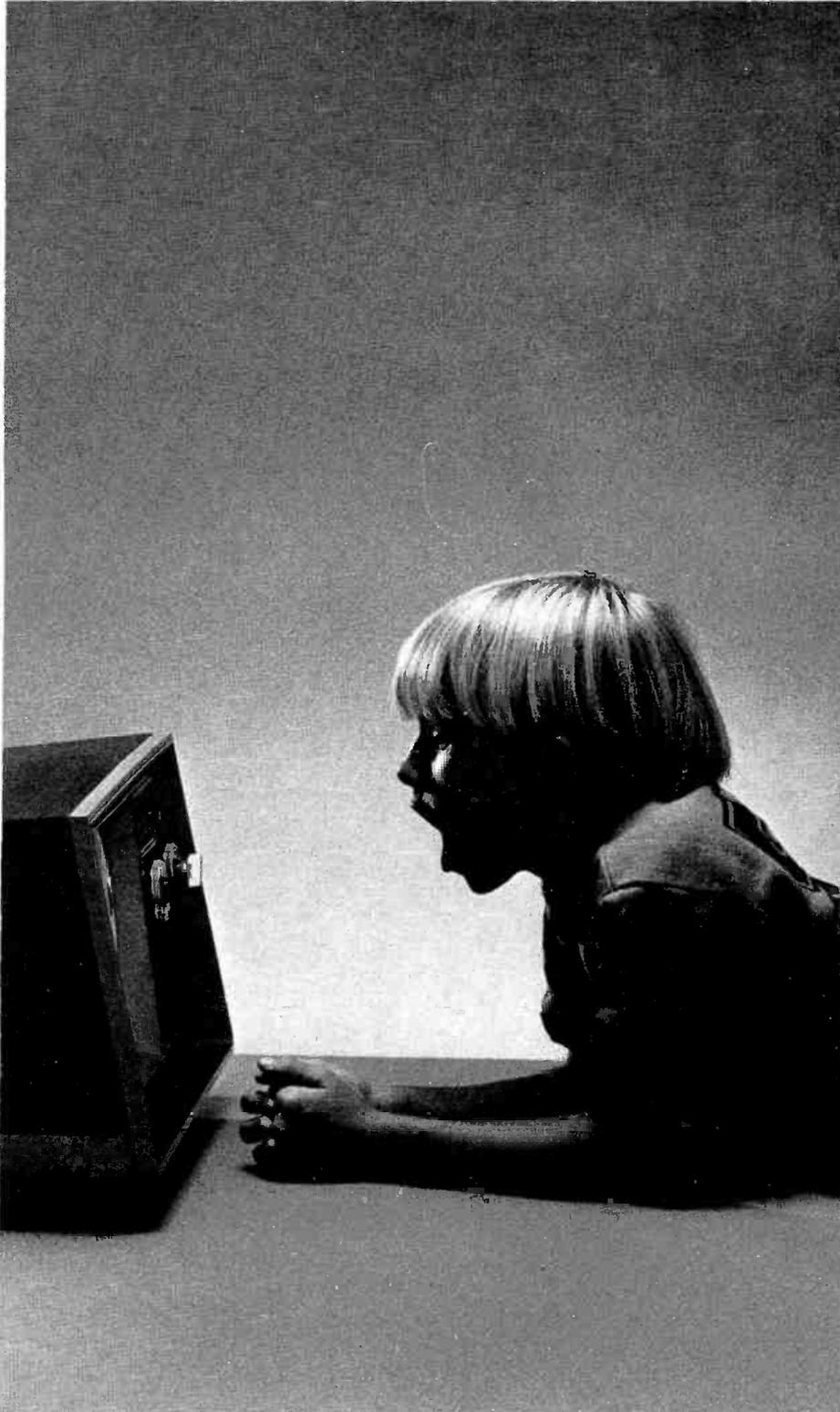
In one show, for example, three children spent a week with a traveling circus in Colorado. Each learned a different circus skill. Learned it so well that by the end of their stay they actually performed in a real circus show.

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Nor will anyone who sees it.



# home next year. stay home and watch them.



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THURSDAY NOVEMBER 7 11:30 PM (EST)

No. 4 in a series for Radio Managers

## FAIRNESS DOCTRINE

Some call it a danger to free expression. Others say if we didn't have it, there would be abuses of the power of the airwaves. Both sides have merit. But the fact is . . . there is a Fairness Doctrine and a new FCC office to enforce it. If you were a subscribing member of the PUBLIC AFFAIRS BROADCAST GROUP, you would have balanced Public Affairs programming from us and a place to call to ask questions about your own. To us, Fairness is good journalism. To find out more, call or write:



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■ Indicates new or revised listing

### This week

- Nov. 2-5**—North Central CATV Expo sponsored jointly by National Cable Television Association and state and regional cable groups. Sheraton Cleveland hotel, Cleveland.
- Nov. 3-5**—National Academy of Television Arts and Sciences, trustees semi-annual meeting. Savoy hotel, London.
- Nov. 4-8**—International F.T.F. Corp. film and TV festival of New York. Americana hotel, New York.
- Nov. 6-7**—Electronic Industries Association, government products division, materials procurement fall seminar. Marquette Inn, Minneapolis.
- Nov. 7-8**—American Association of Advertising Agencies central region meeting. Detroit Hilton, Detroit.
- Nov. 7-10**—American Advertising Federation western region meeting. Holiday Inn Downtown, El Paso.
- Nov. 8**—National Decorating Products Association annual convention. Speaker: Irving R. Levine, NBC economic affairs correspondent. Conrad Hilton hotel, Chicago.
- Nov. 8-10**—Educational Foundation, American Women in Radio and Television board of trustees meeting. Houston Oaks hotel, Houston.
- Nov. 8-21**—Chicago International Film Festival, 10th anniversary. Hyatt Regency hotel, Chicago.
- Nov. 9**—Florida Chapter of Society of Cable Television Engineers meeting on "1977 Technical Standards: How to Make FCC Cable TV Tests." Orange Cablevision, 111 Virginia Drive, Orlando, Fla.
- Nov. 10-15**—Society of Motion Picture & Television Engineers technical conference and equipment exhibit. Four Seasons Sheraton hotel, Toronto.
- Nov. 13-15**—National Association of Broadcasters fall conference. Fairmont hotel, Dallas.
- Nov. 13-16**—Society of Professional Journalists, Sigma Delta Chi 1974 national convention. Dan Rather, anchorman for CBS Reports, is Nov. 14 dinner speaker. Reg Murphy, editor of Atlanta Constitution, and Arkansas Governor Dale Bumpers are luncheon speakers. Towne-House hotel, Phoenix.
- Nov. 14-15**—Oregon Association of Broadcasters fall conference. Benson hotel, Portland.
- Nov. 15**—Federal Communications Bar Association dinner celebrating 40th anniversary of FCC. Speakers: D.C. Appeals Court Chief Judge David Bazelon and FCC Chairman Richard Wiley. Dinner tickets, \$25, from Peter O'Connell, 1000 Ring Bldg., Washington, D.C. 20036. Sheraton Park hotel, Washington.
- Nov. 15-17**—American Women in Radio and Television board of directors meeting. Continental Plaza hotel, Chicago.
- Nov. 17-19**—Television Bureau of Advertising 20th annual membership meeting. Century Plaza hotel, Los Angeles.
- Nov. 17-19**—National Association of Broadcasters fall conference. Brown Palace hotel, Denver.
- Nov. 17-20**—National Association of Educational Broadcasters 50th annual convention. Speaker: R. Buckminster Fuller. Las Vegas Hilton, Las Vegas.
- **Nov. 18-19**—Advertising Research Foundation, 20th annual conference. Speakers include: Eugene Jackson, National Black Network; Rena Bartos, J. Walter Thompson; Thomas Coffin, NBC. New York Hilton, New York.
- Nov. 18**—Both houses of Congress reconvene after month-long election recess.
- Nov. 19-20**—American Association of Advertising Agencies eastern region meeting. New York.
- Nov. 19-20**—National Cable Television Association board meeting. Watergate hotel, Washington.
- Nov. 19-21**—National Association of Broadcasters fall conference. Sands hotel, Las Vegas.
- Nov. 19-27**—National Association of Farm Broadcasters seminar at sea. QE-2 Caribbean Islands cruise.
- Nov. 20-22**—Mid-America Cable TV Expo, sponsored by National Cable Television Association and state and regional cable groups. Muehlebach hotel, Kansas City, Mo.
- **Nov. 21**—American Heart Association presentation of 1974 Howard W. Blakeslee Awards to, among others, Public Broadcasting Service, WCBS(AM) New York, WCVB-TV Boston and WTAR-TV Norfolk, Va. Convention Center, Dallas.

# Datebook.

■ Nov. 21-23—*Institute of Broadcasting Financial Management and Broadcast Industry Workshop's* second annual management workshop. O'Hare Inn, Chicago.

Nov. 23—*New England Chapter of Society of Cable Television Engineers* meeting on "Meeting 1977 Technical FCC Specifications." Downtown Holiday Inn, Worcester, Mass.

Nov. 28—Presentation of *Pulse Inc. Man-of-Year Award* to Larry H. Israel, president, Washington Post Co., at luncheon of Ad Club of Metropolitan Washington. Mayflower hotel, Washington.

## December

Dec. 1-3—*Radio Program Conference*. Crown Center hotel, Kansas City, Mo.

Dec. 2-3—FCC regional meeting in Washington.

Dec. 2-5—*National Association of Regulatory Utility Commissioners* 86th annual convention. Town and Country hotel, San Diego.

Dec. 2-6—*North American Broadcast Section, World Association for Christian Communication* annual conference. Galt Ocean Mile hotel, Fort Lauderdale, Fla.

Dec. 3-8—*10th Hollywood Festival of World Television*, Los Angeles World Trade Center. Entries invited. P.O. Box 2430, Hollywood 90028.

Dec. 4-7—*California Community TV Association* annual fall convention and Western Cable TV Show. Disneyland hotel, Anaheim, Calif.

Dec. 5-6—*Practicing Law Institute* seminar on Cable television and related legal issues. Sheraton hotel, New York.

Dec. 5-6—*Arizona Broadcasters Association* winter convention. Scottsdale Hilton, Scottsdale (Phoenix area).

## January 1975

Jan. 5-8—*Winter Consumer Electronics Show*. Conrad Hilton hotel, Chicago.

■ Jan. 12-14—*California Broadcasters Association* mid-winter meeting. Vacation Village, San Diego.

Jan. 12-14—*Association of Independent Television Stations Inc. (INTV)* second annual convention. Atlanta Marriott hotel.

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

Jan. 19-21—*Idaho State Broadcasters Association* mid-winter convention, Downtowner Hotel, Boise.

### Major meeting dates in 1974-75

Nov. 13-16—*Society of Professional Journalists, Sigma Delta Chi* annual national convention. TowneHouse hotel, Phoenix.

Nov. 17-19—*Television Bureau of Advertising* 20th annual meeting. Century Plaza hotel, Los Angeles.

Nov. 17-20—*National Association of Educational Broadcasters* 50th annual convention. Las Vegas Hilton, Las Vegas.

Dec. 4-7—*California Community TV Association* annual fall convention and Western Cable TV Show. Disneyland hotel, Anaheim, Calif.

Feb. 8-12, 1975—*National Association of Television Program Executives* annual conference. Hyatt Regency hotel, Atlanta.

April 6-9, 1975—*National Association of Broadcasters* annual convention. Las Vegas convention center, Las Vegas.

April 13-17, 1975—*National Cable Television Association* 24th annual convention. Rivergate convention center, New Orleans.

April 23-27, 1975—*American Women in Radio and Television* 24th annual convention. Continental Plaza hotel, Chicago.

**National Association of Broadcasters fall conferences:** Nov. 13-15, Fairmont hotel, Dallas; Nov. 17-19, Brown Palace hotel, Denver; Nov. 19-21, Sands hotel, Las Vegas

**National Cable Television Association regional expo:** Nov. 2-5, Sheraton Cleveland hotel, Cleveland; Nov. 20-22, Muehlebach hotel, Kansas City.

## February 1975

Feb. 4-6—*South Carolina Broadcasters Association* 1975 Winter convention. Wade Hampton hotel, Columbia.

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

Feb. 8-12—*National Association of Television Program Executives* annual conference. Hyatt Regency hotel, Atlanta.

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

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

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

Feb. 25-26—*Association of National Advertisers* television workshop, Hotel Plaza, New York.

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

## March 1975

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

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

## April 1975

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

April 6-9—*National Association of Broadcasters* annual convention. Las Vegas convention center.

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

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

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

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

## May 1975

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

May 15-18—*Western States Advertising Agencies Association* annual conference. Canyon hotel, Palm Springs, Calif.

May 29-31, 1975—*Associated Press Broadcasters Association* convention. Hotel Palacio Del Rio, San Antonio, Tex.

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

## June 1975

June 1-3—*1975 Video Systems Exposition and Conference*. McCormick Place, Chicago.

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

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

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# THE LAW

**"A giant leap for  
the television film industry."**

The October 22nd "NBC World Premiere Movie" was a two-and-a-half-hour drama entitled "The Law."

Its aim was to render a realistic, no-nonsense picture of the criminal court system.

That it succeeded so well (excerpts from its remarkable reviews are on the right) is a tribute to everyone involved in its production.

NBC would like to thank Universal Television; producer William Sackheim; director John Badham; and writer Joel Oliansky, who collaborated with Sackheim on the brilliant script.

Their production deserved a superlative cast and it got just that. Judd Hirsch (as public defender Murray Stone) turned in a magnificent performance, as did co-star John Beck, and Bonnie Franklin, Barbara Baxley, Sam Wanamaker, Allan Arbus, John Hillerman and Gary Busey.

It should be gratifying to all of them that "The Law" — one of the most ambitious courtroom dramas ever attempted — has received so overwhelming a verdict of approval.



# **THE LAW**

**“A new standard of excellence for dramatic programs with important social content.”**

“A giant leap for the television film industry...this film, better than any documentary, depicts the failings of today’s big-city criminal court system.”

**United Press International (Frank S. Swertlow)**

“Its texture of reality is utterly convincing...before it’s over, ‘The Law’ has racked up a hefty quota of acerbic comments on dubious practices ranging from plea bargaining to ambulance chasers.”

**The New York Times (John J. O’Connor)**

“Undoubtedly the most entertaining courtroom drama seen on TV in years...takes a very tough and honest view of the legal system.”

**Washington Post (John Carmody)**

“A sizzling exposition of the Good, the Bad, and the Ugly of the 1974 big-city legal system...a fine, conscientious movie...Judd Hirsch is impressive and totally believable as the hard-working, honest public defender.”

**Chicago Tribune (Gary Deeb)**

“The most interesting and satisfying of the new movies... where there was once bucolic humanism and Hollywood slick there is now the grit of human relations and the sting of reality.”

**New York Magazine (Judith Crist)**

“‘The Law’ would be first rate drama in any medium, but it is certainly television drama at its absolute best.”

**Women’s Wear Daily (Howard Kissel)**

“Sets a new standard of excellence for dramatic programs with important social content. It is marvelous theater, and it is also an intensely important and accurate portrayal of our greatest social problem.”

**TV Guide (Former Supreme Court Justice Abe Fortas)**

**NBC TELEVISION NETWORK**

# M&H

## WHAT IS A CONSULTANT?

There are as many answers to that key question as there are consultants. It is the very nature of competent consultants to be highly individualistic and to call upon not only their own professional life input, but that of their staff, in order to arrive at their recommendations. These recommendations come about only after there has been assembled all the possible facts that research can uncover in a given market.

As with other diagnostic professions, medicine or law, the client can only tell the consultants so much. The audience can only tell the consultants so much. Then, based on the consultants' experience, capacity and judgment, they must recommend a direction that will improve the client's position in the market or maintain it, if he is already in first place.

As the oldest company in our particular field, and as the most qualified, from the standpoint of the broadcast background of *all* members of our staff, we would give you a different answer to the question than many other companies. Some are larger in terms of total manpower and more diversified. Consulting for example, is only one of the things most of them do—some own research companies, do product testing, are involved in political research, etc.

*Our company consults only.* We secure the finest research we can find, from the country's leading social scientists, to gather our background facts. But research is not our primary business. Objective analysis and specific recommendations based on monitoring, research and professional broadcast background, along with continuing consultation for at least a year, at all levels desired inside a client station, constitute our final product.

Our list of clients is not the largest in the field, but it is the most impressive, and no other company can claim to have consulted with so many clients *successfully* and continually for as long as twelve years.

If you want to know who we work for, how we work with them, what they think of us, and exactly what we think consultants should be, call us.

# M&H

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# Open Mike®

### White House perspective

EDITOR: There has been much confusion over President Ford's Kansas City speech concerning the networks' decision to cover it "live" to the nation. The last thing we wish to do is provoke a situation of administration pressure tactics—the situation you suggest [in an editorial, Oct. 21]. We didn't *order* the networks to air the Kansas City speech. We didn't manipulate them as you question in your headline.

We requested air time so the President could speak to the American people about a problem that is very close to each individual. The problem of inflation; the problem of the economy. President Ford had indicated when he addressed the joint session of Congress that he would have more specific information for the American people in his Kansas City speech before the Future Farmers of America.

The networks decided it was not newsworthy enough to broadcast "live." I won't debate the term "newsworthy enough." I believe, however, there is certainly room for different interpretations of the term without attaching dire motives to those interpretations. I can only tell you that the President feels deeply that the economy and inflation are problems which require the personal effort of every person.

No, we didn't announce a bombing of Cambodia, a mining of Haiphong harbor; we didn't try to explain the Watergate situation. The President talked to the people about the personal actions they could take to solve a most distressing problem in our own country. A very serious problem—a problem President Ford is working hard to solve.—*Robert Mead, television adviser to the President, Washington.*

### The veteran

EDITOR: Your obit Oct. 21 on Fritz Morency mentioned that he had been a member of the Broadcast Music Inc. board for a long time. Fritz was a board member since 1940, and his 34 years made a record.—*Merrill Lindsay, president, WSOY-AM-FM Decatur, Ill.*

### Looking back and ahead

EDITOR: We greatly appreciate the fine coverage your magazine gave the National Association of FM Broadcasters National Radio Broadcasters Conference & Exposition in the Oct. 21 issue. It was most gratifying to see the highlights of our conference and convention printed in a leading trade magazine like BROADCASTING and the NAFMB commends you on an excellent job of reporting.

Our premiere performance achieved such good response from the radio broadcast industry that another national radio

conference will be held in Atlanta in the fall of 1975. We expect a gathering twice the size of this year's meeting and, of course, plan to make improvements that will make the second an even better and more exciting event.—*Abe Voron, executive director, NAFMB, New York.*

### Both sides of the coin

EDITOR: As usual, your editorial, "A Squiggle on the Chart" (BROADCASTING, Oct. 21), cuts through to the heart of the subject and lights up what could become a murky area.

Having been engaged in the sale of farm time on big city stations for 13 years, I started my own company seven years ago and put together groups or networks of small and medium market stations in strong agricultural areas. I offered these to agencies on a "one order, one bill, one check" basis and every one was delighted. The client got reactions from the field he'd never had before. Agencies were spared reams of paperwork and many phone calls and stations received business they'd never had before.

Thanks for your intelligent and factual words on this subject.—*Robert J. Walton, president, Walton Radio & Television Representatives, Chicago.*

EDITOR: I've been in the representative end of this business for over 10 years and have seen all kinds of schemes come and go. A network of this sort has a built-in problem: Some stations are better than others. Usually, rates are set on the basis of how many stations are bought. This means that an advertiser can get a lower rate on a highly rated, important station by adding a less desired, weaker station to the list. The weaker station benefits and stronger stations lose. Consequently, over a period of time, the stronger stations tend to drop the networks because they're just selling their time for less than they would have had anyway.

Paperwork isn't saved in this day of computers. Buyers pick and choose markets based on distribution just the same with representative networks as they do with spot. Bookkeeping is mechanical, so there just isn't any saving. To me there are two losers: the stations and the representatives (both the network representative who sells his spots for less and the competing representative with a better station who loses the buy to a weak sister). But radio loses too. Running on less than the best station mix has to hurt results, and that's what it's all about.

You're right—radio will survive this crisis just as it survived the regional group crisis of the mid-50's and the barter deals of the late 50's and 60's.—*Bill Dahlsten, president, Dahlsten & Associates, Los Angeles.*

# Two in a row!



Last year the Detroit Chapter of the American Federation of Television and Radio Artists honored WWJ for having the city's "Outstanding Radio News Staff." This year AFTRA has again underscored WWJ's news supremacy with its award for "Radio News Show" of the year.

It's great to know what your fellow broadcasters think of you. Especially when you're Detroit's news and information station.

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WPIX  NEW YORK

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# THE MAGIC GARDEN

52 half hours of instructional programming for Pre-Schoolers



Here's what JOAN GANZ COONEY, President of CHILDREN'S TELEVISION WORKSHOP said about THE MAGIC GARDEN:

"I want to say that I think it is a lovely little show and one that I am sure pre-school children will enjoy and benefit from immensely."

Here's what Television/Radio Age said about THE MAGIC GARDEN:

"It has charm, warmth, empathy, and, above all, simplicity..."

THE MAGIC GARDEN also received a CITATION from ACT, Action for Children's Television...

# HERE ARE SOME EXCERPTS FROM THE FCC POLICY STATEMENT ON CHILDREN'S PROGRAMMING...

"In general, the Report establishes the following policies:

- Television stations must provide a reasonable amount of programming for children and a significant portion of this programming must be educational or informational in nature.
- Children's programming should make some provisions for the special needs of the pre-school child.
- This programming should not be confined solely to weekends"

**WPIX has produced fifty two half hour programs which meet these FCC requirements precisely: THE MAGIC GARDEN.**

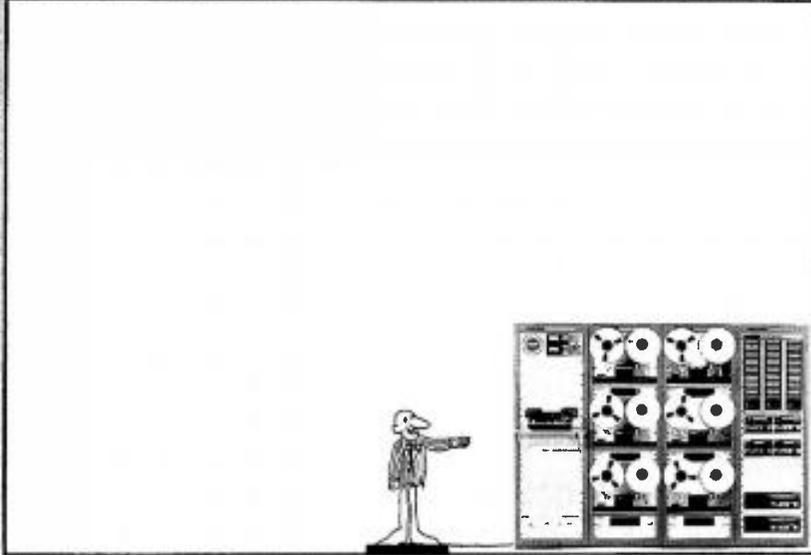
Each program in the series instructs as it entertains, with a delightful cast of captivating characters. The series was produced in consultation with Dr. Rose Mukerji, Chairman of the Early Childhood Education Division of Brooklyn College, who guided the instructional aspects of the programs. THE MAGIC GARDEN has been seen only in New York, where it is developing a remarkably intense following among children and parents alike, and a solid rating history in a highly competitive seven station market.

If your station needs top quality programming for preschoolers, and the FCC says that all stations do, call Hendrik Booraem, WPIX Vice President-Programs, at 212-883-5787, or write to him at 11 WPIX Plaza, New York 10017.

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If you're  
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At Schafer, we've built a 21 year reputation of providing reliable equipment with more features for every dollar. With today's inflation, that's more important to you than ever before. So if you're serious about cost . . . now and in the years to come . . . be serious about quality.

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## Broadcasting

The newswEEKly of broadcasting and allied arts

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## Broadcasting

The newswEEKly of broadcasting and allied arts

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*Executive and publication headquarters*  
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Lawrence B. Taishoff, *publisher*.

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### BUREAUS

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Phone: 212-757-3260.

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Lestlie Fuller, *staff writer*.

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

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

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



\* Reg. U.S. Patent Office.

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

# SUPER 8 IS HERE.

Single-system sound for less than \$430...  
the new KODAK SUPERMATIC 200 Sound Camera.



Inexpensive's the key word behind the new SUPERMATIC 200. Because now, for the first time, you can get single-system, automatic sound motion pictures with lip synchronization for less than \$430.

That means location shooting for news coverage, commercials and features at a fraction of the cost of electronic equipment. And the SUPERMATIC 200 frees you from hampering cables and bulky power supplies. And even better, you can shoot in existing light with no external illumination.

This new camera comes with a built-in sound recorder and omnidirectional mike for high-quality reception. It loads with either 50- or 200-foot cartridges of economical super 8 film. All this, together with any of our specially designed broadcast equipment, provides you with a low-cost option for local color programming.



Find out what's happening with reliable, economical super 8. Send for more information.

The KODAK SUPERMATIC 200 Sound Camera.  
Now you can really sound out the news.

Please send me more information on all of your professional super 8 equipment.

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Rochester, New York 14650



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# Terrific Value

That sums up one dimension of the medium of television, whose effectiveness as an advertising force **Broadcasting** will celebrate in its November 18 issue. Our occasion: the 20th anniversary of the Television Bureau of Advertising, whose mission is to insure that no sales prospect remains in the dark about what the nation's TV screens can light up.

It sums up, too, the advertising force of **Broadcasting's** special report. Among the editorial adjacencies:

- A complete listing of the nation's television markets, with latest Arbitron estimates of TV households and demographic breakouts.
- A special analysis of where things stand in the media competition, including a 20-year track on advertising spending in spot and network television vs. the other measured media. And a background report on the advertising media sales associations that do battle for the national and local dollar.
- A preview-in-print of TVB's multi-media presentations to be unveiled at the organization's 20th anniversary meeting in Los Angeles —sales and research tools the November 18 **Broadcasting** will make portable for every broadcast advertising executive.
- And more.

**You belong in Broadcasting Nov 18**

---

# Monday Memo.

A broadcast advertising commentary from Arnold Arlow, executive vice president, Martin Landey, Arlow Advertising, New York

## The high-class sound of radio for Cheap Jeans

First, just a little bit about the naming of Cheap Jeans. It really was not a capricious name. When the Omnico Corp. came to us, we thought there were a lot of brand names around such as Wrangler, Levi, Lee, Cowboy, Saddle Itch, and all those western-oriented things.

We started looking at the kids around us—the kids of America. And we found out there was a tremendous kind of reverse snobbism going on. For instance, a quadrasonic music system could be a bargain at \$1,800, but a pair of pants that cost \$11.50 was a waste of a dollar and a half. It's a strange value system.

We also found out that these kids were spending hours and hours on these pants to make people believe that they didn't even care about them. It was a strange phenomenon.

So we decided that if cheap was what they wanted, cheap was what they got. So we named them Cheap Jeans.

The funny thing was that the Omnico board of directors loved the idea. (I still to this day think they heard "chic" for "cheap" and left our agency thinking "Chic Jeans—that's a very nice name. This agency really knows how to present the product." Little did they know that it was Cheap Jeans.)

The object of our advertising is very, very simple. All jeans are alike, regardless of what they tell you. There is absolutely no difference. The color of the thread may be a little different, but basically a blue jean is a blue jean. The entire object of our advertising was to get a kid to try on a pair of our jeans.

And in 1971 here's how we did it with radio:

*Businessman type:* Hi there, I know this is a silly question, but just to make sure, aren't you Mickey Hammersoll, leader of the rock group the Plumbers?/  
*Mickey:* Yeah, man./*Man:* Well, I'm from Madison Avenue./*Mickey:* That's your problem, man./*Man:* Look, we'd like to use you in a commercial for our client, Cheap Jeans./*Mickey:* What have you been smoking?/*Man:* Oh, just cigars. Would you like one?/*Mickey:* Your health is at stake./*Man:* Oh, that's sensational. It's just the attitude we want in our jingle for Cheap Jeans. A little hostility, a little soul, you know./*Mickey:* Look man, dig it, I don't do jingles. I'm not into commercialism. I do my own sound and like, split, or I'll take my guitar and make blood happen all over your trick-or-treat suit./*Man:* Ah, but we at the agency think you'd be perfect./*Mickey:* Look, man, split, vanish like . . . leave./*Man:* Does that mean you



Arnold Arlow, executive vice president and creative director of Martin Landey, Arlow Advertising Inc., New York, played a key role in creative output for such agency clients as Kirsch Beverages (No-Cal), Lucien Picard Watch Corp., Coty (cosmetics and fragrances), Fortunoff Fine Jewelry & Silverware Inc. and Scannon Ltd. (men's toiletries), in addition to the Cheap Jeans account. His earlier background includes art director posts at LaRoche, McCaffrey & McCall (now McCaffrey & McCall), New York; Daniel & Charles, New York, and the *New York Times*.

won't do it?/*Mickey:* Dig it, man./*Man:* Oh, that's too bad. We're going to offer you a hundred thousand dollars./*Mickey (singing):* Cheap Jeans come in all sizes. Cheap Jeans . . ./*Anncr.:* Get your Cheap Jeans in 100% natural cotton at all tops and trouser stores.

That was one of the first commercials. You see how much attention was paid to fit and value and production in that spot? I'm not trying to boost radio. I'm specifically talking about it in terms of the teen market. I think not only is it great, but it's probably the only real medium that kids are listening to. They're not watching television that much. They're not reading that much. Radio for them is almost like carrying a buddy around. Even if you ask them if they listen to radio, they might not even realize they are listening to radio. What radio does is kind of build up a cult. It's a very personal medium. A kid relates to it personally. I think basically the reason the kids relate to it is that radio is relating to them.

The programing becomes very specific and very personal. And in terms of creativity, the thing that makes radio very exciting to us as an agency is the ability to play with it, to perform a lot of creative feats. We're all from the generation

where the Lone Ranger created Texas, Arizona and New Mexico—in front of your ears, not in front of your eyes. Radio allows creative people a chance, without any restrictions, to create a lot of visual and aural images that can turn people on.

In terms of Cheap Jeans' usage, we were in the top 10 to 15 markets on rock and top-40 stations, as you would imagine, to get to the kids. And we ran 30 to 90 announcements weekly two or three times a year. And each flight was about four or five weeks. We found that that's what we needed to get that name out, get the kid into the store, have him recognize Cheap Jeans as a great jean brand.

More recently, since Cheap Jeans and kids were getting very strong, we figured it was time to take on the army, the medical professional and business:

*Doctor:* Nurse, how did this clown swallow a watch?/*Nurse:* Why don't you just remove it, doctor?/*Doctor:* Look, I'm chief of surgery. I don't touch anything unless it's a brain transplant. Now, is there a doctor around?/*Guy:* Did you say doctor?/*Doctor:* Yes, doctor. This man swallowed a watch./*Guy:* Oh, wow. Well, look I'm only delivering./*Nurse:* Oh, you're a baby doctor./*Guy:* No. No my name is . . ./*Doctor:* Look, why are we arguing? This man's life is ticking away./*Guy:* You don't understand./*Doctor:* Now that's an order./*Guy:* All right, man. Scalpel, hemostat, pliers . . ./*Doctor:* Hey, do you often work in dungarees?/*Guy:* No, they're not dungarees. They're Cheap Jeans./*Nurse:* Oh, I see. I suppose Cheap Jeans help you operate better./*Guy:* They don't show blood stains./*Doctor:* That's wonderful work. You really know what you're doing./*Nurse:* Say, where did you study?/*Guy:* Automotive high school./*Doctor:* Automotive? You're no doctor?/*Second doctor:* No, my name is Doctor. "D" like in dog. "O" as in . . ./*Doctor:* Oh, no./*Guy:* Are you the guy that ordered the B-L-T?/*Doctor:* But you just performed a perfect operation./*Guy:* Wow, stomachs, oil pans . . . it's all the same trip, baby./*Doctor:* Do Cheap Jeans come in hospital green? 34 short?/*Guy:* Red makes more sense./*Anncr.:* Pick up your Cheap Jeans at Gimbel's East, on the second floor, men's wear department.

In terms of the kind of success story that Cheap Jeans had, it really is kind of phenomenal. The industry itself grew at a phenomenal rate and Cheap Jeans was way ahead of the industry in terms of growth. The first year they went from zero to \$10 million in sales. And obviously they made good pants, and we hit kind of a nerve in the youth market, and it's something that we hope will continue as long as jeans continue. And we'll help it continue with radio.

## **We found a way to help people hold politicians to their promises.**

Paterson Mayor, Thomas Rooney, wanted to bring City Hall to the neighborhoods, so he ran a series of Town Hall meetings.

And he let us broadcast them.

We felt the broadcasts were important because they gave all of Paterson a chance to listen to the meetings. As they happened.

Mayor Rooney thought the broadcasts were important for another reason. They added legitimacy, and a much-needed sense of trust, to his work. People knew that their Mayor could be held accountable — on tape — for every promise he made.

And so could his department heads.

Our audience heard citizens make specific complaints on everything from street crime to overcrowded schools. From traffic hazards to street cleaning.

And they heard the one man who could confront those problems, do just that. Sometimes Mayor Rooney fielded

the problem himself. Other times, he and his community member confronted the municipal department head in whose area the problem fell.

And our microphone made sure those confrontations were heard by more than the one or two hundred people in the room.

When action was taken on serious problems, we let Paterson know about it. Like the time an unsanitary supermarket in the ghetto got cleaned up.

Because we draw our audience from the entire New York metropolitan area, the Town Hall Broadcasts drew response from other towns. And proved a lot of people in those towns would like an ear on their own meetings.

It's probably a little unusual for a station that airs good music to air a city's gripes. It's even more unusual to let people hear what that city's mayor proposes to do about those gripes. Maybe some day, open listening to cities' problems won't be unusual at all.

**WPAT Paterson.**

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



## Media

### Minority edge in comparative cases survives highest appeal

Supreme Court affirms ruling that minority presence triggers diversification of control— which FCC is obliged to pursue

The U.S. Supreme Court has provided a major incentive for individuals putting together an application for a broadcast station to include minority-group members among its stockholders. Indeed, minority-group members themselves may have been given the encouragement to compete for new or occupied facilities. For the Supreme Court has given its tacit endorsement to the idea that, in deciding contests for broadcast facilities, the FCC should accord a merit to minority ownership when "it is likely to increase diversity of content, especially of opinion and viewpoint."

The principle was enunciated last November by the U.S. Court of Appeals in Washington, in overturning yet another FCC decision in the 21-year-old battle for authority to operate on channel 9 in Orlando, Fla. The full bench of the circuit court, after rehearing the case last February, affirmed the opinion, but only by a 5-to-4 margin; the dissenters said the means that the majority adopted to achieve its ends are "constitutionally suspect," because of the reliance on race. Last week the Supreme Court, over the lone objection of Justice Harry Blackmun, let the decision stand, refusing to review it.

The FCC's review board, in an opinion the commission later accepted, granted the application of Mid-Florida Television Corp.—the company that had won the original grant in 1957 and put WFTV-TV (formerly WORZ-TV) on the air—principally on the ground of integration of ownership and management. The principals, Mr. and Mrs. Joseph Brechner, intended to work full time at the station.

The issue of minority ownership arose in connection with two Orlando blacks who own about 7% each of Comint Corp., one of the four competing applicants that lost. Comint said that the ownership interests of Paul Perkins, an attorney, and Dr. James R. Smith, a physi-

cian, deserved some credit. Both men are directors of Comint and would serve on committees Comint planned to establish if successful in the hearing. Mr. Perkins was to work part time at the station.

But the review board held that the Communications Act is "color blind" and that "service to the public" and not "the race, creed, or color of an applicant" controls the licensing process. "Black ownership cannot and should not be an independent comparative factor," the review board added. It "must be shown on the record to result in some public interest benefit." And Comint, the board said, had not made such a showing.

A three-judge appeals court, however, in a unanimous opinion written by Judge Charles Fahy, disagreed with that analysis. "Color blindness in the protection of rights of individuals under the laws does not foreclose consideration of stock ownership by members of a black community where the commission is comparing the qualifications of applicants for broadcasting rights in the Orlando community," the court said (BROADCASTING, Nov. 12, 1973).

It added that such ownership by a minority group not otherwise represented

#### Reaction:

"Black ownership is not necessarily determinative. But it could be decisive if all other things are equal."

among owners of Orlando's media is "relevant to considerations of ownership representation of the local community and . . . is consistent with the objective of the best practicable broadcast service to the community." Orlando's population is 25% black.

The court held that it is not requiring a quota system—only that the commission award a merit "when minority ownership is likely to increase the diversity of content, especially of opinion and viewpoint."

Thus the court added a new dimension to the problem of determining diversity of ownership of media.

To some FCC lawyers, the Supreme Court's refusal to consider the WFTV-TV case was simply another manifestation of the high court's unwillingness to come to grips with touchy racial issues. "It's like the DeFunis case," said one commission attorney, referring to the high court's failure to deal with the question of

whether the University of Washington's law school violated a white student's constitutional rights in favoring black students as entrants.

To some other commission attorneys, the Supreme Court's denial of a writ of certiorari simply meant an open market on minority-group members for applications. "I wouldn't be surprised if applicants tried to get blacks as principals," one official said, "and not only new applicants, renewal applicants, as well."

Exactly what weight the appeals court wants the FCC to give applicants that include minority group members as owners remains to be seen, according to one veteran commission official. "Black ownership is not necessarily determinative," he said. "But it could be decisive, if all other things are equal—especially if the minority group member is an officer or director, or has a major management role, or is a substantial stockholder."

Of course, applicants for new facilities have been seeking out blacks and other minority-group members as participants for some time, but now, one commission official said, they can cite the Orlando case as evidence of the value of having minority group members as principals.

But the true impact of the Supreme Court's refusal to review the appeals court's opinion cannot be assessed until the commission reconsiders the Orlando case—and that is expected to require a reopening of the record—and issues a new decision. And, as one private attorney said of the parties in the Orlando case, "Everyone will litigate the hell out of how much weight should be given to Comint's two blacks."

To some attorneys, those who work for the commission as well as for private clients, the appeals court decision opens up, as one of them said, "a whole new ball game so far as women are concerned." If blacks and other minority-group members are to be given special consideration, as one attorney said, then women should also. And regardless of the weight to be given Comint's two blacks, Mid-Florida might raise a question as to whether it deserves a credit for Mrs. Brechner.

The appeals court's decision remanding the case to the commission, and now the Supreme Court's refusal to review that decision, is something of a personal victory for Benjamin L. Hooks, the FCC's first and only black member. Although he had concurred in the commission decision affirming the review board action in the channel 9 case, he had written a separate opinion saying that the commission should give a "preference" for black ownership in deciding among competing applicants in a com-

parative hearing involving a new facility (BROADCASTING, Oct. 9, 1972).

The lower court's handling of the minority-ownership issue was not the only factor in the case troubling the commission. The court had also ordered the commission to look into the impact on Mid-Florida's basic character qualification of a criminal indictment brought against a former stockholder, Martin Segal. Mr. Segal resigned in November 1971 as an officer and a director of the application and, because of his health, was never brought to trial.

The commission permitted Mid-Florida to amend its application to sever Mr. Segal from the company. But the appeals court said the "presumption of innocence" to which Mr. Segal is entitled "is not a bar to consideration of the charges" in the comparative hearing.

The Orlando channel 9 case is one of the batch of ex-parte cases that plunged the commission into scandal in the 1950's. The original grant to the Brechners was vacated after it was found to have been tainted. But in 1964, the commission concluded that Mid-Florida had not been responsible for the ex-parte contact with a commissioner, and re-affirmed the grant. But the court vacated that award, and directed the commission to hold a new hearing. The commission in November 1965 invited new applications, but at the same time authorized the Brechners to continue operating the station. Again, the court overruled the commission, directing it to allow joint interim operation by the competing applicants. That authority was granted—to Central Nine Corp., Florida Heartland Television, Comint, TV Nine and Mid-Florida—in January 1969.

## Ex-head of Ocean City AM wants its license lifted

J. L. O'Conner Jr., president of WETT Corp., the former licensee of WETT(AM) Ocean City, Md., has petitioned the FCC to revoke that station's license, claiming a series of fraudulent practices led to the assignment of WETT's license to Public Service Enterprises Inc. in 1965.

Mr. O'Conner's allegations included a charge that the Baltimore Investment Co., represented by George W. Baker Jr., a Baltimore lawyer, forced the original licensee to overpay on a \$35,000 loan and "tampered" with the assignment of mortgage against the property of WETT.

According to Mr. O'Conner, the "invalid" mortgage document was later used in a foreclosure proceeding, resulting in an illegal takeover of the WETT property. Mr. O'Conner also claimed that prior to that, the same investment company was "instrumental" in causing interference to the station in its conduct of business.

Further, Mr. O'Conner alleged that equipment, said to have been stolen from private property near Ocean City in June 1963, later showed up in the possession of an Ocean City Broadcasting Corp. (Ocean City Broadcasting was controlled by Baltimore Investment, according to Mr. O'Conner, and later a subsequent assignment was made to Public Service Enterprises, the present licensee.)

## FCC looms large in Allbritton's buy into 'Star'

**Several outs written into contract for his purchase of newspaper and its radio and TV properties if commission approval of sale becomes a stumbling block**

The Texas banking millionaire who bought control of the *Washington Star-News* last month has now taken firmer control by having himself named publisher of the newspaper. But it remains within the realm of possibility that Joe L. Allbritton's hopes of becoming a media figure through acquisition of control of the parent Washington Star Communications Inc. will not be realized. And the contract providing for the takeover was written with a cold eye on the problems that could cause the sale to come unstuck—including those that could be encountered at the FCC.

Commission approval is required insofar as the sale—of up to 38% of the company's stock for \$25 million—includes broadcast properties: WMAL-AM-FM-TV Washington; WLVA-AM-TV Lynchburg, Va.; and WCIV(TV) Charleston, S.C. Indeed, the Washington combination requires a waiver of the commission rule barring the acquisition of television and radio stations in the same market.

Mr. Allbritton acquired 10% of Star Communications stock at an "interim closing" last month, when he became board chairman and chief executive officer of the newspaper (BROADCASTING, Sept. 30). He is to acquire up to 28% more upon FCC approval of the transfer. But the contract allows him an out if the transfer applications—due to be filed in about two weeks—are not readily approved.

It says that if the commission denies the applications in part, designates them for hearing or imposes qualifications or conditions—including whole or partial denial of the waiver request—Mr. Allbritton will have "sole discretion" to determine the parties' response, from permitting the closing to occur under FCC-imposed conditions to calling off the closing entirely.

And if Mr. Allbritton chooses to prosecute the application through a hearing and the commission ultimately denies the applications or imposes conditions on a grant, he would still have the sole authority to determine whether or not to permit the closing to occur.

Star Communications has something of an out, too, but it is more restricted. It would come into play if the commission, as a condition of its approval of transfer, required the company to sell off either the Washington television or AM and FM stations, or both, or the newspaper, and all appeals to the commission and courts failed to win removal of the condition. If the company determined that the divestiture would adversely affect it, it would have the right, by a two-thirds

vote of its board of directors, to call off the sale.

But if it did, Mr. Allbritton would have several options. He could either acquire up to 80% of the stock in the *Star News*, or require Star Communications to file a registration statement with respect to the stock in the company he has already acquired (this would enhance the marketability of those shares).

The question of what Mr. Allbritton or the Star Communications would do in the event the proceeding dragged on through commission hearing and court appeals is probably academic. For the contract says that if the commission does not issue a final order approving the application by Dec. 31, 1976, the closing will not occur.

However, the danger of a hearing order is not academic. The National Organization for Women and two Washington groups—the Media Task Force and the Communications Committee of the Adams Morgan Organization—are said to be considering formal opposition (BROADCASTING, Sept. 30).

## Florida DJ murdered

**Three suspects arrested in kidnap-killing in Deland**

A 21-year-old Deland, Fla., disk jockey was found dead Saturday, Oct. 26, after apparently having been kidnapped the day before.

Frederick West, morning man at WKKX(AM) Deland, was reported missing when he failed to arrive for his air shift Friday morning, and when the station received demands for ransom a few hours later, the FBI was called in. Station officials left the \$10,000 ransom at an arranged drop in a state park, from which police followed and apprehended two men, with a third suspect arrested Tuesday, Oct. 29.

Police recovered the ransom money from the suspects, who revealed under questioning the location of Mr. West's body. The disk jockey had been shot three times. A spokesperson for the Volusia county, Fla., sheriff's office reported that details of the kidnapping and of Mr. West's death are still unknown.

## More on the RADAR

Four radio networks have commissioned Statistical Research Inc., Westfield, N.J., to conduct a supplemental RADAR study this fall.

The new study will consist of the measurement of listening to all radio (AM and FM); to ABC, CBS, Mutual and NBC affiliated radio stations and to network programs in the top-25 ADI's, which account for more than 50% of the population.

The first volume of results on audiences to network-affiliated stations is scheduled for release in January 1975, while the one on audience to network programs and commercials is set for distribution in February. SRI said the new study will mark the first time in four years that network radio will have a second series of reports in a given year.

## Georgia TV's cleared of unfairness charge

FCC resolves complaints about power company commercials in '72

The FCC has closed the book on complaints that two Georgia television stations had violated the fairness doctrine in carrying Georgia Power Co. commercials. Last year, the commission said they appeared to be in violation. Now it says they had satisfied their obligations under the doctrine.

The proceeding was initiated by complaints filed by Media Access Project in behalf of a number of consumer groups against WXIA-TV (formerly WQXI-TV) Atlanta and WJBF(TV) Augusta as a result of the power company ads they carried during the summer of 1972. MAP said that the commercials were designed to support a rate increase requested by the company and that the stations had failed to air contrasting views.

On Dec. 7, 1973, the commission informed the stations that the company's request for a rate increase was a controversial issue of public importance, that two of the commercials that were broadcast appeared to present the company's side of the issue and that, on the basis of the available information, it did not appear that the stations had complied with the fairness doctrine on the rate-increase issue. The commission asked what programming the stations had aired or planned to present that would present contrasting views.

WJBF, in its response, said that between Dec. 6 and Dec. 9, 1973, it presented on three occasions a 10-minute program segment featuring a representative of the Georgia Power Project, who stated the project's opposition to the rate increase. In addition, excerpts were broadcast on the station's 6 p.m. local news program on Dec. 11, 12 and 13. Furthermore, the station said that it had never broadcast one of the power company spots, though it had aired the other one eight times.

WXIA-TV said it had carried the two spots a total of 16 times. And it cited 11 segments it broadcast that it said contained contrasting views on the rate-increase issue.

MAP contended that the responses did not indicate adequate presentation of contrasting views, and urged the commission to take "strong disciplinary action against both licensees. . . ." It also said the licensees should be required to pay attorney fees and costs incurred by the groups prosecuting the matter before the commission.

The commission disagreed on all counts. It said the stations' presentations indicated they had afforded a reasonable opportunity for the presentation of contrasting views on the issue. It also held that the stations were not unreasonable in determining that four other Georgia Power spots on the increasing public use

of electricity were not devoted in an obvious and meaningful way to the discussion of the rate increase in a manner that would trigger the doctrine.

As for the request that it order the stations to pay attorney fees and costs, the commission said it lacks that authority.

## FCC takes back order fining Tuscaloosa AM

The FCC has rescinded an earlier notice of apparent liability for \$1,000 against WACT(AM) Tuscaloosa, Ala., after the station argued the personal-attack complaint against it was based on issues that were uncontroversial.

The complaint, filed April 23, 1973, by Morris Gardner, charged the station made a personal attack on him during a discussion of race relations and integration. Following the FCC inquiry, the station offered Mr. Gardner an opportunity to reply.

The FCC found Mr. Gardner had sufficiently documented the controversiality of the integration issue involved, and issued the notice of apparent liability for \$1,000.

However, WACT subsequently stated that Mr. Gardner was a "regular" on the call-in program of concern, and that he had established himself with the station's listening audience as a "rabid segregationist." Further the station said the subject of the broadcast was "brotherly love and trust in God"—not a controversial issue of public importance.

## WCFL challengers plead poverty to FCC

Chicago groups now maintain they can't afford Nov. 11 hearing

The three citizen groups that gained a hearing on the license renewal application of WCFL(AM) Chicago (BROADCASTING, May 27), have now asked the FCC for assistance in order to proceed in the scheduled Nov. 11 hearing.

The petitioners have requested that the FCC defray all of their hearing costs or in the alternative, grant a waiver that would allow them to file only one copy of the pleadings; use of a free copy of the daily transcripts; expenses from the FCC to cover travel and witness fees; and any other relief the commission may deem appropriate to relieve the petitioners of "avoidable" expense.

The petitioners (Better Broadcasting Council, Illinois Citizens Committee for Broadcasting and Taskforce for Community Broadcasting) contend that neither individually nor collectively can they afford the costs of the hearing. They also argued, that as "intervenor in the public interest" who are not seeking a license or private gain, they are owed financial assistance by the FCC. The citizen groups claim their action is comparable to "private attorneys general assisting the FCC in the discharge of its duties."

The petitioners cited a 1972 Federal

Trade Commission case involving Firestone Tire & Rubber Co. and S.O.U.P. Inc., suggesting it be used as a precedent regarding the authority of an administrative agency to absorb the cost of bringing witnesses to any of the agency's hearing.

The WCFL renewal hearing involves the petitioners' allegations that the licensee, Chicago Federation of Labor and Industrial Union Council, misrepresented the extent of the station's public affairs programming. The commission granted the renewal in November 1972 without a hearing but the citizen groups appealed to the U.S. Court of Appeals (BROADCASTING, April 8).

## How NAB hands out political tithes

Wise money is said to follow the incumbent and is increasing

The National Association of Broadcasters, through its campaign committee, donated \$22,400 to political campaigns during fund collection that went on from Sept. 10 through mid-October, bringing its total contributions to 79 House and Senate candidates to about \$42,000, well over the approximately \$30,000 it spent in the 1972 congressional elections.

These findings are based on the campaign finance reports that NAB's National Committee for the Support of Free Broadcasting must submit periodically to the House and Senate. The latest was filed, as required by law, 15 days prior to Tuesday's elections. (For story on earlier finance reports, see BROADCASTING, Sept. 23.)

Of the latest 52 recipients of NCSFB money, 48 are incumbent congressmen or senators. The other four are running in races where there are no incumbents, with one exception: NCSFB gave \$100 to the senatorial campaign of Democrat Gary Hart, who is trying to unseat incumbent Senator Peter Dominick (R-Colo.). But NCSFB also gave \$500 to Senator Dominick. NCSFB has allied itself with both opponents in another race, having given \$1,300 to Senator Robert Dole (R-Kan.) and \$500 to Representative William Roy (D-Kan.), both of whom are running for the Kansas Senate seat Senator Dole currently occupies.

NCSFB has contributed to the campaigns of 35 of the 45 members of the House Commerce Committee this year. Of the 10 who have not received NCSFB money, two (Representatives Bertram Podell [D-N.Y.] and John Ware [R-Pa.]) are not in the running, five either refused or returned NCSFB contributions (BROADCASTING, Oct. 21), and one, Representative W. S. Stuckey (D-Ga.) is unopposed in his race. The remaining two whose campaigns have not received funds from NCSFB are Commerce Committee Chairman Harley Staggers (D-W.Va.) and the newest Commerce Committee member, Edward Madigan (R-Ill.).

The biggest single NCSFB contribution revealed in the latest filing was

\$1,500 to the campaign of Senator Russell Long (D-La.); the biggest total NCSFB contribution this year is \$3,500 to the campaign of Senate Commerce Committee Chairman Warren Magnuson (D-Wash.). In all, 14 congressional campaigns have received \$1,000 or more each from NCSFB, among them, that of House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), which was given \$2,000 and that of Senate Communications Subcommittee member Marlow Cook (R-Ky.), \$2,000.

The National Cable Television Association's Political Action Committee was also active in September and October, giving \$900 to the campaigns of eight incumbent congressmen and senators, according to its latest filing. So far this year, the NCTA committee has given \$5,125 to the campaigns of 42 candidates, and its largest contribution to date: \$500 to Representative Macdonald.

#### Where NAB and cable money goes: report from the receiving ends

The following is a list of candidates for the House and Senate whose campaigns received contributions from Sept. 10 through mid-October from NAB's National Committee for the Support of Free Broadcasting and the National Cable Television Association's Political Action Committee. The names and figures were collected from campaign finance reports the two committees were required to file with the House and Senate 15 days before

the Nov. 5 election.

(If the candidates received NCSFB or NCTA contributions this year prior to this latest filing, the totals to date are listed in parentheses.)

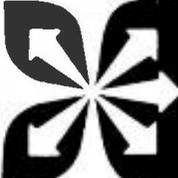
From the National Committee for the Support of Free Broadcasting to members of House and Senate Communications Subcommittees: Representatives Lionel Van Deerlin (D-Calif.), \$500 (\$1,000 aggregate); Fred Rooney (D-Pa.), \$500; John Murphy (D-N.Y.), \$300 (\$500 aggregate); Barry Goldwater Jr. (R-Calif.), \$300; Goodloe Byron (D-Md.), \$100 (\$600 aggregate); and Senators Marlow Cook (R-Ky.), \$500 (\$2,000 aggregate); Russell Long (D-La.), \$1,500; and Daniel Inouye (D-Hawaii), \$1,000.

From the NCSFB to members of the House and Senate Commerce Committees: Representatives John Dingell (D-Mich.), \$300; Brock Adams (D-Wash.), \$200 (\$400 aggregate); Peter Kyros (D-Maine), \$200 (\$400 aggregate); Bob Eckhardt (D-Tex.), \$200; Richardson Preyer (D-N.C.), \$500; Henry Helstoski (D-N.J.), \$200; Ralph Metcalfe (D-Ill.), \$300; John Breckenridge (D-Ky.), \$200; J. J. Pickle (D-Tex.), \$300; James Collins (R-Tex.), \$500; Joe Skubitz (D-Kan.), \$200 (\$400 aggregate); Tim Lee Carter (R-Ky.), \$300; Dan Kuykendall (R-Tenn.), \$500; Louis Frey (R-Fla.), \$300; Richard Shoup (R-Mont.), \$500; William Hudnut (R-Ind.), \$250; H. John Heinz (R-Pa.), \$250; James Symington (D-Mo.), \$300; and Senator Warren

Magnuson (D-Wash.), Commerce Committee chairman, \$1,000 (\$3,500 aggregate).

From the NCSFB to others: Senator Robert Dole (R-Kan.), \$1,000 (\$1,300 aggregate), and to his Democratic opponent, William Roy, now congressman and member of the House Commerce Committee, \$300 (\$500 aggregate); and Senators George McGovern (D-S.D.), \$500; Mike Gravel (D-Alaska), \$500 (\$700 aggregate); Thomas Eagleton (D-Mo.), \$400; Milton Young (R-N.D.), \$800 (\$1,000 aggregate); Richard Schweiker (R-Pa.), \$500 (\$700 aggregate); Peter Dominick (R-Colo.), \$500, and his Democratic opponent, Gary Hart, \$100; Barry Goldwater (R-Ariz.), \$750; Alan Cranston (D-Calif.), \$1,000; and Representatives Silvio Conte (R-Mass.), \$500; William Scherle (R-Iowa), \$200; John Rhodes (R-Ariz.), \$500 (\$750 aggregate); Peter Rodino (D-N.J.), \$1,000; Barber Conable (R-N.Y.), \$50; Frank Horton (R-N.Y.), \$200; Harold Froehlich (R-Wis.), \$200; Thomas Railsback (R-Ill.), \$500; Jack Brooks (D-Tex.), \$500; Robert Kastenmeier (D-Wis.), \$200; Thomas P. O'Neill (D-Mass.), \$500; Russell Rourke, Conservative party candidate for House, New York, \$100; Francis Cain, Democratic candidate for House, Vermont, \$200; Len Phillips, Republican candidate for House, South Carolina, \$200.

From NCTA Political Action Committee to: Representatives John Murphy (D-N.Y.), member of Communications Subcommittee, \$200 (\$400 aggregate); Joe Skubitz (D-Kan.), \$100 (\$200 aggregate); James Symington (D-Mo.), \$50; Dan Kuykendall (R-Tenn.), \$100 (Representatives Skubitz, Symington and Kuykendall are members of the Commerce Committee); and Senators Birch Bayh (D-Ind.), \$200 (\$300 aggregate); Thomas Eagleton (D-Mo.), \$100; Adlai Stevenson (D-Ill.), \$50; and Representative Wayne Owens (D-Utah), who is running for the Senate, \$100 (\$200 aggregate).



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74-53

### KSJO hit by citizens

**Citing public affairs practices, petition is filed against renewal**

Taking heed of past FCC actions when it dismissed challenges to license renewals because the allegations were too general, the Committee for Open Media has taken on SRD Broadcasting Inc., licensee of KSJO(FM) San Jose, Calif., with plenty of specifics including written affidavits, monitored newscasts and a composite week analysis. The evidence has been gathered to substantiate COM's charges that the licensee has reduced public affairs programming and has buried what is left in "off hours."

COM alleged that despite the licensee's proposals in both transfer and renewal applications for increased public affairs programming, the station has in fact reduced such programming and relegated remaining public affairs programs to Sun-

day morning. COM asserted further that the public affairs shows are not aided by any pre-broadcast promotion or announcement and thus fail in "affording a reasonable opportunity" for the discussion of controversial issues.

COM also used its petition to deny to introduce the idea that broadcasters have a dual obligation with respect to access. Not only must they provide "access to information," as the FCC rules recognize, but COM asserted that broadcasters must also provide "access to people."

This distinction, COM explained, lies in who seeks the access. Access to information, according to COM, is "receiver-initiated communications," whereby a listener can consciously choose to tune into a particular news or public affairs program, knowing that the station has scheduled that program for a particular time. Access to people or "source-initiated communications," COM explained, involves allowing broadcast time to individuals who want to address local issues and problems, but not in the context of a regularly scheduled public affairs program. Rather, COM feels such messages should come sporadically throughout the day, similar to commercial advertisements, where the listener cannot previously choose whether to tune in or not. According to COM, in that way a licensee can assure his audience a "full broadcast" and deliver his listeners to community issues, just as listeners are delivered to commercial advertisers. How else will listeners ignorant of a particular problem, seek out information about it, argued COM.

## Changing Hands

### Announced

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

▪ **KSEL-AM-FM** Lubbock, Tex.: Sold by McAlister Broadcasting Corp. to Harris Enterprises Inc. for \$947,500. Principals in seller are R. B. McAlister, board chairman, and Bill McAlister, president, who also own KSEL-TV Lubbock. Principals in buyer are families of late John P. and Sidney Harris. Harris controls eight newspapers in Kansas, Iowa and California and KBUR-AM-FM Burlington, Iowa; KFKA-AM) Greeley, Colo.; WJOL-AM-FM Joliet, Ill., and KIUL-AM) Garden City and KTOP-AM-FM Topeka, both Kansas. Robert Wells, former FCC commissioner, is vice president and manager of Harris broadcast properties. KSEL-AM) is on 950 khz with 5 kw day and 500 w night; KSEL-FM is on 93.7 mhz with 100 kw and antenna 740 feet above average terrain. Broker: George Moore & Associates.

▪ **WVNS-AM) - WMCD-AM-FM)** Statesboro, Ga.: Sold by WVNS Inc. to Radio Statesboro Inc. for \$800,000. Principal in seller is Donald O. McDougald who has no other broadcasting interests. Buyer is newly formed corporation with Cecil H. Grider, president (30%); W. C. Woodall Jr., secretary-treasurer (30%), and James P. Orndorff, vice president (30%). Mr. Grider has interests in WIMO-AM) Win-

der, Ga., and WPFA-AM) Pensacola and WMEN-AM) Tallahassee, both Florida. Mr. Woodall also has interest in WPFA and WMEN along with interest in WDW-AM-FM Dawson and WBBK-AM) Blakely, both Georgia; WGSW-AM) Greenwood, S.C., and WDSR-AM)-WTL-AM-FM Lake City, Fla. Mr. Orndorff is land developer. WVNS is on 1240 khz with 1 kw day and 250 w night; WMCD-AM-FM) is on 100.1 mhz with 3 kw and antenna 150 feet above average terrain.

▪ **WDDS-FM** Syracuse, N.Y.: Sold by Amalgamated Music Enterprises Inc. to Signal Broadcasting Co. Inc. for \$360,000. Principals in seller are Albert Wertheimer, president (40.3%), and Paul Davis (40.3%) who own WVOR-AM-FM) Rochester and WBUF-AM-FM) Buffalo, both New York, and have sold WFLY-AM-FM) Troy, N.Y., to Rust Communications Group Inc. for \$350,000, subject to FCC approval (BROADCASTING, Oct. 14). Buyer is owned by Tower Broadcasting Corp., licensee of WNDR-AM) Syracuse, and by individual officers and employees of WNDR, including Robert A. Forrest, president, who controls KDON-AM) Salinas, Calif., and is purchasing KSBY-FM San Luis Obispo and KSBW-FM Salinas, both California, from Central California Communications Corp. for \$332,500 (BROADCASTING, Oct. 28). Tower Broadcasting is owned by A. F. Wechsler family through Wechsler Coffee Co. (90%) and Arthur C. Kyle, Jr. (10%), who controls WPDM-AM-FM) Potsdam, N.Y.

WDDS-FM is on 93.1 mhz with 97 kw and antenna 660 feet above average terrain.

### Approved

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

▪ **WRFD-AM)** Columbus-Worthington, Ohio: Sold by Nationwide Communications Inc. to Buckeye Media for \$750,000. Seller is subsidiary of Nationwide Mutual Insurance Co., of Worthington, and also owns WNCI-AM-FM) Columbus; WGAR-AM)-WNCR-AM-FM) Cleveland; WATE-TV Knoxville, Tenn.; WLEE-AM) Richmond and WXEX-TV Petersburg, both Virginia, and WFMM-FM) Baltimore. Buyer is owned by nonprofit Ohio Farm Bureau Federation, Leonard Schnell, president. WRFD is daytimer on 880 khz with 5 kw.

▪ **WXLW-AM)** Indianapolis: Sold by Greater Indianapolis Broadcasting Co. to Shirk Inc. for \$715,000. Seller is controlled by Fred A. Grewe Jr., who has interests in WEIF-AM) Moundsville, W. Va.; WSTL-AM) Eminence, Ky., and WGOE-AM) Richmond, Va. Mr. Grewe recently sold WPAR-AM) Parkersburg, W. Va., to Burka Broadcasting Co. for \$500,000 (BROADCASTING, Sept. 16). Owner of WXLW buyer, William S. Poorman, is general manager of WXLW and has interest in WERK-AM) Muncie, Ind. WXLW is daytimer on 950 khz with 5 kw.

▪ **WRAN-AM)** Dover, N.J.: Sold by Media Horizons Inc. to Jersey Community Broadcasting Inc. for \$560,000. Princi-

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pals in Media Horizons are Joel Harnett and Kenneth Cowan. Media Horizons owns KMEQ-AM-FM Phoenix, KDEF-AM-FM Albuquerque, N.M., WGNV(AM) and WFMN(FM) Newburgh, N.Y., and KRQD(AM) El Paso, Tex. Principal in Jersey is Richard E. Bailey, formerly head of Hughes Television Network. WRAN is on 1510 khz with 10 kw day, 500 w night.

■ KINT-AM-FM El Paso: Sold by Sun Country Broadcasting Co. to Taber Broadcasting Co. for \$500,000. Principal in Sun Country is Larry Daniels. Principals in buyer are James M. Taber, F. Wallace Taber and Alan Pickens. James Taber is investor and former executive at stations in Birmingham, Ala., Dallas and Los Angeles; Wallace Taber is professional sportsman, and Mr. Pickens is investor. KINT is daytimer on 1590 khz with 1 kw. KINT (FM) is on 97.5 mhz with 60 kw and antenna 1,080 feet above average terrain.

■ Other sales approved by the FCC last week include: KNCR(AM) Fortuna, Calif.; KFMI-FM Eureka, Calif.; WBLG(AM)-WLEX(FM) Lexington, Ky.; KWEB(AM)-KNCV(FM) Rochester, Minn.; WEMJ(AM) Laconia, N.H.; WBVM(AM) Utica, N.Y.; KFIR(AM) Sweet Home, Ore.; WDAR-AM-FM Darlington, S.C.; KBES-AM-FM Bellevue, Wash.; and WGLB-AM-FM Port Washington, Wis.

Media Briefs

**New research shop.** Custom Audience Consultants Inc. has been established by (Ms.) Sam Paley, formerly research consultant for Avco Radio & Television Sales, and Rich Livingstone, previously manager of research for Washington Star Station Group. Avco Broadcasting Corp. radio stations and Mutual Broadcasting System are charter clients of radio-TV service. 918 16th Street, N.W., Washington 20006; (202) 785-6397.

**On board.** NBC-TV has signed KLAA-TV West Monroe, La., as new affiliate. Station, on channel 14, is owned by Monroe Television Inc. General manager is Donald Fischer.

**Competition.** Women in Communications Inc. and Edward L. Bernays Foundation (public relations counsellors) are offering \$1,000 award for best plan to aid women in achieving advancement and remuneration parity with men in communications. Deadline for entries is March 15, 1975. Manuscripts should be less than 5,000 words. *Award Competition, Advancement Fund of WICI, 8305-A Shoal Creek Boulevard, Austin, Tex. 78758.*

**In case of emergency.** Broadcast media is linking general public to network of civil authorities in Louisville, Ky., now that EPIC (Emergency Public Information Circuit) has become operational there. Weather bureau, Civil Defense department and city and county police headquarters are participating units, all capable of going on-air within 60 seconds of an alert tone. System was devised by staffs of the mayor of Louisville and the county judge of Jefferson county.

Less for more for television advertisers?

O&M's president tells ANA convention that decline in rate of impressions augurs higher prices, short-form ads

A "consistent and dramatic" decline in the frequency with which TV advertising reaches its targets may be advertisers' "biggest problem of the next 10 years" and will certainly lead to shorter commercials and force broadcasters to "confront the problem of scheduling commercials."

That warning was sounded last week by Andrew Kershaw, president of Ogilvy & Mather, at the 65th annual meeting of the Association of National Advertisers.

"If you had a budget of \$5 million in 1965 and spent it on daytime TV, you reached all women (18 years and over) 96 times that year," Mr. Kershaw said. "In 1975 with the same budget, you will reach them 50 times, and in 1985, 24 times." Or, he said, the \$5 million it took to make 96 impressions in 1965 will have to be increased to \$20 million to obtain the same result in 1985, he added. "Frankly," he said, "advertisers' budgets are not going to grow at that rate."

In nighttime TV, Mr. Kershaw said, the outlook is similarly bleak. Where \$5 million bought 38 impressions per woman in 1965, it will buy 13 in 1985, he said, and to maintain 1965's 38-impressions level, the \$5 million will have to become nearly \$15 million. "Advertising budgets for mature brands do not grow

at that rate," he added.

"Total advertising expenditures between 1965 and 1985 will double, for daytime and nighttime TV," Mr. Kershaw continued. But increases of 400% and 500% would be needed to maintain impressions, he said, whereas in actual fact the expenditures of a "representative" group of large consumer products manufacturers—which he did not identify—indicate that average expenditures per brand, instead of increasing, have been declining over the past 10 years.

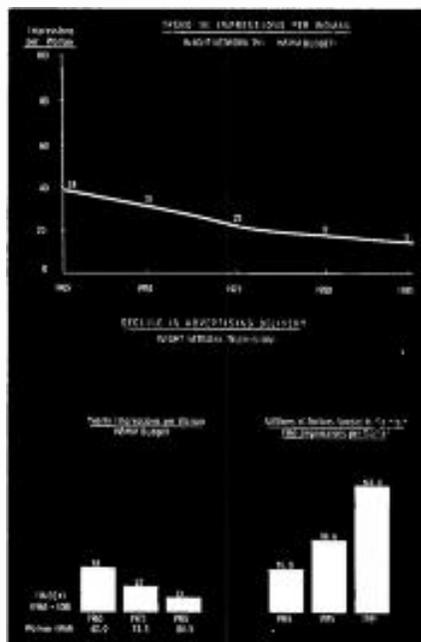
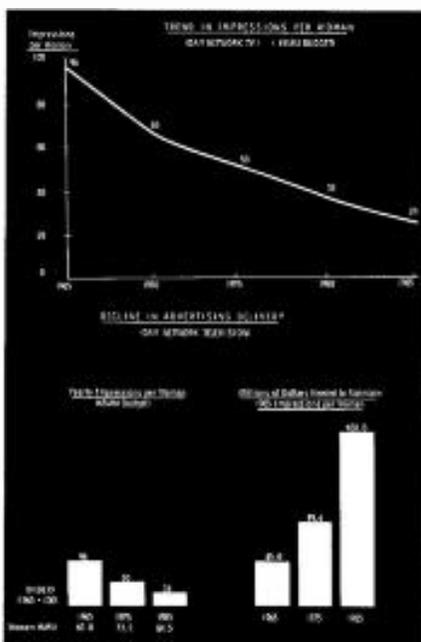
Mr. Kershaw acknowledged that he was "oversimplifying a complicated concept" and "ignoring the variables of population growth, market segmentation, media patterns and commercial unit lengths." Even so, he insisted, the fact remains that "year after year we shall deliver fewer messages to your target audience."

This, he continued, "can only lead to shorter length commercials." And shorter length, he said, "is not going to doom effectiveness" but may in fact "stimulate us to focus our campaigns more sharply on the most important points."

"My hunch," he said, "is that 10 years from now the 10-second commercial will be the basic length" and "a 30 will be as rare as a 60 is today." And "this inevitable process," he asserted, "is finally going to force the TV industry to confront the problem of scheduling commercials."

"When 10-second commercials predominate, the three minutes of network time at the end and beginning of shows, plus the 30 or 40 seconds of station break time, could become three minutes and 40 seconds in which it would be theoretically possible to give 22 consecutive commercial messages. . .

"The demand for commercial TV time



Diminishing returns. Ogilvy & Mather's Andrew Kershaw told the ANA convention last week that "the biggest problem of the next 10 years" for advertisers may be the decline in frequency of TV advertising and the resulting higher costs to maintain prior levels of frequency. The above charts (left for daytime, right for prime time) demonstrate the real and projected drops in frequency from 1965 to 1985 and the necessary increase in expenditures to keep up with the frequency rate of 1965.

# Three ways to spell leadership in transmitter engineering

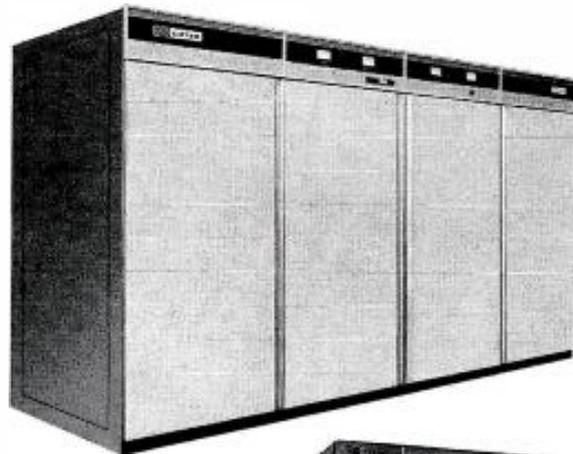
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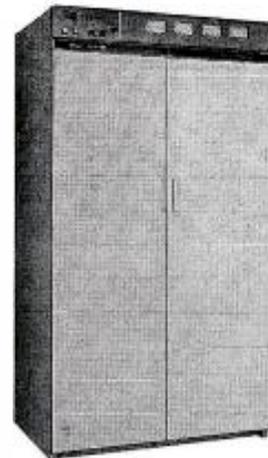
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is not going to decline. The TV industry must pull up its socks and decide how they are going to accommodate the future needs of advertisers.

"And there are no easy answers. Clustering commercials at the beginning and end of programs is probably preferred by the public, but leads to a loss in commercial audience. Whether it leads to a loss in effectiveness or memorability we do not know. Research should be conducted to determine what the effects are. It is conceivable that radically new scheduling principles can be found which are acceptable to both advertiser and the public. . . .

"I believe that the curse on advertising would be lifted by a more modest and less intrusive method of bringing commercials to the public.

"Unfortunately, the increase of shorter length commercials will only compound the problem of clutter. In the absence of solutions we shall find increasingly damaging public hostility and restrictive regulations. We must find ways of accommodating the needs of the advertiser without alienating the viewer."

## Now television is sending them back to the movies

**TV, once seen as the death-blow to motion pictures, helps rescue Hollywood by \$80 million in ads**

Movies are bigger and better than ever in television in 1974—in television commercials, that is.

Five years ago, the motion picture industry spent a respectable \$22.3 million to advertise movies on TV. By last year the figure had zoomed to more than \$43 million. And this year shapes up as a blockbuster. Six-month figures from the Television Bureau of Advertising peg motion picture investments through last June 30 at \$35,718,900, up a whopping 91% from the \$18,647,000 in the first half of 1973. And it's virtually a certainty that the movie category will hit the \$80 million mark this year.

Specialists at the producer-distributor and advertising agency levels stress that advertising in the second half of the year invariably is heavier than in the first half, and an outlay of \$45 million through next Dec. 31 is not inconceivable. In 1973, for example, first-half TV spending by the motion picture industry, according to TVB, was almost \$18.7 million, while the second half total was about \$24.5 million.

The big spurt in TV advertising of movies for theatrical exhibition started about two years ago. But as early as the mid 1950's there were sporadic ventures into TV. At the time there were two forces militating against the use of TV: a general reluctance by film studios to accelerate the growth of a medium that was damaging the theater box office, and a lack of knowledge about TV by studios

and their advertising agencies, which were traditionally oriented to newspaper advertising.

Despite its misgivings, however, the film industry began to invest more freely in television during the 1960's and early 1970's. Executives in the producer-distributor and agency spheres agree that the most persuasive factor was the wider popularization of the "four-wall" concept of theater exhibition.

"Movie companies have been using TV more and more in recent years," says David E. Diener, president of Diener-Hauser-Greenthal Co., New York, a specialist in motion picture advertising. "More and more we realized TV was an important marketing tool, but the success of the four-wall approach, with its emphasis on saturation TV advertising, was the strong catalyst."

Under the four-wall strategy, a distributor rents a theater for a fixed period and set fee; handles advertising and promotion activities, and keeps the entire gross. A key ingredient is a saturation spot TV campaign in each market a film is to play, usually beginning a week or 10 days before opening day and continuing for several days after the premiere. (This differs from conventional distribution in which a film may play simultaneously in a large number of markets, with distributor and exhibitors sharing in promotion-advertising expenses and in the gross receipts.)

At the outset, the most dedicated exponents of the four-wall technique were producers-distributors of wildlife-outdoor adventure films, such as American National Enterprises, Salt Lake City ("Alaska Safari," "Cougar Country," "North Country" and "Cry of the Wild"); Pacific International Enterprises, Medford,

Ore. ("American Wildness" and "Vanishing Wilderness") and Sun International Enterprises, Los Angeles ("Chariot of the Gods," "Toklat" and "Brother of the Wind").

These modestly produced offerings, in the range of \$100,000 to \$300,000, rolled up huge grosses as they paid off over a period of two years or more. TV expenditures were astronomical, approximately \$1 million or more a year per picture. But the returns were worth it. Grosses reported for "American Wildness" are close to \$11 million; for "Vanishing Wilderness," almost \$13 million and for "Alaska Safari," about \$15 million over three years.

By the beginning of 1973 the major studios were gasping at the results of the four-wall entrepreneurs. Perhaps the first success of the majors was "Billy Jack," a feature that wilted in its initial release three years ago. But as a four-wall attraction from Warner Bros., it is reported to have grossed more than \$40 million in the past year.

As one indication of the heightened TV economy for motion picture advertising, Diener-Hauser-Greenthal expects its TV billing for movie clients to climb to \$10 million this year, up from about \$4 million in 1973. Among its largest TV saturation efforts this year were those for 20th Century-Fox's "The Poseidon Adventure," "Butch Cassidy and the Sundance Kid" and "Dirty Mary, Crazy Larry," and American International Pictures' "Born Losers" and "Macon County Line." (Reissues of popular movies such as "Butch Cassidy" and "Born Losers," seem to be helped by spot TV saturation.)

Mr. Diener believes there has been no cutback in newspaper advertising for movies; the TV spending, he feels, "rep-



One screen to another. Some movie producers and distributors have used television advertising for years, notably wildlife filmmakers such as American National Enterprises, shown here (top left) for its feature "Cougar Country." Others are newer to the medium: Columbia Pictures for its "Buster and Billie" (top right), Billy Jack Enterprises for "The Trial of Billy Jack" (bottom left) and Walt Disney Productions for "The Bears and I."

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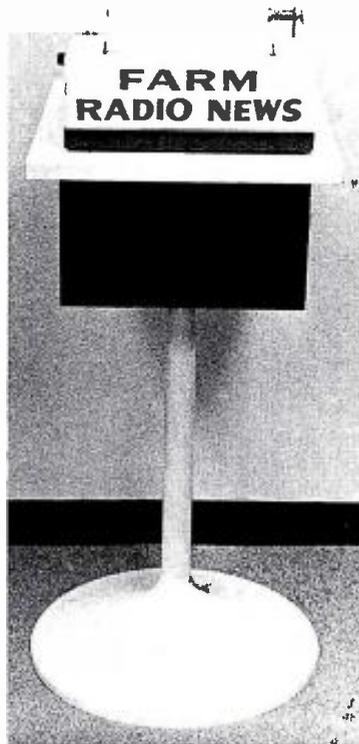
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DHG's Diener

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SFM's Moger

resents extra money." He says TV "creates the desire for a viewer to see a film" and the newspaper is "the directory to which an individual turns when he wants to go to the movies."

The most authoritative estimate is that motion picture companies spend some \$200-\$250 million in newspapers each year. But even the Newspaper Advertising Bureau could not provide a definitive answer. A spokesman says the bureau does not keep a special tabulation for movie advertising.

Even for television, with the proliferation of advertising in recent years (predominantly in local markets), Television Bureau of Advertising cannot provide a breakdown on investment by individual companies (except for network TV). A spokesman for Broadcast Advertising Reports, which supplies figures to TV, says it kept figures company by company until about three years ago. As local TV advertising for films began to widen, BAR found the paperwork onerous and expensive. It now records commercials merely as "movie advertising" and does not attempt to identify the film company involved.

The four-wall approach has spawned a number of media techniques. Stanley Moger, executive vice president of SFM Media Service Corp., which places advertising for American National Enterprises, said wildlife features invariably are introduced during November, January and February when TV viewing is at its peak. The general rule is to begin campaigns in smaller markets, he said, so that TV themes and scheduling can be tested and refined before moving on to larger markets. Preferred niches for the wildlife commercials are early and late-evening news programs, according to Mr. Moger.

One collateral benefit of widespread television exposure for the wildlife films, Mr. Moger says, is they become suitable fare for television after theatrical runs are exhausted. He pointed out that a number of ANE features now are being syndicated to TV stations by Gold Key Entertainment, New York and Los Angeles, and one production, "The Great American Cowboy," has been sold to ABC-TV for showing in 1976.

Irving N. Ivers, director of worldwide advertising for Columbia Pictures, Los Angeles, pays tribute to television advertising as a key contributor to the success of theatrical movies. During the past year, Columbia has relied on TV heavily to launch four of its films—"Golden Voyage of Sinbad," "Lords of Flatbush," "Buster and Billie" and "For Pete's Sake."

Leading up to the market-by-market TV saturation campaign for Columbia's latest release, "Buster and Billie," Mr. Ivers says, the company first tested the film in 10 markets earlier this year to determine the composition of the TV thrust. Under evaluation were the copy theme and the weight levels required. In June, regular distribution began and the market-by-market campaign unreeled. For "Buster and Billie," the weight levels ranged from 350 to 750 gross rating points, depending on the market.

Walt Disney Productions has been in the forefront of TV advertising for years, attributable to its understanding of the medium because of its highly popular TV series. Terry Semel, vice president and general sales manager of Buena Vista Distribution Co., subsidiary of Disney, asserts that the use of TV for films on a city-by-city basis is "expensive," but it seems to be the route for broadening the base of the theater audience.

"We experimented last summer in New York with reissues of a number of Disney features, backed by a heavy TV campaign," he says. "It was highly successful and we plan to repeat this 'Disney Festival' in New York next year. We have just put our latest film, 'The Bears and I,' into distribution and we'll be spending about \$1 million over the next few months."

Mr. Semel echoes the sentiments of several other distributors in saying that "TV is designed to make motion pictures more attractive to audiences that normally do not go to the theater." He ventures that studios will be evaluating the impact of TV advertising on theater attendance over the next few years to determine if the added expense of television justifies the investments.

Though spot TV saturation for movies seems to be the wave of the future, one of the companies that scored a major suc-



## Who's the guy in the middle?

(The one with the ears.)

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**nsi** **NIELSEN STATION INDEX**

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cess this past year with "Billy Jack" intends to buck the tide. Billy Jack Enterprises, Los Angeles, which produced a sequel titled "The Trial of Billy Jack," intends to premiere the film in more than 1,000 theaters across the country on Nov. 13 and support its introduction with a massive \$2 million TV campaign on ABC-TV, CBS-TV, NBC-TV and in up to 100 spot markets.

Alexander Podhoretz, media director of Billy Jack Enterprises, explains the switch this way: "The distributor of the film, the Taylor-Laughlin Distribution Co., believes 'The Trial of Billy Jack' is so timely today because of the political climate and the numerous political trials that it decided to release the film nationwide. Our TV advertising will begin about Nov. 8."

Though movie advertising on TV was criticized a few years ago for its accent on sex and violence, Mr. Podhoretz said it did not constitute a problem. He noted that "The Trial of Billy Jack" is rated PG and added:

"I'll confess the picture itself has more violence than the TV ads, but we feel the violence in the film is rooted in reality and reflects life."

The future of TV advertising for movies seems bright. Motion picture advertising invariably is handled by local agencies throughout the country. But one harbinger of the money to be mined in this field is the establishment by Grey Advertising Inc., New York, which bills more than \$350 million annually, of a separate unit specializing in motion pic-



**Chevy theme.** F. James McDonald (r), general manager of Chevrolet, and Thomas B. Adams, chairman of Campbell-Ewald, Detroit, led the taste test at a recent agency party to mark the start of a new spot campaign. National radio and network TV spots—60 and 30 seconds—take the theme "baseball, hot dogs, apple pie and Chevrolet," in musical versions from country western to hard rock. Jim Hartzell, C-E group creative supervisor, takes credit for the inspiration. David E. Davis Jr., executive VP and corporate director of creative services and his team in Los Angeles; Audrey Clugston, art director; Virginia Heyl, producer, and Braverman Productions, Los Angeles, combined efforts for campaign.

ture advertising. Grey has been named to handle broadcast and print advertising for Columbia Pictures on a national basis.

Will Dougherty, account executive with TVB specializing in motion picture advertising, capsulized the prevailing trend with this observation: "Once television kept people away from theaters and in the home. Now it's being used to lure people out of the house and into the movie theaters."

housewives who received the Arbitron brand questionnaire also participated in ARB's spring TV report. The brand report covers the top 10 markets for 33 product categories and lists brand usage in each market.

ARB said two unidentified advertisers have bought the TV/product cross tabulations. This information relates viewing to brand usage and is useful to advertisers to identify which dayparts and which programs can have an impact on brand usage prospects. As part of the service, the advertiser has access to ARB's computer to test various schedules for his own brand and to gauge those of competitive brands. The cost for an advertiser, according to ARB, can vary from \$1,500 to \$6,000, depending largely on how extensively the client plans to make use of the computer.

### Who uses what where

The American Research Bureau is offering advertisers cross tabulations that will relate ARB's TV ratings report to its competitive brand ratings report.

An ARB spokesman said this service can be made available because the same

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### BAR reports television-network sales as of Oct. 20

ABC \$516,602,500 (30.3%), CBS \$615,111,200 (36.0%), NBC \$574,101,800 (33.7%)

| Day parts                        | Total minutes week ended Oct. 20 | Total dollars week ended Oct. 20 | 1974 total minutes | 1974 total dollars     | 1973 total dollars     |
|----------------------------------|----------------------------------|----------------------------------|--------------------|------------------------|------------------------|
| Monday-Friday Sign-on-10 a.m.    | 98                               | \$ 598,400                       | 2,831              | \$ 19,176,600          | \$ 19,827,700          |
| Monday-Friday 10 a.m.-6 p.m.     | 943                              | 10,067,900                       | 41,605             | 361,972,600            | 311,505,500            |
| Saturday-Sunday Sign-on-6 p.m.   | 301                              | 6,207,000                        | 11,814             | 171,215,800            | 163,731,300            |
| Monday-Saturday 6 p.m.-7:30 p.m. | 97                               | 2,816,700                        | 4,111              | 87,193,800             | 78,374,400             |
| Sunday 6 p.m.-7:30 p.m.          | 15                               | 653,400                          | 569                | 13,396,700             | 13,801,100             |
| Monday-Sunday 7:30 p.m.-11 p.m.  | 402                              | 32,770,200                       | 16,465             | 931,325,600            | 857,942,900            |
| Monday-Sunday 11 p.m.-Sign-off   | 182                              | 4,107,700                        | 7,245              | 121,534,400            | 104,884,900            |
| <b>Total</b>                     | <b>2,038</b>                     | <b>\$57,221,300</b>              | <b>84,640</b>      | <b>\$1,705,815,500</b> | <b>\$1,550,067,800</b> |

Source: Broadcast Advertisers Reports

## Fairness under fire

Mobil Oil ads case prompts bitter remarks at ANA convention session

Does television give so much autonomy to its news departments that it gives up its own authority to be a licensee?

Gilbert H. Weil, counsel to the Association of National Advertisers, suggested that this might be the case at a workshop session of the Association of National Advertisers convention last week (see story page 28).

The idea was rejected by Alfred Schneider, vice president of ABC Inc., who said he knew from his own experience at ABC and before that at CBS—and believed it to be true, too, at NBC—that the networks have “strict corporate management policy” controlling their news departments.

Herbert Schertz, public affairs vice president of Mobil Oil Corp., repeatedly challenged the networks’ refusal to carry Mobil commercials playing up the company’s position on the energy crisis.

Mr. Schneider stressed that FCC and court decisions give broadcasters the right to accept or reject commercials advocating ideas as distinguished from products or services.

He also acknowledged that ABC would, in effect, accept or reject them on a case-by-case basis, “bringing to bear on the one hand our interests in carrying out our duty to see to it that the public is informed and on the other hand to permit you, the advertiser, to present your company’s image in the best light, your product in its most favorable aspects and your services in the broadest of contexts.”

In the same session John E. O’Toole, president of Foote, Cone & Belding, wrote off objective reporting as a virtual impossibility. “Objectivity is an ideal to be pursued but never captured,” he said. “And, despite the new journalism, there are still many reporters who see their jobs this way. But television news specials seldom even attempt that much. The program has to be held together by some point-of-view or it’s like watching paint dry. And the point of view is seldom that of the system.”

The fairness doctrine, he said, has not helped. Alluding to broadcasters’ refusal to carry Mobil’s energy advertising, he said the fairness doctrine “has not perceptibly made programing any more informative, but because of its application to paid commercial time, stations and networks would rather run ‘Deep Throat’ than any kind of advocacy advertising. Thus the result of this peculiarly named doctrine has been to prevent oil companies from presenting what they feel to be relevant facts in the media which present what they construe to be distorted facts.”

What it nets down to, Mr. O’Toole said, is that advertisers must present their own points of view in advertising. “One thing I know for sure,” he said, “the government isn’t going to do it for us. And unless tongues of fire alight upon their heads, our friends in the broadcast industry aren’t going to help. Print jour-

nalism may try, but the adversary’s side will be much more colorful, emotionally satisfying and newsworthy. That leaves advocacy advertising.”

“Or,” he added, “if we don’t start fighting to keep it, that leaves nothing at all.”

## Business Briefs

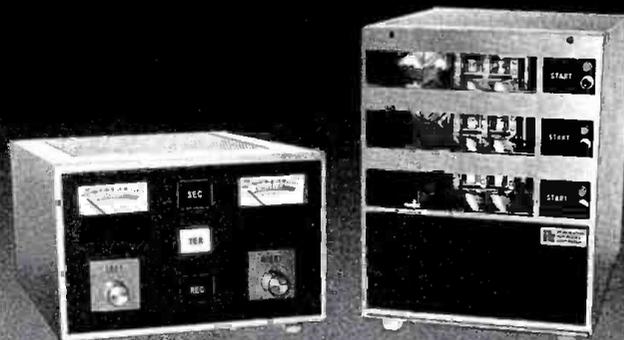
**Bonanza for Marschalk.** Bonanza International Inc., Dallas-based restaurant chain, has named The Marschalk Co., subsidiary of Interpublic Group of Companies Inc., New York, as its advertising agency, effective Jan. 9, 1975. Billings for 1975 are estimated at \$6 million, about \$3 million in broadcast.

**Levyne is Eisner.** S. A. Levyne Co.,

Baltimore, has changed its name to Eisner & Associates, after agency’s president, Henry W. Eisner. Sidney A. Levyne, founder, retired in 1968.

**Rep appointments.** Blue Broadcasting Co. stations (WHOO-AM-FM Orlando, Fla.; WVLC-AM-FM Lexington, Ky.; WINN[AM] Louisville, Ky.; WFFG[AM] Marathon, Fla.): Avery-Knodel, New York ■ KJOU(FM) Los Angeles and KOAX(FM) Dallas: Bolton/Burchill International, New York ■ Viking State News Network, Minneapolis: Eastman Radio, New York ■ WQWQ(FM) Muskegon, Mich.: Frederick W. Smith, New York ■ WLKI(AM) Angola, WWCW(AM) Brazil, WTVL(FM) Monticello, all Indiana, and WSTL(AM) Eminence, Ky.: Regional Reps Corp., Cleveland-Cincinnati.

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**Children's hour for FTC.** The National Association of Broadcasters and the Television Information Office got an audience at the Federal Trade Commission in Washington last Tuesday for the TIO-produced slide-film-narrative, "Children, Television and Broadcast Self-Regulation." The purpose of screening the 42-minute show at the FTC, said an NAB spokesman, was to promote "more realistic understanding" of how the NAB television code addresses problems in children's programming, commercials and time standards, and to dampen criticism that the industry has done little to regulate itself. NAB President Vincent Wasilewski said he was heartened by the response from the five FTC commissioners, although their questions were few. Commissioner Paul Rand Dixon asked Mr. Wasilewski if NAB had satisfied Senate Communications Subcommittee Chairman John Pastore (D-R.I.), who once shouted at Mr. Dixon, "It's damned unfair to advertise to children," by Mr. Dixon's account. "No, we haven't satisfied Senator Pastore," Mr. Wasilewski answered, adding that he would like the senator to see the TIO show.

## Media Payment starts to modernize standard contract

Dual liability for advertisers and agencies in payment for broadcast advertising is favored by 89% of the TV-radio stations responding to a survey conducted by Media Payment Corp., New York.

In releasing the results of the survey last week, Media Payment said it was attempting to ascertain station attitudes regarding various terms and conditions of time sales contracts. It said it has turned over the results of the study to legal counsel to draft a new, standard broadcast time sales contract. MPC said this draft will be distributed to stations and their sales representatives, as well as to agencies and advertisers through their industry organizations. After industrywide comment is compiled, according to Media Payment, the new contract will be proposed for adoption as the standard for time sales terms and conditions.

Other key findings of the survey: rotation and make-good policies should not be included in contracts; national agencies and advertisers should be required to contract and pay for time buys on standard broadcast month terms; payment terms should be net on receipt; interest charges should be levied for late payment; agency claims should not be allowed after a specified period of time; a credit to the agency or advertiser should be issued automatically if a station does not reply within an allowable time period to a claim for adjustment; spots canceled without due notice and spots missed due to late arrival of film should be billable—at the option of the station—and agencies/advertisers should be held liable for payment.

## Programming

# Court clears way for rock WQIV to replace WNCN

**However, opponents of format change for New York FM vow to continue fight**

It was about four weeks late, but Starr Broadcasting's WNCN(FM) New York at 12:01 a.m. Friday was to have switched its call sign to WQIV and its format from classical to rock.

The changes were scheduled for a week after the U.S. Court of Appeals in Washington lifted the administrative stay it had imposed on the proposed format change, a change that had drawn the opposition of 40,000 New York-area residents in the form of petitions and letters to the FCC.

The court—Chief Judge David Bazelon and Judge Carl McGowan—held in a brief unsigned order that it would be inappropriate for it to intervene in the case at a time when the commission is considering matters raised by opponents of the format and call-sign change.

But at the same time, the court attempted to make sure that the Starr station would hold on to the assets it would need in the event the commission ultimately ordered a change back to classical music format. It barred Starr from transferring the station's classical-music format and record library to a noncommercial station pending final administrative and judicial resolution of the controversy.

The WNCN Listeners Guild, an ad hoc group that sprang up in an effort to preserve the WNCN classical-music format, has asked the commission to hold a hearing on the proposed format change—with various grounds advanced as bases for hearings. The guild suggested revocation of the station's license, an early hearing on its renewal application, or the proposed call-sign change.

Last week, the guild was making a last-minute effort to block the disappearance of WNCN into the corpus of WQIV. On Tuesday, it asked the D.C. circuit court of appeals to rehear the case, contending that the stay request is "backed by the largest grassroots protest in broadcast history"—represented by the 40,000 signatures on petitions and letters. The guild also asked the court to bar the change in call sign, which the commission permitted after the court lifted its stay.

The guild claims Starr misrepresented its plans when it acquired the station in April 1973 and said it would continue the classical-music format. It also contends that the station has violated the fairness doctrine in broadcasting appeals for funds for a noncommercial station to continue its classical-music format without affording time to those opposed to the abandonment by WNCN of its classical-music programming.

Starr contends that the format-change decision was arrived at reluctantly, after efforts to stem heavy financial losses by the station had failed.

The guild, in its petition for rehearing, maintained that the fairness issue is particularly sensitive since Starr was personally and financially involved in the issue on which, the guild said, the station had broadcast only one viewpoint. The commission has rejected the fairness complaint.

The guild saw the case as a critically important fairness doctrine test, as well as "the most significant and unfair change of format issue to date." "Unless this court fashions creative and equitable relief preserving the status quo, the public's First Amendment rights to hear diverse viewpoints over its own airwaves will be foreclosed," the guild said, adding: "And licensees in the future will simply change formats in mid-term, affording the public no fairness doctrine remedy until it is too late to be effective."

Starr has argued that the commission lacks the authority to prevent the station from changing its format in mid-license term. And the commission has in effect agreed. It is not its function, the commission said in one of the briefs it has filed with the court in the proceeding, "to intervene in a licensee's decision-making process or . . . to preclude the exercise of licensee's judgment. Such interference is not only premature, it violates the basic scheme of regulation which is based on licensee accountability."

The guild is not alone in considering further court action. Allan J. Eisenberg, Starr vice president and general manager, said he was disappointed at the court's order which has the effect of barring the station from giving not only its music library but also the \$500,000 it has collected from listeners to another FM station, so that it could continue the WNCN format. "We're going to ask the court to reconsider that finding, because we're quite close to finding the FM station willing to accept our conditions," he said.

However, the New York counsel for the Listeners Guild, Kristin Booth Glen, said last week the offer to aid another station in carrying on with the WNCN format was "a diversionary tactic" designed to disguise the fact that Starr always intended to transform the station into a rock outlet. "We've got enough circumstantial evidence to prove that charge and get their license taken away," she said.

Ms. Glen also claimed that behind-the-scenes negotiations were under way between Starr and the Listeners Guild with the aim of working out an agreement under which the citizen group would drop its legal action in return for Starr's sale of the station to a group that would return it to a classical-music format. However, Mr. Eisenberg denied any knowledge of such negotiations. He said the station was going full speed ahead into its new format with six new full-time announcers, two part-time announcers and two newsmen. "We'll be the first station broadcasting in quadraphonic sound 24 hours a day," he said. He added that the station would lay out "a broad spectrum of rock" and that its "deejays will be given a great deal of leeway for their individual choices."

**The  
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1974 Medical Journalism  
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## Networks deny cable charges of warehousing

All three reveal exclusivity policies that generally do not seek protection in first two years of a movie's release

A secondary theme running through much of the oral argument the FCC held two weeks ago on pay cable was the cable operators' complaint against alleged "warehousing" of movies by the networks. The networks, they said, were obtaining exclusive rights to films and then simply putting them on the shelf, or in the warehouse, for unreasonable lengths of time, all with the purpose, it was suggested, of keeping them from pay cable.

The networks are now on record as denying they engage in anything like warehousing, at least any longer. NBC, in comments filed in the reopened pay cable proceeding, said that in the first two years of a movie's release, when the movie is available for showing on pay cable, NBC does not require exclusivity against pay cable until the date of broadcast or the availability date.

ABC's senior vice president and general counsel, Everett H. Erlick, who participated in the panel discussion that wound up the oral argument, came prepared with a written statement on the policy ABC now follows. Generally, he said, ABC does not seek exclusivity during the initial two-year period if it does not have the right to show a film in that time frame. But "where we acquire broadcast rights within 30 months or less," he said, "ABC will seek exclusivity for up to six months, as a reasonable resting period prior to permissible play date." If that play date is 30 months or more beyond initial theatrical exhibition, he said, ABC "negotiates reasonable exclusivity provisions subsequent to the two-year term."

And CBS, in a filing with the commission, disclosed that it has a new position on requesting exclusivity—one it adopted after the kind of exclusivity it was obtaining had become an issue "raised by suppliers in feature film negotiations." In a negotiation completed in July, CBS said, it agreed to waive any exclusivity against pay cable exhibition for a period of two years after the theatrical release date of each film involved. It said it will apply that pattern to other film purchases, except where it expects to broadcast a film within or shortly after two years from the date of theatrical release. In those cases, the network "will seek exclusivity for a reasonable period in advance" of the expected broadcast of the film.

Besides describing CBS's policy on seeking exclusivity, the statement sketches the background of the former policy, and asserts it was not designed to counter pay cable. Indeed, in 1965, when CBS began purchasing films for network use, pay cable did not exist. At that time, CBS said, it was normal to obtain exclusivity from the date of the contract

through the end of the period during which the film was available for broadcast, against all other forms of home television exhibition, including pay and free television, broadcast and wire. "This practice was not aimed at any particular mode of home television exhibition . . . but reflected rather the customary effort by the buyer of a copyright license to protect the value of his purchase against dilution by previous or contemporaneous exhibition," CBS said.

Furthermore, it said, the film supplier often controls the time at which a film comes onto the market for broadcast exhibition. The broadcaster, CBS said, "is often effectively forced to bid for desirable feature film rights, in competition with other broadcasters," before the supplier is ready to make the film available even in some cases before the broadcaster is prepared to schedule the film.

Along with its statement on "warehousing" CBS submitted data designed to buttress its argument against changing the rule limiting pay cable to movies less than two years old or more than 10, in which case they could be shown at the rate of one each month for a period of one week.

A chart indicated that over the past five years, 41% of the feature films shown on the networks in prime time were less than four years old. Accordingly, CBS said, a commission decision to allow pay cable to show movies as much as four years old would "affect a quite substantial portion of the features" the networks can present in prime time.

Then, to show the supply of films that are at least 10 years old and "actually usable by most television stations," CBS included a list of 8,013 titles compiled by the Broadcast Information Bureau. CBS said it does not necessarily endorse BIB's judgment on any particular film as to whether it is "usable." But, it said, the list "is a reasonable approximation of the realities facing television stations in this field."

## 'Poseidon' buoys ABC

Matt Dillon among 22 that may be gunned down at networks

ABC-TV's telecast of "The Poseidon Adventure" (Sunday, Oct. 27, 9-11:30 p.m., NYT) engulfed its competition like a tidal wave and helped push the network to its biggest Nielsen week of the season.

CBS led the seventh week's (Oct. 21-27) national Niensens (20.1 rating and 32 share) but NBC was a close second (19.4 rating, 31 share) and ABC an even closer third (19.0 rating, 31 share). "The Poseidon Adventure"'s 39.0 rating and 62 share made it the third highest-rated movie of all time—behind "Airport"'s 42.3 rating and 63 share and "Love Story"'s 42.3 rating and 62 share.

Five shows were canceled in October (*The Texas Wheelers* and *Kodiak* on ABC; *Sons and Daughters* on CBS; and *Sierra* and *Born Free* on NBC), but while the networks have made no firm decisions on other potential casualties, industry

sources said the following shows will end up getting scrubbed off the schedules, some of them as early as next January:

ABC: *Happy Days*, *Marcus Welby, The Odd Couple*, *Paper Moon*, *Kung Fu* (moving to Fridays, but opposite the powerhouse *Sanford and Son*), *The Six Million Dollar Man*, *The Night Stalker*, *The New Land*, *Nakia* and *The Sonny Comedy Review*.

CBS: *Gunsmoke*, *Barnaby Jones*, *Planet of the Apes*, *The Paul Sand Show*, *Apple's Way*, *Mannix* and one of the network's two theatrical-movie nights.

NBC: *Adam-12*, *Lucas Tanner*, *Petrolcell*, *Ironside* and *Movin' On*.

## Footnotes on kids' TV

**Three FCC commissioners expand on their votes for policy statement; Washburn, Hooks wish it were more, Robinson says it could go no further**

The FCC's first venture into the regulation of children's television programming was not taken without some uneasiness on the part of the commissioners, even if all seven voted for the policy statement that finally emerged (BROADCASTING, Oct. 28).

Three commissioners felt impelled to issue separate statements—and they did not all go in the same direction. Commissioners Benjamin L. Hooks and Abbott Washburn made it clear they felt the commission could have taken a harder line in connection with guidelines laid down for advertising to children. Commissioner Glen O. Robinson, on the other hand, said he felt the commission had gone about as far as it could or should in dealing with the programming and advertising matters under consideration.

Commissioner Hooks, who concurred in the vote approving the statement, said it is not consistent in asserting, at one place, that broadcasters should confine advertising in children's programming "to the lowest level consistent with their programming responsibilities" and then, at another, calling for compliance with the present voluntary standards of the industry—nine and one half minutes of nonprogram material per hour on weekends, 12 minutes during the week, by 1976.

He said their inconsistency is made particularly evident in the fact that the standards are identical to those the industry applies for prime- and nonprime-time programming. And the law, he noted, "has traditionally recognized a higher standard of commercial protection for children." He felt that a six-minute-per-hour standard would have been logical and, in view of the economic studies done by the commission staff, economically feasible.

(The commission statement is firm on the issue of overcommercialization. Although it is only laying down policy, it says the commission "will closely examine" commercial activities in children's programming "on a case-by-case basis.")

And "overcommercialization," it adds, "will raise a question as to the adequacy of a broadcaster's over-all performance.")

Commissioner Hooks also said that he would have adopted a proposal that the commission require the clustering of commercials before and after programs as a means of avoiding confusion on the part of children as to what constitutes programming and what constitutes a commercial message.

This matter troubled Commissioner Washburn, too, at least in connection with preschoolers, and he would have handled it in similar fashion. He also indicated that his concern about preschoolers extends to the question of "violence and brutality in programs (including cartoons)" aimed at them. And he said that he will urge the commission, in the report it is to prepare for Congress on violence and obscenity on television, to "set forth its expectation that licensees exercise extreme care as to the level of violence and brutality" they will present in such programs.

For his part, Commissioner Robinson said he felt the commission "has made a reasonable response to the problems presented." And his statement made it clear he felt that the commission had gone about as "close to the line" he would draw "with respect to the matters herein considered . . . we are pressing very close to the limits of our sound discretion."

He was emphasizing that point, he said, to disabuse readers of the policy statement of any notion they might have that it is "merely the first step in a continuous

series of measures by the FCC to act as a censor for children's programming."

Commissioner Robinson also addressed the question of advertising, but from a different point of view of either the policy statement or Commissioners Hooks and Washburn. He does not agree that advertising is "a necessary evil." Indeed, he said, "if advertising to children were as undesirable as some opponents have made it out to be, I doubt that the programming which it now supports could really redeem it."

He does not agree with the apparent position of Action for Children's Television, whose petition for rulemaking ultimately led to the policy statement, that children are outside of the economic framework of society. ACT had urged a ban on sponsorship of children's programming. He said children are consumers, and advertising, he added, is one of the influences on consumers' tastes.

Commissioner Robinson said licensees are obligated to appreciate the ways in which children and adults differ, "and not to suffer advertisers to prey upon or exploit the peculiar vulnerabilities of immature judgment or sophistication." But, he said, "there is a difference between salesmanship and exploitation, just as there is a difference between the spirit of enterprise and the spirit of larceny." Broadcasters, he said, will have "to observe the distinction."

The three formal statements were not the only comments issuing from the commission in the wake of the announcement of the policy statement. Chairman

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Richard E. Wiley, in response to questions, answered the criticism Peggy Charren of ACT had heaped on the statement; she had called it inadequate and said that its effect would be to persuade the National Association of Broadcasters that it need do nothing more in the way of self-regulation in the area of children's programming.

Chairman Wiley, who had played a leading role in overseeing the final drafting of the statement and in winning unanimous support for it, said that the commission was forced to walk "a fine line" between the constraints of the First Amendment and the no-censorship provision of the Communications Act on the one hand, and a determination to see to it that broadcasters live up to their public-interest obligations, on the other. "The ultimate thing," he said, "is what broadcasters do, not what government says." Furthermore, he said, "We don't want to program stations for broadcasters."

And an effort to write rules limiting commercial time on children's programming, he said, "would have taken years." He was referring to possible opposition in Congress—which some 10 years ago stepped in when the commission was considering writing the NAB's commercial time standards into rules—and to possible court appeals. "I got a reduction to what I thought it should be," he said. "The commission got the job done. We're interested in results, not rhetoric."

## TV must mirror the times — Schlosser

The medium can't go too far in front or fall far behind popular taste, he tells ANA convention session

Television must "strike the delicate balance between following public taste and leading it by offering new forms and styles of entertainment," Herbert S. Schlosser, president of NBC, told the Association of National Advertisers at its annual meeting at the Greenbrier, Hot Springs, Va., last Tuesday.

"We are not pursuing message theater," he said of TV's entertainment programming. "We do not seek through entertainment to create a new morality. But we must serve the millions of viewers who want at least part of their entertainment to relate to experience of the real world with which they can identify. In keeping pace with the times, we do not intend to leap too far ahead of what viewers will accept, but we cannot lag so far behind that they leave us and turn elsewhere."

Mr. Schlosser said television, through its broadcast standards departments, keeps a stricter watch on its content than any other medium does but that, even so, "no matter what appears on the television screen, someone will be unhappy with it." Nevertheless, he said, "we should not allow the occasional burst of controversy or strong complaint over a particular program to obscure the fact that the public

generally finds we are meeting our obligations."

He cited the court of appeals decision on NBC's side in the *Pensions* case as a victory most of all for "the people, who need—who must have—an independent and unafraid source of information about matters that affect their lives.

"In an age when our major institutions are under attack and many are declining in public esteem," he asserted, "the American system of television has managed to retain its popularity. That says something very positive about what we have built. And it should tell us we have something well worth preserving."

Mr. Schlosser was one of the principal speakers at a session that also ranged across issues as diverse as political broadcasting and fragmentation of TV advertising (story page 35).

"Immediacy and impact" are "the hallmarks of television," the advertisers were told by Vermont Royster, retired executive of Dow Jones & Co. and *Wall Street Journal* columnist. Mr. Royster said some things are better advertised on TV, and some things more effectively reported on TV, but that "television also superficializes any complicated matter" that it undertakes to report.

Edward N. Ney, president of Young & Rubicam International, denounced the use of 30-second and 60-second political commercials. These lengths are great for selling goods and services, he said, but do not allow time for discussing issues.

Mr. Ney advocated "open debates," amounting to two hours or more of TV time, to take full advantage of TV's capacity for reaching the public.

Mr. Schlosser also took the occasion to announce that NBC-TV's *Today* will present a program a week to salute the nation's states and territories as a part of NBC's bicentennial observance over the next two years. He asserted that "these unusual presentations will include a mixture of live remotes, tape and film features, interviews, historical background and entertainment—an in-depth look at America. And a fitting one."

## Everything's up to date after school with ABC

The *ABC Afterschool Special* presentation next Wednesday (Nov. 6) may be one of the first TV entertainment programs filmed and edited right up to broadcast time. "Winning and Losing: Diary of a Campaign" (scheduled for 4:30-5:30 p.m. NYT), the latest of ABC-TV's twice-monthly, one-hour, made-for-TV children's movies, follows the involvement of two "real life" teenagers in the South Dakota U.S. senatorial campaign, and the final five-minute segment is their reaction to the actual results of that election.

ABC ordered a special line held open from the Sioux Falls, S.D., network pool, CBS affiliate KELO-TV, through which the final, culminating segment of "Winning and Losing" will be transmitted to New York. But that is after the two youngsters, Robin Allen, a 13-year-old "Democrat" and George McGovern supporter, and 15-

**MPC puts on brakes.** A. Frank Reel, president of Metromedia Producers Corp., announced last week he was "declaring a moratorium on new program development" in prime-time because network payments are falling too far short of production costs. "We lose anywhere from \$10,000 to \$70,000 on one made-for-TV movie," added Peter Engel, Metromedia's vice president in charge of television programing. "That's a pretty heavy gamble on future syndication revenues for that movie. The same goes for series—the deficits seem to get bigger every day." Mr. Engel said the company would follow through on the scripts of about 25 made-for-TV movies and series ideas it has in the works at the three networks but would make no further commitments.

year-old Lori Forman, a "Republican" volunteer for challenger Leo Thorsness, follow the campaign down to the final outcome.

The program's ending will be processed at ABC's Sioux Falls affiliate, KSFY-TV, and cut to five minutes. ABC's *Afterschool Special* crew is hoping the Sioux Falls election coverage will be finished by midnight election night (Nov. 5) so the "Winning and Losing" clip will be transmitted by 6 a.m. Wednesday (Nov. 6). The film will be transferred to video tape, re-edited and combined with soundtrack before transmission, and after the feed, inserted into the already-prepared remainder of the show, "hopefully in the right place," as a spokesman put it.

"It's a Herculean effort," said the program's producer, Danny Wilson. "If the feed is by 8 a.m., it will be on the air by 4:30 p.m.," he said, adding that if something goes wrong, an emergency de-nouement is "sitting in New York, just in case of line failure."

#### Program Briefs

**Runaway production.** ABC-TV's plans to shoot miniseries based on Gore Vidal's best-selling historical novel, "Burr," in Great Britain have been attacked by National Conference of Motion Picture and Television Unions. Sam Robert, conference coordinator, said actors will soon dump cans of film symbolically representing miniseries into Boston harbor—"a Boston TV party, so to speak," he said—to get publicity for his claim that ABC is undercutting U.S. unions by going abroad to use "cheaper labor." Network sources said coproduction agreement with Sir Lew Grade's ATV in Britain will force ABC to do "Burr" there.

**Almost togetherness.** Program exchange agreement between NBC-TV and BBC-TV has taken new and unusual turn: First NBC-TV program in deal, two-and-one-half-hour adaptation of Arthur Miller's "After the Fall," will be shown in both countries on same night (Dec. 10).

Because of time difference, showings won't be quite simultaneous; and because BBC-TV is noncommercial, running times will differ. NBC is scheduling it at 8:30-11 p.m. NYT; BBC at 9:25-11:30 p.m. London time.

**Nothing could be finer.** Southern Farm Network has been established by Durham Life Broadcasting Service, operator of WPTF(AM)-WQDR(FM) Raleigh, N.C. Carl V. Venters Jr., Durham Life president, said that new network will feature WPTF Farm Director Wally Ausley and offer live farm programing each noon to farm-oriented affiliates being organized in North Carolina, South Carolina, Georgia and Virginia. Harry Severance, formerly president of Caranet (regional network), Wilson, N.C., is manager of Southern Farm Network. Jack Allers, general sales manager of Durham Life, will handle like duties for farm network. P.O. Box 1511, Raleigh 27602.

**'Spirit' is willing.** Diamond P Enterprises, Los Angeles, will distribute comprehensive bicentennial radio promotion, "Can You Feel the Spirit?" Included are music packages, comedy vignettes based on historic fact, segments by newsmen Alex Drier commenting on issues and events that shaped history, and special on 200 years of American music hosted by Tennessee Ernie Ford. Also included are graphics package and full line of merchandising (buttons, bumper strips, etc.) 7715 Sunset Boulevard, Hollywood 90046; (213) 874-1512.

**Going national.** Gordon/Casady Inc., Los Angeles, reports that *Dr. Demento Show* (disk jockey Barry Hansen) is now in syndication in 44 radio markets. Show originates at KMET(FM) Los Angeles where Mr. Hansen's antics ("singular eccentricity" is way syndicators put it) reportedly have made it successful.

**E pluribus unum.** American Revolution Bicentennial Administration is establishing information clearinghouse for bicentennial programing features offered for radio-TV syndicators. ARBA will not attempt quality judgments of programs nor assume responsibility for accuracy of descriptions submitted by syndicators. There will be no charge for service. ARBA, radio-TV program service, Office of Communications & Public Affairs, 2401 S Street, N.W., Washington 20276.

**In the cards.** Columbia Pictures Television has signed Fishman-Freer Productions (*Dealer's Choice*) to exclusive contract to develop new programing (particularly game shows) for company. Columbia, which syndicates *Dealer's Choice* said 55 markets (including top 10) have bought it.

**Universe expands.** Paramount Television announced that *Star Trek* is now on 130 TV stations. Latest additions include WJZ-TV Baltimore, WHBG-TV Memphis and WTVR-TV Richmond, Va. Paramount also announced sale of *The Untouchables* to WOR-TV New York, bringing station total to 65.

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## Rhode Island throws loose rope around cable

**State readies CATV order that is designed to impose minimum of regulation for maximum development**

"I think the best kind of regulation is the least kind of regulation." That statement by Archie Smith, chairman of the Rhode Island Public Utilities Commission, is indicative of what cable operators in that state can expect as a regulatory rule of thumb. Mr. Smith is on the verge of putting that rule to work.

The PUC chairman—the only man in the state empowered to franchise and regulate cable—says he will issue Rhode Island's long-awaited cable order "within three days" after the elections. There has been a minor delay in the process; Mr. Smith several weeks ago said the order would be forthcoming before the end of October (BROADCASTING, Oct. 21). Presently, the document is being studied by Governor Philip Noel, whose scrutiny Mr. Smith views as a matter of comity. No changes in the order are anticipated.

The Rhode Island order has been anxiously awaited by the cable industry because it will open a virtually untapped market. Presently, there is only one op-

erating system in the state, in Westerly. There is no shortage of interest in the unserved areas. From the original 34 franchise applicants, Mr. Smith noted last week, 27 still remain. Of these, eight will receive awards; the Westerly system will also be authorized to continue operation, although it apparently will not be grandfathered.

While the order—including the list of victorious applicants—will not be publicly disclosed until some time around Nov. 7, Mr. Smith last week gave ample indication of what it will contain. Much of it will apparently be to cable's liking.

Initially, comparatively few restrictions will be imposed upon the operators. The clear intent is to encourage cable development. With six or seven broadcast signals readily available to Rhode Islanders without cable, plus the relatively low income level for much of the state, restrictive regulations would be counterproductive, Mr. Smith feels. The goal, rather, is to make the operations "pay for themselves," he noted. "I don't expect the companies to make money in the first year or even in the second year. . . I think they're going to have one heck of a time competing with the free broadcasters."

Accordingly, Rhode Island will neither impose a gross receipts tax on the systems nor set maximum subscriber fees initially. Indeed, Mr. Smith said, the order will contain a provision mandating a minimum fee that systems will be permitted to charge. It is Mr. Smith's belief that operators will respect the limitations of the marketplace in determining their own rates. No taxes will be levied on revenues until a viable level of subscriber penetration is achieved, Mr. Smith said. "Our intention," he stated, "is to get good quality service. If you have to pay it all in taxes you can't give it to your customers."

Mr. Smith also indicated that there would be a minimum amount of duplication—if any—between the state and FCC requirements.

Rhode Island will be franchised on a regional basis, with "combinations of communities" going to each franchisee. The obvious plum in the entire package is the city of Providence, with some 100,000 potential subscribers—although a good part of the city is a ghetto area. In each case, the system will have to conform to certain state-imposed operating criteria, which will vary among franchise areas. It is also understood that certain less populous regions of the state will not be franchised at this time.

## Cable, Minnesota are sparring again

**State's new regulatory package creates new dissension**

The Minnesota Commission on Cable Television, just over a year old, is on the verge of issuing its state regulatory package. The indications are, however, that it will face opposition from the state's cable operators if it tries to implement the rules as presently written.

In response to a formal petition by the

Minnesota Cable Television Association, the state commission temporarily stayed the new rules, which were to have taken effect Oct. 18. The agency scheduled a meeting for last Saturday (Nov. 2) to further discuss the matter. State cable officials say that 90% of the new rules are not in dispute, but the other 10% impose heavy burdens on the industry.

The critical issue, according to Hal Brown Jr., executive director of the state cable association, is a provision in the new rules that would establish franchises for 10-year periods and renewals every five years thereafter. Not only would the state or municipalities be free to lift a franchise after the initial period, Mr. Brown said, but there is nothing in the new rules that would set any standards by which an existing system could be sold if the franchise is revoked. Thus, he speculated, some systems could be forced into sale "at 10 cents on every fair market dollar."

Other fears concern a provision in the new rules which would require systems beyond the top-100 markets to establish three access channels—a service now required by the FCC of systems in larger markets. For major-market systems, the state commission would require the three access channels plus a fourth channel for "regional" access. Such services as 20-channel capacity and two-way capability would also be required across the board.

The state commission and cable operators have not enjoyed the best relations in the past year. The cable operators earlier this year balked at an order that previously confidential profit-and-loss information be submitted to the state commission (BROADCASTING, June 24). After a summer-long stalemate on that issue, the state commission on Sept. 25 filed a class-action suit against the association's members to seek uniform compliance. The association is opposing the suit.

Unless the commission relents somewhat with respect to its new rules, Mr. Brown warned last week, more litigation is likely—this time with the commission as the defendant.

## Cable Briefs

**Valley protests.** Big Valley Cablevision Inc., Stockton, Calif., has filed court appeal from FCC decision to delete system's authorization to carry KEMO-TV San Francisco, foreign language station. Commission previously had granted right to carry station, but in 1973 on petition of KLOC-TV, foreign language station in Modesto, Calif., withdrew Big Valley's authority to carry KEMO-TV on its Stockton and San Joaquin county systems. Commission said decision to ban carriage of second foreign language station in area would avoid potential harm to KLOC-TV, which it described as "an already vulnerable UHF station." Big Valley argued FCC's denial after approving application to deliver KEMO-TV signal to Stockton and San Joaquin areas was denial of due process. FCC denied Big Valley's petition for reconsideration Sept. 5.

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Corp., Indianapolis, has arranged construction financing package of \$2.2 million for Cable KorCommunications Corp. Two-year loan will enable California MSO to purchase existing systems and add 137 miles of cable to its systems in San Luis Obispo and Tulare counties. Money will also be applied against existing indebtedness. Firm projects 50,000 subscribers, 276 miles of plant at conclusion of project.

**Dual sell.** Teleprompter Corp. has started on cable-advertising venture involving mixed media approach. Company on Oct. 28 begins promoting services of Daniels-Head insurance on special automated advertising channels at seven of its 23 systems. Subscribers will also get direct-mail ads to complement TV pitch in their monthly CATV invoices. Systems chosen have total of 113,000 subscribers.

**Restless.** National Cable Television Association is exploring possible move from 918 16th Street, N.W., to another Washington location—preferably closer to FCC than present seven-block walk. Committee, headed by Peninsula Broadcasting Corp.'s Lawrence (Duff) Klierer, is looking into situation. M Street address—possibly one belonging to new building across street from commission which now houses Washington offices of American Television & Communications Corp. (headquarters for NCTA Chairman Bruce Lovett) and CBS—is being mentioned.

## Overseer in California

Report proposes legislation setting up special cable agency in state

California's Joint Legislative Committee on Telecommunications has drafted a report recommending the establishment of a state agency that would serve as a watchdog for the state's cable industry, provide funding for noncommercial telecommunications projects and aid cable access projects. The report, however, is bearish on the prospects for direct state regulation of cable—at least until cable achieves "substantially higher" subscriber penetration.

The report of the joint committee with Rialto legislator John Quimby as chairman (since defeated in the primaries), stressed that while "comprehensive" state regulation of cable would be "premature," there are "some problems which the state might help solve." It declared that while creation of state technical standards would be "excessive," the proposed agency could help municipalities with theirs—perhaps through such aids as a mobile test van of the type now used in New York. Similarly, while setting of statewide minimum franchise standards would duplicate the local role, the state could "monitor" the performances of cable systems to insure "reliable service to the public." The report of the telecommunications committee stressed that rate regulation would be unnecessary, and opted to let the law of supply and demand prevail.

A committee aide said legislation based on the report's findings is being prepared for introduction in January.

## All things considered, they'd rather it not be in Philadelphia

As object of one of its protests withdraws from city, citizen group charges illegal franchise transfers to Communications Properties

A Philadelphia citizen group has asked the FCC to investigate charges that Communications Properties Inc., Austin, Tex., is attempting to acquire control of five of the city's cable franchises. At the same time the commission was advised that Philadelphia's sixth franchisee, about which the group has also raised questions, is withdrawing from the city.

In a petition filed at the FCC last week, the Philadelphia Community Cable Coalition asked that the commission deny a certificate of compliance to North Philadelphia Cable Television Corp., a paper company owned primarily by the Philadelphia *Bulletin*. The petition alleges that CPI, through an acquisition of 21% of NPCC's stock with an option to buy the remainder, has violated a city ordinance prohibiting transfers of franchises without prior municipal approval.

The group, with other parties joining, was unsuccessful last month in fostering similar action against another alleged CPI attempt to take over a Philadelphia franchise. In that case the commission granted a certificate to Philadelphia Cable Television Co., over which CPI had

agreed to acquire administrative control (BROADCASTING, Oct. 21).

The group claimed that CPI, through its wholly owned subsidiary, Telesystems Corp., now has effective control of three of the city's six issued franchises. In addition to the North Philadelphia and PCTC operations (the latter continuing under the voting control of Mid New York Broadcasting Co.), Telesystems has a franchise of its own in the city that it was granted before the firm was merged with CPI. Telesystems President Fred Lieberman last month acquired voting control of the parent company (BROADCASTING, Oct. 28).

In addition to a denial of certification for the North Philadelphia operation, the petitioners are seeking a commission investigation of the franchising of all Philadelphia systems. It is also asking the commission to bar CPI, Telesystems or any affiliates from doing business in the city until the entire question of ownership is resolved. Presently, the Telesystems-owned facility is the only operating system in the city.

In a related matter, counsel for Greater Philadelphia Cable TV Inc. has notified the commission that the firm, one of the original six Philadelphia franchisees, has elected not to operate in the city. Greater Philadelphia, which is controlled by Sammons Communications Corp., has been accused by the citizen group of being involved in an allegedly unauthorized transfer from Jerrold Electronics Corp. to Sammons two years ago. The firm has turned back its franchise.

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## Nessen's first spat with networks leaves tender spots

FFA speech uproar is complicated as ABC gets Ford interview CBS thought it had first shot at

Ron Nessen, President's Ford's news secretary, may have impressed his White House colleagues ("Closed Circuit," Oct. 28), but his first efforts to request and dispense presidential television time have not endeared him to some among his former colleagues at the national networks. Interestingly enough, CBS News may once again be cast—as was the case during the previous administration—in the chief media adversary role.

It all began with Mr. Nessen's somewhat controversial 11th-hour request for network time for the President's Oct. 15 address to the Future Farmers of America (BROADCASTING, Oct. 21). ABC, CBS and NBC news departments carried the speech, but grudgingly. Although ABC and NBC made their reluctance no secret, CBS begrudged the most. Arthur Taylor, CBS Inc. president, even wrote to Mr. Ford asking that a dialogue be opened on the subject of presidential access to television.

But the FFA incident might have

faded away as the misunderstanding it turned out to be, if not for Mr. Nessen's timing in offering presidential interviews to CBS and ABC. All three networks long ago placed bids for a Ford interview. The first White House offer came about two weeks ago, to CBS News, which had made known a plan for a "serious" interview between Mr. Ford and Walter Cronkite. However, the White House offer was for before tomorrow's (Nov. 5) elections, and CBS News executives conveyed to Mr. Nessen that they would prefer to schedule the interview after the elections, so as not to "influence" the outcome.

Instead of re-scheduling the CBS interview, the White House offered Mr. Ford's next available time to ABC News, whose *Reasoner Report* staff spent several hours Oct. 26 filming a presidential tour of Camp David. ABC News authorities were still deciding last week whether the material from the Camp David interview would be too political to broadcast as originally scheduled on Nov. 2, three days before the election.

CBS News, meanwhile, was left in the lurch. As of last week, there was still no White House response to the re-scheduling request, and to make matters worse, there were published reports—which CBS News executives are convinced came from the White House—that CBS had "turned down" the presidential interview in a fit of pique over the handling of the FFA speech airtime arrangement.

Bill Small, CBS News's senior vice president for hard news, maintained there was "no relationship at all" between the FFA matter and the presidential interview bollix. But Mr. Small does interpret Mr. Nessen's passing CBS over for an ABC interview as something of a slight. "I interpret it as the work of an amateur press secretary," he said. "Ron Nessen is learning his job through trial and error." Mr. Small added that CBS News "is not in the practice of turning down the President of the United States; we just went back and said we shouldn't run the interview during election time." The interview envisioned by CBS newsmen was "a conversation with the President on everything—even the pardon [of former president Richard Nixon]." And "as far as we're concerned," he added, "the negotiations for the interview are still on."

The CBS bid for an interview with Gerald Ford arrived immediately after he became President. ABC's request for a tour of the Camp David presidential retreat was placed while Mr. Nixon was still President, and ABC News's president, Bill Sheehan, acknowledges the "delicacy" of airing an hour of Gerald Ford prior to the elections. However, Mr. Sheehan said ABC had several options for the piece, including the addition of response by Democrats to any election-influencing remarks Mr. Ford might make in the course of the tour. "If the piece had Nov. 5 politics in it," he said, "we would defer it until Nov. 9 or so, or balance it." (Indications from the *Reasoner Report* camp last week were

that the interview had stayed pretty much on course, that is, to the "travelogue" aspect.)

Mr. Sheehan said he thinks CBS News "did the right thing" in trying to postpone its interview, which he described as "quite different from what we're doing." ABC's decision on when to air its interview was expected late last week. The ABC News president does not believe his network's treatment from the White House this time represents a negative attitude toward CBS News. He does, however, "feel that Mr. Nessen overreacted" to the network's indifferent reception to the FFA speech, and that "what we were seeing was how a new press secretary got himself deeper into a speech than he should," and that "we might have to review the whole history of granting presidential time."

NBC, of course, also has in a long-standing request for an interview with the President, which is expected to be fulfilled and broadcast before the end of this year (and conducted by John Chancellor, NBC *Nightly News* anchor, and/or Tom Brokaw, NBC White House correspondent). Mr. Wald said he anticipates that, since Mr. Nessen was formerly the NBC White House correspondent, there will be an effort to bend over backwards not to show administration favoritism to NBC. "Nessen will be so scrupulously honest he'll try to offer time to CBS first," said Mr. Wald.

Mr. Wald said he discussed the issue of presidential TV access with Mr. Nessen soon after the FFA speech. "I don't think it was a mistake on Nessen's part," he said, "but it was a new administration unaware of the force of such a request." "All they wanted," he said, "was for someone—just one network, at least—to carry the speech, but the request came out more formal than they really intended." Mr. Nessen, said his former NBC boss, "is a reporter, not necessarily an administrator," who "has never dealt with the White House in trying to get time on the air." After the FFA speech, Mr. Wald said, "I conveyed my preferences to Mr. Nessen that the President limit tri-network airtime requests to times of great stress, when he's going to address a point he has not addressed before." The networks represent "a very big system to command the simultaneous time," he noted, adding, "I think he (the President) should feel what he has to say is very important before he requests time."

## IAS may go to FCC with case against CBS

Group voices displeasure over reply to report charging network with bias in covering national defense issues

The president of the Institute for American Strategy (IAS), which released a report charging CBS News with "partial and slanted" coverage of national defense issues, has criticized the public response from CBS News's president, Richard Salant, as "less than honest," and said that a fairness doctrine complaint would

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be filed with FCC if the network's reaction proved "not responsible." "All we want them to do is play a little catch-up ball, and give some fair play for the future," said IAS's John M. Fisher, about the report's demands for "compensatory" national defense programming from CBS.

IAS, a Boston, Va.-based anti-Communist/cold war strategy organization describing itself as "bi-partisan," spent some \$300,000 preparing a 209-page book, *TV and the National Defense: An Analysis of CBS News, 1972-73* (CBS Inc. ordered 15 copies, CBS News, an additional six, according to Mr. Fisher).

Mr. Salant stated that CBS News "welcomes criticism" and will examine the IAS allegations carefully, but indicated that Mr. Fisher's "presumptions" are behind the report's findings. The CBS News chief observed that the IAS president had said a year ago that CBS News's programs "are shockingly biased" and said this indicates IAS's predisposition. Mr. Fisher said his remark last year was based on the bulk of the report's research and that Mr. Salant's statement takes his remark "out of context" and "grossly insults" IAS academicians. Mr. Fisher maintained that IAS originally had also attempted to critique the national defense coverage of ABC and NBC, but upon encountering the unwieldy data load, decided to concentrate on the network with the largest affiliate body. IAS's analysis of CBS News (*Evening News* and documentaries) was made from transcripts obtained from the Vanderbilt University Archives, which CBS News charged with copyright violation; however, IAS now wants CBS to furnish all its transcripts for the continuance of the national defense study and monitoring of the network's response to the report.

IAS seeks undefined "compensatory" programming because "CBS gave lots of time to views of those who thought we should be cutting down our defense budget, but never once to views that we should have a posture of military superiority over the Soviets," according to Mr. Fisher.

## CBS 'soft' on Castro?

**That is charge of Florida Republican who makes demand for equal time after network's Oct. 22 special**

A Republican candidate for Congress in Florida said he may go to court over CBS's Oct. 22 special on Cuba if CBS does not provide equal time for presentation of views critical of the Castro regime.

A spokesman for Michael Carricarte, who opposes Representative Claude Pepper (D-Fla.) for the 14th District seat, contended the CBS special was "effusively soft" on the Castro administration, picturing Fidel Castro as a mild-mannered, popular leader, and ignoring the early brutality and reign of terror and the millions of dollars worth of private and business property confiscated when the Cuban premier took over the government. The show is "another example of CBS's left liberal bias," the spokesman said.

Mr. Carricarte has wired requests to

both CBS and the FCC for "equal time" for responses from "people less enthusiastically inclined toward rapprochement with Cuba," the spokesman said.

CBS corporate officials acknowledged receiving Mr. Carricarte's request last week and said it was being studied by CBS lawyers. CBS is wary, however, that the Carricarte request might be a "political ploy" to attract votes for the candidate, and according to one industry source, the network may sit on the request until after the Nov. 5 elections before responding.

But the Carricarte spokesman said Mr. Carricarte will "certainly" pursue the matter, indeed, would have more time to pursue it after the election even if he loses. Mr. Carricarte said he has consulted a few lawyers and is considering a court action based on the FCC's fairness doctrine if CBS does not make network time available for reaction to the Cuba special. He has also wired Accuracy in Media, a conservatively oriented media "watchdog," for help with his request.

AIM Chairman Reed Irvine said AIM



**Focus: world hunger.** Post-Newsweek Stations will broadcast a series of news specials, commentaries and announcements on international food supply, beginning with coverage of World Development Day at the New York headquarters of the United Nations. Announcing the project was Joel Chaseman (r), president of the station group, who appeared at a news conference at the UN with Angus Archer (l), chief of special projects, Center for Social and Economic Information, and Dick Gregory, comedian turned social activist, who is one of Post-Newsweek's commentators, along with the Rev. Theodore Hesburgh, president of Notre Dame. Robert Choate, food and nutrition advocate, is special consultant for the project. In addition, Post-Newsweek correspondent Robert Strickland is to cover the Nov. 5-16 World Food Conference in Rome, feeding reports and interviews to Post-Newsweek outlets. The stations, themselves, will assign reporters to stories involving hunger in their communities. The coverage of the Oct. 23 symposium in New York will be telecast as a one-hour special, *Food: The New Bomb?*, on various dates: Nov. 6-9 on WTOP-TV Washington; WFSB-TV Hartford, Conn.; WPLG-TV Miami and WJXT(TV) Jacksonville, Fla.

had written CBS on its own requesting the transcript of the disputed network special. Further action by AIM, if any, would hinge on the study of that transcript, Mr. Irvine said.

The CBS television affiliate in Miami, WTVJ, has already taken steps to permit an outlet for the "hundreds" of phoned complaints it received—mainly from Miami's Cuban community—to the Cuba report. On Saturday, Nov. 9, from 7 to 7:30 p.m. it will dedicate its half-hour public service program *Montage*, to reaction to the Cuba special, allowing some of the more strenuous local objectors to air their views. A station spokesman did not know if Mr. Carricarte would be one of the guests.

## AIM determined on 'Pensions'; FCC weakening

**Former seeks rehearing by court; latter's general counsel feels decision is an isolated one**

Accuracy in Media, the conservatively oriented media watchdog that filed the original fairness doctrine complaint in the NBC *Pensions* case, is not giving up the fight to have the network declared in violation of the doctrine. It has asked the U.S. Court of Appeals to rehear the case en banc.

A three-judge panel of the court, in an opinion in September that broadcast journalists hailed as a significant victory, overturned the commission decision that NBC had violated the doctrine in connection with the documentary, *Pensions: The Broken Promise* (BROADCASTING, Sept. 30).

AIM contends that the majority of the panel, which split 2-to-1 on the issue, was guilty of legal and factual errors. The court held that the commission had erred in not applying its own standard of judging fairness cases—that the editorial judgment of a licensee must not be disturbed if reasonable and made in good faith. NBC had argued that the program, which dealt with a number of cases of individuals who did not realize expected benefits of pension plans to which they belonged, focused on "some problems of some pension plans."

AIM is seeking rehearing independently of the commission. However, the commission is considering an appeal to the Supreme Court. And Reed Irvine, chairman of AIM, said that the request for rehearing was a "desirable first step because of the serious factual inaccuracies underlying the majority opinion" of the appeals court.

Indications are that, at present, sentiment within the commission is against seeking Supreme Court review. Although there are dissenters within his office, general counsel Ashton Hardy is known to feel that the appeals court decision does not reach beyond the *Pensions* case itself; that the fairness doctrine is not weakened as a result of it. He is understood to have informed the commission of his view that the court simply held

that the commission had violated its own standards of judging fairness cases—that absent extrinsic evidence, the commission must find that reasonable men viewing a program might determine the issue was not the same as that defined by the licensee.

## Journalism Briefs

**Blakeslee winners.** Four broadcast organizations among 1974 Howard W. Blakeslee Awards for reporting on diseases of heart and blood vessels being announced today (Nov. 4). They are Public Broadcasting Service, Washington, for *The Killers/Heart Disease: The 20th Century Epidemic*, aired Nov. 19, 1973; WCBS(AM) New York for April 1973 three-part series, *Cardiac Paramedics*; WTAR-TV Norfolk, Va., for *When a Heart Stops*, story of Norfolk's all-volunteer emergency coronary care program; and WCVB-TV Boston for Dec. 7, 1973, telecast, *The Frightening Feeling You're Going to Die*, describing common causes or risk factors contributing to heart diseases. Awards will be conferred Nov. 21 at AHA's Scientific Sessions in Dallas.

**Barter in news.** McGraw-Hill World News, New York, and Orbis/Telenews Inc., New York, will start barter distribution of biweekly 15-minute news feed to stations in U.S. and Canada beginning January 1975. Each feed will contain at least 10 stories from one to two minutes in length covering such subjects as business, medicine, transportation and education.

**Going live.** WLAC-TV Nashville claims to be first nonnetwork-owned TV station to go with live electronic news coverage throughout broadcast day. WLAC-TV switched from newsfilm to videotape and, on Oct. 14, began live news transmissions from remote points using Ikegami cameras and microwave relay arrangement. Station, which is running minimum of four live feeds per day, has found it can transmit acceptable air-quality signals from remote vans at distances in excess of 25 miles.

## Baton Rouge-based news network starts

The Louisiana Network Inc., a new statewide news service in its first month of operation, reports it already has picked up 12 radio affiliates. Currently the network feeds five-minute newscasts on the half-hour during the daytime. Weather information is supplied to affiliates in between news feeds. Special events packages are occasionally provided. Plans call for expansion of the news service into the evenings and weekends and the implementation of agricultural and sports feeds.

Rhett McMahon is president of the firm, John Brewer serves as operations manager and Ann McMahon, wife of the LNI president, is news director. Louisiana Network Inc., P.O. Box 3691, Baton Rouge 70821.

## Equipment & Engineering

### Reshuffling planned for Eastern Hemisphere

ITU session begins work on frequency reallocation with target of late 1975

Four hundred delegates from nearly 80 countries are meeting in Geneva for the first session of a major international radio conference to reallocate medium- and long-wave frequencies in the eastern half of the world.

The conference is being convened by the International Telecommunications Union. The main purpose of the first session, which will last for three weeks, is to agree upon technical standards upon which to base a new frequency assignment plan.

The new plan itself will be devised at a second session of the conference scheduled for late 1975.

Several conflicting sets of technical standards were tabled at the opening session of the conference. Most Western European countries are proposing a channel spacing of 8 khz (it is presently 9 khz in Europe, 10 khz in the rest of the world) and co-channel protection ratios as low as 27 db. These standards would permit assigning frequencies to most, if not all, of nearly 1,000 long and medium-wave broadcasting stations presently on the air in the European area. Asian and African countries are proposing stiffer standards, for example, 10 khz channel spacing and 40 db co-channel protection ratios in an effort to preserve "high quality" broadcasts.

While the final outcome of the conference may affect the frequencies used by almost all long and medium-wave broadcasting stations in Europe, Africa, Asia and Australasia it will not affect stations operating in the Western Hemisphere, where existing international regulations and regional agreements will remain in force.

Since no U.S. broadcasting stations are involved there is no U.S. delegation attending the conference. Brazil, however, has sent a delegation as observers.

## Technical Briefs

**New camera.** Hervic Corp., U.S. distributor for Beaulieu motion picture cameras, announced availability of Beaulieu #5008S single and double system sound super-8 camera. System accepts Kodak Ektasound super-8 cartridge and provides double system sound recording. Featured is Angenieux 6-80mm (13.3-to-1 ratio) zoom lens with f1.2 aperture. Price: \$1,448. 14225 Ventura Blvd., Sherman Oaks, Calif. 91403. (213) 981-2395.

**Building in Burbank.** NBC announced plans for \$1.4-million expansion of its programming-production facilities in Burbank, Calif. New construction involves adding third and fourth floor to present news building. This will include new roof facilities for various communications and

transmission antenna systems. Austin Corp. will do construction with target date of July 1975 for completion.

**BEI's new line.** Modtec division of Broadcast Electronics Inc. has begun shipping modular television monitor line, recently acquired from Precision Electrical Manufacturing Division of Circuits Science Inc., Minneapolis. Line features 100% solid-state chassis and five quick change plug in modules. *Broadcast Electronics Inc., 8810 Brookville Rd., Silver Spring, Md. 20910.*

**More from Moseley.** Moseley Associates Inc. has announced PCL-505 aural studio transmitter link available in 150-174 mhz, 215-240 mhz, 300-330 mhz, 450-470 mhz and 890-960 mhz bands. Unit employs direct FM modulation. System also accepts one program feed, monaural or stereo, and two additional subcarriers and has capability for quadraphonic stereo signal. Another new product by Moseley is type 5478 relative power monitor, used in continuous observation of forward and reflected power for aural studio transmitter links or FM excitors. Unit provides two voltage outputs for forward and reflected powers in 50 ohm transmission line. Type 5478 operates in 80-500 mhz range; 5478A operates in 500-900 mhz spectrum. *Moseley Associates Inc., 111 Castilian Dr., Goleta, Calif. 93017.*

**Second order.** Earlier order from Malaysian government for FM transmitting equipment to Sparta Electronic Corp., Sacramento, Calif., (BROADCASTING, Sept. 23) has been followed by order for AM transmitter installation at city of Mersing. Four model 710B solid state 10 kw transmitters will form two 20 kw pairs to operate through ferrite combiner. Sparta is subsidiary of Cetec Corp., El Monte, Calif.

## EIA approves absorption of manufacturers' group

The membership of the Electronic Industries Association has formerly approved a merger of the Association of Electronic Manufacturers into EIA. Action came at EIA's 50th annual convention in Los Angeles.

AEM, representing 100 companies, will become a part of EIA's Distributor Products Division and its two primary administrators—Toby Mack and Stanley Lehrer—will maintain offices in Chicago and New York, respectively. The merger is effective Jan. 1.

In other convention highlights: Glen R. Solomon (IBM Corp.) was elected chairman of EIA's board of governors and John Messerschmitt (North American Philips Corp.) was elected vice chairman. Walter Fisher (Zenith Radio Corp.) became chairman of EIA's Consumer Electronics Group.

EIA awards went to Dr. Leon Podolsky, International Electrotechnical Commission (distinguished service), Glen W. Carter, Dale Electronics Inc. (engineering award of excellence) and Alfred P. Petrusky, GTE Sylvania (marketing services award of excellence).

## The pedal steel invades top 40

While a country crossover dominates the 'Playlist' for a month, others are climbing rapidly; Motown sees a trend, starts its own C&W operation

Country and western music has "crossed pop" to stay.

A ready indication is Olivia Newton-John. Her *I Honestly Love You*, which had its initial success in the country ranks, remains atop the "Playlist" with a four-week tenure as the most heavily played single in the nation. Billy Swan, formerly with Kris Kristofferson (who has had crossover hits of his own), is climbing the charts with *I Can Help*, also a top-10 country hit. Mac Davis, who got his start writing songs for other C&W artists, threatens to surpass them all with his own rendition of *Stop and Smell the Roses*, now at 19 on the "Playlist" and rising.

Much of this popularity may be tied to an increase in the number of country songs geared to mass-market appeal, since few strictly C&W hits have crossed over. "The records that we have had the most success with have been away from the traditional country style," says Bryan McIntyre of WCOL(AM) Columbus, Ohio, a pop station with a history of successfully crossing over country hits.

The success of "uptown" country artists such as Ms. Newton-John and John Denver has had its effect on other artists' output as well. The Pointer Sisters, who had their initial success in the R&B and pop ranks, have a substantial C&W hit in *Fairy Tale*, also a top-40 hit (52 on this week's "Playlist").

Perhaps the most dramatic sign of the power of country came last week with the announcement by Motown Records, long one of the most successful R&B labels, of the formation of Melodyland Records, which will be Motown's C&W subsidiary. "I've never seen a company so enthusiastic about anything in my life," said John Widdicombe, C&W projects coordinator for the label. Melodyland's roster includes Pat Boone, and Jerry Naylor of the *Continental Country* radio series. While Mr. Widdicombe stresses that the label's major concern will be "credibility within the country marketplace," he isn't overlooking the possibilities of crossovers, either.

Motown's desire to amend its image from an R&B company to a full-line concern may also be symptomatic of the record industry's awareness of the potential any song has for crossing over into the popular charts, and each label seems anxious to keep its options as broad as possible. Crossovers from MOR and R&B to pop are frequent, and now the trend may even be reversing, with records with top-40 success being picked up on specialty charts.

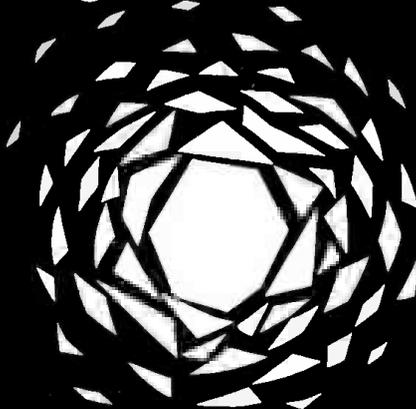
For the moment, though, country crossovers are leading the way.

**You're the First, the Last, My Everything**—Barry White (*20th Century*) ■ Following his string of successes in the last year and now with his new single, Barry White seems to be moving ever closer to the status of an "instant add." Picked up by major stations nationwide within days of its release, *You're the First* jumps on this week's "Playlist," at 41. Mr. White's releases also seem to be getting more and more uptempo—this may be his most danceable yet—while retaining the lush orchestration and female chorus that mark his other hits. WABC(AM) New York heads the list of stations already playing the single, a list that also includes KJOY(AM) Stockton, Calif.; and WSGA(AM) Savannah, Ga.

**Ain't Too Proud to Beg**—The Rolling Stones (*Rolling Stones*) ■ Speculation was widespread about the reasons behind the *continues on page 49*

**Tracking the 'Playlist.'** Olivia Newton-John's fourth week in the number-one spot is also a big week for the advancement of newer fall releases, many of which are now reaching the upper positions on the "Playlist." Bachman-Turner Overdrive's *You Ain't Seen Nothin' Yet* moves up three places to two, passing Carole King's *Jazzman*, which remains a strong third. America's *Tin Man*, which moves from nine to five, seems to have timed its success perfectly with the start of the group's fall concert—and the single continues its success on MOR charts as well. Elton John, with *The Bitch is Back*, and John Lennon, with *Whatever Gets You Thru the Night*, move up strongly into the seventh and eighth places respectively; both are receiving heavy afternoon and evening airplay, and adding stations in the morning. The extent of the turnover in the top 20 is best pointed up by the number of recent releases moving into the teens of the chart: Seven of the 10 are on the rise, led by Carl Carlton's *Everlasting Love* at 11, with singles from Reunion (15), B.T. Express (16), Neil Diamond (18), and the Three Degrees (bolted at 20) making the strongest showings. John Denver's latest, *Back Home Again*, is also gaining, bolted at 23. Other quick-moving releases include *Skin Tight* from the Ohio Players and *Wishing You Were Here* from Chicago. A week after its release, Barry White's new single (see "Breaking In") is bolted at 41. Jethro Tull's *Bungle in the Jungle* also makes a strong debut at 57, as does *Must Of Got Lost* by the J. Geils Band. Al Wilson seems to have won his cover battle with O.C. Smith; the former's version of *La La Peace Song* is bolted at 64. New releases from Andy Kim, the Rolling Stones, Rufus, and Eric Clapton make their first appearances on the "Playlist"; all are rapidly adding stations nationwide.

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# The Broadcasting Playlist™ Nov 4

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

| Over-all rank | Last week | This week | Title (length)<br>Artist—label  | Rank by day parts |        |      |       |
|---------------|-----------|-----------|---|-------------------|--------|------|-------|
|               |           |           |   | 6-10a             | 10a-3p | 3-7p | 7-12p |
| 1             | 1         | 1         | I Honestly Love You (3:35)<br>Olivia Newton-John—MCA                            | 1                 | 1      | 1    | 1     |
| 5             | 2         | 2         | You Ain't Seen Nothin' Yet (3:29)<br>Bachman-Turner Overdrive—Mercury           | 3                 | 2      | 2    | 2     |
| 3             | 3         | 3         | Jazzman (3:43)<br>Carole King—Ode   | 4                 | 3      | 6    | 3     |
| 2             | 4         | 4         | Nothing from Nothing (2:40)<br>Billy Preston—A&M                                | 2                 | 4      | 5    | 8     |
| 9             | 5         | 5         | Tin Man (3:25)<br>America—Warner Brothers                                       | 5                 | 6      | 3    | 4     |
| 6             | 6         | 6         | Can't Get Enough (3:20)<br>Bad Company—Atlantic                                 | 6                 | 10     | 4    | 6     |
| 14            | 7         | 7         | The Bitch Is Back (3:50)<br>Elton John—MCA                                      | 8                 | 5      | 7    | 7     |
| 13            | 8         | 8         | Whatever Gets You Thru the Night (3:20)<br>John Lennon—Apple                    | 12                | 8      | 10   | 5     |
| 4             | 9         | 9         | Beach Baby (3:02)<br>First Class—U.K. Records                                   | 10                | 7      | 8    | 11    |
| 11            | 10        | 10        | Love Me for a Reason (3:45)<br>Osmonds—MGM                                      | 7                 | 11     | 11   | 10    |
| 7             | 11        | 11        | Can't Get Enough of Your Love Babe (3:15)<br>Barry White—20th Century           | 9                 | 9      | 12   | 12    |
| 17            | 12        | 12        | Everlasting Love (2:20)<br>Carl Carlton—Back Beat                               | 13                | 13     | 9    | 9     |
| 10            | 13        | 13        | You Haven't Done Nothin' (3:20)<br>Stevie Wonder—Tama                           | 11                | 12     | 13   | 13    |
| 8             | 14        | 14        | Then Came You (3:53)<br>Dionne Warwick & the Spinners—Atlantic                  | 16                | 16     | 14   | 17    |
| 19            | 15        | 15        | Life Is a Rock (But the<br>Radio Rolled Me) (2:54)<br>Reunion—RCA               | 18                | 14     | 17   | 14    |
| 24            | 16        | 16        | Do It Till You're Satisfied (3:09)<br>B. T. Express—Scepter                     | 14                | 18     | 16   | 15    |
| 25            | 17        | 17        | My Melody of Love (3:08)<br>Bobby Vinton—ABC/Dunhill                            | 15                | 15     | 15   | 24    |
| 20            | 18        | 18        | Longfellow Serenade (3:30)<br>Neil Diamond—Columbia                             | 17                | 19     | 18   | 20    |
| 21            | 19        | 19        | Stop & Smell the Roses (2:55)<br>Mac Davis—Columbia                             | 19                | 20     | 21   | 23    |
| 30            | 20        | 20        | When Will I See You Again (2:58)<br>Three Degrees—Philadelphia Int'l.           | 20                | 21     | 20   | 21    |
| 16            | 21        | 21        | I Shot the Sheriff (3:19)<br>Eric Clapton—Atlantic                              | 23                | 17     | 25   | 16    |
| 12            | 22        | 22        | Sweet Home Alabama (3:20)<br>Lynyrd Skynyrd—MCA                                 | 22                | 22     | 19   | 19    |
| 33            | 23        | 23        | Back Home Again (4:42)<br>John Denver—RCA                                       | 21                | 24     | 22   | 22    |
| 27            | 24        | 24        | Another Saturday Night (2:28)<br>Cat Stevens—A&M                                | 26                | 25     | 23   | 26    |
| 26            | 25        | 25        | I Can Help (2:57)<br>Billy Swan—Monument  | 25                | 26     | 26   | 27    |
| 32            | 26        | 26        | Hang On in There Baby (3:23)<br>Johnnie Bristol—MGM                             | 27                | 23     | 30   | 25    |
| 22            | 27        | 27        | You Little Trustmaker (2:49)<br>Tymes—RCA                                       | 28                | 29     | 29   | 28    |
| 18            | 28        | 28        | Do It Baby (2:55)<br>Miracles—Tama  | 28                | 29     | 29   | 28    |
| 37            | 29        | 29        | Skin Tight (2:05)<br>Ohio Players—Mercury                                       | 45                | 33     | 24   | 18    |
| 35            | 30        | 30        | Cats in the Cradle (3:29)<br>Harry Chapin—Elektra                               | 31                | 28     | 28   | 30    |
| 31            | 31        | 31        | Carefree Highway (3:45)<br>Gordon Lightfoot—Reprise                             | 29                | 32     | 32   | 32    |
| 15            | 32        | 32        | Rock Me Gently (3:28)<br>Andy Kim—Capitol                                       | 36                | 30     | 35   | 31    |
| 29            | 33        | 33        | Clap for the Wolfman (3:29)<br>Guess Who—RCA                                    | 34                | 31     | 34   | 35    |
| 43            | 34        | 34        | Wishing You Were Here (2:54)<br>Chicago—Columbia                                | 33                | 34     | 33   | 34    |
| 36            | 35        | 35        | (You're) Having My Baby (2:32)<br>Paul Anka—United Artists                      | 30                | 45     | 31   | 40    |
| 38            | 36        | 36        | Sha-La-La (Make Me Happy) (2:56)<br>Al Green—Hi                                 | 32                | 36     | 38   | 36    |
| 41            | 37        | 37        | I've Got the Music in Me (3:40)<br>Kiki Dee—MCA                                 | 37                | 39     | 36   | 33    |
| 40            | 38        | 38        | After the Goldrush (2:04)<br>Prelude—Island                                     | 38                | 35     | 37   | 38    |
| 39            | 39        | 39        | The Need to Be (3:53)<br>Jim Weatherly—Buddah                                   | 40                | 37     | 39   | 37    |
| 34            | 40        | 40        | Steppin' Out (Gonna Boogie Tonight) (2:51)<br>Tony Orlando & Dawn—Bell          | 35                | 38     | 40   | 43    |
| —             | 41        | 41        | You're the First, the Last,<br>My Everything (3:25)<br>Barry White—20th Century | 39                | 40     | 41   | 41    |

| Over-all rank | Last week | This week | Title (length)<br>Artist—label   | Rank by day parts |        |      |       |
|---------------|-----------|-----------|--|-------------------|--------|------|-------|
|               |           |           |  | 6-10a             | 10a-3p | 3-7p | 7-12p |
| 42            | 42        | 42        | Kung Fu Fighting (3:18)<br>Carl Douglas—20th Century                       | 41                | 42     | 43   | 42    |
| 46            | 43        | 43        | Angie Baby (3:29)<br>Helen Reddy—Capitol                                   | 43                | 41     | 42   | 44    |
| 45            | 44        | 44        | Rockin' Soul (2:59)<br>Hues Corp.—RCA                                      | 44                | 44     | 44   | 47    |
| 48            | 45        | 45        | Let's Straighten It Out (3:14)<br>Latimore—Glades                          | 46                | 47     | 50   | 48    |
| 28            | 46        | 46        | Never My Love (2:27)<br>Blue Swede—EMI                                     | 42                | 52     | 45   | 52    |
| 44            | 47        | 47        | Tell Me Something Good (3:30)<br>Rufus—ABC/Dunhill                         | 58                | 43     | 56   | 39    |
| 52            | 48        | 48        | Play Something Sweet (3:32)<br>Three Dog Night—ABC/Dunhill                 | 48                | 54     | 46   | 49    |
| 49            | 49        | 49        | People Gotta Move (3:18)<br>Gino Vanelli—A&M                               | 53                | 48     | 51   | 45    |
| 47            | 50        | 50        | Honey Honey (2:55)<br>ABBA—Atlantic  | 47                | 55     | 47   | 58    |
| 57            | 51        | 51        | Laughter in the Rain (2:50)<br>Neil Sedaka—MCA                             | 49                | 50     | 49   | 55    |
| 58            | 52        | 52        | Fairy Tale (3:11)<br>Pointer Sisters—Blue Thumb                            | 51                | 53     | 52   | 54    |
| 56            | 53        | 53        | Ride'em Cowboy (3:52)<br>Paul Davis—Bang                                   | 54                | 49     | 54   | 57    |
| 23            | 54        | 54        | Who Do You Think You Are (2:59)<br>Bo Donaldson & the Heywoods—ABC/Dunhill | 62                | 46     | 58   | 46    |
| 60            | 55        | 55        | Overnight Sensation (3:38)<br>Raspberries—Capitol                          | 56                | 59     | 48   | 51    |
| 53            | 56        | 56        | So You Are a Star (3:45)<br>Hudson Brothers—Casablanca                     | 55                | 57     | 53   | 53    |
| —             | 57        | 57        | Bungle in the Jungle (3:20)<br>Jethro Tull—Chrysalis                       | 52                | 58     | 55   | 60    |
| 50            | 58        | 58        | You Can Have Her (3:00)<br>Sam Neely—A&M                                   | 50                | 56     | 57   | 61    |
| 51            | 59        | 59        | Earache My Eye (5:17)<br>Cheech & Chong—A&M                                | 59                | 69     | 59   | 50    |
| 62            | 60        | 60        | Give It to the People (3:18)<br>Righteous Brothers—ABC/Dunhill             | 57                | 61     | 60   | 63    |
| 64            | 61        | 61        | Touch Me (2:45)<br>Fancy—Big Tree  | 60                | 62     | 66   | 64    |
| 54            | 62        | 62        | The Night Chicago Died (3:30)<br>Paper Lace—Mercury                        | 90                | 51     | 92   | 56    |
| 59            | 63        | 63        | Second Avenue (2:50)<br>Art Garfunkel—Columbia                             | 69                | 60     | 68   | 65    |
| —             | 64        | 64        | La La Peace Song (3:24)<br>Al Wilson—Rocky Road                            | 65                | 65     | 61   | 66    |
| —             | 65        | 65        | Must of Got Lost (2:53)<br>J. Geils Band—Atlantic                          | 61                | 68     | 65   | 72    |
| 69            | 66        | 66        | Nobody (3:27)<br>Doobie Brothers—Warner Brothers                           | 66                | 63     | 70   | 71    |
| 63            | 67        | 67        | Give Me a Reason to Be Gone (2:45)<br>Maureen McGovern—20th Century        | 64                | 67     | 69   | 68    |
| —             | 68        | 68        | Ain't Too Proud to Beg (3:29)<br>Rolling Stones—Rolling Stones             | 63                | 72     | 64   | 69    |
| 70            | 69        | 69        | Early Morning Love (2:44)<br>Sammy Johns—GRC                               | 72                | 64     | 71   | 67    |
| —             | 70        | 70        | Fire Baby I'm on Fire (3:25)<br>Andy Kim—Capitol                           | 67                | 66     | 72   | 73    |
| —             | 71        | 71        | Pretzel Logic (3:59)<br>Steely Dan—ABC/Dunhill                             | 68                | 71     | 67   | 70    |
| 66            | 72        | 72        | Black Eyed Boys (3:45)<br>Paper Lace—Mercury                               | 74                | 77     | 63   | 62    |
| —             | 73        | 73        | You Got the Love (2:54)<br>Rufus—ABC/Dunhill                               | 91                | 92     | 61   | 59    |
| —             | 74        | 74        | Willie & the Hand Jive (3:10)<br>Eric Clapton—RSO                          | 70                | 73     | 73   | 75    |
| 68            | 75        | 75        | Doraville (3:15)<br>Atlanta Rhythm Section—Polydor                         | 73                | 70     | 75   | 74    |

**Alphabetical list** (with this week's over-all rank): After the Goldrush (38), Ain't Too Proud to Beg (68), Angie Baby (43), Another Saturday Night (24), Back Home Again (23), Beach Baby (9), The Bitch Is Back (7), Black Eyed Boys (72), Bungle in the Jungle (57), Can't Get Enough (6), Can't Get Enough of Your Love Babe (11), Carefree Highway (31), Cats in the Cradle (30), Clap for the Wolfman (33), Do It Baby (28), Do It Till You're Satisfied (16), Doraville (75), Earache My Eye (59), Early Morning Love (69), Everlasting Love (12), Fairy Tale (52), Fire Baby I'm on Fire (70), Give It to the People (60), Give Me a Reason to Be Gone (67), Hang On in There Baby (26), (You're) Having My Baby (35), Honey Honey (50), I Can Help (25), I Honestly Love You (1), I Shot the Sheriff (21), I've Got the Music in Me (37), Jazzman (3), Kung Fu Fighting (42), La La Peace Song (64), Laughter in the Rain (51), Let's Straighten It Out (45), Life Is a Rock (But the Radio Rolled Me) (15), Longfellow Serenade (18), Love Me for a Reason (10), Must of Got Lost (65), My Melody of Love (17), The Need to Be (39), Never My Love (46), The Night Chicago Died (62), Nobody (66), Nothing from Nothing (4), Overnight Sensation (55), People Gotta Move (49), Play Something Sweet (48), Pretzel Logic (71), Ride'em Cowboy (53), Rock Me Gently (32), Rockin' Soul (44), Second Avenue (63), Sha-La-La (Make Me Happy) (36), Skin Tight (29), So You Are a Star (56), Steppin' Out (Gonna Boogie Tonight) (40), Stop & Smell the Roses (19), Sweet Home Alabama (22), Tell Me Something Good (47), Then Came You (14), Tin Man (5), Touch Me (61), Whatever Gets You Thru the Night (8), When Will I See You Again (20), Who Do You Think You Are (54), Willie & the Hand Jive (74), Wishing You Were Here (34), You Ain't Seen Nothin' Yet (2), You Can Have Her (58), You Got the Love (73), You Haven't Done Nothin' (13), You Little Trustmaker (27), You're the First, the Last, My Everything (41).

from page 47

lack of success of this supergroup's last single, *It's Only Rock 'n' Roll*, but that speculation has apparently been stilled by the quick success of this single, coupled with instant airplay and sales reaction on the Stones' new album. An updated, much heavier version of a Temptations classic, *Ain't Too Proud to Beg* didn't need to beg for airplay in the first week of its release, with KHJ(AM) Los Angeles, WKTQ(AM) Pittsburgh and KSTP(AM) Minneapolis adding it.

**Must of Got Lost—J. Geils Band (Atlantic)** ■ The immediate success of this Boston-based group's new single (it enters the "Playlist" at 65 this week) should dispel any lingering doubts about the band's

ability to appeal to a nationwide audience. With a sound that may be the most commercially appealing for the group since its reggae hit, *Give It to Me*, this new single was well received in its first week, with WCFL(AM) Chicago, WRKO(AM) Boston and KREM(AM) and KJRB(AM) both Spokane, Wash., adding it.

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

- BATTLE OF NEW ORLEANS, Nitty Gritty Dirt Band (United Artists).
- HE DID ME WRONG (BUT HE DID IT

RIGHT), Patti Dahlstrom (20th Century).

- I FEEL A SONG (IN MY HEART), Gladys Knight & the Pips (Buddah).
- LA LA PEACE SONG, O. C. Smith (Columbia).
- LOVE DON'T LOVE NOBODY, Spinners (Atlantic).
- PENCIL THIN MUSTACHE, Jimmy Buffett (ABC/Dunhill).
- PROMISED LAND, Elvis Presley (RCA).
- SUNSHINE ROSES, Gene Cotton (Myrrh).
- THIS IS YOUR SONG, Leslie Kendall (Warner Bros.).
- THREE RING CIRCUS, Blue Magic (ATCO).

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

| Company                              | Period/Ended  | CURRENT AND CHANGE |         |             |         |           | YEAR EARLIER  |             |           |
|--------------------------------------|---------------|--------------------|---------|-------------|---------|-----------|---------------|-------------|-----------|
|                                      |               | Revenues           | Change  | Net Income  | Change  | Per Share | Revenues      | Net Income  | Per Share |
| Amer. Television & Communications .. | 3 mo. 9/30    | 7,638,564          | + 30.0% | 524,252     | + 40.1% | .12       | 5,880,503     | 374,256     | .09       |
| BBDO International .....             | 9 mo. 9/30    | 49,600,000         | + 10.5% | 4,055,000   | + 5.0%  | 1.61      | 44,900,000    | 3,865,000   | 1.51      |
| COHU Inc. ....                       | 9 mo. 9/30    | 12,302,936         | + 11.0% | 342,787     | - 46.0% | .22       | 11,102,053    | 634,419     | .41       |
| CONRAC Corp. ....                    | 9 mo. 9/30    | 60,508,000         | + 31.0% | 2,181,000   | + 10.0% | 1.63      | 49,215,000    | 1,987,000   | 1.48      |
| Cox Cable Communications .....       | 9 mo. 9/30    | 16,949,758         | + 27.0% | 1,523,697   | + 9.5%  | .43       | 13,343,996    | 1,391,997   | .39       |
| Foote, Cone & Belding .....          | 9 mo. 9/30    | 36,658,000         | + 2.4%  | 658,000     | - 74.0% | .32       | 35,798,000    | 2,520,000   | 1.18      |
| Fuqua Industries Inc. ....           | 9 mo. 9/30    | 414,123,000        | + 19.5% | 12,681,000  | - 38.0% | 1.44      | 346,540,000   | 19,763,000  | 1.97      |
| Globetrotter Communications .....    | 9 mo. 9/30    | 25,514,863         | + 39.0% | 752,940     | - 57.3% | .28       | 18,387,578    | 1,752,602   | .63       |
| Harris Corp. ....                    | 3 mo. 9/30    | 119,096,000        | + 9.0%  | 3,721,000   | - 15.0% | .60       | 109,484,000   | 4,359,000   | .70       |
| Int'l. Video Corp. ....              | year 7/31     | 28,531,000         | + 3.0%  | 645,000     | - 75.0% | .24       | 26,969,000    | 2,584,000   | .97       |
| Liberty Corp. ....                   | 9 mo. 9/30    | 104,885,000        | + 18.3% | 10,152,000  | - 21.5% | 1.47      | 88,680,000    | 12,927,000  | 1.85      |
| 3M Co. ....                          | 9 mo. 9/30    | 2,208,000,000      | + 17.3% | 237,800,000 | + 9.0%  | 2.10      | 1,883,000,000 | 218,600,000 | 1.94      |
| New York Times Co. ....              | 9 mo. 9/30    | 285,390,000        | + 9.0%  | 16,009,000  | + 14.9% | 1.44      | 261,986,000   | 13,936,000  | 1.23      |
| Post Corp. ....                      | 9 mo. 9/30    | 14,009,801         | + 8.5%  | 82,793      | - 93.6% | .09       | 12,950,098    | 1,286,950   | 1.42      |
| Reeves Telcom .....                  | 9 mo. 9/30    | 6,498,150          | + 1.3%  | 122,790     | - 70.2% | .05       | 6,415,952     | 411,648     | .17       |
| Ridder Publications .....            | 9 mo. 9/30    | 133,531,000        | + 12.0% | 9,787,000   | - 3.0%  | 1.03      | 119,326,000   | 10,072,000  | 1.10      |
| Rollins Inc. ....                    | 3 mo. 9/30    | 53,754,230         | + 19.4% | 3,313,703   | + 15.4% | .25       | 45,036,164    | 2,871,582   | .21       |
| Scientific-Atlanta .....             | 3 mo. 9/30    | 6,825,000          | + 12.2% | 239,000     | + 12.2% | .25       | 6,080,000     | 213,000     | .22       |
| Storer Broadcasting .....            | 9 mo. 9/30    | 71,271,000         | + 4.2%  | 10,175,000  | + 17.0% | 1.97      | 68,398,000    | 8,704,000   | 1.69      |
| Time Inc. ....                       | 9 mo. 9/30    | 592,501            | + 14.3% | 35,992      | + 16.6% | 3.58      | 518,119       | 30,776      | 2.97      |
| Washington Post Co. ....             | 39 wk. (9/29) | 202,915,000        | + 15.0% | 9,053,000   | + 8.0%  | 1.90      | 176,776,000   | 8,398,000   | 1.77      |
| Zenith Radio .....                   | 9 mo. 9/30    | 648,462,000        | - 6.2%  | 6,528,000   | - 82.6% | .35       | 691,655,000   | 37,478,000  | 1.98      |

## Broadcasting's index of 138 stocks allied with electronic media

| Stock symbol                                   | Exch. | Closing Wed. Oct. 30 | Closing Wed. Oct. 23 | Net change in week | % change in week | High 1974 | Low    | P/E ratio | Approx. shares out (000) | Total market capitalization (000) |         |
|--|-------|----------------------|----------------------|--------------------|------------------|-----------|--------|-----------|--------------------------|-----------------------------------|---------|
| <b>Broadcasting</b>                            |       |                      |                      |                    |                  |           |        |           |                          |                                   |         |
| ABC  | ABC   | N                    | 15 3/8               | 14 5/8             | + 3/4            | + 5.12    | 28 3/8 | 14 5/8    | 5                        | 16,582                            | 254,948 |
| CAPITAL CITIES                                 | CCB   | N                    | 22 1/4               | 21 5/8             | + 5/8            | + 2.89    | 39 1/4 | 19 1/2    | 8                        | 7,164                             | 159,399 |
| CBS  | CBS   | N                    | 30 1/4               | 31 3/8             | - 1 1/8          | - 3.58    | 40     | 25        | 9                        | 28,092                            | 849,783 |
| CONCERT NETWORK*                               | O     |                      | 1/4                  | 1/4                |                  | .00       | 7/8    | 1/4       |                          | 2,200                             | 550     |
| COX  | COX   | N                    | 10 1/8               | 10 1/2             | - 3/8            | - 3.57    | 19 3/8 | 9 1/2     | 5                        | 5,831                             | 59,038  |
| GROSS TELECASTING                              | GGG   | A                    | 7 3/8                | 8 1/4              | - 7/8            | - 10.60   | 13 5/8 | 6 1/2     | 5                        | 5,837                             | 43,047  |
| LIN  | LINB  | O                    | 3 1/8                | 3 3/8              | - 1/4            | - 7.40    | 6 3/4  | 2         | 3                        | 2,297                             | 7,178   |
| MOONEY*  | MOON  | O                    | 1 7/8                | 2                  | - 1/8            | - 6.25    | 3 5/8  | 1 1/2     | 5                        | 385                               | 721     |
| PACIFIC & SOUTHERN**                           | PSOU  | O                    | 4 3/4                | 4 3/4              |                  | .00       | 6 1/4  | 3 1/8     | 1                        | 1,750                             | 8,312   |
| RAHALL   | RAHL  | O                    | 2 1/4                | 2 1/4              |                  | .00       | 6      | 2 1/4     | 5                        | 1,297                             | 2,918   |
| SCRIPPS-HOWARD                                 | SCRP  | O                    | 14 1/4               | 14                 | + 1/4            | + 1.78    | 17 1/2 | 13 1/2    | 6                        | 2,589                             | 36,893  |
| STARR  | SRG   | M                    | 4                    | 4                  |                  | .00       | 9      | 3 1/4     | 3                        | 1,069                             | 4,276   |
| STORER   | SBK   | N                    | 12                   | 13 1/2             | - 1 1/2          | - 11.11   | 17 3/8 | 11 1/4    | 5                        | 4,751                             | 57,012  |
| TAFT   | TFB   | N                    | 12 1/4               | 13 1/4             | - 1              | - 7.54    | 23 3/8 | 12 1/4    | 4                        | 4,011                             | 49,134  |
| WOODS COMM.***                                 | O     |                      | 1/2                  | 1/2                |                  | .00       | 1      | 1/4       | 4                        | 292                               | 146     |
| TOTAL  |       |                      |                      |                    |                  |           |        |           | 84,147                   | 1,533,355                         |         |
| <b>Broadcasting with other major interests</b> |       |                      |                      |                    |                  |           |        |           |                          |                                   |         |
| ADAMS-RUSSELL                                  | AAR   | A                    | 1                    | 1                  |                  | .00       | 2 1/2  | 1         | 4                        | 1,259                             | 1,259   |
| AVCO   | AV    | N                    | 3                    | 3 1/4              | - 1/4            | - 7.69    | 8 7/8  | 3         | 8                        | 11,481                            | 34,443  |
| BARTELL MEDIA                                  | BMC   | A                    | 1                    | 1                  |                  | .00       | 2 3/8  | 5/8       | 2                        | 2,257                             | 2,257   |
| JDHN BLAIR                                     | BJ    | N                    | 4 3/8                | 4 1/2              | - 1/8            | - 2.77    | 7 1/2  | 4 3/8     | 4                        | 2,403                             | 10,513  |

| Stock symbol         | Exch. | Closing Wed. Oct. 30 | Closing Wed. Oct. 23 | Net change in week | % change in week | High 1974 | Low    | P/E ratio | Approx. shares out (000) | Total market capitalization (000) |
|----------------------|-------|----------------------|----------------------|--------------------|------------------|-----------|--------|-----------|--------------------------|-----------------------------------|
| CAMPTOWN INDUSTRIES* | D     | 1/8                  | 1/8                  |                    | .00              | 7/8       | 1/8    | 2         | 1,138                    | 142                               |
| CHRIS-CRAFT          | CCN   | 1 7/8                | 1 7/8                |                    | .00              | 4 1/4     | 1 5/8  | 7         | 4,162                    | 7,803                             |
| COMBINED COMM.       | CCA   | 6 5/8                | 7                    | - 3/8              | - 5.35           | 13        | 5 3/4  | 4         | 3,280                    | 21,730                            |
| COWLES               | CWL   | 5                    | 5 1/8                | - 1/8              | - 2.43           | 7 1/8     | 4      | 9         | 3,969                    | 19,845                            |
| DUN & BRADSTREET     | DNB   | 19                   | 20                   | - 1                | - 5.00           | 36        | 17 5/8 | 12        | 26,555                   | 504,545                           |
| FAIRCHILD IND.       | FEN   | 4 1/2                | 4 3/8                | + 1/8              | + 2.85           | 6 3/4     | 4 1/8  | 6         | 4,550                    | 20,475                            |
| FUQUA                | FQA   | 4 1/2                | 4 3/4                | - 1/4              | - 5.26           | 10 3/4    | 4 1/2  | 2         | 7,273                    | 32,728                            |
| GANNETT CO.          | GCI   | 21 1/2               | 23 1/8               | - 1 5/8            | - 7.02           | 38 1/4    | 21 1/2 | 14        | 21,080                   | 453,220                           |
| GENERAL TIRE         | GY    | 12 7/8               | 12 5/8               | + 1/4              | + 1.98           | 18 1/4    | 12     | 4         | 21,515                   | 277,005                           |
| GLOBETROTTER         | GLBTA | 1 3/4                | 1 3/4                |                    | .00              | 4 3/4     | 1 3/4  | 2         | 2,731                    | 4,779                             |
| GRAY COMMUN.*        | O     | 5 1/2                | 5 1/2                |                    | .00              | 8 1/2     | 5      | 4         | 475                      | 2,612                             |
| HARTE-HANKS          | HHN   | 8                    | 8 5/8                | - 5/8              | - 7.24           | 14 1/4    | 7 1/8  | 6         | 4,340                    | 34,720                            |
| JEFFERSON-PILOT      | JP    | 28 1/2               | 26                   | + 2 1/2            | + 9.61           | 38 1/4    | 20 1/2 | 13        | 24,195                   | 689,557                           |
| KAISER INDUSTRIES*   | KI    | 5 5/8                | 5 1/2                | + 1/8              | + 2.27           | 8 1/2     | 4 3/4  | 3         | 27,487                   | 154,614                           |
| KANSAS STATE NET.*   | KSN   | 3 1/8                | 3 1/8                |                    | .00              | 3 7/8     | 3 1/8  | 5         | 1,741                    | 5,440                             |
| KINGSTIP             | KTP   | 2 5/8                | 2 3/4                | - 1/8              | - 4.54           | 6 3/4     | 2 1/2  | 4         | 1,154                    | 3,029                             |
| LAMB COMMUN.***      | P     | 1 1/4                | 1 1/4                |                    | .00              | 1 1/4     | 1 1/8  | 25        | 475                      | 593                               |
| LEE ENTERPRISES      | LNT   | 13                   | 12 1/4               | + 3/4              | + 6.12           | 16 1/4    | 10 3/4 | 8         | 3,352                    | 43,576                            |
| LIBERTY              | LC    | 8 3/4                | 9 3/8                | - 5/8              | - 6.66           | 15 5/8    | 8 1/4  | 4         | 6,632                    | 58,030                            |
| MCGRAW-HILL          | MHP   | 6 1/4                | 6 5/8                | - 3/8              | - 5.66           | 9         | 6      | 5         | 23,426                   | 146,412                           |
| MEDIA GENERAL        | MEG   | 17                   | 17 1/8               | - 1/8              | - .72            | 26 1/2    | 17     | 7         | 3,552                    | 60,384                            |
| MEREOITH             | MOP   | 9 3/4                | 9 3/4                |                    | .00              | 11 3/8    | 8 1/4  | 4         | 2,966                    | 28,918                            |
| METROMEDIA           | MET   | 5 7/8                | 5 3/4                | + 1/8              | + 2.17           | 10 5/8    | 4 1/2  | 6         | 6,447                    | 37,876                            |
| MULTIMEDIA           | MME0  | 9 1/2                | 9 1/2                |                    | .00              | 14 1/4    | 8 3/4  | 7         | 4,388                    | 41,686                            |
| NEW YORK TIMES CO.   | NYKA  | 8 1/2                | 9 7/8                | - 1 3/8            | - 13.92          | 13 3/4    | 8      | 5         | 10,231                   | 86,963                            |
| OUTLET CO.           | OTU   | 7 3/4                | 7 3/4                |                    | .00              | 9 3/4     | 7      | 3         | 1,379                    | 10,687                            |
| POST CORP.           | POST  | 5 1/4                | 5 1/4                |                    | .00              | 16 1/2    | 4 3/4  | 4         | 882                      | 4,630                             |
| PSA                  | PSA   | 5 3/8                | 5 1/8                | + 1/4              | + 4.87           | 10        | 4 1/2  | 6         | 3,181                    | 17,097                            |
| REEVES TELECOM       | RBT   | 1 1/8                | 1 1/8                |                    | .00              | 1 3/4     | 1      | 13        | 2,376                    | 2,673                             |
| RIDDER PUBLICATIONS  | RPI   | 9 1/4                | 9 3/4                | - 1/2              | - 5.12           | 16 5/8    | 9 1/4  | 6         | 8,305                    | 76,821                            |
| ROLLINS              | ROL   | 10 3/4               | 9 3/4                | + 1                | + 10.25          | 19 3/4    | 6 1/2  | 9         | 13,341                   | 143,415                           |
| RUST CRAFT           | RUS   | 5 5/8                | 5 3/4                | - 1/8              | - 2.17           | 10 1/4    | 5 5/8  | 4         | 2,366                    | 13,308                            |
| SAN JUAN RACING      | SJR   | 8 1/8                | 8 1/2                | - 3/8              | - 4.41           | 13 3/8    | 8      | 6         | 2,191                    | 17,801                            |
| SCHERING-PLOUGH      | SGP   | 56 3/4               | 51 1/4               | + 5 1/2            | + 10.73          | 74 3/8    | 44 3/4 | 27        | 53,823                   | 3,054,455                         |
| SONDERLING           | SDB   | 4 7/8                | 5                    | - 1/8              | - 2.50           | 10        | 4 1/8  | 3         | 788                      | 3,841                             |
| TECHNICAL OPERATIONS | TO    | 4 3/8                | 3 3/8                | + 1                | + 29.62          | 6 3/4     | 3      | 4         | 1,344                    | 5,880                             |
| TIMES MIRROR CO.     | TMC   | 10 1/2               | 9 3/4                | + 3/4              | + 7.69           | 17 5/8    | 9 1/4  | 6         | 31,385                   | 329,542                           |
| TURNER COMM.***      | O     | 3 3/8                | 3 3/8                |                    | .00              | 4         | 3      | 6         | 1,373                    | 4,633                             |
| WASHINGTON POST CO.  | WPO   | 20 1/2               | 20 1/4               | + 1/4              | + 1.23           | 24 3/8    | 14 3/4 | 7         | 4,749                    | 97,354                            |
| WOMETCO              | WOM   | 7 1/4                | 7                    | + 1/4              | + 3.57           | 10 1/4    | 6 1/4  | 5         | 6,034                    | 43,746                            |
| TOTAL                |       |                      |                      |                    |                  |           |        |           | 368,031                  | 6,611,037                         |

### Cablecasting

|                      |       |       |        |        |         |         |        |        |        |         |         |
|----------------------|-------|-------|--------|--------|---------|---------|--------|--------|--------|---------|---------|
| AMECO**              | ACO   | D     | 7/8    | 7/8    |         | .00     | 1 7/8  | 1/8    | 1,200  | 1,050   |         |
| AMER. ELECT. LABS    | AELBA | O     | 1      | 1 1/8  | - 1/8   | - 11.11 | 2 1/8  | 3/4    | 3      | 1,672   | 1,672   |
| AMERICAN TV & COMM.  | AMTV  | O     | 7 3/4  | 8      | - 1/4   | - 3.12  | 19 1/4 | 5 3/4  | 17     | 3,192   | 24,738  |
| ATHENA COMM.**       | O     | 1/4   | 1/4    |        | .00     | 3/4     | 1/4    |        | 2,374  | 593     |         |
| BURNUP & SIMS        | BSIM  | O     | 3 7/8  | 3 7/8  |         | .00     | 24 1/8 | 3      | 4      | 7,933   | 30,740  |
| CABLECOM-GENERAL     | CCG   | A     | 1 7/8  | 2      | - 1/8   | - 6.25  | 4 1/2  | 1 3/4  | 10     | 2,560   | 4,800   |
| CABLE FUNDING*       | CFUN  | O     | 5 1/4  | 5 1/2  | - 1/4   | - 4.54  | 7 3/8  | 3 7/8  | 24     | 1,121   | 5,885   |
| CABLE INFO.          | O     | 1/2   | 1/2    |        | .00     | 3/4     | 1/4    | 1      | 663    | 331     |         |
| CITIZENS FIN.**      | CPN   | A     | 1 1/2  | 1 1/2  |         | .00     | 4 1/4  | 1 3/8  | 2      | 2,697   | 4,045   |
| COMCAST*             | O     | 1 3/4 | 1 3/4  |        | .00     | 2 1/2   | 1 1/2  | 7      | 1,705  | 2,983   |         |
| COMMUNICATIONS PROP. | COMU  | O     | 1 3/8  | 1 1/4  | + 1/8   | + 10.00 | 3 3/8  | 1      | 28     | 4,761   | 6,546   |
| COX CABLE            | CXC   | A     | 4 7/8  | 5 1/2  | - 5/8   | - 11.36 | 15 1/4 | 3 3/4  | 9      | 3,560   | 17,355  |
| ENTRON*              | ENT   | O     | 1/2    | 3/8    | + 1/8   | + 33.33 | 7/8    | 3/8    | 4      | 1,358   | 679     |
| GENERAL INSTRUMENT   | GRL   | N     | 6 5/8  | 7 3/8  | - 3/4   | - 10.16 | 17 1/8 | 5 7/8  | 3      | 7,060   | 46,772  |
| GENERAL TV*          | O     | 1/2   | 1 1/4  | - 3/4  | - 60.00 | 1 1/2   | 1/2    | 25     | 1,000  | 500     |         |
| SCIENTIFIC-ATLANTA   | SFA   | A     | 5 7/8  | 6      | - 1/8   | - 2.08  | 9 1/2  | 4 5/8  | 6      | 917     | 5,387   |
| TELE-COMMUNICATION   | TCOM  | O     | 1 7/8  | 1 7/8  |         | .00     | 5 3/4  | 1      | 2      | 5,181   | 9,714   |
| TELEPROMPTER         | TP    | N     | 2 1/8  | 2 1/4  | - 1/8   | - 5.55  | 8 1/4  | 1 7/8  | 1      | 16,013  | 34,027  |
| TIME INC.            | TL    | N     | 29 1/2 | 30 5/8 | - 1 1/8 | - 3.67  | 40 1/4 | 29 1/2 | 6      | 9,986   | 294,587 |
| TOCOM*               | TOCM  | O     | 2 7/8  | 3 1/4  | - 3/8   | - 11.53 | 4 7/8  | 2 1/2  | 7      | 634     | 1,822   |
| UA-COLUMBIA CABLE    | UACC  | O     | 4 3/4  | 4 3/4  |         | .00     | 6      | 3 3/4  | 9      | 1,795   | 8,526   |
| UNITED CABLE TV CORP | UCTV  | O     | 1 7/8  | 1 1/4  | + 5/8   | + 50.00 | 4 5/8  | 1/4    | 10     | 1,879   | 3,523   |
| VIACOM               | VIA   | N     | 3      | 3 3/8  | - 3/8   | - 11.11 | 7 1/2  | 2 7/8  | 4      | 3,850   | 11,550  |
| VIKOA**              | VIK   | A     | 1      | 1 1/4  | - 1/4   | - 20.00 | 4      | 7/8    | 1      | 2,534   | 2,534   |
| TOTAL                |       |       |        |        |         |         |        |        | 85,645 | 520,359 |         |

### Programming

|                    |      |       |        |        |         |        |        |        |         |           |         |
|--------------------|------|-------|--------|--------|---------|--------|--------|--------|---------|-----------|---------|
| COLUMBIA PICTURES  | CPS  | N     | 2 1/4  | 2 1/4  |         | .00    | 4 3/4  | 1 5/8  | 7       | 6,748     | 15,183  |
| DISNEY             | DIS  | N     | 23 5/8 | 22 5/8 | + 1     | + 4.41 | 54 1/2 | 21 5/8 | 15      | 29,155    | 688,786 |
| FILMWAYS           | FHY  | A     | 2 1/8  | 2 1/4  | - 1/8   | - 5.55 | 6      | 2 1/8  | 3       | 1,791     | 3,805   |
| FOUR STAR          | O    | 1/8   | 1/4    | - 1/8  | - 50.00 | 1 3/8  | 1/8    |        | 666     | 83        |         |
| GULF + WESTERN     | GW   | N     | 21     | 20 5/8 | + 3/8   | + 1.81 | 29 1/8 | 18 3/8 | 4       | 14,088    | 295,848 |
| MCA                | MCA  | N     | 24 3/4 | 23 5/8 | + 1 1/8 | + 4.76 | 26 1/2 | 19 1/4 | 5       | 8,401     | 207,924 |
| MGM                | MGM  | N     | 15 3/4 | 15 3/4 |         | .00    | 16 3/8 | 9 1/4  | 5       | 5,918     | 93,208  |
| TELE-TAPE**        | O    | 1/4   | 1/4    |        | .00     | 3/4    | 1/8    |        | 2,190   | 547       |         |
| TELETRONICS INTL.* | O    | 1 5/8 | 1 3/4  | - 1/8  | - 7.14  | 4 1/8  | 1 5/8  | 3      | 943     | 1,532     |         |
| TRANSAMERICA       | TA   | N     | 6      | 5 5/8  | + 3/8   | + 6.66 | 10 3/8 | 5 1/2  | 6       | 65,115    | 390,690 |
| 20TH CENTURY-FOX   | TF   | N     | 5 1/2  | 5 1/2  |         | .00    | 9 1/8  | 4 3/4  | 8       | 8,240     | 45,320  |
| WALTER READE**     | WALT | O     | 1/8    | 1/8    |         | .00    | 1/2    | 1/8    |         | 4,467     | 558     |
| WARNER             | WCI  | N     | 8 1/8  | 8 1/4  | - 1/8   | - 1.51 | 18 1/2 | 6 7/8  | 3       | 16,317    | 132,575 |
| WRATHER            | WCO  | A     | 2      | 2      |         | .00    | 8 1/8  | 1 7/8  | 200     | 2,229     | 4,458   |
| TOTAL              |      |       |        |        |         |        |        |        | 166,268 | 1,880,517 |         |

| Stock symbol         | Exch. | Closing Wed. Oct. 30 | Closing Wed. Oct. 23 | Net change in week | % change in week | High   | 1974 Low | P/E ratio | Approx. shares out (000) | Total market capitalization (000) |
|----------------------|-------|----------------------|----------------------|--------------------|------------------|--------|----------|-----------|--------------------------|-----------------------------------|
| <b>Service</b>       |       |                      |                      |                    |                  |        |          |           |                          |                                   |
| 8880 INC.            | O     | 11                   | 11 1/4               | - 1/4              | - 2.22           | 14 1/4 | 10       | 5         | 2,513                    | 27,643                            |
| COMSAT               | CO    | 26 3/4               | 26 1/4               | + 1/2              | + 1.90           | 40 3/8 | 23 3/4   | 6         | 10,000                   | 267,500                           |
| CREATIVE MANAGEMENT  | CMA   | 4 1/8                | 4 3/8                | - 1/4              | - 5.71           | 6 5/8  | 3        | 5         | 1,016                    | 4,191                             |
| DOYLE DANE BERNBACH  | DOYL  | 6 1/4                | 5 3/4                | + 1/2              | + 8.69           | 11 1/2 | 5 3/4    | 4         | 1,796                    | 11,225                            |
| ELKINS INSTITUTE**** | ELKN  | 3/8                  | 3/8                  |                    | .00              | 5/8    | 1/4      | 4         | 1,897                    | 711                               |
| FOOTE CONE & BELDING | FCB   | 7                    | 8 5/8                | - 1 5/8            | - 18.84          | 11 1/4 | 6        | 5         | 2,065                    | 14,455                            |
| GREY ADVERTISING     | GREY  | 6 1/8                | 6                    | + 1/8              | + 2.08           | 8 3/8  | 5 3/4    | 3         | 1,255                    | 7,686                             |
| INTERPUBLIC GROUP    | IPG   | 9 3/4                | 9 3/4                |                    | .00              | 13     | 8 1/2    | 4         | 2,319                    | 22,610                            |
| MARVIN JOSEPHSON*    | MRVN  | 3 3/4                | 4 1/4                | - 1/2              | - 11.76          | 8 1/2  | 3 1/4    | 3         | 802                      | 3,007                             |
| MCI COMMUNICATIONS*  | MCIC  | 1 3/8                | 1 3/8                |                    | .00              | 6 1/2  | 1        | 12,912    | 17,754                   |                                   |
| NOVELAB              | NOV   | 5/8                  | 5/8                  |                    | .00              | 1 5/8  | 1/2      | 4         | 1,407                    | 879                               |
| MPO VIDEOTRONICS     | MPO   | 1 3/8                | 1 1/4                | + 1/8              | + 10.00          | 2 5/8  | 1 1/8    | 4         | 539                      | 741                               |
| NEEDHAM, HARPER      | NOHMA | 4 1/8                | 4 7/8                | - 3/4              | - 15.38          | 7 1/2  | 4        | 2         | 918                      | 3,786                             |
| A. C. NIELSEN        | NIELB | 10 5/8               | 8 7/8                | + 1 3/4            | + 19.71          | 28     | 8 5/8    | 10        | 10,598                   | 112,603                           |
| OGILVY & MATHER      | OGIL  | 12 1/4               | 12 3/4               | - 1/2              | - 3.92           | 17 1/4 | 10 1/2   | 4         | 1,807                    | 22,135                            |
| PKL CO.*++           | PKL   | 1                    | 1                    |                    | .00              | 1 3/4  | 1/4      | 6         | 818                      | 818                               |
| J. WALTER THOMPSON   | JWT   | 6 3/4                | 7 1/8                | - 3/8              | - 5.26           | 12     | 6        | 15        | 2,624                    | 17,712                            |
| UNIVERSAL COMM.*++   | UNV   | 5/8                  | 5/8                  |                    | .00              | 3/4    | 1/2      | 1         | 715                      | 446                               |
| WELLS, RICH, GREENE  | WRG   | 8                    | 7 3/4                | + 1/4              | + 3.22           | 9 5/8  | 5 1/2    | 4         | 1,632                    | 13,056                            |
| TOTAL                |       |                      |                      |                    |                  |        |          |           | 57,633                   | 548,958                           |
| <b>Electronics</b>   |       |                      |                      |                    |                  |        |          |           |                          |                                   |
| AMPEX                | APX   | 3 1/4                | 3 3/8                | - 1/8              | - 3.70           | 4 7/8  | 2 7/8    | 3         | 10,883                   | 35,369                            |
| CCA ELECTRONICS***   | CCAE  | 3/4                  | 3/4                  |                    | .00              | 1 1/8  | 5/8      | 1         | 881                      | 660                               |
| CETEC                | CEC   | 1 1/4                | 1 1/4                |                    | .00              | 2 1/8  | 1 1/8    | 6         | 2,333                    | 2,916                             |
| COMU, INC.           | COMU  | 2 1/8                | 2 1/4                | - 1/8              | - 5.55           | 3 7/8  | 1 3/4    | 6         | 1,542                    | 3,276                             |
| CONRAC               | CAX   | 12 1/4               | 12 1/4               |                    | .00              | 21     | 10       | 5         | 1,261                    | 15,447                            |
| GENERAL ELECTRIC     | GE    | 37 3/4               | 36 1/2               | + 1 1/4            | + 3.42           | 65     | 30       | 11        | 182,048                  | 6,872,312                         |
| HARRIS CORP.         | HRS   | 14                   | 13 1/8               | + 7/8              | + 6.66           | 33 1/2 | 13 1/8   | 5         | 6,224                    | 87,136                            |
| INTERNATIONAL VIDEO  | IVCP  | 2                    | 2 3/8                | - 3/8              | - 15.78          | 7 1/2  | 2        | 7         | 2,728                    | 5,456                             |
| MAGNAVOX             | MAG   | 6 7/8                | 6 1/2                | + 3/8              | + 5.76           | 9 7/8  | 4        | 38        | 17,799                   | 122,368                           |
| 3M                   | MMM   | 61 1/4               | 58                   | + 3 1/4            | + 5.60           | 80 1/2 | 48 5/8   | 22        | 113,729                  | 6,965,901                         |
| MOTOROLA             | MOT   | 46                   | 45 1/4               | + 3/4              | + 1.65           | 61 7/8 | 35 1/2   | 15        | 27,968                   | 1,286,528                         |
| OAK INDUSTRIES       | OEN   | 7 1/4                | 8                    | - 3/4              | - 9.37           | 12 7/8 | 7 1/4    | 2         | 1,639                    | 11,882                            |

# WHAT WAS WRONG WITH 99% OF THE BROADCASTERS' INSURANCE POLICIES I SAW?

For the past 18 months my company has been working with the NAB researching broadcasters' insurance programs around the country. What we discovered was that nearly all broadcasters were paying for inadequate coverage. More important, most stations weren't getting the coverage they needed. A reasonably priced major catastrophe plan (5 to 10 million dollars), for example.

## How can that be?

Your station's present insurance program is based on regional rate. But this regional rate isn't based on just other broadcasting stations; it's based on disparate businesses like

textile mills, drug stores, gas stations. In effect, you have been subsidizing higher risk industries.

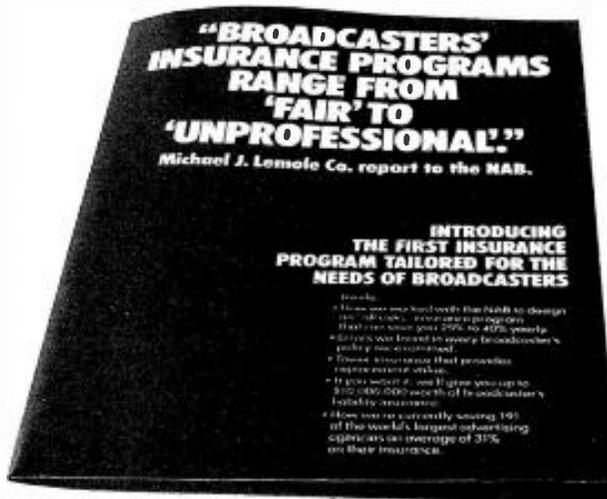
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With the specific problems and deficiencies of your current program in mind, we set to work to create a completely new "all risks" policy tailored for your particular needs. And only your needs. After nearly 2 years of research and planning with the NAB, this policy is now available for individual broadcasters.

## How does the new program compare to your station's current policy?

For starters, it should be 25% to 40% less expensive. It includes tower insurance that provides replacement value, plus the first short-term broadcasters' business interruption insurance. It also includes more "all risks" coverage than most stations currently carry.

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In some states, more than one policy may be required to afford the coverage outlined above. In all states broadcasters liability are written on a separate policy.

| Stock symbol      | Exch. | Closing Wed. Oct. 30 | Closing Wed. Oct. 23 | Net change in week | % change in week | High 1974 | Low    | P/E ratio | Approx. shares out (000) | Total market capitalization (000) |
|-------------------|-------|----------------------|----------------------|--------------------|------------------|-----------|--------|-----------|--------------------------|-----------------------------------|
| RCA               | N     | 10 5/8               | 11                   | - 3/8              | - 3.40           | 21 1/2    | 10 5/8 | 5         | 74,661                   | 793,273                           |
| ROCKWELL INTL.    | N     | 19 5/8               | 20                   | - 3/8              | - 1.87           | 28 3/8    | 19 5/8 | 4         | 30,356                   | 595,736                           |
| RSC INDUSTRIES    | A     | 1                    | 1 1/8                | - 1/8              | - 11.11          | 2 1/8     | 1      | 5         | 3,458                    | 3,458                             |
| SONY CORP.        | N     | 4 7/8                | 4 7/8                |                    | .00              | 29 7/8    | 4 7/8  | 9         | 165,625                  | 807,421                           |
| TEKTRONIX         | N     | 22 3/4               | 26 1/2               | - 3 3/4            | - 14.15          | 47 3/4    | 22 3/8 | 9         | 8,651                    | 196,810                           |
| TELEMATION        | O     | 1 1/4                | 1 1/4                |                    | .00              | 2 3/4     | 1 1/4  | 7         | 1,050                    | 1,312                             |
| TELEPRO IND.***   | O     | 5                    | 5                    |                    | .00              | 8         | 2 1/2  | 31        | 475                      | 2,375                             |
| VARIAN ASSOCIATES | N     | 7 1/8                | 7 1/4                | - 1/8              | - 1.72           | 13 1/4    | 6 3/8  | 6         | 6,617                    | 47,146                            |
| WESTINGHOUSE      | N     | 9 1/8                | 9                    | + 1/8              | + 1.38           | 26        | 9      | 6         | 87,876                   | 801,868                           |
| ZENITH            | N     | 14 3/4               | 15 1/4               | - 1/2              | - 3.27           | 31 5/8    | 14     | 7         | 18,797                   | 277,255                           |
| TOTAL             |       |                      |                      |                    |                  |           |        |           | 766,601                  | 18,935,905                        |
| GRAND TOTAL       |       |                      |                      |                    |                  |           |        |           | 1,528,325                | 30,030,131                        |

Standard & Poor's Industrial Average 83.3 79.4 +3.9

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-Over the counter (bid price shown)  
P-Pacific Coast Stock Exchange  
††Stock did not trade on Wednesday;  
closing price shown is last traded price.

Over-the-counter bid prices supplied by  
Hornblower & Weeks, Hemphill-Noyes Inc.,  
Washington.  
Yearly highs and lows are drawn from  
trading days reported by *Broadcasting*.  
Actual figures may vary slightly.

P/E ratios are based on earnings-per-share  
figures for the last 12 months as published  
by Standard & Poor's Corp. or as obtained  
through *Broadcasting's* own research. Earn-  
ing figures are exclusive of extraordinary  
gains or losses.  
†††Stock split.

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

## Fates & Fortunes®

### Media

**Rich Frank**, general sales manager, KTLA-TV Los Angeles, joins Chris-Craft Corp. as president of broadcast division and general manager of KCOP-TV Los

Angeles and KPTV-TV Portland, Ore. He succeeds **John Hopkins**, who has announced plans to retire. **Tony Cassara**, local sales manager, KTLA, named to succeed Mr. Frank.

**Robert A. Clark**, VP and general manager, WQTY(AM)-WFMI(FM) Montgomery, Ala., licensed to Alabama Radio Corp., appointed assistant to Carl Adams, president of Alabama Radio Corp. and its parent, Great Lakes Broadcasting Co., Lorain, Ohio. Mr. Clark will be responsible for acquisition of additional broadcast properties for Great Lakes. **Harlyn N. Fisher**, VP-general manager, WHK(AM)-WMMS(FM) Cleveland, named VP-general manager of WQTY-WFMI.

**Eric Nelson**, station manager, KATV-TV Little Rock, Ark., elected corporate VP-station operations for KATV and KTUL-TV Tulsa, Okla., both Leake TV Inc. stations.

**Ron Maxey**, sales manager, KAFG(FM) Oklahoma City, named business manager for Covenant Broadcasting's three Oklahoma City properties: KTOK(AM), KAFG and The Oklahoma News Network.

**Larry M. Harris**, general sales manager, KLTV-TV Tyler, Tex., named general manager.

**Ken Hastie**, manager, WMT-AM-FM Cedar Rapids, Iowa, retires March 1, 1975, and will be succeeded by **Jerry Bretey**, assistant station manager.

**Sonny Buxton**, reporter, anchorman, producer at KGO-TV San Francisco, named operations manager, KDIA(AM) Oakland, Calif.

**Harry Handley**, former sales development manager, WTVJ-TV Miami, named director of public relations, WXIA-TV Atlanta.

**Tim Pace**, sales manager, KBXL(AM) Caldwell, Idaho, named operations manager, KFXD-FM Nampa-Boise, Idaho, to go on air Nov. 15.

**Dale Bowers**, general manager, KBEA(AM) Kansas City, Mo., named head of newly formed Shawnee Broadcasting Co. and general manager of its first property, KTPK(FM) Topeka, Kan.

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**Honored.** RCA Chairman Robert W. Sarnoff was on hand for the Oct. 18 dedication of the Loyola Marymount University College of Fine and Communication Arts in Los Angeles. There to receive an honorary doctorate in fine arts from the university, Mr. Sarnoff cited a need for public participation in relieving the American cultural community from its present financial burdens. Among other things, the RCA chairman proposed that citizens be permitted to add \$5-50 to their yearly income tax bills, which would be distributed directly to the National Endowment of the Arts for cultural grants. Mr. Sarnoff (c) is flanked by the university provost, Sister Renee Harrangue (r) and the Rev. Donald Merrifield, S.J., the school's president.

**Carolyn S. Bidwell**, supervisor of administration, WWBT-TV Richmond, Va., named traffic manager, WCAU-TV Philadelphia.

**Doug Thompson**, on staff, WSOC-TV Charlotte, N.C., named director of creative planning.

**George M. Bryant**, account executive, KDON(AM) Salinas, Calif., named director of creative services.

## Broadcast Advertising

**Richard S. Gold**, sales manager, ABC-owned WLS-TV Chicago, named national sales manager of NBC-owned WNBC-TV New York, replacing **Michael Trager**, who was appointed VP-sports sales, NBC-TV, New York (BROADCASTING Sept. 23).

**Richard Loftus**, director of sports sales, CBS-TV New York, named general sales executive. **Herbert Gross**, director of daytime sales, succeeds Mr. Loftus. **Dana Redman**, account executive, named director of daytime sales.

**John Tiedmann**, assistant daytime sales manager, ABC-TV, named director of daytime sales.

**Jerry Gardner**, manager of Dallas office of Savalli/Gates Inc., New York, named VP and company's director of national sales for television and radio. He continues to operate from Dallas.

**Bob King**, on staff of WNEW(AM) New York, named retail sales manager, WNBC(AM) New York.

**Jim Halvorsen**, on staff, Compton Advertising, New York, named media planner, Kenyon & Eckhardt, New York.

**Joseph A. Opramolla**, supervisor of network television and radio operations, Colgate-Palmolive Co., New York, named coordinator of corporate communications.



Edwards

**Neal J. Edwards**, former general manager, WMAL-TV Washington, and VP-marketing, Tellatach Corp., Bethesda, Md., which sells educational TV equipment, joins Washington advertising, marketing and public relations agency, Ehrlich-Harris-Manes & Associates, as VP-account executive.

**Rod Sterling**, national sales manager, WPLG-TV Miami, named manager, Petry Television, Atlanta.

**Neil Faber**, senior associate media director, Wells, Rich, Greene Inc., joins Della Femina, Travisano & Partners Inc., New York, as VP-media director.

**Sidney D. Berlin**, variously account executive, local sales manager and general manager, WWSW(AM) Pittsburgh, named VP in charge of sales.

**Frank Yanda**, account executive, WMT-TV Cedar Rapids, Iowa, named general sales manager, WMT-AM-FM, same city.

**Gerald Downey**, assistant director of advertising and promotion, WXYZ(AM) Detroit, named director of advertising and promotion, succeeding **James Turnbull III**.

**Victor J. Parker**, sales promotion manager, Entertainment Products group, GTE Sylvania Inc., Batavia, N.Y., named manager of advertising and sales promotion for the group.

**Lincoln W. N. Pratt**, general manager, WEAN(AM) Providence, R.I., assumes additional duties as sales manager.

**David E. Gerard**, account executive,

WKBW(AM) Buffalo, N.Y., named sales manager, WBNY-FM Buffalo.

**Bill J. Scharton**, Midwestern sales manager, WPIX-TV New York, named Midwestern sales manager, Kaiser Broadcasting Spot Sales, Chicago.

**Stuart M. Cohen**, on production and sales staff, WPRI-TV Providence, R.I., named general sales manager, WLKW-AM-FM Providence.

**Marv Roslin**, partner in White, Roslin, Hafemann Advertising, New York, has resigned to form station representation company, *Marv Roslin Inc.*, 180 West End Avenue, New York 10023. Telephone: (212) 787-6770.

**Bill Boris**, account supervisor, **Rick Fizzdale**, creative director, and **James G. Oates**, account supervisor, all Leo Burnett U.S.A., Chicago, elected VP's.

**Richard Wexo**, local sales manager, WTVJ-TV Miami, named general sales manager, WDSU-TV New Orleans.

**Frank Battles**, account executive, KLTU-TV Tyler, Tex., named local sales manager.

**Elliott Bass**, with Tele-Rep, Chicago, named national sales manager, WXIA-TV Atlanta.

**Charles Goldmark**, on sales staff, WZGC(AM)-WGKA(FM) Atlanta, named sales manager, KFRC-FM San Francisco.

**Garrett Bergmark**, account executive, KIQQ(AM) Hollywood, named local sales manager.

**Charles Way**, general sales manager, WGHP-TV High Point, N.C., elected president, Easternads Inc., Greensboro, N.C., advertising agency.

## Programing

**William B. Klein**, director of business affairs, Warner Bros. Television, Hollywood, named director of program administration, business affairs department, CBS Television Network, Hollywood.

**Ronald W. Taylor**, **Michael Meads** and **Dorothy Textor**, in staff positions with department of broadcast standards and practices, ABC-TV, Western Division, named managers in that department. Mr. Taylor becomes manager, special projects; Mr. Meads, manager, prime-time film programing, and Ms. Textor, manager of all live/tape programing.

**Jane E. Cohen**, manager of community affairs programs, WRC-TV Washington, named program manager. Ms. Cohen is president-elect of American Women in Radio & Television.

**Jeffrey A. Hark**, production manager, WTAJ-TV Altoona, Pa., named program manager. **Jeff Davis**, commercial coordinator, WTAJ-TV, succeeds Mr. Hark.

**Larry Pate**, chief director in production department, WALA-TV Mobile, Ala., named assistant production manager.



"One-man network" honored. Illinois Broadcasters Association named ABC Network commentator Paul Harvey "Person of the Year" at banquet in his honor Oct. 9 at the Hyatt Regency O'Hare hotel, Chicago. At the presentation from left, Mike Penzell, general manager, ABC Radio Network central division sales office, William Hansen, president, IBA, and general manager, WJOL(AM) Joliet, Mrs. Lynne Harvey and Mr. Harvey, and Joe Parkin, VP-marketing services, Bankers Life and Casualty Co., (for 23 years sponsor of Paul Harvey News on ABC Radio Network).



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PRODUCT CATALOGUE ON REQUEST

**Bob Phillips**, news reporter, writer and announcer, **WNDR(AM)** Syracuse, N.Y., named producer-director, **WUTR(TV)** Utica-Rome, N.Y.

**Don Lockett**, music director, noncommercial **WAER-FM** Syracuse, N.Y., and broadcast technician, noncommercial **WCNY-TV-FM** same city, joins **WJZ-TV** Baltimore as producer-director.

### Broadcast Journalism

**Peter G. Jacobus**, assistant news director, **WABC-TV** New York, named news director, **WXYZ-TV** Detroit, succeeding **Phil Nye**, who becomes director of news and public affairs, **WABC-TV (BROADCASTING, Oct. 21)**. Both are ABC-owned stations.

**Bruce Bowers**, reporter, **WCCB-TV** Charlotte, N.C., named news reporter, **WBTV(TV)** Charlotte.

**Kathleen Ann Hessert**, on news and public affairs staff, **WRBR(FM)** South Bend, Ind., joins **WHEN-TV** Syracuse, N.Y., as staff reporter.

**Charles W. Stuchell**, news director, **WFHG(AM)** Bristol, Va., named news director, **KPSI(AM)** Palm Springs, Calif.

**Barney Harris**, news staff, **ABC**, Chicago, and **Paul Henderson**, with **WRAU-TV** Peoria, Ill., join news staff, **WFAA-AM-FM** Dallas.

**Buck Battin**, reporter-photographer, **KOAT-TV** Albuquerque, N.M., appointed assignment editor.

**Pamela Noble**, news announcer, **KYOK(AM)** Houston, joins **KHOU-TV** Houston as field reporter.

**Tom Hiland**, anchorman-reporter, **WKBN-AM-FM-TV** Youngstown, Ohio, joins **KMGH-TV** Denver as reporter.

**Al Wiman**, general assignment reporter, **KNXT(TV)** Los Angeles, joins **KMOX-TV** St. Louis, as news reporter.

**Brian Thompson**, Gainesville, Fla., reporter, named night editor, **WSOC-AM-FM** Charlotte, N.C. **Dan O'Brien**, news director, **WKVA(AM)** Lewistown, Pa., joins **WSOC** news staff.

**Keith D. Humphry**, news director, **Warner Cable Television**, Reston, Va., named

news reporter and associate producer, noncommercial **WHYY-TV** Wilmington, Del.

**Robert Kimball**, graduate, American University, Washington, joins **Donrey Media Group's** Washington news bureau as managerial assistant.

**Frank Stewart**, general manager, **KTRH(AM)** Houston, named chairman of committee to organize annual **CBS Radio-News Seminar**, Feb. 20-21, 1975, in New York. Committee members are **Frank B. Estes**, president, **WKXL-AM-FM** Concord, N.H., and **James W. Woodruff Jr.**, president, **WRBL-AM-FM** Columbus, Ga.

### Cable

**Peter Fehheimer**, manager, **Total TV** cable system, Janesville, Wis., named manager, **Teleprompter Corp's** south central district, and manager, **Teleprompter's** cable system, Galveston, Tex.

**Charles A. Downing**, customer services manager, **Cabledata**, Sacramento, Calif., named national field operations manager.

**Gary A. Dent**, sales engineer, **GTE** **Sylvania Cable TV**, Dallas, named chief engineer, **Hawkeye Cablevision**, Des Moines, Iowa.

### Equipment & Engineering



Phillips

**Vedco Inc.**, Metairie, La., manufacturer of audio and video broadcast equipment.

**Peter C. Goldmark**, former president of **CBS Labs** and pioneer in audio and video recording and color TV, will receive **University of Pennsylvania's** **Harold Pender Award** at annual dinner meeting of **Engineering Alumni Society**, Nov. 8, at Uni-

**Charles Phillips**, VP-general manager, **Califone International** (formerly **Califone Roberts**), named executive VP, **Akai America Ltd.**, Compton, Calif.

**Francis Jacob Jr.**, retired director of engineering, **WWL-AM-FM-TV** New Orleans, elected president,



Cox

**James M. Cox Jr.**, 71, chairman of the board of **Cox Broadcasting Corp.** and **Cox Enterprises**, newspaper publishing firm, died Oct. 27 in St. Francis hospital, Miami, after a lengthy illness. He had been chairman of the two firms since the death of his father in 1957. Mr. Cox expanded the publishing-broadcasting properties acquired by the older James M. Cox, three times governor of Ohio and unsuccessful Democratic candidate for President against **Warren Harding** in 1920. **Cox Broadcasting** owns **Cox Data Systems** and **Bing Crosby Productions**; **WSB-AM-FM-TV** Atlanta; **WIOD(AM)-WAIA-FM** Miami; **WSOC-AM-FM-TV** Charlotte, N.C.; **WHIO-AM-FM** Dayton, Ohio; **KTVU(TV)** San Francisco-Oakland; **WII-C** Los Angeles and is a principal stockholder in **Cox Cable Communications Inc.** **Cox Enterprises** publishes the **Dayton (Ohio) Daily News** and **Journal-Herald**; the **Springfield (Ohio) News & Sun**; the **Atlanta Journal** and **Constitution**; the **Miami News**; the **Palm Beach (Fla.) Post, Times & News**; **Palm Beach Life** (magazine); and has part interest in **Daytona Beach (Fla.) News & Journal**; and **Delray (Fla.) News-Journal**.

Mr. Cox is survived by his wife, **Betty Lippit**; brother, **John W. Cox**; stepbrother, **Richard H. Lee Jr.**; two sisters, **Anne Cox Chambers** and **Barbara Cox Anthony**.

versity Museum, Philadelphia. Dr. Goldmark is president and director of research, Goldmark Communications Corp., subsidiary of Warner Communications Inc.

**George Konkol**, senior VP, Entertainment Products group, GTE Sylvania Inc., and chairman of the board, Electronic Industries Association, named to receive EIA's 1975 Medal of Honor to be presented at annual government-industry dinner, in Washington next March.

**George Thompson**, Southern Illinois University graduate, named director of engineering for broadcast and cable divisions, Valley Communications Inc., Skowhegan, Me.

**W. Richard Corcoran**, with Telemation, joins Hitachi Shibaden as Southeast regional sales manager, in newly opened office at 3610 Clearview Parkway, Doraville, Ga. 30340. Telephone (404) 451-9453.

## Allied Fields

**Richard Truitt**, VP of Carl Byoir & Associates, named senior VP in charge of

Byoir's Washington operations, succeeding **James N. Sites**, named special assistant for public affairs to Treasury Secretary William Simon. **Raymond L. Courage**, on Byoir staff, named manager of Washington office.

**Jo Schmit**, assistant national sales manager of WBNS-TV Columbus, Ohio, named to two-year term as parliamentarian of National Academy of Television Arts and Sciences. **Jeanne Metzger**, Phoenix TV personality, and **Richard Hughes**, senior VP in charge of community affairs for WPIX-TV New York, named to NATAS chapter expansion and development committee.

## Deaths

**William J. Fagan**, 74, retired CBS-TV sales executive, died Oct. 21 in Sayville, N.Y. From 1929 through March 1, 1965 (when he retired), Mr. Fagan held various posts in CBS's sales department, except for three years (1937-40) when he was business manager, radio, at Benton & Bowles. He was business manager of CBS-TV sales at his retirement.

**James A. Ross**, 82, president of Astatic Corp., Conneaut, Ohio, died Sept. 23 in Youngstown, Ohio. Active in electronics field since 1930, Mr. Ross also owned Ross Radio Co., Youngstown, distributorship.

**Edward Reeve**, 65, who retired in 1971 as manager of radio audience measurement research, economics and research department, CBS, after 31 years with company, died of heart attack Oct. 23 at his home in Leonia, N.J. He is survived by his wife, Alma.

**William C. Ackerman**, 66, assistant coordinator of research at the Library of Congress, died Oct. 26 at Georgetown hospital, Washington, of a heart attack. Mr. Ackerman joined Columbia Broadcasting System, New York, in 1940 to administer the reference department. He became executive director, CBS Foundation when it was founded in 1954, administered foundation's news fellowships at Columbia University for study in broadcast journalism, and was associated with special projects department, CBS News. He is survived by his wife, Margaret, son, daughter and four grandchildren.

# For the Record®

As compiled by BROADCASTING, Oct. 21 through Oct. 25 and based on filings, authorizations and other FCC actions.

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

## New stations

### TV application

\*St. Louis—St. Louis Educational Television Commission seeks ch. 40 (626-632 mhz); ERP 500 kw vis., 100 kw aur., HAAT 1473 ft.; ant. height above ground 1068 ft. P.O. address 6996 Milbrook Blvd., St. Louis 63130. Estimated construction cost \$446,987; first-year operating cost \$189,000. Consulting engineer Andrew R. McMaster. Principal: Robert C. Glazier, executive director. Ann. Oct. 23.

### TV action

\*Council Bluffs, Iowa—State Educational Radio and Television Facility Board. Broadcast Bureau granted UHF ch. 32 (578-584 mhz); ERP 447 kw vis., 4.41 kw aur. HAAT 316.5 ft.; ant. height above ground 1677 ft. P.O. address Box 1758 Des Moines, Iowa 50306. Estimated construction cost \$513,075; first-year operating cost \$113,247. Legal counsel: Pierson, Ball & Dowd, Washington; consulting engineer Jansky & Bailey. Principal: Dr. Robert F. Ray, chairman. Board operates \*KIIN-TV Iowa City, KDIN-TV Des Moines and KRIN-TV Waterloo (BPET-496). Action Oct. 11.

### TV license

Broadcast Bureau granted following licenses covering new stations:

\*WEVU-TV Naples, Fla., Gulfshore Television Corp. (BLCT-2308). Action Oct. 21.

\*KPSD-TV Eagle Butte, S.D., State Board of Directors for Educational Television (BLET-366). Action Oct. 21.

### AM action

Broadcast Bureau granted following CP modification to extend completion time to date shown: WNRE Circleville, Ohio—To Feb. 1, 1975 (BMP-13862).

### AM start

\*WLRV Lebanon, Va.—Authorized program operation on 1380 khz, 500 kw. D. action Oct. 16.

### AM licenses

Broadcast Bureau granted following licenses covering new stations:

\*KWJB Globe, Ariz., Mace Broadcasting Co. (BL-13667). Action Oct. 15.

\*WVOY Charlevoix, Mich., New Broadcasting Corp. (BL-13743). Action Oct. 16.

\*KPIA Ironton, Mo., Iron County Broadcasting Co. (BL-13741). Action Oct. 21.

### FM applications

\*Broderick, Calif.—Washington Unified School District seeks 91.7 mhz, 10 kw. P.O. address 930 W. Acres Rd., West Sacramento 95691. Estimated construction cost \$9,380; first-year operating cost \$10,000. Principal: Guillermo Lopez, superintendent. Ann. Oct. 16.

\*Gainesville, Fla.—Gainesville Broadcasting seeks 100.9 mhz, 3 kw, HAAT 300 ft. P.O. address 1138 N.W. 13th St., Gainesville 32601. Estimated construction cost \$10,000; first year operating cost \$83,928; revenue \$78,000. Format: standards/contemp. Principals: James M. Hansford, owner of apartment and house rental business; Frank J. Terrell, cattle rancher and teacher; James M. Johnson, broadcast engineering consultant; Duane F. McConnell, owner of WONN(AM) Lakeland, Fla. and stockholder in several CATV systems; Perry C. McGriff Jr., owner of insurance company, and A. T. Douglas Jr., stockholder in Gainesville construction and real estate firms (16% each). Ann. Oct. 15.

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■ Gainesville, Fla.—University City Broadcasting Co. seeks 100.9 mhz, 3 kw., HAAT 300 ft. P.O. address: 3123 N.W. 18th Ave., Gainesville 32605. Estimated construction cost \$64,860; first-year operating cost \$72,680; revenue \$75,000. Format: easy listening. Principals: Craig H. Salley (50%), Gainesville architect; Willard E. Williams Sr. (25%), Gainesville CPA, and Willard E. Williams Jr. (25%), employee at father's business management service. Ann. Oct. 21.

■ Shelby, Mont.—Tri-County Radio Corp. seeks 96.3 mhz, 28 kw., HAAT 270 ft. P.O. address: 130 Front St., Shelby 39474. Estimated construction cost \$25,800; first-year operating cost \$7,600; revenue \$13,000. Format: duplicating AM (75%). Principals: John J. Lyon (99.5%), et al own KSEN(AM) Shelby. Ann. Oct. 21.

■ Wayne, Neb.—Theodore S. Storck seeks 104.9 mhz, 3 kw., HAAT 113 ft. P.O. address: 12725 Milton St., Los Angeles 90066. Estimated construction cost \$2,100; first-year operating cost \$9,275; revenue \$20,000. Format: D; duplicating AM/N; contemp. Principal: Mr. Storck, Los Angeles policeman, has applied for KTCH(AM) Wayne. Ann. Oct. 21.

■ Coquille, Ore.—Voice of Coquille seeks 102.3 mhz, 3 kw., HAAT 33 ft. P.O. address: 504 West Dr., St. Louis 63130. Estimated construction cost \$60,188; first-year operating cost \$49,500; revenue \$60,000. Format diversifd. Principals: George A. Ulett Sr., retired; George A. Ulett Jr., M.D., director of neuropsychiatry section of Deaconess Hospital, St. Louis, and Richard C. Ulett, son of Dr. Ulett Jr., announcer at KSD-AM-TV St. Louis (1/2 each). Ann. Oct. 25.

■ Amarillo, Tex.—Jimmy Swaggart Evangelistic Association seeks 101.9 mhz, 100 kw., HAAT 800 ft. P.O. address: 6746 Goya Ave., Baton Rouge 70806. Estimated construction cost \$83,760; first-year operating cost \$69,100; revenue \$75,000. Format: gospel. Principal: Jimmy Swaggart, president of non-profit Evangelistic Association, owns WLUX (AM) Baton Rouge. Ann. Oct. 24.

■ Eau Claire, Wis.—Board of Regents of University of Wisconsin System seeks 89.7 mhz, 10 w., HAAT 132 ft. P.O. address: 1866 Van Hise Hall, Madison, Wis. 53706. Estimated construction cost \$10,125; first-year operating cost \$6,400. Principal: Dr. Robert L. Bailey, associate professor of speech. Ann. Oct. 21.

## FM actions

■ Decatur, Ala.—Grace Baptist Schools Broadcast Bureau granted 91.7 mhz, 3 kw., HAAT 300 ft. P.O. address 1211 Sherman Street, Decatur 35601. Estimated construction cost \$40,945; first-year operating cost \$43,500; revenue none. Principals: Willard G. Stallcup is pastor and administrator of Grace Baptist Church (BPED-1770). Action Oct. 21.

■ Pittsburg, Kan. — Douglas Broadcasting Corp. Broadcast Bureau granted 96.9 mhz, 100 kw. HAAT 385 ft. P.O. address: 13005 W. 77th St., Shawnee Mission, Kan. 66215. Estimated construction cost \$26,000. Principals: James D. Harbart (100%), communications research and planning director, owns KSEK(AM) Pittsburg (BPH-8856). Ann. Oct. 16.

■ Auburn Heights, Mich.—Avondale School District. Broadcast Bureau granted 89.5 mhz, TPO 10 w. P.O. address: 2950 Waukegan Street, Auburn Heights 48057. Estimated construction cost \$12,000; first-year operating cost \$1000 plus. Principal: William H. Saville, superintendent (BPED-1805). Action Oct. 21.

■ Fairmont, N.C. — Carolinas Broadcasting Co. Broadcast Bureau granted 100.9 mhz, 3 kw. HAAT 252 ft. P.O. address: Box 665, Fairmont 28340. Estimated construction cost \$33,624; first-year operating cost \$25,000; revenue \$35,000. Principals: Ruth N. Moore (50.15%), John S. Pait Jr. (39.85%) and James C. Clark (10%) own WFMD(AM) Fairmont (BPH-8884). Action Oct. 21.

■ Canal Fulton, Ohio—Northwest Local Board of Education. Broadcast Bureau granted 90.9 mhz, 840 w. HAAT 47 ft. P.O. address: 8590 Erie Avenue, Canal Fulton, Ohio 44614. Estimated construction cost \$13,158; first-year operating cost \$375. Principal: Robert Sassaman, general manager (BPED-1822). Action Oct. 21.

Broadcast Bureau granted following CP modifications to extend completion time to date shown: KTOT-FM Big Bear Lake, Calif.—To Feb. 28, 1975 (BMPH-14237); WXTR Crystal River, Fla.—To March 26, 1975 (BMPH-14236); WQUH Defuniak Springs, Fla. — To Dec. 30 (BMPH-14240); \*WMLN-FM Milton, Mass. — To April 3, 1975 (BMPED-1158); WRCV Mercedburg, Pa. — To March 11, 1975 (BMPH-14238); KRHD-FM Duncan, Okla.—To March 19, 1975 (BMPH-14245); WIXV Front Royal, Va.—To March 26, 1974 (BMPH-14250).

## FM starts

■ KRWN Farmington, N.M.—Authorized program operation on 92.9 mhz, ERP 30 kw, HAAT 430 ft. Action Oct. 15.

■ WJLY Moyock, N.C.—Authorized program operation on 92.1 mhz, ERP 3 kw, HAAT 300 ft. Action Oct. 16.

## Call letters

### Applications

| Call    | Sought by  |
|---------|--|
|         | <b>New AM</b>                                      |
| WYNO    | Media Inc., Youngstown, Ohio                       |
|         | <b>New FM's</b>                                    |
| KAUD-FM | KAUD-FM Inc., Windsor, Colo.                       |
| *KRUD   | Nevada State Public Radio Association, Las Vegas   |
| *WITR   | Rochester Institute of Technology, Henrietta, N.Y. |
| *WBCT   | Benedict College, Columbia, S.C.                   |
| WKOG-FM | Piedmont Broadcasting Co., Gordon, Ga.             |
|         | <b>Existing FM's</b>                               |
| KHOP    | KTRBFM Modesto, Calif.                             |
| WRSV    | WEED-FM Rocky Mount, N.C.                          |

### Grants

| Call  | Assigned to   |
|-------|---|
|       | <b>New TV</b>   |
| *KTEJ | Arkansas Educational Television Commission, Jonesboro, Ark. |
|       | <b>New FM's</b>   |
| KADQ  | Theodore W. Austin, Rexburg, Idaho                          |
| WGOT  | Robert L. Tatum, Newton, Miss.                              |
|       | <b>Existing FM</b>  |
| KEZU  | KELD-FM El Dorado, Ark.                                     |

## FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ \*WHIL-FM Mobile, Ala., Spring Hill College (BLED-1294). Action Oct. 17.

■ WAYD-FM Ozark, Ala., Wade B. Sullivan (BLH-6382). Action Oct. 17.

■ KTAN-FM Sierra Vista, Ariz., Huachuca Broadcasting Co. (BLH-5926). Action Oct. 16.

■ \*KEPC Colorado Springs, El Paso Community College (BLED-1299). Action Oct. 21.

■ WVLC-FM Orleans, Mass., Seashore Broadcasting Co. (BLH-6353). Action Oct. 21.

■ KYLT-FM Missoula, Mont., Scottie Broadcasting Co. (BLH-6354). Action Oct. 21.

■ KSID-FM Sidney, Neb., KSID Radio (BLH-6388). Action Oct. 17.

■ WPTM Roanoke Rapids, N.C., Halifax County Broadcasting (BLH-6358). Action Oct. 18.

■ WAAT Johnstown, Pa., Community Broadcasters (BLH-6371). Action Oct. 21.

■ \*KBHU-FM Spearfish, S.D., Black Hills State College (BLED-1291). Action Oct. 18.

■ KESI Edinburg, Tex., Valley Broadcasters (BLH-6387). Action Oct. 17.

■ \*KMTP Mt. Pleasant, Utah, North Sanpete School District (BLED-1295). Action Oct. 16.

■ KCLK-FM Clarkston, Wash., Clarkson Broadcasters (BLH-6389). Action Oct. 17.

■ KIOZ Laramie, Wyo., Wycom Corp. (BLH-6397). Action Oct. 18.

## Ownership changes

### Applications

■ KPCO(AM) Quincy, Calif. (1370 khz, 500 w-D) —Seeks assignment of license from William E. Stamps to Ralph Wittick and Dan DeMiglio for \$31,500. Seller: Mr. Stamps owns KPQD(AM) Crescent City, Calif. Buyers: Mr. Wittick (66.7%), Quincy liquor store partner, and Mr. DeMiglio (33.3%), announcer at KPCO. Ann. Oct. 21.

■ KSBY-FM San Luis Obispo (93.3 mhz, 30 kw) and KSBW-FM Salinas (102.5 mhz, 18.5 kw), both California—Seek assignment of license from Central California Communications Corp. to Forrest Communications Corp. Consideration: \$332,500. Seller: John Cohan estate, which owns KSBY-TV San Luis Obispo and KSBW-TV Salinas. Buyers: Robert A. Forrest and wife, Grace, who also con-

trol KDON(AM) Salinas. Mr. Forrest is president and director of WNDR(AM) Syracuse, N.Y., and has coffee importing business in New Jersey. Ann. Oct. 21.

■ KBCL-AM-FM Shreveport, La. (AM: 1220 khz, 250 w-D; FM 96.5 mhz, 100 kw)—Seeks transfer of control of Good Music Inc. from Bernice A. Childs (25%), Kirke Clough (25%), Armand E. Daigle (25%), Bernice Claire Martin (12.5%) and Alvin Childs Jr. trust (12.5%) to Harold G. Evans, Edwin Jones, Don Murry et al. (jointly none before, 100% after). Consideration: \$350,000. Principals: Mr. Murry (5.4%) has construction business; Mr. Jones (10.7%) has interests in real estate and insurance; Mr. Evans (8.6%) has served as general manager and sales manager for several Shreveport area radio stations. Ann. Oct. 21.

■ WVVC-AM-FM East Lansing, Mich. (AM: 730 khz, 500 w-D, DA; FM: 94.9 mhz, 20 kw)—Seeks transfer of control of WGSB Broadcasting Co. from Bob Sherman, et al. (65% before; none after) to James A. Morse (none before; 65% after). Consideration: \$200,746. Principal: Mr. Morse is real estate investor and former free-lance radio-TV announcer. Ann. Oct. 17.

■ KAOH-AM-FM Duluth, Minn. (AM: 1390 khz, 500 w-D; FM: 94.9 mhz)—Seeks assignment of AM license and FM permit from KAO Inc. to Patien Corp. for \$155,000. Sellers: R. Bunker Rogoski, Marion C. Boonstra and Dalton C. Hille have interest in WPLY Plymouth, Wis.; together with Lloyd J. Mongeau, they have interest in WMUS Muskegon, Minn. Buyers: Myron P. Patten (74.7%), Joseph A. Castor (9.4%), C. J. Sitta (5.7%) et al. own WMPX(AM) Midland, Mich. and WHKM-AM-FM Jackson, Mich. Ann. Oct. 24.

■ KPWD(FM) Plentywood, Mont. (100.1 mhz, 880 w)—Seeks assignment of license from Empire Broadcasting Co. to B.C.T. Broadcasting Co. Consideration \$40,000. Sellers: Eldon Mengel (12.9%), Gary Peterson, (11%), et al. own KBRV(AM) Soda Springs, Idaho; KFLN(AM) Baker, KXXL(AM) Bozeman and KWYS(AM) West Yellowstone, all Montana. Buyer: Harold L. Stallard family (100%). Mr. Stallard is Kansas farmer. Ann. Oct. 22.

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

■ KTBA(FM) Broken Arrow, Okla. (92.1 mhz, 3 kw)—Seeks assignment of license from Broken Arrow Broadcasting Co. to Proud Country Entertainment for \$90,000. Seller: Bill R. Hyden, president. Buyers: James A. Halsey, Mack Sanders, Henry W. Thompson and Roy L. Clark (25% each) own KTOW(AM) Sand Springs, Okla. Ann. Oct. 24.

■ WPTS(AM) Pittston, Pa. (1540 khz, 1 kw-D)—Seeks assignment of license from Midway Broadcasting Co. to Ward Broadcasting Corp. Consideration: \$250,000. Seller: Mrs. A. W. Fiorani. Buyer: James F. Ward (100%), general manager of WBAX(AM) Wilkes-Barre, Pa. Ann. Oct. 21.

■ WWBR(AM) Windber, Pa. (AM: 1350 khz, 1 kw-D)—Seeks assignment of license from Windber Community Broadcasting System to WWBR Inc. for \$55,000. Sellers: Dr. E. Z. Eperjessy and William H. Myers wish to retire from broadcasting. Buyer: Louis Popp (100%), welding and machine shop owner, had 33.3% interest in Windber Community Broadcasting. Ann. Oct. 21.

■ WBUG(AM) Rideyland, S.C.—(1430 khz, 1 kw-D)—Seeks assignment of license from Dispatch Broadcasting Co. Inc. to Ridgeland Broadcasting Co. for \$60,000. Seller: Joe Sunk Sr., president, Dispatch owns WGED(AM) Chester, S.C. and WPYB(AM) Benson, N.C. Buyers: Dale R. Hawkinson (51%) and J. Olin Tice Jr. (49%). Mr. Hawkinson has interest in Rockford, Ill. business enterprises. Mr. Tice Jr. owns WCAY(AM) Cayce, S.C. and has interest in WWFL(AM) Clermont, Fla. Ann. Oct. 21.

■ WOWI(FM) Norfolk, Va. (102.9 mhz, 50 kw)—Seeks assignment of license from Brunfield Broadcasting Co. to Metro Communications Corp. for \$765,000. Seller: J. Stewart Brunfield Sr. and son, J. Stewart Brunfield Jr. (100% together). Buyers: L. E. Willis (55%); wife Hortense E. Willis (20%), and L. E. Willis Jr. (25%). Mr. Willis Sr., president of Atlantic National Bank in Norfolk, is applicant for purchase of WWOC(AM) Portsmouth, Va. Ann. Oct. 24.

## Actions

■ KNCR(AM) Fortuna and KFMI-FM Eureka, both California (AM: 1090 khz, 10 kw-D; FM: 96.3 mhz, 30 kw)—Broadcast Bureau granted assignment of license from FGK Inc. to C&M Enterprises for \$200,000. Seller: Frank G. King (100%). Buyers: John H. Collins, president et al. Mr. Collins is former account executive with KLIN(AM) Lincoln, Neb. (BALH-8194). Action Oct. 18.

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## Summary of broadcasting

FCC tabulations as of Sept. 30, 1974

|                    | Licensed     | On air<br>STA* | CP's<br>on<br>air | Total<br>on air | CP's<br>not<br>on air | Total<br>authorized** |
|--------------------|--------------|----------------|-------------------|-----------------|-----------------------|-----------------------|
| Commercial AM      | 4,395        | 2              | 22                | 4,419           | 53                    | 4,472                 |
| Commercial FM      | 2,532        | 0              | 59                | 2,591           | 161                   | 2,752                 |
| Educational FM     | 677          | 0              | 28                | 705             | 88                    | 793                   |
| <b>Total radio</b> | <b>7,604</b> | <b>2</b>       | <b>109</b>        | <b>7,715</b>    | <b>302</b>            | <b>8,017</b>          |
| Commercial TV      | 698          | 1              | 10                | 709             | 38                    | 758                   |
| VHF                | 507          | 1              | 6                 | 514             | 5                     | 521                   |
| UHF                | 191          | 0              | 4                 | 195             | 31                    | 237                   |
| Educational TV     | 221          | 0              | 17                | 238             | 10                    | 252                   |
| VHF                | 88           | 0              | 7                 | 95              | 2                     | 98                    |
| UHF                | 133          | 0              | 10                | 143             | 8                     | 154                   |
| <b>Total TV</b>    | <b>919</b>   | <b>1</b>       | <b>27</b>         | <b>947</b>      | <b>46</b>             | <b>1,010</b>          |

\* Special temporary authorization

\*\* Includes off-air licenses

■ **KIIS(AM)** Los Angeles — Broadcast Bureau granted relinquishment of positive control of Forty-Six Beacon Corp. (parent corp. of Eleven Fifty Corp.) by John Giannetti (55.4% before, 33.3% after) through transfer of stock to John Palmer (17.8% before, 39.9% after). Consideration: \$1,506. (BTC-7527). Action Oct. 17.

■ **KSSS(AM)** Colorado Springs; **WDSM(AM)** Superior, Wis.; **KSDN(AM)** Aberdeen, S.D.; **WCCO-AM-FM-TV** Minneapolis—FCC granted assignment of licenses of KSSS and WDSM from Northwest Publications to Northwest Broadcasting; **KSDN** from Aberdeen News Co. to KSDN Inc.; and transfer of negative control of Mid-Continent Radio-Television (licensee of **WCCO-AM-FM-TV**) from Northwest Publications to Robert Ridder and family. Commission approved assignment of licenses owned by subsidiaries of Ridder Publications to two new subsidiary corporations controlled by Robert B. B. Ridder and family in voting trust, prior to proposed merger of Ridder and Knight Newspapers. Action Oct. 22.

■ **KOFE(AM)** St. Maries, Idaho (1480 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from 4-K Radio to St. Joe Radio. Seller: Eugene Hamblin (100%) owns 4 other Idaho stations including **KOZE-AM-FM** Lewiston. Buyers: (33 1/3% each) Duane J. Bare, Benjamin F. Bush, Grangeville, Idaho, businessmen, and Robert D. Stolley, Grangeville newspaperman. No price because January flooding destroyed facilities (BAL-8197). Action Oct. 17.

■ **WXLW(AM)** Indianapolis (950 khz, 5 kw-DA-D)—Broadcast Bureau granted assignment of license from Greater Indianapolis Broadcasting Co. to Shirk, Inc. for \$715,000. Seller: Grewe Radio, controlled by Fred A. Grewe Jr., has interests in **WEIF(AM)** Moundsville, W. Va., **WSTL(AM)** Eminence, Ky., and **WGOE(AM)** Richmond, Va. Buyer: William S. Poomran (100%) is general manager of **WXLW** and has interest in **WERK(AM)** Muncie, Ind. (BAL-8196). Action Oct. 17.

■ **WBLG(AM)** Lexington, Ky. (1300 khz, 1 kw, DA-N)—Broadcast Bureau granted assignment of license from Roy B. White Jr. to Village Broadcasting Co. for \$226,000. Seller: Mr. White (100%) formerly owned 50% of **WBLG-TV** Lexington and is now retiring from broadcasting. Buyers: James A. Heavner (67%) and Roland P. McClarnock Jr. (33%), North Carolina businessmen, own **WCHL(AM)** Chapel Hill, N.C. (BAL-8228). Action Oct. 18.

■ **WLEX(FM)** Lexington, Ky. (98.1 mhz, 50 kw)—Broadcast Bureau granted assignment of license from **WLEX-TV** Inc. to Village Broadcasting Co. for \$250,000. Seller: Gay-Bell Stations, parent company, also owns **WLEX-TV** and **WCOV-AM-TV** Montgomery, Ala. Gay-Bell is owned by Douglas Gay Jr. (41.9%), et al. Buyers: James A. Heavner and Roland P. McClarnock Jr. (see above) (BALH-2038). Action Oct. 18.

■ **WXIX-TV** Newport, Ky. — Broadcast Bureau granted assignment of license from **WXIX-TV** Inc. to Metromedia, Inc., parent corporation. (BALCT-553). Action Oct. 17.

■ **KWEB(AM)-KNCV(FM)** Rochester, Minn. (AM: 1270 khz, 5 kw-D, 1 kw-N; FM: 101.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from **JMI Broadcasting** to Public Service Broadcasting for \$425,000. Seller: Michael L. Shedy, president. Buyers: Donald G. Jones, president (22.5%); Harold Hoefler (16.4%); George Ferry (12.1%), et al. Public Service owns **WTIM-AM-FM** Taylorville, Ill.; **WCTW(AM)-WMDH(FM)** New Castle, Ind.; **WVLN(AM)-WSEI(FM)** Olney, Ill.; **KROS-AM-FM** Clinton, Iowa, and **KFIZ(AM)** Fond du Lac, Wis. (BAL-8210). Action Oct. 11.

■ **KRGV(FM)** Las Vegas (101.9 mhz, 20 kw)—Broadcast Bureau granted transfer of control of **Gilday Broadcasting Co.** from Donald S. Gilday and Louis G. Hess (100% before; 0% after) to Broadcast Associates (0% before; 100% after).

Consideration: \$561,399. Sellers: Donald S. Gilday, pres. of **Gilday Broadcasting** and Louis G. (Bat Henderson) Hess. Buyers: Steven Gold (51%), et al. Mr. Gold is president of **KBMI(AM)** Las Vegas. Broadcast Associates owns **KBMI** (BTC-7495). Action Oct. 17.

■ **WEMJ(AM)** Laconia, N.H. (AM: 1490 khz, 1 kw-D, 250 w-N)—FCC granted assignment of license from **WEMJ Broadcasting** to **WTSN Inc.** for \$360,000. Seller: Mr. O. E. Lassier Jr., president. Buyers: Ralph Gottlieb (90.4%) and James M. McCann (9.6%) own **WTSN(AM)** Dover, **WKBR(AM)-WZID(FM)** Manchester, both New Hampshire and have interest in **WBSM(AM)** New Bedford, Mass. Action Oct. 2.

■ **WRAN(AM)** Dover, N.J. (1510 khz, 1 kw, DA)—Broadcast Bureau granted assignment of license from Jersey Horizons to Community Broadcasting of New Jersey. Consideration: \$560,000. Sellers: Media Horizons, parent corporation of Jersey Horizons is owned by M. Kenneth Cowan and Joel Harrett (28.6% each), et al. Media Horizons owns several stations, including **KMEQ-AM-FM** Phoenix and **KDEF-AM-FM** Albuquerque, N.M. Buyer: Richard E. Bailey Jr. family (100%). Mr. Bailey is former vice president of **Hughes Sports Network**, New York (BAL-8188). Action Oct. 23.

■ **WYRD(AM)** East Syracuse, N.Y.—Broadcast Bureau granted assignment of license from Richard T. Crawford to W.Y.R.D. Radio Corp., owned 100% by Mr. Crawford (BAL-8170). Action Oct. 17.

■ **WELM(AM)** Elmira, N.Y.—Broadcast Bureau granted involuntary assignment of license from **Tennex Broadcasting Corp.** to Edwin D. Lonie, temporary receiver (BAL-8274). Action Oct. 23.

■ **WBVM(AM)** Utica, N.Y. (1550 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from **Fusco Broadcasting Corp.** to **WBVM Associates** for \$255,250. Seller: Michael C. Fusco, president, is retiring from broadcast field. Buyers: George W. Stevens, congressional administrative assistant; Gerald J. Zeiler, Veterans Administration special assistant, and Donato E. Sarapo, physician (33 1/3% each) (BAL-8219). Action Oct. 17.

■ **KFIR(AM)** Sweet Home, Ore. (1370 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from **KFIR Inc.** to **Campbell Broadcasting Corp.** for \$135,000. Seller: Delward Jensen, president, et al. Buyers: Arthur H. (49%) and Steven A. and Shirley A. Prendergast (51%). Steven Prendergast is program director at **KPOW(AM)** Powell, Wyo. (BAL-8206). Action Oct. 18.

■ **WNPV(AM)** Lansdale, Pa. (1440 khz, 500 w-D, DA)—Broadcast Bureau granted transfer of control of **Equitable Publishing Co.** from George W. Knipe and Howard C. Berky (50.1% before; 29.2% after) to Beth Diane Skibb and H. Charles Berky Jr. (49.7% before; 70.6% after). Consideration: none. Principals: Beth Diane Skibb, daughter of George W. Knipe, has interest in rental real estate. H. Charles Berky Jr., son of Howard Berky, is manager of **WNPV** (BTC-7510). Action Oct. 17.

■ **WPEN-AM-FM** Philadelphia (AM: 950 khz, 5 kw-DA-N; FM: 102.9, 50 kw)—FCC granted renewal and assignment of license from **William Penn Broadcasting Co.** to **Greater Philadelphia Radio Inc.** for \$4.3 million. Sellers: Martin Field, president, et al. (100%). Buyers: John L. Rosenmiller and Peter A. Bordes (each 50%). **Greater Media Inc.**, parent company has interest in **WTOR(AM)** Ashland, Ky.; **WGAY-AM-FM** Silver Spring, Md.; **Washington**; **WGOM(FM)** Huntington, W. Va.; **WGSM(AM)** Huntington and **WGTO(FM)** Smithtown, both New York; **WCTC(AM)-WQMR(FM)** New Brunswick, N.J.; **WHNE(FM)** Birmingham and **WQTE(AM)** Monroe, both Michigan. Action Oct. 16.

■ **WARV(AM)** Warwick-East Greenwich, R.I.—Assignment application granted Aug. 16 from **Warwick Radio Station** to **Duff Broadcasting**, not consummated (BAL-8175). Ann. Oct. 21.

■ **WDAR-AM-FM** Darlington, S.C.—Broadcast Bureau granted transfer of control of **Rebel Radio** from Theodore J. Gray Jr. (50% before, none after) to Stanley M. Boyd (50% before, 100% after); consideration \$86,500 (BTC-7556). Action Oct. 17.

■ **KSOO(AM)-KPAT(FM)** Sioux Falls, S.D.—Broadcast Bureau granted involuntary transfer of control of **KSOO Radio** from Morton H. Henkin to Sylvia R. Henkin and M. T. Woods, executors of estate of Mr. Henkin (BTC-7558). Action Oct. 17.

■ **KINT-AM-FM** El Paso, Tex. (AM: 1590 khz, 7 kw-D; FM: 97.5 mhz, 60 kw)—Broadcast Bureau granted assignment of license from **Sun Country Broadcasting Co.** to **Taber Broadcasting Co.** for \$500,000. Sellers: Lawrence M. Daniels, president and general manager, et al. Buyers: James M. Taber, F. Wallace Taber, Alan Pickens (33 1/3% each). James Taber has been employed by **KLIF(AM)** Dallas and **KROJ-AM-FM** Burbank, Calif. F. Wallace Taber is president of several film and TV production companies. Mr. Pickens is employed by investments firm (BAL-8202). Action Oct. 23.

■ **KBES-AM-FM** Bellevue, Wash.—Broadcast Bureau granted assignment of license from **Bellevue/Eastside Radio, Limited Partnership** (A. S. Ballinger, general partner) to A. S. Ballinger (60% before, 51% after), James C. Nelly (none before, 20% after), and C. Spencer Clark (20% before, 14.5% after), general partners, **Limited Partnership** (Bellevue/Eastside Radio). Consideration: \$50,000. Principal: Mr. Nelly is general manager of **KBES-AM-FM** (BAL-8268). Action Oct. 17.

■ **WGLB-AM-FM** Port Washington, Wis. (AM: 1560 khz, 250 w-D, DA; FM: 100.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control of **WGLB Inc.** from **Kleeco Radio** (69.2% before, none after) to Daniel C. Palen and Howard J. Fuys (30.3% before, 100% after). Consideration: \$66,300. Principals: Thomas Davis is president of **Kleeco**. Mr. Palen is president and general manager of **WGLB Inc.** Mr. Fuys is general sales manager and sports director of **WGLB-AM-FM** (BTC-7490). Action Oct. 23.

## Facilities changes

### TV actions

■ **WAPI-TV** Birmingham, Ala.—Broadcast Bureau granted CP to change type of trans. (BPCT-4784). Action Oct. 21.

■ **WHCT-TV** Hartford, Conn.—Broadcast Bureau granted CP to change ERP to 617 kw (vis). 61.7 kw (aur); change type trans. (BPCT-4689). Action Oct. 15.

■ **WIVJ** Miami—Broadcast Bureau granted CP to make changes in aux. transmitting equipment (BPCT-4787). Action Oct. 23.

■ **KPVI** Pocatello, Idaho—Broadcast Bureau granted request for waiver of rules to identify as Pocatello-Blackfoot, Idaho. Action Oct. 2.

■ **\*WFYI-TV** Indianapolis — Broadcast Bureau granted CP to change vis. ERP to 562 kw and aur. ERP to 112 kw; change trans. location; ant. height 850 ft.; condition (BPET-501). Action Oct. 16.

■ **WJBK-TV** Detroit—Broadcast Bureau authorized to operate trans. by remote control from 16550 W. Mile Rd., Southfield, Mich. (BRCTV-179). Action Oct. 21.

■ **KHAS-TV** Hastings, Neb.—Broadcast Bureau granted CP to change aur. ERP to 20 kw and change type of trans. (BPCT-4777). Action Oct. 21.

■ **WWAY** Wilmington, N.C.—Broadcast Bureau granted CP to install precise frequency control equipment (BPCT-4781). Action Oct. 21.

■ **WREC-TV** Memphis—Broadcast Bureau granted CP's to change type of trans. and install alt. main trans. (BPCT-4791-2). Action Oct. 23.

■ **KING-TV** Seattle—Broadcast Bureau granted CP to change type trans. (BPCT-4768). Action Oct. 15.

### AM applications

■ **WDBO** Orlando, Fla.—Seeks mod. of license to operate trans. by remote control from 750 N. Texas Ave., Orlando. Ann. Oct. 22.

■ **WELE** South Daytona, Fla.—Seeks CP to change ant.-trans. location to Nova Rd. near intersection with Reed Canal Rd., 1 mile west of South Daytona; and make changes in ground system. Ann. Oct. 22.

■ **WSRW** Hillsboro, Ohio—Seeks CP to change ant.-trans. and studio location to 1.5 miles south of Hillsboro, on State Route 247, Hillsboro, and increase tower height to accommodate FM ant. Ann. Oct. 24.

■ **KLAD** Klamath Falls, Ore.—Seeks CP to change hours of operation to unlimited and add night-

time trans. location to Lost River, 1.5 miles east of Hill Rd., 5 miles southeast of Altamont, Ore. Ann. Oct. 22.

#### AM actions

■ **WHRT Hartselle, Ala.**—Broadcast Bureau granted CP to install new aux. trans. (BP-19779). Action Oct. 16.

■ **KDON Salinas, Calif.**—Broadcast Bureau granted CP to install new aux. trans. and operate by remote control from main studio location (BP-19804). Action Oct. 21.

■ **KFAX San Francisco**—Broadcast Bureau granted CP to install new aux. trans. and operate trans. by remote control from main studio location (BP-19811). Action Oct. 21.

■ **WMSJ Sylva, N.C.**—Broadcast Bureau granted mod. of CP to relax MEOV's (BMP-13866). Action Oct. 17.

■ **KBMR Bismarck, N.D.**—Broadcast Bureau granted mod. of CP to change ant.-trans. location to 5 miles north of Bismarck and 0.75 mile east of U.S. Highway 83, Bismarck (BMP-13861). Action Oct. 21.

■ **KBAM Longview, Wash.**—Broadcast Bureau granted CP to install new aux. trans. with 1 kw-D and operate trans. by remote control from main studio location (BP-19805). Action Oct. 21.

■ **WTCH Shawano, Wis.**—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 107 E. Green Bay St., Shawano; main studio location changed to 107 E. Green Bay St. (BRC-3712). Action Oct. 17.

#### AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **WCEM Cambridge, Md.** (BP-19,696), Oct. 16; **WTCH Shawano, Wis.** (BP-19,782), Oct. 10.

#### FM actions

■ **KNLT Truckee, Calif.**—Broadcast Bureau granted CP to change studio location to outside city limits at 840 North Lake Blvd., Kings Beach, Calif.; operate by remote control from studio site; install new ant.; make change in ant. system; ERP 940; ant. height 480 ft. (BPH-9169). Action Oct. 16.

■ **\*WFAM Jacksonville, Fla.**—Broadcast Bureau granted CP to change ERP to 37 w and install new trans. (BPED-1868). Action Oct. 17.

■ **WWRH Columbus, Ga.**—Broadcast Bureau granted CP to change trans. and studio location to Idle Hour Park, Phoenix City, Ala.; install new ant.; make change in ant. system; ERP 3 kw; ant. height 165 ft. (BPH-9181). Action Oct. 16.

■ **WPCH Decatur, Ga.**—Broadcast Bureau granted CP to change trans. and ant. system; change transmission line; ant. height 1170 ft.; condition (BMPH-14277). Action Oct. 17.

■ **WAFT Valdosta, Ga.**—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 60 kw; ant. height 320 ft. (BPH-9082). Action Oct. 15.

■ **WDDD Marion, Ill.**—Broadcast Bureau granted CP's to make changes in ant. systems for main and aux. trans.; main ERP 50 kw; aux. ERP 2 kw; ant. height 500 ft. (BPH-9133-4). Action Oct. 15.

■ **KTPK Topeka, Kan.**—Broadcast Bureau granted mod. of CP to correct trans. location as 2 miles northwest of city limits, near Topeka; change ant. (BMPH-14276). Action Oct. 17.

■ **WVLK-FM Lexington, Ky.**—Broadcast Bureau granted CP to change trans. location to WKYT-TV site at 4 miles east of Lexington on U.S. Rte. 60, 2.8 miles east of New Circle Rd., near Lexington; install new trans. and ant.; make change in ant. system; ERP 50 kw; ant. height 850 ft.; remote control permitted (BPH-9120). Action Oct. 11.

■ **KDEA New Iberia, La.**—Broadcast Bureau granted CP to redescribe trans. location to 3 miles north of intersection of Highway 182 and Route 344, 600 ft. west of Route 344, near New Iberia; remote control permitted from main studio location at 121 West Main St., New Iberia; ERP 51 kw; ant. height 480 ft. (BPH-9122). Action Oct. 17.

■ **KQRS-FM Golden Valley, Minn.**—Broadcast Bureau granted mod. of CP to change trans. location to IDS Bldg.-Minneapolis, between 7th and 8th Sts., and Marquette and Nicollet Aves., Minneapolis; change trans. and ant.; make change in ant. system; ERP 100 kw; ant. height 810 ft.; remote control permitted (BMPH-14278). Action Oct. 11.

■ **\*KSOZ Point Lookout, Mo.**—Broadcast Bureau granted mod. of CP to change transmission line; change ant.; ERP 25 kw; ant. height 185 ft.; remote control permitted (BMPED-1169). Action Oct. 17.

■ **WCTO Smithtown, N.Y.**—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main trans. location for aux. purposes only; remote control permitted; ERP 770 w; ant. height 245 ft., 240 ft. (BPH-9179). Action Oct. 17.

■ **\*Belcourt, N.D.**—Broadcast Bureau granted mod. of CP for noncommercial FM to change trans. location to western edge of Belcourt; make changes in ant. system; ERP 10 kw; ant. height 360 ft.; remote control permitted (BMPED-1162). Action Oct. 21.

■ **WIAM-FM Williamston, N.C.**—Broadcast Bureau granted CP to install new trans. and ant.; ERP 50 kw; ant. height 175 ft. (BPH-9111).

■ **WBEX-FM Chillicothe, Ohio**—Broadcast Bureau granted mod. of CP to change ant. and transmission line; ERP 18.5 kw; ant. height 185 ft. (BMPH-14274). Action Oct. 17.

■ **WWKS Beaver Falls, Pa.**—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 47 kw; ant. height 520 ft.; condition (BPH-9097). Action Oct. 11.

■ **KWGO-FM Abernathy, Tex.**—Broadcast Bureau granted CP to make changes in ant. system; ERP 46 kw; ant. height 630 ft. (BPH-9172). Action Oct. 17.

■ **\*KCHU Dallas**—Broadcast Bureau granted mod. of CP to change ant.-trans. location to approximately 1100 ft. east and 240 ft. north of intersection of Clark and Parkerville Rds., Cedar Hill, Tex.; change trans.; make change in ant. system; ERP 100 kw; ant. height 790 ft.; remote control permitted (BMPED-1152). Action Oct. 17.

■ **KQUE Houston**—Broadcast Bureau granted CP to change upper transmission and feed lines; ERP 280 kw; ant. height 540 ft.; remote control permitted (BPH-9182). Action Oct. 18.

■ **WIXV Front Royal, Va.**—Broadcast Bureau granted mod. of CP to specify studio and remote control location as John Marshall Hwy., Front Royal; change trans. and ant.; make change in ant. system; change modulation and frequency monitors; change transmission line; ant. height 170 ft. (BMPH-14274). Action Oct. 17.

■ **\*KNHC Seattle**—Broadcast Bureau granted CP for changes (BPED-1894). Action Oct. 17.

#### FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **WMT-FM Cedar Rapids, Iowa** (BPH-9004), Oct. 11; **WMYS New Bedford, Mass.** (BPH-8837), Oct. 16; **WOWE Rossville, Ga.** (BPH-8302), Oct. 11; **WYCA Hammond, Ind.** (BPH-8788), Oct. 11.

### In contest

#### Procedural rulings

■ **South Lake Tahoe, Calif.** **FM proceeding:** **KOWL Inc., New World Broadcasting Co.** and **Entertainment Enterprises**, competing for 100.1 mhz at South Lake Tahoe (Docs. 19978-80)—Review board denied request by Entertainment Enterprises for deletion of limited ascertainment issue specified against it. Board said that petition was procedurally defective in that it requested reconsideration of interlocutory rulings, petitions which FCC rules prohibit board from considering. Action Oct. 18.

■ **Daytona Beach, Fla.** **TV proceeding:** **Cowles Florida Broadcasting (WESH-TV Daytona Beach)** and **Central Florida Enterprises**, competing for ch. 2 (Docs. 19168-70)—Commission scheduled oral argument for Nov. 25 on exceptions and briefs to initial decision released Dec. 7, 1973. In initial decision, **ALJ Chester F. Naumowicz Jr.** proposed granting application of Cowles for renewal of license of WESH-TV, denial of Cowles' application to move its trans. site, and denial of competing application of Central Florida Enterprises. Action Oct. 22.

■ **Bangor, Me.** **FM proceeding:** **Bangor Broadcasting Corp.** and **Penobscot Broadcasting Corp.**, competing for 92.9 mhz (Docs. 19165-6)—Review board granted motion by Penobscot to amend its application concerning its finances. Amendment said in event Penobscot cannot obtain price of stock (\$3,000) subscribed to by 2% stockholder, that backup financing has been obtained from existing stockholders. It revealed Penobscot issued stock to shareholders who have made cash contributions to corporation, and that 10 stock purchase agreements were signed by stockholders. Action Oct. 18.

■ **WJIM-AM-FM Lansing, Mich.**, renewal proceeding: **Gross Telecasting (Doc. 20014)**—Review board dismissed in part and denied in part appeal by Broadcast Bureau, from adverse ruling by William Jensen. Judge had refused to compel Gross Telecasting to produce certain documents Bureau claimed were relevant to issues designated by commission in renewal proceeding. Action Oct. 16.

■ **Avalon, N.J.** **FM proceeding:** **WAVV Communications and Avalon Broadcasting Co.**, competing for 94.3 mhz at Avalon (Docs. 20030-1)—**ALJ Jay A. Kyle** canceled hearing now scheduled for Nov. 5. Action Oct. 17.

■ **Rapid City and Lead, S.D.** **TV proceeding:** **Western Television Co.** and **Dakota Broadcasting Co.**, competing for ch. 7 at Rapid City and satellite on ch. 5 at Lead (Docs. 20093-6)—Review Board, on request of Dakota Broadcasting Co., enlarged issues against Western Television to include site availability, limited ascertainment and modified financial issue. Action Oct. 16.

■ **Atlanta, Tex.** **FM proceeding:** **KALT-FM Inc.** and **Cass County Broadcasting Co.**, competing for 99.3 mhz (Docs. 19782-3)—Review Board dismissed motion by **KALT-FM Inc.** to strike Broadcast Bureau's comments with regard to petition of Cass County to amend application and receive evidence in proceeding. Bureau filed comments on KALT's opposition to Cass County's petition. Board said that since it had not relied on arguments in Bureau's pleadings and had granted amendment petition in Oct. 4 decision. KALT's request was moot. Action Oct. 18.

■ **Dallas, TV proceeding:** **WADECO Inc.** and **Belo Broadcasting Corp. (WFAA-TV)**, competing for ch. 8 (Docs. 19744-5)—Review board added issues to determine whether WADECO failed to maintain currency of its application and whether corporation's president and his wife have sufficient funds with which to meet their stock subscription commitments to WADECO. Action was in response to petition by Belo Broadcasting Corp. Action Oct. 18.

■ **WPMH(AM) Portsmouth, Va.**, license proceeding: **Chesapeake-Portsmouth Broadcasting Corp. (Doc. 19787)**—Review board, on request of Broadcast Bureau, added issues against Chesapeake-Portsmouth. These include rule violations concerning employment practices; emergency broadcast system requirement for listening watch or automatic alarm device; maintenance of public file, and whether adequate control and supervision was exercised over WPMH. Action Oct. 18.

### Complaint

■ **WACT(AM) Tuscaloosa, Ala.**—Commission ruled that WACT did not violate personal attack rule during Feb. 22, 1973, broadcast of its call-in show "Getting It Said," and rescinded notice of apparent liability for \$1,000 against New South Radio, station's licensee. Action Oct. 22.

■ **Georgia**—Commission found that **WXIA-TV (formerly WQXI-TV) Atlanta**, and **WJBF(TV) Augusta**, have satisfied their obligations under fairness doctrine in relation to broadcast of advertisements for Georgia Power Co. Proceeding was outgrowth of complaint filed by Media Access Project in Jan., 1973, charging that commercial announcements for Georgia Power broadcast from June through Aug., 1972, lobbied for requested rate increase. Action Oct. 16.

■ **WMTW-TV Poland Spring, Me.**—Commission denied **Peter C. Herbst, et al.**, reconsideration of action denying review of fairness doctrine complaint against **WMTW-TV**. Complaint involved claim that WMTW-TV broadcast numerous advertisements for snowmobiles but failed to broadcast contrasting viewpoints on environmental and safety hazards of snowmobile operation. Action Oct. 22.

### Fines

■ **KFXM(AM) San Bernardino, Calif.**—Broadcast Bureau notified **KFXM Broadcasting Co.** that it incurred apparent liability for \$500 for failing to record actual base current readings daily for each radiation pattern, within two hours after time of commencement of operation, failing to take required equipment performance measurements of main and alt. main trans. at least once each year, and failing to make measurements available upon request to authorized commission representative. Action Oct. 15.

■ **KWYO(AM) Denver**—Broadcast Bureau notified Daniels Properties that it incurred apparent liability for \$300 for failing to take equipment performance measurements at least once each year. Action Oct. 15.

■ **WHON(AM) Centerville and WOLK(FM) Richmond, both Indiana**—Broadcast Bureau notified **Brewer Broadcasting Corp.** that it incurred apparent liability for forfeiture of \$500 for failing to make required entries in program log. Action Oct. 23.

■ **WEBB(AM) Baltimore**—FCC ordered **J. B. Broadcasting of Baltimore**, permittee of WEBB, to forfeit \$10,000 for numerous technical rule violations and failure to file required ownership and financial reports. Action Oct. 16.

■ **WTXL(AM) West Springfield, Mass.**—Broadcast Bureau notified **Communication Industries** that it incurred apparent liability for forfeiture of \$750 for failing to file application for authority to determine power by direct method and failing to

have operator holding proper grade operator license in actual charge of transmitting system. Action Oct. 17.

■ **WWCK(FM) Flint, Mich.**—Broadcast Bureau notified Heritage Broadcasting Co. that it incurred apparent liability for forfeiture of \$200 for failing to make required entries in operating log. Action Oct. 17.

■ **WCCO(AM) Minneapolis**—FCC ordered Midwest Radio-Television, licensee of WCCO, to forfeit \$1,000 for sponsorship identification violations. Commission said WCCO presented no evidence as to traditional practice in industry, and that licensee is not excused merely because number of others have been guilty of same violation. Action Oct. 22.

■ **KLAS-TV Las Vegas**—Commission ordered Summa Corp., licensee of KLAS-TV, to forfeit \$500 for its failure to fully honor request of "Volunteers for Congressman Baring" for "equal opportunities" to purchase paid political advertising on behalf of Walter S. Baring. Action Oct. 16.

■ **WHKP(AM) Hendersonville, N.C.**—Broadcast Bureau notified Radio Hendersonville that it incurred apparent liability for forfeiture of \$1,000 for operating with excessive nighttime power. Action Oct. 15.

■ **WKBC(AM) North Wilkesboro, N.C.**—Broadcast Bureau notified Wilkes Broadcasting Co. that it incurred apparent liability for forfeiture of \$2,000 for operating with excessive power prior to sunrise. Action Oct. 22.

■ **WLYC(AM) Williamsport, Pa.**—Broadcast Bureau denied application by Alpha Broadcasting Co. for mitigation or remission of \$500 forfeiture for its repeated operation in excess of its PSA. Action Oct. 15.

■ **KDSJ(AM) Deadwood, S.D.**—Commission upheld \$800 forfeiture assessed against KDSJ (Heart of Black Hills Station), licensee of KDSJ, asked commission to rescind forfeiture because it had not been notified of rule change. Commission said that it "need not notify each licensee personally of each change of the rules." Action Oct. 16.

■ **WRIS(AM) Roanoke, Va.**—Broadcast Bureau notified WRIS Inc. that it incurred apparent liability for forfeiture of \$500 for operating during presunrise hours with excessive power. Action Oct. 17.

■ **KXXR-FM Spokane, Wash.**—Broadcast Bureau notified Independent Broadcasting Corp. that it incurred apparent liability for forfeiture of \$1,000 for failing to maintain center frequency of station within 2000 hertz of assigned center frequency. Action Oct. 15.

## Other action

■ **WHQY(AM) Amory, Miss.**—FCC on request of Bob McRaney Enterprises, will refund \$450 of \$500 filing fee in connection with McRaney's application for CP to replace expired permit of WHQY. McRaney said that delay in postal service precluded FCC staff from notifying it of opportunity to timely file required form for additional time to complete construction with only \$50 filing fee. McRaney also contended that \$500 fee was "burdensome" on its small market station. Action Oct. 16.

## Rulemaking

### Actions

■ FCC announced broad federal pre-emption of cable TV technical standards. It has, however, exempted existing non-federal standards and instituted mechanism for reviewing and approving innovative state and local technical experimentation (Doc. 20018). Ann. Oct. 22.

■ Commission adopted Children's Television Report, policy statement designed to clarify broadcasters' responsibility in programming and advertising aimed at children (Doc. 19142). Action Oct. 24.

## Translators

### Application

■ Sweetwater Television Company, Pacific Power and Light Company's Steam Generating Plant Work Camp located several miles from Point of Rocks, Wyo.—Seeks ch. 8, rebroadcasting KTWO-TV Casper, Wyo. (BPTTV-5122). Ann. Oct. 24.

### Actions

■ **K69AQ Bigfork, Lakeside, Somers and vicinity, Mont.**—Broadcast Bureau granted CP for new translator on ch. 69, rebroadcasting KRTV Great Falls, Mont. (BPTT-2536). Action Oct. 8.

■ **K02BM Wagon Mound, N.M.**—Broadcast Bureau granted CP for translator to change frequency from ch. 2 (54-60 mhz) to ch. 11 (198-204 mhz); change type trans.; make changes in ant. system; and change call letters to K11MD (BPTTV-5036). Action Oct. 15.

■ **K62AJ Terrebonne, Ore.**—Broadcast Bureau granted CP for new translator on ch. 62, rebroadcasting KATU Portland, Ore. (BPTT-2612). Action Oct. 9.

■ **W32AA Aguadilla, Puerto Rico**—Broadcast Bureau granted CP for new translator on ch. 32, rebroadcasting WKQA-TV San Juan, Puerto Rico; conditions (BPTT-2672). Action Oct. 8.

■ **K09LZ Manila and Dutch John, Utah**—Broadcast Bureau granted CP for new translator on ch. 9, rebroadcasting KUED Salt Lake City (BPTTV-4845). Action Oct. 8.

■ **W04AV Boulder Junction, Wis.**—Broadcast authorization cancelled and call letters deleted. Ann. Oct. 23.

■ **K09MA, K11ME, K13MW Allied Chemical Co. and Lummus Co. housing facility, Wyo.**—Broadcasting Bureau granted CP's for three new translators on (1) ch. 9, rebroadcasting KSL-TV Salt Lake City; (2) ch. 11, rebroadcasting KUTV Salt Lake City; and (3) ch. 13, rebroadcasting KCPX-TV Salt Lake City (BPTTV-5048-50). Action Oct. 8.

■ **K07LS Little America, Fort Bridger, Lyman, Mountain View, Opal and McKinnon, Wyo.**—Broadcast Bureau granted CP for new translator station on ch. 7, rebroadcasting KUED Salt Lake City (BPTTV-4844). Action Oct. 8.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Oct. 23 (stations listed are TV signals proposed for carriage):

■ **Teleprompter of Florida, 1111 W. Shore Blvd., North Tampa, Fla. 66307, for Deland (CAC-4366), Orange City (CAC-4367), Lake Helen (CAC-4368), Deltona (CAC-4369), DeBary (CAC-4370), Volusia county (CAC-4371), New Smyrna Beach (CAC-4372), Edgewater (CAC-4373) and Volusia county (CAC-4374), all Florida:** Add WCIX-TV Miami and delete WTCG Atlanta.

■ **Sumter County Cablevision, Box 685, Wildwood, Fla. 32785, for Wildwood (CAC-4375) and Sumter county (CAC-4376), both Florida:** WESH-TV Daytona Beach, Fla.; WEDU, WFLA-TV, WTVT Tampa, Fla.; WSUN-TV, WTOG St. Petersburg, Fla.; WMFE-TV, WDBO-TV, WFTV Orlando, Fla.; WLCY-TV Largo, Fla.

■ **Sylvania Cable TV Co., 758 Lauren Circle, Lawrenceville, Ga. 30245, for Sylvania, Ga. (CAC-4385):** WSAV-TV, WTOG-TV, WJCL, WVAN-TV Savannah, Ga.; WJBF, WRD-TV, WATU-TV Augusta, Ga.; WCDL-TV, WCIV, WCSC-TV Charleston, S.C.; WCES-TV Wrens, Ga.; WIS-TV Columbia, S.C.

■ **Rantoul CATV Co., 123-125 N. Garrard St., Rantoul, Ill. 61866, for Rantoul (CAC-4386 and CAC-4387):** Delete WFLD-TV Chicago and add WSNS Chicago.

■ **Madison County Cablevision, 2854 Beltline, Alton, Ill. 62002, for Rosewood Heights (CAC-4389), Oakwood Heights (CAC-4390), Forest Homes (CAC-4391) and Cottage Hills (CAC-4392), all Illinois:** KMOX-TV, KSD-TV, KTVI, KPLR-TV, KDNL-TV, KETC St. Louis; WGN-TV, WSNS Chicago.

■ **Better Cable TV, Box 284, Waterville, Me. 04901, for Oakland, Me. (CAC-4384):** WABI-TV, WEMT, WLBZ-TV Bangor, Me.; WMTW-TV Poland Spring, Me.; WCHS-TV, WGAN-TV Portland, Me.; WCBW Augusta, Me.; WMEB-TV Orono, Me.; WSBK-TV Boston; WLVI-TV Cambridge, Mass.; CHLT Sherbrooke, Quebec.

■ **Clear Television Cable Corp., Box 340, Berkeley township, Bayville, N.J. 08721, for Ocean Gate (CAC-3141) and South Toms River (CAC-3446), both New Jersey:** Add WBTB-TV Newark, N.J.

■ **TV Cable of Space City, Unit #8, Holiday Inn Complex, Alamogordo, N.M. 88310, for Holloman AFB, N.M. (CAC-4383):** Requests certification of existing CATV operations.

■ **T. V. Systems, 5211 Mahoning Ave., Youngstown, Ohio 44515, for Austintown township, Ohio (CAC-4388):** WFJM-TV, WKBN-TV, WYTV Youngstown, Ohio; WNEO-TV Alliance, Ohio; WQED Pittsburgh; WVIZ-TV, WKBF-TV Cleveland; WJAN Canton, Ohio; WUAB Lorain, Ohio.

■ **Twin County Trans Video, R.D. #4, Allentown, Pa. 18103, for Lowhill township (CAC-4377) and Lower Nazareth township (CAC-4378), both Pennsylvania:** WBRE-TV Wilkes-Barre, Pa.; WNEP-TV, WDAU-TV Scranton, Pa.; WIAF-TV, WPVI-TV, WPHL-TV, WCAU-TV, KYW-TV Philadelphia; WKBS-TV Burlington, N.J.; WLVT-TV Allentown,

Pa.; WNEW-TV, WOR-TV, WPIX-TV, WCBS-TV, WNBC-TV, WABC-TV New York; WHP-TV, WTPA Harrisburg, Pa.; WGAL-TV, WLYH-TV Lancaster, Pa.; WNJU-TV Linden, N.J.; WXTV Paterson, N.J.; WNET Newark, N.J.

■ **Telecable Communications Corp., 1336 Sulphur Spring Rd., Baltimore 21227, for Millcreek township, Pa. (CAC-4380):** WGAL-TV, WLYH-TV Lancaster, Pa.; WHP-TV, WTPA Harrisburg, Pa.; WITF-TV Hershey, Pa.; WSBA-TV York, Pa.; WLVT-TV Allentown, Pa.; WVIA-TV Scranton, Pa.; WPHL-TV Philadelphia; WKBS-TV Burlington, N.J.

■ **Sammons Communications, Box 5728, Dallas 75222, for Bristol, Tenn. (CAC-4381) and Bristol, Va. (CAC-4382):** Add WRET-TV Charlotte, N.C.

■ **Cox Cable of Norfolk, 1000 Maritime Tower, Norfolk, Va. 23410, for Norfolk (CAC-4379):** WTAZ-TV Norfolk, Va.; WAVY-TV, WYAH-TV Portsmouth, Va.; WVEC-TV, WHRO-TV Hampton, Va.; WTTG, WDEA-TV Washington.

### Certification actions

■ **Orange county, Fla.**—FCC granted application by Orange Cablevision for certificate of compliance to operate cable system in unincorporated area of Orange county. Action Oct. 16.

■ **Lancaster and Danville, Ky.**—Commission granted Cable Information Services certificates of compliance to continue carriage of certain Lexington and Louisville, Ky., stations, on its existing cable systems at Lancaster and Danville, located in Lexington smaller TV market. It denied Cable Information's request to carry signals of Cincinnati stations WCPO-TV, WKRC-TV, and WLWT. Certification was granted for Kentucky signals WLEX-TV, WKYT-TV, WBLG-TV, and \*WKLE Lexington, and WAVE-TV, WHAS-TV, WLKY-TV, and WDRB-TV Louisville. WLEX-TV Inc., licensee of WLEX-TV, opposed certification applications. Action Oct. 22.

■ **Wibaux, Mont.**—Commission granted application of Wibaux Cable Television for certificate of compliance to begin operation of cable system at Wibaux. Wibaux, community of 700 persons is located in Glendive, Mont., smaller TV market. Wibaux Cable proposed to carry KXGN-TV Glendive; KDXI-TV Dickinson, N.D., and KUMV-TV and KXMD-TV Williston, N.D. Action Oct. 22.

■ **Pennsylvania**—FCC granted applications by Chester County Broadcasting Co. for certificates of compliance to add WOR-TV and WPIX New York to its existing cable systems at Coatesville, South Coatesville, Cain township, Modena, and Valley township (CAC-3971-5). Action Oct. 22.

### Other actions

■ **Andalusia, Ala.**—FCC denied request by TV Cable Co. of Andalusia, operator of cable system at Andalusia, for waiver of network program exclusivity rules. Commission noted that while it may grant waiver of exclusivity rules based on showing of economic hardship, such showing must be based on specific facts. Action Oct. 22.

■ **Henderson, Ky.**—FCC denied request by Henderson All-Channel Cablevision for interpretation of commission's cable TV signal carriage rules. Henderson operates cable system at Henderson. In lieu of requested declaratory ruling, Henderson sought limited waiver of signal carriage rules. Commission rejected Henderson's arguments noting that rule is intended to apply when station normally carried by cable system does not clear network program for local broadcast or when that program is not available via normally carried signals. Action Oct. 22.

■ **Sutherlin, Ore.**—Commission denied request of Clear View Cable TV for reconsideration of commission action denying it authority to add signal of KVDO-TV Salem, Ore. to its cable system at Sutherlin. Commission said that cable system failed to make a substantial showing to warrant deviation from rule, and added that fact that properly grandfathered distant signals are carried by other cable systems in market has no bearing on system in same market lacking such rights. Action Oct. 16.

### In contest

■ **Norwich, N.Y.**—Commission ordered that Valley Video cease and desist from operation of its cable system at Norwich, in violation of network program exclusivity rule. Gateway Communications, licensee of WBNG-TV Binghamton, N.Y., had requested issuance of show cause order alleging that Valley Video had not afforded WBNG-TV appropriate network program exclusivity protection (Doc. 20124). Action Oct. 16.

### Rulemaking

■ **General Counsel, on request of National Cable Television Association, extended from Oct. 21 to Nov. 4, time for filing comments and from Nov. 4 to Nov. 18 for reply comments in matter of amendment of Subpart G of Part 1 of the Commission's rules relating to schedule of fees (Doc. 19658). Action Oct. 17.**

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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### Help Wanted Management

**Experienced Salesperson**, ready to manage small market, five person sales department. Upper Midwest. Salary and override. Start after holidays. We've got growing pains. Box M-30, BROADCASTING.

**Sales minded take charge general manager** wanted to work way into ownership of small market FM. P.O. Box 308, Greenfield, MO 65661.

### Help Wanted Sales

**Experienced account executive**—Lincoln, Neb. (pop. 165,000). Top ARB ratings (18-34). Five figure salary, commission KFMQ Radio, 1025 Terminal Bldg., Lincoln, NE.

**We have immediate position available** for an aggressive sales person in one of nation's healthiest retail markets. Commissions escalate to 25 percent of net. Send resume to Ron Stack, KCRG Cedar Rapids, IA 52406.

**Madison, WI.** Excellent career opportunity for bright young problem solving salesman (or woman) on the way up, strong on creativity and ability to build campaigns. Six station group seeks individual with management potential. Job opening result of promotion. Our people earn far more, city offers superior living, you'll have opportunity for management and equity. WISM Madison, WI.—A Mid-West Family Station.

### Help Wanted Announcers

**Wear two hats?** Major midwest market station seeking experienced and ambitious PD to double as top-flight morning drive jock who is real communicator. If your track record shows you qualified, send details. Equal opportunity employer. Box K-121, BROADCASTING.

**Mature, experienced person** desired for news and di combination position. MOR adult format. Secondary New England market. Equal opportunity employer. Box K-167, BROADCASTING.

**50,000 watts**—If you want to be part of one of the biggest country stations in America; if you want to get totally involved in a major market; if you like to work; if you think you're the best country talent there is and like to make money send resume now. Box K-184, BROADCASTING.

**Radio as a career?** Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Art Brooks, KPOW, Box 968, Powell, WY 82435. An equal opportunity Employer.

**Progressive MOR** looking to add full time personality to staff. New studios, full benefits, profit sharing, etc. E.O.E. excellent opportunity to join a great station in a great area. Send tape and resume to Ed Marks, KRDO, Colorado Springs, CO 80901.

**Fulltime AM/FM** in college town needs exp. anncr/prod, person anncr/sales, pd/prod. Good future. Contact Mgr. KRUS, Ruston LA. P.O. Box 430, ph 318-255-2530.

**I need 2 announcers** to round out a young hardworking crew. Knowledge of MOR, jazz and light rock a must. No egos or super jocks. Send tape, resume and salary requirements to: Steve Lapa, WEBR, 23 North St., Buffalo 14202.

**Southeastern Wisconsin MOR Station** has opening for an announcer with first class ticket, on its number one rated station. PM drive shift. If you are able to join a team effort, consider yourself trainable and flexible, we will offer an equitable starting salary. Send resume to Howie Stieber, Program Director, WHBL Radio, P.O. Box 27, Sheboygan, WI 53081.

**Announcer** for young, ambitious AM-FM on southern Maine coast. Personality MOR/News format. Genuine engineering knowledge, first are major help. Send tape, resume to WKXA, Brunswick, ME. Or call 207-725-5507.

**We need an experienced professional MOR** personality. Must be bright—versatile broadcaster. No time and temp jox, please. Join a great group of broadcasters. Send air check, resume and pix to: Program Manager, WSVN Harrisonburg, VA 22801. An equal opportunity employer.

### Help Wanted Announcers Continued

**WWGP AM-FM Sanford, NC** has an opening for an announcer with production experience. Good salary, fringe benefits, modern country format. No phone calls. Send tape with resume to: R. K. Feindel, WWGP, Sanford, NC.

**Southwest top 40** needs experienced 3rd phone jock. Send tape, resume to Box 1907, Clovis, NM 88101. 505-763-4401.

**Full time modern country station** in southeast (50,000 + metro) is looking for midnight format jock (male or female). Good opportunity for break-in. Experience helps, but not absolutely necessary. Send tape and resume to P.O. Box 2083, Parkersburg, WV 26101.

### Help Wanted Technical

**Radio Engineer**, technically astute, first, audio and digital design and fabrication ability, considerable broadcast engineering background required for position with 50 kw clear channel. Box K-186, BROADCASTING.

**Chief Engineer** northeast kilowatt AM. Maintenance, repair; transmitting, remote control, audio equipment. Strictly engineering, no announcing, board. Adult atmosphere. We'll wait 'til after Christmas for right individual if necessary. Send resume, salary. Box K-189, BROADCASTING.

**AM-FM facility** in Rocky Mountain West seeks full-time Chief Engineer. Must have directional and automation experience. No air work. Send resume with experience, references, salary requirements and recent photo to: Box K-204, BROADCASTING.

**Outstanding Opportunity!!** For engineer or assistant chief with four years or more experience who wants to move up to chief of an AM-FM in Missouri. There is much potential here for the capable individual who has pride in his product. EOE. Send resume to Box M-18, BROADCASTING.

**Engineer for AM, automated FM stereo.** Good equipment. Good working conditions. Excellent opportunity. Mideast. Salary open. Send resume Box M-27, BROADCASTING.

**Chief Engineer for AM, automated FM.** Some announcing. \$650.00 month to start. Upper midwest. Box M-31, BROADCASTING.

**Alaska: CE for 1 kw,** also CATV knowledge helpful. Possible automation. References a must and will be checked. We need a pro and are willing to pay for a pro. No beginners. Garry Brill, KJNO, Box 929, Juneau, AK. 99802.

**America's northernmost radio station** needs a chief engineer. We're Alaska's newest public AM station and our listeners, spread all over northwest Alaska, depend on us for news, information, and lots of lively entertainment. If you would like to keep our 5 KW installation in good shape, pull a board shift, and become a part of our young and congenial staff, we'd like to hear from you. Write to: Alex Hills, KOTZ Radio, Box 78, Kotzebue, AK 99752.

**Chief Engineer for AM-FM.** Experienced in Transmitter, Studio Maintenance and Automation. No board. Excellent salary and fringe benefits. KVMA-KFMA Magnolia, AR. 501-234-5862.

**WDEW Westfield and WARE, Ware, Massachusetts** need an engineer. Excellent salary plus top benefits. Contact Mr. Vaughan or Mr. Roberts at WARE.

**Engineer/Announcer:** young, eager, responsible, first phone. Do maintenance and airwork. Resume and tape to: Tom Mann, C.E., WINA, Box 1230, Charlottesville, VA 22902.

**Engineer, \$150.00 a week,** WPRT Radio. Telephone 606-886-2050 or 606-886-6191. D. C. Stephens, owner.

**1st Class-Engineer** to work with automated AM station. Immediate opening. Irv Laing, WQTE, Monroe, MI An equal opportunity employer.

### Help Wanted News

**News director.** Aggressive. Experienced. Dual-station college community. Great Plains. Start \$8,000. Write Box M-16, BROADCASTING.

**New Jersey's top FM news team** wants a pro who can do it all and knows our market. Call Bill Huf, 201-269-0927. WOBN Toms River, EOE.

### Help Wanted Programing, Production, Others

**Beautiful Music Programming.** We are the #1 Beautiful Music programming syndication company in the country. We are looking for the finest and most knowledgeable Beautiful Music programmer to join us in a key company position. The individual we seek must have proven ability as a music director or programmer in highly competitive Beautiful Music markets. All replies will be held strictly confidential. Box K-108, BROADCASTING.

**Morning Person—PD,** or production. Top voice. Experienced. Creative. Start \$8,000. Write KHAS-Radio, Hastings, NE.

**Copywriter or copy/production.** Professional. WBCM, Bay City, MI 48706.

**Program Director/Personality** for young, ambitious AM-FM on southern Maine coast. Format: MOR/News. Send resume, tape to WKXA, Brunswick, ME. Or call (207) 725-5507.

**Broadcast journalism teacher** starting Fall 1975 for new professional program in integrating predominantly Black university in Florida capital. Expertise in television, radio news reporting, public affairs programming, TV newsfilm essential. Ph.D. desirable; 4 years radio-TV news experience mandatory. Rank, salary negotiable but \$13,500 base for assistant professor (9 months). Equal Opportunity and Affirmative Action Employer. Contact Robert Ruggles, Chairman, Journalism, Box 14, Florida A and M University, Tallahassee, FL 32307.

### Situations Wanted Management

**Consulting**—I have the track record. One of the nations best known broadcasters. Programming, management techniques, sales, promotion, unions and license renewals. Box M-4, BROADCASTING.

### Situations Wanted Sales

**Aggressive in sales and promotion,** knowledgeable in administrative procedures, and FCC rules and regulations. Former general manager of small UHF station. Station 1 was with was sold. 31 years old, college degree, 1st FCC, excellent track record, desire small or medium market. Will relocate anywhere. 816-333-3424. 5916 Central, K.C., MO. 64113.

### Situations Wanted Announcers

**DJ, 3rd phone, tight board,** good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

**Top-flight announcer,** experienced in news and all music formats for eleven years, looking for position to grow in, along New England coast. Box K-115, BROADCASTING.

**Intelligent young man** seeking fulltime position. Hoping to relocate. Recent Specs Howard graduate, with 3rd endorsed. With me comes a total commitment towards highest achievement. Box K-154, BROADCASTING.

**Third Endorsed** looking in Pennsylvania for progressive Top 40. (Want to make hits, preferably as MD.) Dependable, eager, willing to learn, have ideas. Box M-28, BROADCASTING.

**Female First Phone** announcer. Strong Sports, News. East Coast or Florida. Call Marcia 212-673-0567 or Box M-39, BROADCASTING.

**Experienced first phone announcer;** excellent voice, good news and sports delivery, strong production, MOR-Rock-C&W, sales experience, seeking employment in medium market with less emphasis on sales. Prefer board work and production. Tape and resume on request. Michael Bender, 213-431-4591.

**Sportscaster + play-by-play,** 1 year experience eastern market radio stations as sports correspondent. B.A. radio-TV. Willing to relocate. Tom Edwards, 5436 S. Laramie, Chicago, IL 60638. 312-767-7396 evenings.

**Young Black Announcer** with 5 years. Wants opportunity back in radio—Black or T-40. 317-923-6767 24 hours.

**First phone.** Black-D.J. Newscaster, 32, eight years experience, East Coast, any hours. Box 1471, Easton, MD 21601.

**Fred. Know** contemporary music, excellent production. Good air work, five years experience. 813-936-4427.

## Situations Wanted Technical

Experienced Studio Technician—First phone. Excellent background and references. Consider all areas. Box K-201, BROADCASTING.

Southern California Chief wants out of smog. Non-drinker, non-smoker, excellent health. Over quarter century all phases AM, FM, directional construction. Northern California or Gulf Coast preferred. Will consider all offers. Box M-5, BROADCASTING.

Chief Engineer needs good paying job, Directional, Automation, Experienced, Employed, Married, Good Attitude, Relocate. Box M-25, BROADCASTING.

Broadcast Engineering student with first class FCC license looking for work in N.H. area. John Syngajski, 35 Heard St., Chelsea, MA 02150, 617-884-4788.

## Situations Wanted News

Well rounded, dedicated broadcast journalist in #2 market seeks NDship or anchor field work. Background also includes major group anchor/reporter, 2 years as ND, currently with net. O & O. Reply Box K-188, BROADCASTING.

Top Southeastern Newscaster seeks news directorship at medium to metro market station, where news is not just an FCC commitment. Box M-6, BROADCASTING.

Aggressive news director. 19 years varied experience in news & public affairs, diplomatic administrator, excellent editorialist, stable, top references, authoritative bass delivery, perfect pronunciation in six languages. Would like to talk with manager who considers news a saleable commodity & not a programming by-product. What can you offer? Box M-38, BROADCASTING.

12 years in journalism, broadcasting. Former news director and network radio correspondent prefers news director slot. Strong on local news, self starter. Can do it all. Box M-34, BROADCASTING.

Small market ND seeks reporting job in medium or large market. Five years experience. College graduate. Southwest preferred, others considered. 713-665-5023.

Sportscaster with entertaining ability to bring the people to the sports world. 3 years PBP experience in football, basketball, hockey, baseball. Vast, diversified knowledge for talk shows, interviews or news. College grad., 3rd endorsed, will relocate, available now. Peter Cooney, 36 Tanager Rd., Attleboro, MA 02703 or call 617-222-4796 today!

Available immediately. News—Sports—Talk Personality. PBP all sports. Several years major market experience with CBS. 314-842-2549.

## Situations Wanted Programing, Production, Others

Broadcaster with 10 years experience looking for program director position. Box M-21, BROADCASTING.

West Coast or South. Country programmer wants challenge. If you need experience and a good jock for a building job 517-892-0863.

# TELEVISION

## Help Wanted Management

Business Manager: Group-owned television station, #1 in market, needs #1 financial person. Want a sharp, aggressive manager, not a pencil pusher. Unique opportunity for top-notch professional in one of top 40 markets. Reply in confidence to Box K-197, BROADCASTING.

## Help Wanted Sales

Sales Manager—Immediate opening for a sales manager at a group-owned Texas TV station. Requires person with minimum of five years successful television sales experience. Growth opportunity. Good salary and corporate benefits. Send resume and salary requirements to: Box K-163, BROADCASTING.

## Help Wanted Technical

Assistant Chief Engineer wanted for a southeastern network affiliate. UHF experience and management background helpful, will consider a person who has experience and wants to step up to management. Send full details and salary requirements. Equal opportunity employer. Box K-144, BROADCASTING.

## Help Wanted Technical Continued

Immediate opening for energetic Assistant Chief Engineer, midwest full color VHF Television Station. Must have 1st Class License, thorough maintenance background on the latest State-of-the-Art Equipment with capability of passing this knowledge on to the Engineering Staff, and the ability to assist in supervision of the Technical Staff. Equal Opportunity Employer. Box K-208, BROADCASTING.

Transmitter engineer, for public broadcasting station in south central Texas. Must have experience in transmitter operations and maintenance and first class FCC license. 40 hour week with full color UHF channel 15, RCA 2 KW transmitter. Equal opportunity, affirmative action employer. Contact: George Shearer, KAMU-TV, Texas A&M University, College Station, TX, 77843. 713-845-5611.

Senior engineer with diverse experience in audio, video, Xmir, maintenance and production. First class license required. Contact Walter Cummings, WGBY-TV, Springfield, MA 413-781-2801.

Studio Engineer. First phone required. Experienced in videotape, camera control and switching. WPEC, Fairfield Drive, West Palm Beach, FL 33407. 305-848-7211.

Maintenance and operations engineer needed for University color television production center. Equipment includes: Ampex 1200s, GE color cameras, digital switchers with grass valley effects. Send resume and salary expectations to: Dr. Charles Anderson, Director of Media Services, Academic Complex, Western Kentucky University, Bowling Green, KY 42101. Western Kentucky University is an equal opportunity employer.

## Help Wanted News

Florida TV needs strong sports reporter with field and sportscast experience. Send resume. Equal opportunity employer. Box K-193, BROADCASTING.

"What We Want" A newspaper who has been or currently is employed in medium or small market television and desires work in similar market as Assignment Editor under News Director. Requisites are "organization"—"experience," and positively no "star-making-on-camera" ambitions. Reply to Box K-211, BROADCASTING.

Newsperson: Recent journalism grad interested in becoming TV field reporter. Standards high, hours long, opportunity superb. An equal opportunity employer. Box M-12, BROADCASTING.

Immediate. Experienced anchor for Louisiana medium market. Strong camera presence and delivery required. Excellent conditions, benefits. Send VTR, resume, salary requirements to news director, KATC-TV, P.O. Box 3347, Lafayette, LA 70501. No phone calls.

Immediate. Southwest Louisiana medium market. Quick-changing, severe weather, coastal area needs weatherperson. Prefer broadcast experienced meteorologist who can communicate to diverse audience and interests. Send VTR, resume, salary requirements to news director, KATC-TV, P.O. Box 3347, Lafayette, LA, 70501. No phone calls.

Stand-up Reporter with anchor potential. Southwest group owned station requires two years television news experience strong on writing with ability to produce half-hour newscast. Send tape and resume to KTEW-TV News, Box 3002, Tulsa, OK. 74101.

## Help Wanted Programing, Production, Others

Bright, effervescent person to host a mid-day talk/variety TV program. Must be able to handle fast-paced interviews, knowing what younger audiences want, and generally communicate a sense of excitement and energy. Major market network affiliate. Send complete resume but hold tape until requested. Box K-117, BROADCASTING.

Bi-lingual, Spanish-speaking, producer/director. To work in Southwestern PTV facility, plan and coordinate television productions. Commercial experience desired. Many fringe benefits. Equal Opportunity Employer. Box K-158, BROADCASTING.

Florida VHF needs sports photographer capable of performing interviews/developing reports. Growth opportunity. This is an equal opportunity station. Send resume. Box K-194, BROADCASTING.

Seeking an experienced person to manage all phases of studio and control room production for a major northeast ABC affiliate, send resume and salary requirements. An equal opportunity employer. Box K-218, BROADCASTING.

## Help Wanted, Programing, Production, Others Continued

Are you in under your head? We're looking for someone to be the Director of Advertising and Sales Promotion at one of our Western stations. If you've grown just about as much as you can in your present job, you may be just the one we're looking for. You should be familiar with all areas of television broadcasting. Since we're the number one station in the market, we think our own air is our most valuable promotion tool. So we need an expert who can produce for and use television persuasively. You'll have department head status, reporting directly to the general manager. You'll earn between 16 and 18 thousand. We are one of the top 20 group broadcasters, and the station in question is in one of the top 30 markets. Send us your resume today. We'll keep it confidential. An Equal Opportunity Employer. Box M-35, BROADCASTING.

Las Vegas Independent wants dynamic production manager to develop and implement a promotion program. This includes preparing sales department visual aids, newspaper ad copy and layout, radio promos, internal on-air promos, and a station brochure. Creative applicants should send complete resume, salary requirements, and non-returnable Xerox samples of representative work done for present and past employers. Write only: President, KVVU, Henderson, NV 89015.

Producer/director. WPVI-TV in Philadelphia is seeking an experienced person for the position of producer/director must have leadership qualities and a strong background to handle all types of programming with the ability to handle an effects switcher. Forward a complete resume and salary requirement to Charles Bradley WPVI-TV 4100 City Line Ave., Philadelphia, PA. Equal opportunity employer.

## Situations Wanted Management

Management Executive. Skilled in labor relations, financial and administrative functions of both radio and television at both staff and station level. Interested in new opportunity and challenge. Reply Box K-162, BROADCASTING.

## Situations Wanted Announcers

Veteran major-market announcer seeks TV booth announcing. Deep resonant voice, smooth delivery. Agency commercials experience. Box M-32, BROADCASTING.

## Situations Wanted Technical

Director/Manager of Engineering—Currently in major market. Experienced in VHF/UHF/AM/FM—Budgets, construction, operations, major equipment purchases, systems engineering, etc. Resume on request. No Independents. Box M-23, BROADCASTING.

Video Tape summer relief engineer ABC-TV Chicago, desires permanent position in broadcasting or media. Gary Lindemann, 623 East 112th Street, Chicago, IL 60628. 312-468-9872.

## Situations Wanted News

Reporter in top 20 market, self-starter, digging newsman, memorable features with human and humorous touch, fluent Spanish, seeks new opportunity in news or public affairs. Box K-157, BROADCASTING.

News Director with Major and Medium market radio-TV experience totaling 18 years. Top administrative abilities in format, budgeting, and personnel. No hurry, presently employed—but, looking for career opportunity. Box K-160, BROADCASTING.

TV anchorman, small market, 6 years radio-TV, B.A. degree. Looking for larger market TV anchor or street, will consider radio ND. Box K-175, BROADCASTING.

Experienced female reporter. O&O producer medium market reporter. Young, free to travel. I want a hard-working job with a dedicated news team. Do I want you? Box K-182, BROADCASTING.

Three years experience. Reporter, anchorman, producer, news director. Want medium to major market committed to quality news. Box K-183, BROADCASTING.

Experienced Newsmen/Switcher, desires relocation. 1st phone. VTR. Excellent references. Box K-215, BROADCASTING.

Young Meteorologist—A.M.S. 4 years broadcasting, seeking progressive market. "Creditable weather viewers can use." Box K-216, BROADCASTING.

Ph.D. candidate in communications seeks paid summer internship at small market TV station as public affairs director, commentator. Community involvement guaranteed, ultimate goal: Part-time university teaching, full-time public affairs director—(with you?). Box M-3, BROADCASTING.

## Situations Wanted News Continued

Television Journalist with Master's Degree, strong state capitol reporter, standup narrator, writer, anchor man, weatherman, photographer will give up news directorship in small market to join a television team at a capital city as general assignment-government reporter. Box M-7, BROADCASTING.

Sports veteran wants active field reporting and on-air back-up position. Box M-14, BROADCASTING.

Sports. Two years of strong air experience. Personable and consistent, on air and off. Photography. Local emphasis. Box M-17, BROADCASTING.

30-year-old East Coast based television news reporter and weekend anchorman with major market experience desires position with a Top Fifty Market station. Resume and writing samples available. Box M-19, BROADCASTING.

Weathercaster, friendly, dependable. 11 years experience. Commercial spokesman. Documentary research/writer. Box M-22, BROADCASTING.

Equal Opportunity Employee (everything considered). Reporter-Producer, two years radio news, TV show host, M.S. Box M-29, BROADCASTING.

Top Ten Talk Veteran with TV interview experience seeks anchor and interview slot in medium market. Box M-33, BROADCASTING.

Aggressive/Experienced Field Reporter. Don Martin Broadcasting School Grad. First Class License. Pro radio experienced News Director/Announcer. Former news aide for Baxter Ward and Tom Reddin. Youthful appearing 34 year old, married man. Very eager newsman, will relocate anywhere. For resume and Video Tape call collect, Mark Manning. 213-986-5827.

News Director, 20 yrs. experience all phases, will relocate; top references, 15-16M; available immediately, 316-722-6070.

Electronic Media Man, Los Angeles based, young. Video tape/film documentary producer, director, writer, announcer, editor and technician. Looking for news/docu./educational work. Resume and tape available. Tom Sofio, 1106 C Opal St., Torrance, CA. Ph. 213-374-2339.

Meteorologist with degree, young, with radio experience, desire small or medium market. First rate forecasts, good voice, pleasant personality. Paul Barys, 3527 Walnut, Wilmette, IL 60091, 312-251-1817.

## Situations Wanted Programming, Production, Others

Producer/Director: Broad VTR and film background, last 9 years New York City local station, desires to relocate in Northeast or Mid-Atlantic states. Box M-1, BROADCASTING.

You've Aired My Promos, now I want out of NYC. Prefer Mid-Atlantic reg. Young, creative, degree. Box M-9, BROADCASTING.

Producer/Director/Writer—B.A. advertising, M.A. radio-TV-film. Director experience, including news, at Top-40 VHF. Write Dale Laackman, 10229 Riley, Zealand, MI 49464.

Director/producer: creative, ambitious, has awards, masters, and experience directing news, documentaries, entertainment and commercials. Film, tape, live, switching. 212-369-0985 or 315-472-3552.

## CABLE

### Help Wanted Sales

Young, aggressive time salesperson wanted for new full color studio and mobile local programming service with 58,000 potential. Big Valley Cablevision, Inc. 4955 West Lane, Stockton, CA 209-466-1567.

Advertising Salesperson wanted by largest cable system in United States. Send resumes to: Dick Fairbanks, P.O. Box 20847, Grantville Station, San Diego, CA 92120.

## WANTED TO BUY EQUIPMENT

WM-88 Wireless pocket FM transmitter, two E-V 644 microphones. Box M-15, BROADCASTING.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Ithurbide St., Laredo, TX 78040.

## FOR SALE EQUIPMENT

One Gates Solid State Stereo Statesman Console and one Gates Tube Type Dual Channel FM Limiter. Contact Bill Young, KBLR Radio, Bolivar, MO 65613, 417-326-5257.

Gates BC-1G AM transmitter 1000/250 watts. Presently tuned to 1,300 khz. Good condition—3 years old. Available September. \$4,750. Write Kin Jones, KYNO Inc., 2125 N. Barton Ave., Fresno, CA 93703.

314 Ft. TV Tower. Stainless Inc., Type G-800. Guyed on the ground. Chester Sawicki, WNEP-TV, Scranton, PA. 18641. 717-457-7401.

Martí. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

Magnecord Parts: Largest stock in the country. Factory prices. Trv us for hard to find items. Dunn Industries, 12157 Valliant Dr., San Antonio, TX 78216. 512-349-2953.

Available for immediate sale, two VR2000 Ampex Recorders, one PC Philips Camera with associated equipment (electric lens) and miscellaneous video equipment. If interested, please contact J. Scott, c/o Hazard E. Reeves, 708 Third Avenue, New York, NY. 212-573-8609.

Heliastroblox. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Ampex VR-1100 with Proc Amp, Electronic Editor, 3M DOC, monitor bridge, three head assemblies. (Less Intersync, Amtec, and Guide Servo.) Best Offer. Detailed description on request. Purchasing Dept., Eastern Michigan University, Ypsilanti, MI. 48197.

3 Angenieux 15x150 C. mount, 10:1 lenses, one with motorized zoom and Focus. Reply: D. Zulli, 5545 Sunset Blvd., L.A. 90028.

PC-70, new plumbicons, w/remote panel. 4 Ampex AV-1000s (allened. 2" VTRs). Call: PA 215-821-4929.

Like-new TIM 400 Telestrator (animated-TV-graphics-over unit), \$8,000. Only 2 years old, and never used except to test another system. Mr. Zanetti, Scott-Engineering Sciences, Pompano Beach, FL 305-946-4470.

## COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Library, 504 Short Old-Time Comedy "One-Liners" by over 50 famous comedians. Pennies per day. Demo-information, Hayden Huddleston Productions, Inc., 305 Shenandoah Building, Roanoke, VA 24011. 703-342-2170.

## MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog... everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy and more. Write: Command, Box 26348, San Francisco, CA 94126.

Biographies on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

Famous KIXL Library: 4,000 stereo, 5,000 mono LP's, 7,000 45's, 2,000 classical albums, 8,000 78's, sound effects and mood music libraries. Standard, World, Capitol and MacGregor transcription libraries. \$10,000 takes all. Once in a lifetime chance to buy one of the largest easy listening libraries in the Southwest. Complete with catalogs. Crescent Communications, 1401 S. Akard, Dallas 75215. 214-741-5016.

## INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.j.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., licensed and V.A. benefits.

## Instruction Continued

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Nov. 11, Jan. 6, Sept. 30. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

Need a 1st phone and practical training? The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't settle for Q&A or second best courses. Our next class starts on November 4, 1974. For information call or write Don Martin School of Communication, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

FCC license. Don't memorize. Prepare the right way, through understanding. Free catalog. Home study. Gann Tech., 5540 Hollywood Bv., Hollywood CA 90025.

Directional Antenna School. Learn Practice and Theory from NAB DA Seminar Consultant. Correspondence Course details: Battison Radio Institute, P.O. Box 8, Cleveland, OH. 44141.

## RADIO

### Help Wanted Sales

#### SALESPERSON

For  
Beautiful Music Format  
Must Be Experienced  
Confidential  
Box M-36, BROADCASTING

### Help Wanted Announcers

#### LIVE—WORK—PLAY BIG WYOMING

Minimum 1 year experience. Annncr.—  
News—Sales. Photo-Tape-resume to:  
Ray Lansing, P.O. Box 1873, Cheyenne,  
WY 82001.

### NEW MEXICO IS A GOOD PLACE TO LIVE!

Applicants wanted (DJ's, sales, news, engs., etc.) for occasional openings in small to medium markets, especially from nearby states. Don't call, send typed resume, tapes and requirements.  
New Mexico Broadcasters Association, 709 Fruit Ave., NW, Albuquerque, NM 87102

## YOU BELONG IN BROADCASTING

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

### Help Wanted Technical

#### ENGINEERS WANTED



**mutual broadcasting system**

Washington, D.C.

#### World's Largest Radio Network

Immediate openings for professional, capable, qualified Audio Engineers. FCC License not required. Send resume, references, picture to:

**Terry Skelton**  
Vice President

918 16th St., N.W.  
Washington, D.C. 20006

Applicants will receive immediate response.  
No phone calls accepted

### Help Wanted Production, Programing, Others

One of the most interesting, highest paid farm directors jobs in the country will be available shortly. Must be NAFFB or able to become a member. Tell us if you are willing to spend some time each month attending farm/ranch meetings, livestock auctions, to build your audience. Tell us whether you are sales oriented. We will request a tape later so we will know how you sound. Send a picture. We will immediately send you complete information about this job and this company. It is one of the best in the country and we want a farm director who is the best. Address replies to

Box K-195, BROADCASTING.

### Situations Wanted Announcers

#### Time to meet new challenge

10 yr. pro, contemp. or MOR, medium or rich, small markets, on air and/or programing.

717—253-3126, 9 - noon E.S.T. N.E.

### Situations Wanted Technical

#### Broadcasters

Chief Engineer for group-owned AM and FM stations in major market seeks stable position with advancement potential. Six years in broadcast engineering. Experience with studio and transmitter design and maintenance; FCC filing; Proof of Performance; automation; STL and radio-remote-control equipment; stereo techniques; solid-state technology; and SCA. EE degree.

Box K-156, BROADCASTING.

You belong in

**Broadcasting**  
The newswkely of broadcasting and allied arts

### Situations Wanted Programing, Production, Others

#### Chicago area

Family responsibilities require my residence. Eight years small market experience, B.S./R-T. Will consider any broadcast-related position.

Box M-8, BROADCASTING

#### ATTENTION COLLEGES

Am selling my radio station which I have personally operated for a number of years, and now wish to enter communications teaching on the college level. Have unusually extensive 30-year background in every operational and management aspect of television and radio, except engineering, including corporate executive in broadcasting groups, TV and radio station ownership. Have B.S. degree in Journalism. Can supply impeccable references. Expect to be available summer of 1975.

Box M-13, BROADCASTING

### TELEVISION

### Help Wanted Management

#### PROGRAM/OPERATIONS MANAGER

Midwest VHF Network affiliate. Must be familiar with all phases including license renewal. Will be member of executive team. An excellent opportunity to join an aggressive station with new facilities. An equal opportunity employer. Send resume to Box K-178, BROADCASTING.

### Help Wanted News

#### Reporter/Sports

East Coast VHF needs strong TV reporter who can also cover weekend sports shows. Send resume and picture with first letter. An Equal Opportunity Employer.

Box M-10, BROADCASTING

#### TV Feature Reporter

Major Market/East Coast . . . looking for creative reporter for news features, and thirty minute prime time feature show. Send picture and resume. An equal opportunity employer.

Box M-11, BROADCASTING

## Four TV News Anchorpersons Needed

- 1) Major market—top ten
- 2) Medium market

Send VTR and Resume to:

Box 586

Marion, Iowa 52302

### Situations Wanted News

#### Conservative TALK SHOW HOST Top Ten Mkt Exp

I finally got tired of liberal run-the-country down, cliché solutions! It's time for an intelligent, conservative point-of-view!

Dynamic personality, super salesman on and off the air, and as well informed as any talk show host in the country!

Contact Box M-2, BROADCASTING

### Situations Wanted Programing, Production, Others

I'm ready to work exceedingly hard for the television station that will give me the chance I'm young, single, with a B.A. degree in Radio and Television and willing to relocate. My experience includes:

- Assistant producer on the Detroit staff of the Jerry Lewis Telethon. We had the distinction of raising the 2nd largest amount of money in the country!
- Award received from the University of Michigan for, "Outstanding achievement in television performance and newscasting."
- City editor of educational FM, WCBN.
- Newscaster on educational FM.
- Assistant instructor of television performance at the University of Michigan.

If you need a creative, hard-working person who is equally comfortable in front of, or behind the camera for your production or news staff, then please contact me at:

Box M-24, BROADCASTING or (313) 646-7780

### Wanted to Buy Stations

#### OWNERSHIP

Do you manage an FM radio station that can be bought for under \$500,000? Investment group will make partial ownership available if station is purchased by our company. Write in complete confidence to President, Box K-192, BROADCASTING.

Wanted . . . small or medium market radio station to buy. Must have potential for expansion of business. Contact R.L. Billings, General Manager, KWRT Radio, Boonville, Missouri. Have quadrupled present station's business in 18 months.

Box M-20, BROADCASTING

### Miscellaneous

#### TV SLIDES: \$6

- PROGRAM TOPICS
- NEWS & WEATHER

GET THIS SLIDE FREE  
WHEN YOU SEND FOR  
THE COMPLETE LIST !!



BOB LEBAR FILMS 240 E. 55 ST. NYC 10022

#### "Reflections"

60 min. open package. Poems, softer sounds. Looking back around, sometimes ahead. Write for a taste.

Box M-37, BROADCASTING

See Classified Rates next page

# Books for Broadcasters

- 308. COLOR FILM FOR COLOR TELEVISION** by Rodger J. Ross. Currently available color films and processes which enable television producers to meet different program requirements. 200 pages, 6 1/2" x 9 1/2", 75 diagrams, 7 photos. **\$12.50**
- 309. COLOR TELEVISION: The Business of Color-casting** edited by Howard W. Coleman, A. C. Nielsen Co. Seventeen experts in the field give a thorough appraisal of this important medium emphasizing the business angle. 288 pages, 6" x 9", 2 color pages, illus., diagrams, charts. **\$9.95**
- 310. DOCUMENTARY FILM** by Paul Rotha, S. Road and R. Griffith. This reprint of the third (revised) edition again makes available the classic book on the world documentary film movement. 476 pages, 5 1/2" x 8 1/2", with 64 pages of photos. **\$12.50**
- 311. DOCUMENTARY IN AMERICAN TELEVISION: Form - Function - Method** by A. William Bluem. A critical examination of the documentary movement in American television. 312 pages, 6 1/2" x 9 1/4", illustrated, appendices, notes. **\$8.95**
- 313. THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques** edited by Raymond Spottiswoode. Major reference work of 10,000 entries—will eventually comprise three or four volumes, 1,124 pages, 6 3/4" x 9 1/2", 1,000 diagrams, index. **\$37.50**
- 314. THE WORK OF THE MOTION PICTURE CAMERAMAN** by Freddie Young and Paul Petzold. Details the working environment, the day-to-day routine and equipment used by the film cameraman. Also covers—at length—the part played by the director of photography. 245 pages, 20 pages of diagrams, 32 pages of halftones, glossary. **\$15.00**

**BROADCASTING Book Division**  
1735 DeSales St., NW  
Washington, D.C. 20036

Please send me book(s) numbered \_\_\_\_\_ . Payment for the full amount is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## For Sale Stations

High powered AM daytimer, automated FM stereo. Exploding market. Mid-East. Twice 73 billion. \$425,000, cash or terms.

Box M-26, BROADCASTING

Georgia—Profitable suburban daytimer with pre-sunrise in rapidly growing area. Excellent equipment, studio building and transmitter site combination priced at \$260,000; less than twice the gross collections. Terms available. Reply with financial qualifications.

Box M-40, BROADCASTING

4 AM stations, 2 South, 2 Central, 2 tax carry forward \$250,000. 2 moneymakers. Price \$7.8 million, package deal.

**NATIONWIDE MEDIA BROKERS, INC.**

Specialists in Sales of  
Radio and Television Stations and  
Newspaper Properties

115 Oak Street, Northampton, Mass. 01060  
Phone 413-584-1765

## For Sale Stations Continued



Brokers & Consultants  
to the  
Communications Industry

**THE KEITH W. HORTON COMPANY, INC.**  
200 William Street • Elmira, New York 14902  
(P.O. Box 948) • (607) 733-7138  
New England office • St. Albans, Vermont 05478  
(P.O. Box 270) • (802) 524-5963

## LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers  
Los Angeles Washington

Contact: William L. Walker  
Suite 508, 1725 DeSales St., N.W.  
Washington, D.C. 20036  
202-223-1553



ASSOCIATES, INC.  
BROKERS & CONSULTANTS

SUITE 217  
11300 NORTH CENTRAL EXPRESSWAY  
DALLAS, TEXAS 75231 (214) 369-9545

## For Sale Stations Continued

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|------|-------|----------|-------|-----|
| Fla. | Small | Daytime  | 110M  | 29% |
| SW   | Metro | AM/FM    | 1.2MM | 29% |
| NE   | Metro | Fulltime | 325M  | 29% |
| SE   | Metro | Daytime  | 315M  | 29% |

**CHAPMAN ASSOCIATES**  
nationwide service

Atlanta—Boston—Chicago—Detroit  
Dallas—San Francisco

Please Write: 5 Dunwoody Park  
Atlanta, Georgia 30341

## AM California \$30,000 down

John Grandy  
Western Business Brokers  
773 Foothill Boulevard  
San Luis Obispo, California  
805-544-1310

AT YOUR SERVICE WITH  
20 YEARS EXPERIENCE.

**RICHARD A. SHAHEEN, INC.**  
Media Brokers  
435 N. Michigan Ave Chicago, Ill 60611  
312/467-0040



## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

### Rates, classified listings ads:

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

### Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_

# Profile

## ABC News's Av Westin: new times always

Av Westin is one of those people to whom success seems as easy as falling out of bed. During the past 25 years he has contributed to so many successful broadcast news innovations that he may legitimately be called one of TV journalism's golden boys. From the early days with CBS News—where he helped launch a variety of what are now industry institutions—to his bold strokes at ABC News, Mr. Westin's career has consisted of one precedent after another. Naturally, his most frequently spoken term is "innovation."

At 45, Mr. Westin is a very mellow man with the magic touch found in people of boundless self-assurance. "There's nothing concrete in television," he asserts, "and that's where the innovation comes from. You'll never hear around here, 'It can't be done.'" Ever cool, he forthrightly describes his job as "very simple: to make the documentary side of ABC News the best in the business."

That was the mandate given him in May 1973, when he was plucked from the *ABC Evening News* executive producer's chair and told to "balance" the network's daily news product with documentaries. He had already taken the *Evening News* from its dismal third-place state and by embracing dramatic format changes—particularly the graphic/chroma-key look in newscasts that has since become fashionable—made it respectably competitive—though still third—with CBS and NBC.

The Westin approach to the ABC mandate was the conception of 12 prime-time investigative reports, *Close-Up*, on sharply defined subjects of national interest (death, fire, oil, etc.). "One of the secrets of *Close-Up*," he says, "is that we don't do the universe. We set our own area of investigation to a very narrow area." In its first year the series received a Peabody award, two Emmys, a prolonged public complaint from a major oil company and a \$5 million suit, later dismissed.

Av Westin's pet slogan, engraved on plates he keeps in his two ABC offices, is "If you can't stand the heat, get out of the kitchen." It aptly takes in his aplomb where criticism of his news product is concerned ("you win some, you lose some"), and his nonchalance concerning the fairness doctrine: "If it were lifted tomorrow, we wouldn't do anything differently," he insists. "It doesn't mean our correspondents have to go in like pussycats, it just means they have to have very thorough research." To insure that, he arranges for someone to play devil's advocate to each *Close-Up* script before it is produced. ABC, apparently, deemed



Avram Robert Westin—vice president and director of television documentaries, ABC News; b. July 29, 1929, New York; BA New York University, 1949; MA Columbia University, 1958; newswriter, CBS Radio, 1950-53; news editor, *CBS Morning News*, 1953-55; director, *CBS Six O'Clock Report*, 1955-56; director, *CBS Morning News*, 1956-57; producer, CBS special programs unit, 1958; producer, *CBS Reports*, 1959-60; CBS European producer, 1960-63; producer, *CBS Morning News*, 1963-65; executive producer, CBS election and special events, 1965-67; producer, Public Broadcasting Laboratory, Columbia University, 1967-69; executive producer, *ABC Evening News*, 1969-73; present post, 1973; m. Kathleen Lingo, May 17, 1970; son (by previous marriage), Mark, 15.

*Close-Up*'s first year a fair enough performance to call for nearly double the initial commitment—an unprecedented 26 hours—this season.

They are prepared for that commitment on the second floor of New York's ASCAP building, where in less than two years Av Westin has put together his news documentary empire. "The more responsibility, the better, for him," a close associate said. "Some people hold everything close to the chest; he delegates everything. He can afford an empire." Mr. Westin has collected 39 researchers and producers and 14 film editors, and it is safe to say that the half that don't idolize him admire him immensely. "This unit wouldn't exist without Av Westin," a producer said.

One associate, however, says "there are some people who would just as soon kill him as look at him, but that's because of envy. He's young, and he jumped over a lot of people to get where he is."

The man himself concedes he has "no shortage of ego juices," which is another way of saying, as he does, that he is a

"perfect Leo," with a knack for "command." He was born in Manhattan, the only child of a baking company executive. After his parents were divorced, he lived chiefly with his grandmother all over the city—"one jump ahead of the rent collector." After he was graduated from the selective Bronx High School of Science, he entered New York University intending to be a pre-med student, only to graduate (at age 19) with a degree in English and a passion for broadcast journalism discovered during summer copy-boy jobs with CBS Radio, where he stayed until 1953. That was the year Av Westin hit television, and vice versa. During the next 20 years he had his hand in an impressive variety of CBS News creations—from the first morning and evening news shows to special events and documentaries. Among the firsts he racked up during those years was service on the original *CBS Reports* series, three years as CBS's first producer/writer for Europe, and co-creation of the "test" broadcasts in the early sixties (such as the Citizenship Test).

In 1957 he was the recipient of the first CBS Foundation Fellowship to Columbia University Graduate School, where he took a master's degree in Russian and Eastern European studies. It proved continually valuable: last week Mr. Westin returned from his third Moscow trip, this time to arrange an ABC News special background program on the July 1975 joint U.S.-Soviet space launch.

Although he seems like a man with the world at his feet, Mr. Westin will concede to a few unfruitful periods, notably his two years (1967-69) with the Public Broadcasting Laboratory, where, known as "Fred Friendly's protege" he aimed unsuccessfully for a "fourth news network," and then a "university without walls." "It was a very dark period," he said. "I was the wrong person for the job." Nonetheless, "it broke me out of the CBS mold, where I wouldn't have had these chances to innovate."

Mr. Westin enjoys quiet vacations on his 26 acres in the Berkshire mountains, in the company of no one but his wife and 60,000 honeybees. ("I give the honey away.") When he's not an apiarist, or a news executive, or a voracious reader, Av Westin may be found painting toy soldiers ("it takes a lot of research") or furthering his collection of newspaper front pages, or just thrashing around the mountain property.

Mr. Westin said he enjoys "the great sense of elan" that arises from the "we try harder atmosphere" at ABC, the "third network." And he compares its camaraderie to the "early days at CBS." "That's gonna be the sad thing," he says, "when someday people are going to be standing around talking about 'the good old days at ABC.'"

# Editorials

## Minority rule

The U.S. Supreme Court last week perfected the formula for dismemberment of broadcast ownerships. No licensee that is owned by whites with other media interests is immune to attack by a rival applicant with reputable character, reasonable financial backing, no other media ties and representation of an ethnic minority in its ownership.

The Supreme Court did not itself prescribe the new rules, but it endorsed them by refusing to review an appellate court decision in which they were embedded. As explained in greater detail elsewhere in this issue, the decision that the high court has let stand instructed the FCC to reopen a comparative television case in Orlando, Fla., principally on the grounds that the commission had refused to give an advantage to a losing applicant for the presence of two blacks, holding 7% each, in its ownership. In a ruling that created a whole new principle of FCC decision making, the appellate court held that diversification of ownership must be a "primary objective" in comparative cases and that minority participation in ownership entitles an applicant to an automatic merit against a rival that ethnic majorities own.

Whether either court was fully aware of the potential consequences of this action is beside the point. There is no way that the licensees of many, perhaps most, of the radio and television stations in this country can read it except as a direct threat.

New urgency now attaches to the pending legislation for license renewal relief. The bills and the reports that are expected to go before a Senate-House conference committee after the election recess must be given a new reading. More than ever it is imperative for the stability of broadcasting that the excesses of the courts be corrected on the Hill.

## Wrong targets

Now that the FCC has concluded its long inquiry into children's television with a policy statement instead of a rule, a good many broadcasters are privately celebrating. Perhaps they would be wiser to keep the champagne corked.

The FCC may not have gone through the formality of writing rules, but it has established a system of arriving at industry standards through the license renewal process.

In its statement, the commission found it unnecessary to decree by rule the number of hours of children's programming that stations must carry. That matter can be "handled appropriately on an ad hoc basis," the FCC said. A footnote observed that the new license renewal form includes a question on children's programming and can be amended to adduce more information if needed. The commission further noted that "reasonable" amounts of programming must be educational and directed to the pre-school child.

Similarly, the FCC asserted concern about the "imbalance" of scheduling that emphasizes Saturday and Sunday mornings for children's shows, which are sparsely presented at other times. "We do expect to see considerable improvement in scheduling practices," said the FCC — in a loud cue to the staff members who screen renewal applications.

As to advertising standards, the FCC has given its expected approval to those adopted last spring by the National Association of Broadcasters and Association of Independ-

dent Television Stations. A station failing to comply with the NAB or INTV time limits "should be prepared to make a substantial and well documented showing of serious potential harm," the FCC has said. And lest anyone get the idea that the FCC won't be counting, the agency added that it would amend its renewal form to elicit full information on the advertising in children's programming.

All of this is a prescription for new trouble at renewal time. To that fixture on the regulatory scene, the minority group recruited and represented by the foundation-supported lawyer, will now be added the mother group, recruited and represented in the same way. As long as the Ford and Markle and Stern money holds out, any number can play.

Those who take comfort in the FCC's policy statement see it as the most moderate response the FCC could make in the face of political realities. Maybe so, but the test of moderation may not ultimately be the FCC's to make in a procedure that as much as invites the pressure groups to create regulatory standards through case-by-case attacks on licensees.

Isn't there a straighter answer to those who make unreasonable demands on the commercial television system — which perforce must schedule its programming with total audience in mind? What about all of those 242 television facilities that the FCC explicitly reserved for "noncommercial, educational" use? The purpose of that massive reservation, the FCC and an approving Congress assured us then, was to provide program service that the commercial system could not be realistically expected to provide, especially for the young. Has that obligation disappeared with "public broadcasting's" de-emphasis of noncommercial and educational features?

## Siphoning torpedoed?

The members of the FCC who listened to the re-argument of pay cable regulation must have wondered what was new until the closing session Oct. 25. One of the final witnesses — Everett Erlick, senior vice president and general counsel of ABC Inc. — stated a simple fact that cut the competitive fog. He said: "Competition isn't even between cables and TV. They have built their business on our inventory. You have given them that right. This is not free competition."

As far as siphoning goes, that should wrap it up for the butcher, the baker and the regulation maker.



Drawn for Broadcasting by Jack Schmidt

"Thank you for coming over . . . It's just that you're not quite the type of jock we had in mind."

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