

Cable wants out from those FCC rules
Wiley's passing on heat about sex and violence

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Broadcasting Oct 21


The newsweekly of broadcasting and allied arts

Our 44th Year 1974

Oct. 21, 1974

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NEWSPAPER




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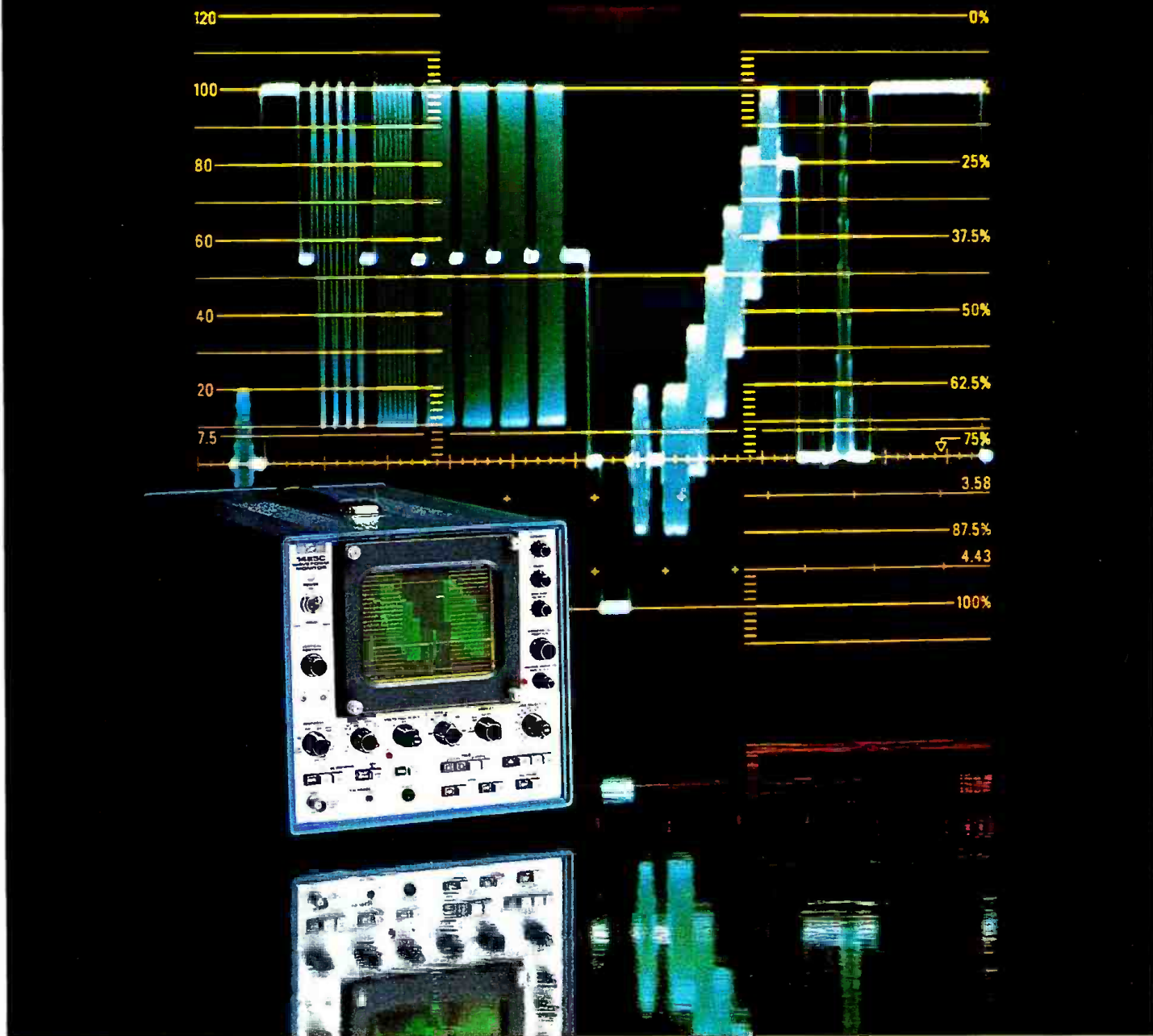
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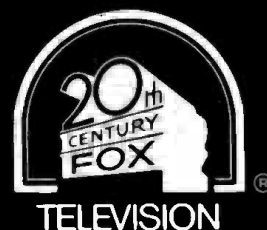
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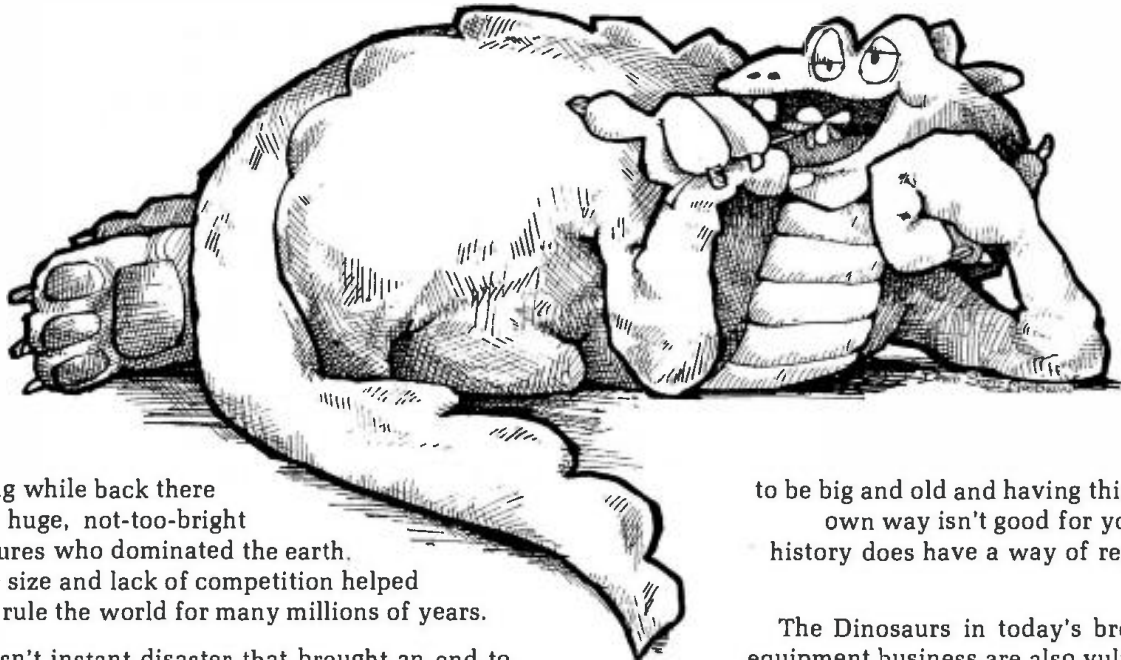
Friday, 7:30-8 pm. Source: New York Nielsen Overnights.



MASQUERADE PARTY
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Who's that messing around with my eggs?



A long while back there were huge, not-too-bright creatures who dominated the earth. Their size and lack of competition helped them rule the world for many millions of years.

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That history should tell us that getting



to be big and old and having things our own way isn't good for you. And history does have a way of repeating itself.


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Prospects on pay. As FCC prepares to hear some 100 participants in pay cable oral argument this week (see page 26), odds favor commission's relaxation of rules that were adopted to protect broadcasters against loss of programing to pay cable operators. However, despite massive lobbying effort on part of cable industry — commissioners say cable operators and their allies in motion-picture industry have out-lobbied broadcasters 10 to 1 — fears of broadcasters and hopes of cable operators that commission will suspend pay cable rules for trial period, as National Cable Television Association has requested, seem unlikely to be realized. Even Commissioner Glen O. Robinson, who has made no secret of his distaste for rules, does not see that happening.

Some broadcast representatives are concerned, however, that commission might be persuaded to leave at two years length of time in which sports event would have to be off television before it could be picked up by pay cable. (Suggestion has been to extend period to five years, as in on-air pay television.) But some seem resigned to softening rules as they apply to movies, particularly old ones. At least one commissioner is said to have suggested amending rule that limits pay cable to showing of 10-year-old or older movies once each month to permit showing 8-year-old or older movies at rate of two per month.

Songs and dances. Current prime-time season has been first without musical-variety entry at NBC-TV, but network will resume musical habit with this week's announcement of two one-hour variety shows replacing *Sierra*, already announced for cancellation in 8-9 p.m. NYT Thursday position, and *Born Free*, to be removed from 8-9 p.m. NYT Mondays.

Mac Davis Show, NBC's medium-rated summer program featuring country-pop singer, takes over for poorly faring *Sierra* series by mid-December. (Network will hang on to *Ironside*, immediately following, in hopes variety hour in Flip Wilson's old slot will perk up detective's ratings.) *Smothers Brothers Show* will bump *Born Free* in January.

MDS delivery of pay TV. It's now possible to receive pay cable service without being connected to cable system — at least for residents of several apartment complexes in Queens, N.Y. Home Box Office Inc., which just started offering its pay programing in Manhattan (see page 29), is experimenting with Multipoint Distribution Service to relay pay features to selected locations across East River. MDS receiver dishes have been placed atop apartment buildings, and residents may purchase programing if they so choose. Idea appears to be catching on; HBO plans to expand test to Philadelphia market. It already uses MDS to relay its shows from that city to subscribers in Wilmington, Del.

Ford in some futures. Word is that President Ford will put his own appointees on independent agencies as vacancies occur. That could mean disappointment to FCC Commissioner Abbott Washburn, Republican appointed by President Nixon last May to term ending next June 30, with re-appointment then expected for full seven-year term.

For next Democratic vacancy, son bearing famous FCC name is being mentioned: Wayne Coy Jr., whose late father

was chairman 1947-52. Mr. Coy, 36, is now director of legal affairs for noncommercial WETA-FM-TV Washington and National Public Affairs Center for TV. Next Democratic term expiring is Glen O. Robinson's in 1976. There are those who think another Democratic seat may open if Ben Hooks resigns for bigger things to which he aspires. Mr. Hooks's term ends in 1979.

Getting ready. Worldvision Enterprises Inc. has reportedly acquired syndication rights to ABC-TV's hit series, *The Rookies*, and is already selling it for future date, which will depend on when series is canceled by network. Show, now in its third year on ABC, is doing stronger than ever in ratings, chalking up solid mid-30's shares in last two Nielsens.

Jurisdiction over cable. Question of whether FCC should pre-empt all cable television technical standards is due for consideration by commission today, and indications are that commission will take less than all-or-nothing position. Cable Television Bureau has drafted report and order that generally pre-empts field, asserting need to "bring into uniformity" myriad standards now being developed by various jurisdictions throughout country, but also providing for waivers where commission standards do not meet state or local conditions. Draft would encourage development of "well-supported alternative standards at local level."

Draft order, which would ultimately affect all systems, makes these points: Diverse standards cannot remain in force if they are inconsistent with "goals of uniformity and interconnectability." However, all systems operating under nonfederal standards, and all systems certified by commission before Jan. 1, 1975, would be grandfathered as to standards that do not adversely affect those stated goals. Systems neither certified nor in operation before Jan. 1, 1974, would require waiver if their application provides for alternative technical standards.

End run? FCC officials are concerned about states and localities imposing user taxes on cable television subscribers. They regard such taxes as device to circumvent FCC rule limiting franchise fees to maximum of 5%. But whether commission can do anything about it is proving to be sticky question. Florida Cable Television Association and system in Stockton, Calif., have petitioned FCC for declaratory ruling. FCC staff prepared analysis asserting that user taxes might violate spirit of FCC rule but that situation raises constitutional question of federal versus state powers. Staff suggested cable interests should seek court test or legislation.

But FCC was not satisfied, directed staff to address original question. Some consideration is being given to rulemaking or to request to Congress for legislation. But those actions would take time. And officials fear that while matter is still unresolved more user taxes would be initiated.

River view. National Cable Television Association, which has its annual convention sites lined up for next decade, is now contemplating changes. St. Louis, which with completion of new Gateway Center is attracting more conventions, is being eyed as future NCTA site. While nothing is final, probable year would be 1977, when NCTA is now scheduled to meet at Chicago's McCormick Place. Sites for 1975 gathering (New Orleans) and 1976 (Dallas) aren't being questioned.

Top of the Week

Drum beats. Cable operators have had it up to their heads with the FCC rules under which they are governed. They brought that point home dramatically at last week's Northeast Cable Expo in Philadelphia, at which industry began to mobilize for its next major priority — complete rewrite of those rules. There were two catalysts for new drive: presence at expo of Commissioner Glen Robinson, who decried overregulation, and realization that cost of compliance could be prohibitive. **Page 23.** At state level, major question remains not whether to regulate cable, but how. **Page 24.**

Darkness at tunnel's end. Prospect of renewal relief in this session of Congress has had its ups and downs. Last week was one of the bigger downs. Congressman Staggers, angered at five-year provisions passed by both houses, balks at naming House conferees. **Page 31.**

Alone and well. For years, the National Association of FM Broadcasters convention has been something early-arriving delegates did to occupy themselves while awaiting start of larger NAB gathering. This year NAFMB went it alone and delegates didn't regret decision to attend. **Page 31.** Commissioner Quello had another independence-oriented message for FM delegates: outside agreements with citizen groups may result in disagreement of commission. **Page 32.**

Gra\$\$roots. PBS has new idea on how to raise public consciousness — and money — with respect to noncommercial TV. It's called the Station Independence Project, and here's how it will work. **Page 36.**

Back in force. NBC-TV's Bob Howard returns to Hollywood to tell colleagues that all's not well in their own backyards. He wants program quality up, costs down. **Page 38.**

Overnight sensation. NBC's Chico and the Man may offend some chicanos, but it's pleasing to the network and its producer, James Komack, because it's one of the biggest rookie hits in television history. **Page 40.**

Dark horizon. Congress has told FCC to come up with plan to purge TV sex and violence by Dec. 31. For FCC Chairman Richard Wiley, that's a problem, because — in chairman's view — industry hasn't provided much help. **Page 41.**

Yes you will. Networks weren't too interested in covering President Ford's speech last week — until White House made the invitation to do so a formal request. Bad vibes ensued. **Page 42.**

Into the fray. ABC, traditionally the silent sister in early morning hours, will become vocal on Jan. 6, when its new AM America premieres. **Page 43.**

Stay awake. Sales message to the NAFMB: Persist and prosper, slow down and suffer. **Page 45.**

Better than nothing. Campaign reform bill is now law, but it hasn't much to offer broadcasters. **Page 46.**

Cutting loose. Syndication has come to life in radio, as evidenced by numerous new entries in field. **Page 48.**

Good fit. Tom Frawley wears three broadcast journalism hats, which is good for broadcast journalism. **Page 67.**

FCC, getting ready to tackle prime-time access dilemma (again), has little stomach for repeal and full plate of compromise options; only Commissioner Robinson would take it back

FCC today moves into its third round of deliberations on prime-time access rule, with indications that commission is turning its back on repeal and is looking to some merging of rule as originally adopted and as modified last January.

Repeal is being urged only by Commissioner Glen O. Robinson, who argues that rule has failed in its stated aim of achieving diversity, and not for lack of time in which to prove itself (as argued by proponents) but because it is improperly designed. Besides making his own presentation, Commissioner Robinson distributed analysis of rule by his economic consultant, Dr. Robert Crandall, who contends that commission's adoption of rule grew out of failure to understand network economics involved ("Closed Circuit," Sept. 9).

Chairman Richard E. Wiley has not changed his mind that rule was mistake. However, some officials say he is aware that majority of commission will not vote for repeal and that, in any event, court might take dim view of such action because of support expressed for rule by Justice Department and citizen groups. Court, in staying effective date of modified rule and remanding rule for further consideration, had expressly asked commission to obtain Justice's and citizen groups' comments.

Most of discussion in two meetings on subject last week indicated commissioners would attempt to salvage what they could from PTAR I, adopted in 1970, and PTAR II, adopted last January. Number of staffers, including members of general counsel's office, appeared to prefer PTAR I on ground it could be more easily defended. However, some commissioners are concerned about rule's apparent effect, in limiting networks to three hours of prime time, in reducing number of documentaries and public affairs programs they aired.

Chairman Wiley is said to have offered several suggestions, at least one of which would deal with that problem. It would provide for return to PTAR I but with permanent waiver for children's specials, public affairs and documentaries. These are categories for which waivers are provided in PTAR II.

Another of chairman's suggestions would modify PTAR II, which limits access period specifically to 7:30 to 8 p.m. six nights weekly, and eliminates it on Sunday. Suggestion is aimed at meeting objections of syndicators that say they are blocked from selling one-hour shows and networks that say they lack time for specials.

Chairman is said to have made it clear he was attempting only to focus debate; he was not committing himself to either suggestion.

Meanwhile, staff has prepared four options. One would provide for return to original rule but would permit stations to fill up to one hour weekly with offnetwork material and allow networks extra half hour seven times each quarter if first extra half hour is devoted to children's special. Another option would limit networks to three hours nightly for only six nights; seventh (not necessarily specified) could be devoted to any kind of programming stations chose or, alternatively, limited to children's specials, documentaries or public affairs.

Third option would involve retention of PTAR II but without link to specific access time period. It would also permit stations to combine two half-hour segments into one hour on one night of week.

Final option would virtually repeal rule. Only requirement stations would face would be to clear three prime-time half-hours each week of network, offnetwork or feature-film material.

Enter Stage Two of the U-Matic Revolution... Teleproduction!

The Sony U-Matic Videocassette System revolutionized people's thinking about many uses of television. Distribution and playback of videotape became easy, economical, reliable.

And now, another Sony breakthrough. The Sony VO-2850 U-Matic mastering recorder and editor that will change traditional thinking about teleproduction. A mastering and editing machine that is superior in performance to any existing 1" high-quality reel-to-reel unit.

Technically Superior.

Signal to noise ratio of 45db for video and audio. Separate editing capability for video and two audio channels, independently or together. AGC or manual control. Stop-frame. Slow-motion. Feather touch push-button controls. Proven reliability. And much more.

Precise Electronic Editing.

Achieved through the use of a vertical blanking switcher plus capstan servo system with V-lock coupled to rotary erase heads.

Tape to Tape Editing.

Accomplished by combining two VO-2850 units and the RM-400 automatic editing control unit. This combination provides search (slow speed playback), pause (precise frame location) and automatic tape back spacing for glitch-free edits.

Lower Cost.

The VO-2850 costs substantially less than comparable 1" equipment and affords the continued economy of using 3/4" tape.

The VO-2850 can also edit your field-recorded cassettes made on the VO-3800 portable U-Matic recorder. Your finished master

is ready for duplication and can be played back on any U-Matic unit. And, in addition, you've saved a generation by working within one format.

Evidence of how significant this new development is can be found in the broadcast industry, which has already begun to change its traditional methods of mastering and editing (for electronic news-gathering) to include the VO-2850.

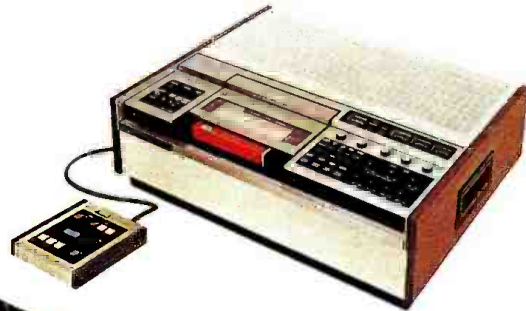
Hard to believe? We'll prove it. Write today on your letterhead and we'll arrange a demonstration.

Once the VO-2850 is in your studio, you'll never let it out.

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Mail count. Box score of congressional support or opposition for relaxing antisiphoning rules in advance of oral arguments this week stands at 17-7 in favor of pay cable. That's according to letters written by congressmen to FCC. Before last week, FCC had received only one letter backing broadcasters, from Representative Barbara Jordan (D-Tex.). But with a little lobbying by National Association of Broadcasters, which was worried about record showing lopsided letter campaign in pay cable's favor, six more pro-broadcaster letters were mailed. Six are: Senators George McGovern (D-S.D.), Walter Mondale (D-Minn.), Carl Curtis (R-Neb.), J. Bennett Johnston (D-La.) and Representatives John Dingell (D-Mich.) and Richardson Preyer (D-N.C.). Congressmen writing to support relaxing rule (largely in response to lobbying by National Cable Television Association), not previously reported (*Broadcasting*, Oct. 14), include Senator John McClellan (D-Ark.), Representative Burt Talcott (R-Calif.), Robert McClory (R-Ill.), Paul Rogers (D-Fla.), Robert Stephens (D-Ga.), Barry Goldwater Jr. (R-Calif.), W.S. Stuckey (D-Ga.).

Quello for lottery ads, against equal-time law

FCC Commissioner James H. Quello is emerging as strong critic of federal law prohibiting advertising of state-run lotteries. "Such laws are outdated and do not reflect the social, moral or political thinking of today," he said in speech to Detroit Adcraft Club last Friday. Week earlier, in Lansing, Mich., news conference, commissioner had come out in favor of radio-TV advertising of such lotteries.

Last week, he noted that Michigan voters had approved state-run lottery in referendum, and added, "in my mind, that makes it legal, and should make it legal for advertising too." However, as he observed, Department of Justice is unwilling to support change in law barring broadcast advertising of lotteries until question of legality of state lotteries themselves is settled. Commissioner expressed hope Supreme Court will settle that question quickly.

Mr. Quello also put himself on record in opposition to equal-time law. He said that it is unreasonable, that he can see no reason why fringe candidates "who barely qualify for the ballot" should receive time equal to that of major party candidates. "Ours is basically a two-party system, and I believe the commission's rules should reflect that fact."

Ford says no to FOI

President Ford has vetoed freedom of information bill, calling it "unconstitutional and unworkable." He said provision enabling courts to declassify secret documents would undermine national security because courts do not have sufficient expertise in areas of military intelligence and diplomatic relations. He said he would prefer softer provision allowing court review but requiring courts to uphold classification "if there is reasonable basis to support it." That provision and one shortening time agencies have to comply with information requests would place excessive burden on agencies, he said.

Congress will attempt to override veto after election recess and observers are confident it will succeed. Bill is designed to shore up 1966 Freedom of Information Act to make access to government files easier and less costly.

Veto drew fire from Radio Television News Directors Association, "particularly as it comes from an administration that has talked of open government," according to RTNDA spokesman. RTNDA recognized President's reasons for veto, "but we don't think they're of such magnitude as

to justify a veto," spokesman said. He said congressional conference report on bill answers many of President's questions, saying, for example, that in reviewing classified documents, courts shall give great weight to government rationale for withholding.

Wiley voices concern over 'national tragedy' exemplified by wave of petitions to deny

"The time and money — the inordinate time and money — being spent today on petitions to deny and other station challenges is nothing less than a national tragedy. It represents . . . a failure by someone to come to grips with the kind of broadcast system we have in this country and the kind of service it should provide."

FCC Chairman Richard E. Wiley made that comment Thursday in speech to joint meeting of Ohio and Indiana broadcasters associations, in Cincinnati. He was discussing matter about which he has expressed concern in past — need on part of FCC to clarify its license renewal policy. And costs to which he referred were those of everyone involved, including broadcasters who must defend themselves against petitions. He said last week he doubted whether anyone — inside commission or outside — "could state with precision" basis on which commission makes required public interest finding to renew licenses.

Chairman said his aim is not to insulate broadcasters from challenges or to inhibit "legitimate citizen activity," but to establish situation "in which the criteria on which a renewal will be judged by the FCC can be made known in order, ultimately, that the resources now expended in litigation can be employed more directly, more expeditiously and . . . more constructively in developing a better and more responsive broadcast service . . ."

Mr. Wiley said later he has no specific proposals in mind. Job of clarifying renewal procedures, he said, could not begin until Congress completes action on pending license renewal legislation and submits accompanying report. However, commission is known to be planning guidelines for delegating authority to staff in renewal matters. Guidelines would let staff — as well as broadcasters — know what kind of service will require commission to scrutinize renewal application closely, what kind will assure prompt action (*Broadcasting*, Sept. 16).

Humphrey on record for rural cable

Senator Hubert Humphrey (D-Minn.) recommended to Senate last week that government become involved in extending cable television to reach poor people in urban and rural areas. He suggested that cable franchisers be required to extend service to all elements within franchise areas, perhaps with financial help from government, "to avoid the emergence of a class of citizens cut off from what would well become the information mainstream of the future." He also suggested that state and federal money might be used to fund health information and educational services on cable channels.

Senator's comments on cable were part of larger address on draft of President's report on national growth, which administration is required to file with Congress every two years. Senator said draft, which has not yet been made public, "makes no mention" of how telecommunications can contribute to national growth policy — but should.

"It is not too soon to make telecommunications policy a major component of national growth policy," Senator Humphrey said. "On the other hand, after vast investments have been made in broadband and other telecommunications systems, and after institutional relationships have become fixed, it could then be too late to use telecommunications as an effective instrument of national development policy."

Geller hasn't yet run dry on ideas for FCC

Henry Geller, former FCC general counsel, has suggested means by which commission could, he says, simplify and speed up its process for picking winners from among competing new applicants for AM, FM or TV frequencies. Commission would first delineate preferred applicants on basis of two criteria — diversification of control of mass media and integration of ownership and management — and then if two or more applicants emerge in top category, commission would choose winner by lot. Applicant would still be free to file petition attempting to raise questions about his opponent, or seeking to persuade commission that his own application merits "plus." But process he is suggesting, Mr. Geller says, would end years-long hearing cases.

Suggestion, in form of petition for issuance of notice of inquiry and proposed rulemaking, was one of three pleadings Mr. Geller filed with FCC on Friday. Second was petition seeking revisions of commission procedures, with view to insuring "both greater fairness and the appearance of fairness in commission proceedings." One change would open to public special commission meetings dealing with informal rulemaking matters. Others would extend existing ex parte rules to contested cable TV adjudicatory proceedings, require commissioners and top staff members to maintain public log of all outside contacts dealing with pending matters, and involve adoption of special procedures to avoid undue delay in informal proceedings.

Third pleading seeks policy statement notice of proposed rulemaking looking to outlawing of broadcast presentations in which prizes are awarded to members of audience not on basis of skill "but solely on the basis of having to listen to the station." Presentations in which listener-caller must, for instance, identify amount of jackpot that increases with each unsuccessful call, Mr. Geller says, are inconsistent with public interest. Station involved in such practice, Mr. Geller says, "is simply attempting to purchase its audience."

Mr. Geller is now associated with Rand Corp. However, pleadings have been filed in his name, not with Rand's or any other organization.

In Brief

Shuffling. CBS-TV said last week that *Tony Orlando and Dawn*, previously announced replacement for canceled *Sons and Daughters* Wednesday, 8-9 p.m. (NYT), will debut Dec. 4. *Sons and Daughters* final telecast will be Nov. 6, and succeeding three weeks will be filled by: *The Sandy Duncan Show* (Nov. 13), musical-variety special; another musical hour, *The Osmond Special* (Nov. 20), and repeat of *The Thanksgiving Treasure*, drama originally aired in November 1973.

Doubling up. Network daytime TV will get its first hour-long soap opera when NBC expands its high-rated *Another World* from 30 to 60 minutes beginning Jan. 6. Network sources say NBC's strategy is to bridge CBS's most popular quiz show, *Match Game '74*, at 3:30 p.m. (*Another World* will run from 3 to 4 p.m. every day.) Same sources say NBC hasn't decided yet which half-hour it will cancel to make room for expanded *World*.

Proxmire cites Robinson. Senator William Proxmire (D-Wis.), in continuing attack on fairness doctrine in *Congressional Record*, last week used words of FCC Commissioner Glen O. Robinson. Senator quoted from 1967 article in *Minnesota Law Review*, written by Mr. Robinson while law professor at University of Minnesota. Article editorializes against fairness doctrine and, according to Mr. Proxmire, Mr. Robinson still agrees with what he wrote.

First step. National Cable Television Association President

Hidden bonus? Prospect arose late last week that campaign reform act signed last Tuesday by President Ford (see page 46) may have repealed Communications Act provision empowering FCC to revoke license for willful or repeated denial of broad broadcast access to political candidates. Communications Act amendment came from Federal Election Campaign Act of 1971 which was in part repealed by act signed last week. Some lawyers, studying new act last Friday, gave opinion that it repealed section of 1971 act containing access amendment of Communications Act. At press time matter was not fully resolved.

David Foster's request for long term contract was discussed behind closed doors for first time last Thursday. Angered by wide press exposure of confidential letter Mr. Foster wrote to board last month (*Broadcasting*, Sept. 23), committee decreed negotiations be kept in utmost secrecy.

Other (FM) shoe drops. Sale of WBLB(FM) New York by Harry Novik interests to owners of WLIB(AM) New York for \$1.35 million was formally completed last week. It had been approved by FCC but seemed endangered when National Black Network, New York, withdrew from plan to acquire substantial interest in black-owned Inner City Broadcasting Co., licensee of WLIB and buyer of WBLB (*Broadcasting*, Aug. 12). Pepe Sutton, VP and chief executive of Inner City, said Thursday (Oct. 17) that substitute financing was arranged with banks without giving any equity to outsiders.

Forfeitures. WWJ-TV Detroit and WDIX(AM) Orangeburg, S.C., have been fined \$5,000 and \$2,000, respectively, by FCC for failures to log program-length commercials.

Almost executive director. FCC on Friday was close to making decision on successor to John M. Torbet, whose resignation as executive director is effective today (Oct. 21). Successor is expected to be Richard Donald (Don) Lichtwardt, now management assistant to Field Operations Bureau chief, C. Phyll Horne. Mr. Lichtwardt, retired Air Force lieutenant colonel, joined commission in October 1972 as analyst in financial management division.

Late Fates. *Robert B. Rush*, director of national sales, NBC Radio network, New York, promoted to VP in charge of sales. He succeeds *Nicholas Gordon*, who resigned to become consultant in radio and TV broadcasting and marketing. Mr. Rush joined NBC Radio network sales department in Chicago in 1965, was named manager, Central sales, Chicago, in 1969 and director of national sales in September 1973. . . *Robert T. Howard*, president of NBC-TV; *D. Thomas Miller*, president of CBS TV stations division, and *Walter A. Schwartz*, president of ABC Television division, to receive honorary degrees of Doctor of Humane Letters from St. John's University, Jamaica, N.Y., at special convocation Oct. 30 honoring achievements in business, broadcasting and community. *Frederick J. Schuhmann*, ABC VP, will receive President's Medal for distinguished service to university . . . *Alvin Snyder*, broadcast specialist at White House since September 1969, will join United States Information Agency's motion picture and television service Nov. 4. In new \$35,000 job he'll report to Robert S. Scott, assistant USIA director. Mr. Snyder was formerly executive news producer for WCBS-TV New York . . . *Lorie Molnar Nalley*, 40, one-time legal assistant to late FCC Commissioner Frieda B. Hennock, and later in communications law practice in Washington, died Oct. 17 after fall at summer home in Bethany Beach, Del. At time of her death she was counsel of Commerce Department's Economic Development Administration. For earlier reports see "Fates & Fortunes," page 53.



"FEW THINGS ARE IMPOSSIBLE TO DILIGENCE AND SKILL!"

Samuel Johnson/ 1696-1772

Only a master stone carver could extract this magnificent Corinthian capital from a block of Indiana limestone. His craft demands skill and experience, seasoned judgment and total understanding of his tools and materials.

In its own fashion, television makes much the same demands of broadcasters; there is no quick and easy way to create quality.

The Corinthian Stations are committed to programming of substance and style, and we are proud that for 20 years our viewers have looked to us for quality television service.

Stone carver at work in the Woolery Stone Company of Bloomington, Indiana. Ten of these exquisite Corinthian capitals are being carved to be placed atop the massive columns of the new portico designed by noted architect I.M. Pei for the First Church of Christ, Scientist, in Boston. The limestone block from which a capital is carved weighs over 30 tons. After 400 hours of rough cutting and 500 hours of carving, each completed capital weighs just under nine tons.



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CBS Affiliates

Monday Memo®

A broadcast advertising commentary from Dennis Altman, senior VP, Marschalk Co., New York

Advertising for love; advertising for money

There is no room today for such indulgences as the personal styles and individual creative philosophies that we used to applaud years ago.

Today, the brilliant Howard Gossage series on Irish whiskey, which was a copywriter's lodestar in the 50's, would be a dud. Today, headlines such as "The Man in the Hathaway Shirt" would simply be dismissed as "slow." Today, Cole Porter couldn't get work.

Because this is the "bottom line" era. And you need to get consumers to do something, not just think fondly of you. After all, people don't watch advertising. They watch what interests them. And they don't have time to be interested in your product. They only have time if you tell them what your product can do for them.

Economically, the 70's dawned in tough times. But those forces which had been growing in our profession were at their most formidable. The measurement techniques were now not theory, but practical realities. Viable, buyable services existed that before were only experimental. And the creative people who had survived, were clearly the best. Professionally and economically, advertising was at its peak.

But what is the profile of this bottom-line era? Just look around.

Item: In law, the newest kind of legislation is "no-fault," because it doesn't bother with arguing right or wrong, but gets right to the heart of the matter—settlement.

Item: In government, we've had a national disgrace, and voices are heard in the land saying, "The harm's been done; let's get it on."

We're a very impatient society. We talked about the bottom line, the net-net and the take-away.

If you go to the great movie palaces and look up, you'll see what represents the last architectural craftsmanship of its kind in America. But so what? People don't go to the movies for art, they go for murder. In the bottom-line society, there are few credits for esoterica.



Dennis Altman, senior vice president and director of Marschalk Co., New York, has been with the agency since 1972. Previously, he had been vice president of Tinker, Dodge & Delano, New York. His earlier background was as principal at Altman, Bratridge & Soforth Inc., New York, and as senior VP and creative director at Wade Advertising, Chicago. Mr. Altman is associate creative director at Marschalk, one of the Interpublic Group of Companies, and heads the creative team on Tab, Fresca, Sprite and Mr. Pipp.

During the so-called creative era of the 60's, you were great if you just had taste. And taste had its rules. Advertising wasn't supposed to look like advertising in those days, so there were plenty of no-no's.

The tasteful commercial could have no kitchen, no dinner table, no supermarket, no women comparing homemaking ideas. Above all, no supers. And nobody looked directly at the camera, lest he appear too mercantile.

But today, the rules of taste have changed with shifts in the culture brought about by television itself. Today, we are told that the highest test scores for memorability, comprehension and persuasion are made by commercials with eye-contact spokespeople, talking to the camera; tight, lip-smacking appetite-appeal shots; demonstrations and comparisons; mnemonic devices; direct appeals to mothers as purchasing agents for

households; appropriately used celebrities.

Today, good taste is more than being reserved. Because today, it's not enough to stand apart. You also have to stand up. And that means you have to talk up. And to do that, these days, you have to be relevant and material.

Unfortunately some of the so-called all-time classics don't stand up very well in the bottom-line era. Here are some—The "Bottom-Line Hall of Bombs"—that don't.

- The Alka-Seltzer "stomach" commercial. This spot was about the size of stomach, not about relief. It was daring in its day, but would be judged as too frilly and off-target today. Also, the line "no matter what shape your stomach is in" would probably be illegal today.

- Hertz "driver's seat" series. A nice trick that put Hertz on the map, but in today's climate it would be a nice trick—period.

- The man in the Hathaway shirt. This was hailed as a classic, but like all those other discursive essays that were written with British accents, it would bomb today. People shopping for shirts want shirts, not myths.

On the other hand, there are some campaigns, immune to changes in style and times, that do very well in this climate:

- Volkswagen. Ads like "lemon" and "think small" are all-time greats, because they go right to the bottom line. They tell the consumer what he's getting, and why he should want it.

- Pillsbury Dough Boy series. Every one of these commercials shows you what you get, how to bake it up and finishes with a delicious result shot. Hard to beat.

- "Tab-1, water-0." It goes, without saying that the bottom line in the diet business is zero calories with great taste. This campaign puts Tab within one calorie of nature's ultimate drink. There's just no room left for the competition.

But don't get me wrong. When I go home, I read e. e. cummings and listen to Cole Porter.

But that's for love, not money.

Books

Dynasty of Air by Jack Ansel, Arbor House, New York. \$7.95

The author, director of special projects, president's office, ABC-TV New York, imaginatively offers a fictionalized saga of the birth and growth of radio. Those privy to the industry may question claim: "any resemblance to persons living or dead is purely accidental." It is Mr. Ansel's sixth book.

Broadcasting: The Critical Challenges, edited by Charles S. Steinberg. Hastings

House, New York. 315 pages. \$13.50. Dr. Steinberg, professor of Communications, Hunter College, New York, and former vice president of CBS-TV, examines findings of Third Annual International Radio and Television Society faculty-industry seminar in February, 1973. Academic appraisal of eight "challenges" including news, counteradvertising, children's television, criticism esthetics, and public and educational TV.

The Palace Guard by Dan Rather and Gary Paul Gates. Harper & Row Publishers, 326 pages, \$8.95.

Abuse of power and the evolution of the Watergate scandals are focus for this readable current history. Dan Rather, CBS News White House correspondent for more than a decade, and Gary Gates, a freelance writer and CBS News staff member, collaborated for this behind-the-scenes analysis of the inner workings of the Nixon White House, with particular emphasis on H. R. Haldeman and John Ehrlichman. Included are interesting details of Bob Haldeman's "image endeavors" as Nixon's "media magician" and the President's many run-ins with broadcast and print reporters.



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Another is the C-451 condenser microphone system. It is the only interchangeable component microphone system in the world. You can attach six different microphone modules for different recording functions on one compact preamplifier. You save on costs. You get versatility and high performance.

AKG even makes a condenser microphone—the C-24.

This single microphone can record an entire symphony orchestra in stereo.

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Expect a lot from AKG microphones. They have the family reputation to live up to. See your professional equipment supplier. Or write to us directly for details.

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This week

Oct. 18-20—*Mifed*, 30th biannual International Film, TV Film and Documentary Market for film buyers and sellers. Largo Domodosola 1, 20145 Milano, Italy.

■ **Oct. 20-27**—"The Encounter," communications conference sponsored by Televisa S.A. Mexican and Latin American television network. Speakers: Julian Goodman, NBC board chairman; Marshall McLuhan, author-educator and Reverend Billy Graham. To be telecast to 39 countries via satellite. Acapulco Convention Center.

Oct. 21-23—National Association of Broadcasters fall conference. Waldorf-Astoria hotel, New York.

Oct. 21-24—Electronic Industries Association 50th annual convention. Beverly Hilton hotel, Beverly Hills, Calif.

Oct. 23-24—Kentucky Broadcasters Association fall convention. Holiday Inn, Lexington.

Oct. 23-25—Second oral argument at FCC on proposed revisions to pay cable anti-siphoning rule. Washington.

Oct. 24-25—American Association of Advertising Agencies central regional meeting. Detroit.

Oct. 25—National Association of Broadcasters radio code board fall meeting. Royal Orleans hotel, New Orleans.

Oct. 25-26—New York chapter, Society of Broadcast Engineers first annual miniconvention. Tarrytown Hilton, Tarrytown. Larry Strasser, chairman, WTFM-(FM), 212-357-8000.

Oct. 25-27—American Women in Radio and Television southwest area conference. Hilton Inn, Tulsa, Okla.

Oct. 27—17th annual National Press Photographers Association Flying Short Course. Sheraton Airport Inn, Philadelphia.

Oct. 27-29—National Association of Broadcasters fall conference. Hyatt Regency hotel, Atlanta.

Major meeting dates in 1974-75

Oct. 21-23—National Association of Broadcasters fall conference. Waldorf-Astoria hotel, New York.

Oct. 27-29—National Association of Broadcasters fall conference. Hyatt Regency hotel, Atlanta.

Oct. 27-30—Association of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

Oct. 29-31—National Association of Broadcasters fall conference. Hyatt O'Hare hotel, Chicago.

Nov. 13-15—National Association of Broadcasters fall conference. Fairmont hotel, Dallas.

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. 17-19—National Association of Broadcasters fall conference. Brown Palace, Denver.

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.

Nov. 19-21—National Association of Broadcasters fall conference. Sands hotel, Las Vegas.

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.

Oct. 27-29—Virginia CATV Association convention, Martha Washington inn, Abingdon.

Oct. 27-30—Association of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

Oct. 29—Connecticut Broadcasters Association annual fall convention. Hotel Sonesta, Hartford.

Oct. 29—17th annual National Press Photographers Association Flying Short Course. Pfister hotel, Milwaukee.

Oct. 29-31—Institute of Electrical and Electronics Engineers annual northeast electronics research and engineering meeting. John B. Hynes Veterans Auditorium, Boston.

Oct. 29-31—National Association of Broadcasters fall conference. Hyatt-Regency O'Hare hotel, Chicago.

Oct. 31—17th annual National Press Photographers Association Flying Short Course. Holiday Inn Downtown, Denver.

November

Nov. 1—Society of Broadcast Engineers, Pittsburgh chapter, "mini-vention." Marriott Inn, Parkway West, Greentree, Pa.

Nov. 1-2—Society of Broadcast Engineers, Boston chapter, "mini-vention." Sheraton Yankee-Drummer Inn, Auburn, Mass.

Nov. 1-3—Loyola University college radio conference. Lewis Towers Campus, Chicago.

Nov. 2—National Conference of Black Lawyers, Seminar: "Legal and public policy considerations of the communications industry." Dillard University, New Orleans.

Nov. 2—17th annual National Press Photographers Association Flying Short Course. International hotel, Los Angeles.

Nov. 2-3—California Campus Radio Association second annual convention. California Polytechnic

State University, San Luis Obispo.

Nov. 2-4—Texas Association of Broadcasters convention. Engineering conference and exhibits. Sheraton hotel, Dallas.

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. 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. 10-15—National 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. TowneHouse 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. 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 Tele-

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Why we're asking grown-ups to watch kids' programs.

Why? Because we've had it with hearing people say things like, "Children's television is turning our kids into a race of Zombies."

And because it just isn't so.

The truth is, most of the people who criticize children's programming simply haven't watched it.

They haven't watched programs like "Bridge of Adam Rush" or



"My Dad Lives in a Downtown Hotel" or "Rookie of The Year" or "Santiago's Ark" on the ABC After-school Specials, which have won fifteen separate awards.

They haven't watched "Schoolhouse Rock"—three-minute learning experiences in mathematics, grammar and American History that are presented 364 times a season.

Do you know what your children are watching?

They haven't watched "Make A Wish," a magic words-and-music expedition into the land of language and beauty.

They haven't even taken the time to watch the much-maligned animated shows, in which they would find much humor, a great deal of enlightenment, and no violence at all.

They haven't watched prime-time family programs like "The Undersea World of Jacques Cousteau" or "Primal Man" or "The American Heritage Series."

We think it's a shame.

Not just because they're missing some awfully good shows (even if they are labeled "children's television") but also because, if they have children themselves, they really ought to inform themselves about what they're watching.

But oddly enough, even though people complain loudly about children's television, they really don't *do* much about it. They don't usually make any personal choice about what their kids should see, as they do with movies. And they don't often set a limit to how much, as they do with candy and soda and chocolate cake.

But worst of all, they don't bother to inform themselves about what

is actually being beamed at children over the airwaves.

And that is why we're holding Open House Week for Children's Television.

During the week of October 19-26 we're running a heavy schedule of newspaper ads, magazine ads, and on-air promos to grab parents and sit them down in front of their television sets with their kids. We want them to watch the shows their kids watch—our shows and everybody else's.

And what's on the tube that week will be the same as we broadcast 52 weeks a year. We think parents are going to be pleasantly surprised at what we program for their children week in and week out.

But just to make sure, we're asking parents to write in and grade us on our performance. (We'll let you know how we made out.)

We'd like to make just one more point. We're proud of what we program for your children and grandchildren. We believe that there is nothing in our children's programming that will harm a child—and a great deal that will do him good.

But that does *not* mean that we believe any child should spend half his waking hours perched in front of a TV set.

For instance, we program five hours of entertainment for children on Saturday morning. Because that's when the overwhelming majority of viewers are children.

But no child should spend five full hours every single Saturday watching television. There are other things in life, like playing ball, sliding down hills on sleds, reading, and just plain hacking around.

That's why we program our ABC Saturday morning so that different time periods will appeal to different age groups.

And that's where the parents come in.

We'd like to quote from a brochure that was written by Eda LeShan, authority on children's television and hostess of the award-winning PBS program, "How Do Your Children Grow?"

"I am still partial to the parent who has the guts, the fortitude, the deeper sense of duty, to come in from the kitchen or climb out of that easy chair, walk with courage and determination over to the television set, and with a twist of the wrist *turn it off*. When was the last time *you* said, 'I am your *mother*,'—or 'This is Daddy talking'—'and I say that's enough for today.'"

We're providing the best material for children to watch that we know how to. And we're constantly working to improve it.

After all, we have children too.

ABC Television Network 

If you would like a copy of the Eda LeShan booklet, "Watching Television with Your Children," write to: Open House Week, Box 1377, Radio City Station, New York, N.Y. 10019.

What do Xerox and Coke have in common?

A great name.
But that's only part of the answer.
In both cases, those great names are
also great trademarks.

And great trademarks are as valuable
to you as they are to the companies that
own them.

That's because they ensure that
when you ask for something, you get
what you ask for.

The Xerox trademark identifies a
range of products.

So it should always be followed by
the name of the one to which it refers—
“Xerox copier,” “Xerox computer” or
“Xerox textbook?”

Whether you want a certain soft
drink or a certain copier, you want to
be sure that what you get is the
real thing.

XEROX

vision 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. 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.

December

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

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 Tele-*

vision, 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—*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—*Association of Independent Television Stations Inc. (INTV)* second annual convention. Atlanta Marriott hotel.

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

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

February 1975

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

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

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

M&H

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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.

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One vote for Ervin

EDITOR: Judges for the National Association of Broadcaster's 1975 Distinguished Service Award should have an easy time of it this year. One of the nominees is Senator Sam J. Ervin Jr. (D-N.C.), and while space does not permit a listing of all of his activities in behalf of our industry, he has been a staunch opponent of governmental controls over broadcasting during his 20 years in the Senate as well as that body's most fearless and vocal advocate of broadcast freedom. Among other things, he has led the fight in the Senate to extend from three to five years the broadcast license renewals.

Every broadcaster with whom I have talked—and the number is large—enthusiastically endorses the nomination of Senator Ervin, and agrees with me that it ought to be by acclamation.—*Charles H. Crutchfield, president, Jefferson-Pilot Broadcasting, Charlotte, N.C.*

Living down to a reputation?

EDITOR: Movies went to raw sex, perversion and cheap, sensational vulgarity in an attempt to bolster greatly sagging box-office sales. Why is television stooping to such gutter tactics? The accepted cheap morality and vulgarity of the big cities in no way reflects the area of toleration and acceptance by rural and small-town America. The mania for sexual sensationalism exhibited by many television producers in a mad rush to get the rating is fast turning television into the vast wasteland it was acclaimed to be by a former FCC official.—*William Ellis, executive director, WCVI(AM) Connellsville, Pa.*

Automated radio

EDITOR: Congratulations on an excellent feature article on automated syndication.

You covered a difficult and complicated subject with skill and clarity.—*Bert Kleinman, vice president and general manager, Drake-Chenault, Canoga Park, Calif.*

EDITOR: Your "Special Report" on automation only reinforced my opinion about the system. It's still flashy, still plastic and still fake. One might say automation is the Squeeze Parkay of the radio industry. Pass the butter, please.—*Carey Davis, student, Beloit College, Beloit, Wis.*

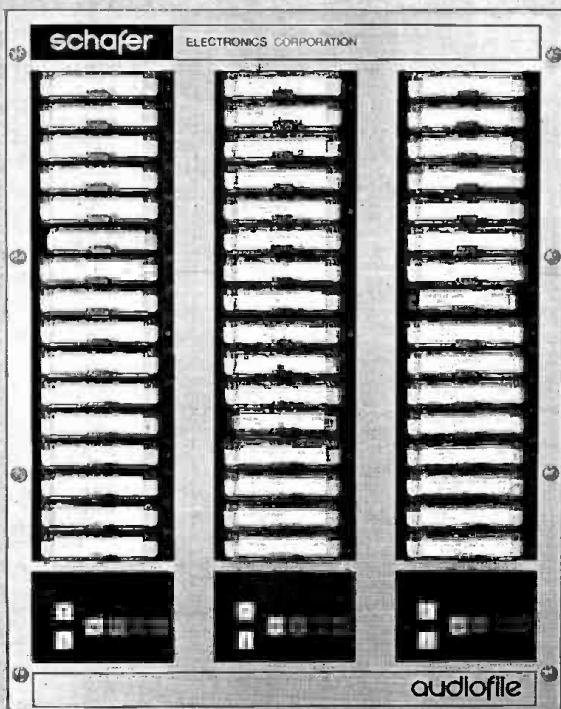
Pulling power

EDITOR: The NAB ran a full-page ad in BROADCASTING on our fall conferences. Registration is up about 30%. We conclude that print still works as an advertising medium.—*James Hulbert, executive VP for public relations, National Association of Broadcasters, Washington.*

Blowing in the wind?

EDITOR: I couldn't escape the uncomfortable feeling while watching the NBC-TV *Tornado* special on Oct. 11 that the producers were negligent in not reporting to viewers the roles of the three local radio stations in Xenia, Ohio—not only just prior to the storm but in the months following during clean-up and rebuilding. Much time in the program was devoted to the local newspaper's activity, which was highly commendable. But are we to believe that the radio stations played no part at all in any of this tragic story?—*Lorin S. Myers, director of media, Carter Products division of Carter Wallace, New York.*

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Broadcasting

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HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.
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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-Teletesting* was introduced in 1946.



* Reg. U.S. Patent Office.
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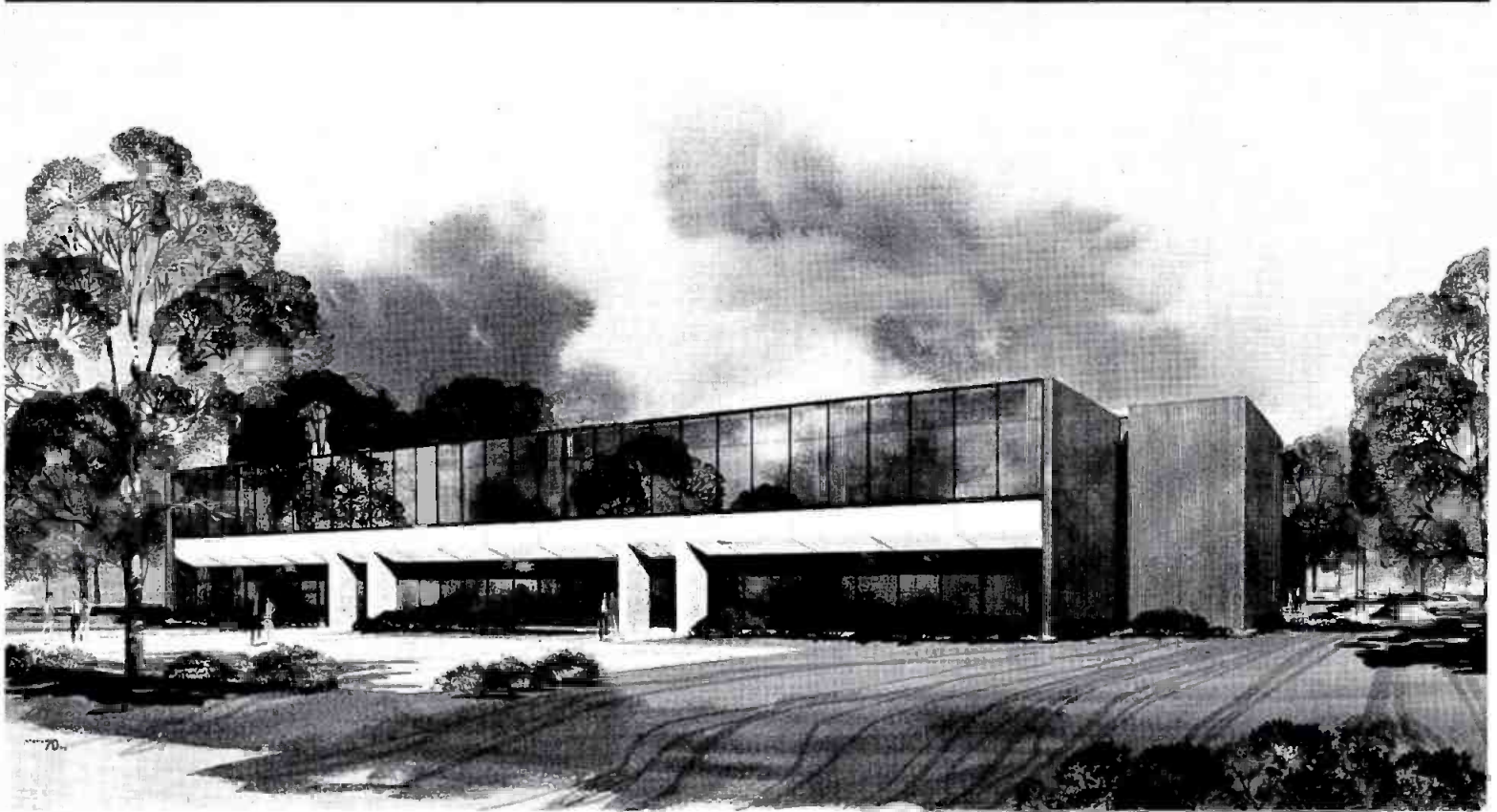
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Cablecasting

Drive is on to free cable from FCC rules

Emancipation sought from regulation of pay cable and broadcast carriage, 1977 deadline on beefed-up plants; Commissioner Robinson sympathetic

The cable television industry is gathering its strength for a general assault on federal regulation. It wants nothing less than a suspension of all restrictions on broadcast carriage and the postponement or preferably abandonment of the 1977 deadline for compliance by all systems with the FCC's technological rules.

The drive for radical relaxation of regulation was apparent last week at the Northeast Cable Expo which drew more than 500 delegates to Philadelphia. The battle cry was for action now against all restrictive FCC rules, and especially those establishing minimum system capacities. To comply with the last, the Philadelphia gathering was told, cable operators will have to spend half as much money on new construction and refurbishing as has been spent to create the present system—an assertedly impossible task.

And to give the cable delegates an added incentive in their crusade for regulatory relief, FCC Commissioner Glen O. Robinson was there assuring them of at least one sympathetic vote. In his first speech to a cable audience since taking office, Mr. Robinson criticized present federal rules as excessive.

By March 31, 1977, all cable systems must comply fully with rules the FCC adopted in 1972. Each system will have to offer one nonbroadcast channel for each TV signal it carries. Each will be required to provide three access channels, from which no revenues are derived. Two-way capability and minimum capacity of 20 channels will be mandatory. And compliance with the commission's CATV technical standards will be "rigidly" enforced. Daniel Aaron (Comcast Corp.), chairman of the National Cable Television Association committee that is investigating the ramifications of that mandate, gave a preliminary assessment of the prospects. In the next 30 months, Mr. Aaron told the Philadelphia delegates, at least 438 systems will have to be totally rebuilt. Some 50,000 miles of new cable must be laid. Three million new

converters will have to be obtained. That, Mr. Aaron projected, will mean a capital investment for the industry of some \$550 million.

Since its inception, the industry has constructed 175,000 miles of total plant with a monetary outlay of between \$800 million and \$1 billion, Mr. Aaron estimated. For cable to comply fully with the rules by 1977, it will have to come up with "at least one half of the total investment in plant and property made during the past 25 years," he said.

But projections of the cost of compliance may be only academic. The money just won't be available, delegates were told. With cable stock prices practically falling off the board, investors are regarding the industry as an unsafe risk. Thus, little if any equity funding can be anticipated. And regardless of how generous lending institutions may feel, the delegates were told, they will be powerless to help completely.

"In these times of a tight economy," reported Jim Ackerman of Becker Communications Associates, a prominent Indianapolis lending group, "I see no way we can come up with enough money."

NCTA has been quietly exploring the dilemma for months ("Closed Circuit," Oct. 7). Last week the association, which co-sponsored the expo with several state cable groups, became vocal. "We can't wait any longer," said NCTA Chairman Bruce Lovett, of American Television & Communications. "We have set an absolute six-month time limit to have our case fully before the FCC."

In the meantime, Mr. Lovett emphasized, "we need the cooperation of all of you." He implored the delegates to immediately send their views to the commission's CATV re-regulation task force, which for months has been collecting in-

put on how the present rules may be reshaped.

But to Mr. Lovett, who made his first formal address last week since becoming NCTA chairman, the present re-regulation effort is woefully inadequate. The existing rules, he asserted, were promulgated "on the basis of some loosely conceived concept of unfair competition" to broadcasters. "Despite challenge after challenge by NCTA for someone to bring forth evidence, no evidence has emerged to justify a regulatory scheme founded on economic protection of broadcasting. And, incredibly, the burden of proof has remained on the cable industry."

To Mr. Lovett, "a re-regulation scheme which continues to be based on a faulty premise of protecting broadcasters against imagined and unspecified dangers, can only continue to retard cable development, deny new services to the public and embroil both the commission and the industry in a nightmare of increasingly intricate and esoteric rules."

The NCTA chairman, who emphasized he was speaking for himself and not for the association (at least for the time being), offered an alternative solution: "Let all the rules relating to economic protection—for example, signal carriage, leapfrogging, exclusivity and nonduplication—be suspended until in a given market substantial injury is shown. Upon such showing, the commission could re-invoke the 1972 rules. . . . What could be fairer than that?" Mr. Lovett said afterward that he did not mean that a singular finding of abuse by a cable operator should necessitate a roll-back for the entire industry, but rather for that system alone. He also suggested that NCTA should not stop at the commission, but look beyond to Congress for relief.

Based on the commentary offered by Commissioner Robinson at the meeting, it is apparent that he, for one, thinks some form of deliverance is justifiable. Mr. Robinson told BROADCASTING that he feels the cable industry is overregulated, and acknowledged that he would say as much in congressional testimony if the occasion arises. To the delegates, he had much more to say.

Cable, the commissioner said, is being regulated in a "statutory vacuum." It is only through a "general rendition of the statute, and a rather latitudinarian view of administrative government as a self-creating organism," he said, that "it is apparent that the FCC has any authority here at all." To Mr. Robinson, "the time has come for Congress to respond to the need for direction." Indeed, he said, "I think the time came some years ago."

The Congress, Mr. Robinson submit-



Robinson

ted, should have provided "some guidance" to the commission in its cable regulatory role—"and not permitted the commission to wander like Ulysses across an uncharted sea of perils." At present, he maintained, "we are still at sea."

The cable legislation drafted by the Office of Telecommunications Policy, which would put the commission clearly in charge of administering the medium, would have a "salutary effect," Mr. Robinson said. But the bill, he noted, is "jurisdictional more than substantive," and does not deal with numerous pertinent problems. Many of these "basic issues," he said, "cannot be finally resolved by a single act of Congress" but through "ongoing administrative processes." Thus, it is "crucially important to construct a sound regulatory framework in which sensible regulatory policies can be developed."

Although "it is not now practical to talk of wholesale curtailment of regulation," the commissioner said, "I think the time has come to start rethinking the aims and effects of our enterprise." And in that process, he said, "a congressional declaration of policy is desirable and—naive though it may be to say so—I hope that any such declaration would be a direction to reassess regulatory policy and to reduce regulation to the minimum essentials."

Such a directive, however, is "unlikely to emerge soon," the commissioner noted. And he added that, in his own view, "satisfactory resolution of the copyright problem" should occur first—the "sine qua non of effective deregulation," he called it.

But in the interim, Mr. Robinson implied, some extensive relief taken on the FCC's own initiative is in order. Cable, he noted, is having problems today partly because of some short-sightedness by the industry itself and partly because of general economic factors. But, he added, "at least some of the distress is attributable to regulatory policies that have both increased the costs of and at the same time restricted demands for cable service."

What Commissioner Robinson has in mind is a serious—and expeditious—rethinking of several major commission rules, all of which are abhorred by the industry. Specifically, he spoke unkindly of the pay cable restrictions, the signal carriage rules, nonduplication, minimum channel requirements and obligatory access channels.

On the pay issue, the commissioner said he was unmoved by the prospect of program siphoning. "It is exaggerated," he alleged, "by pay cable opponents who argue that the present system of free television could be virtually destroyed if there is any significant cutback in our antisiphoning rules. I am not impressed by that prophecy, and I am not satisfied with the commission's current rules which seem to be premised on it." While conceding that pay could "divert" some programs from conventional TV, Mr. Robinson maintained that "for the most part, this is not an immediate possibility and we have plenty of time to decide what to do about it when it becomes one." While "some restrictions may be justified" now,

he said, "nothing I have so far seen supports our present restrictions."

While Mr. Robinson said he had "no fixed views" on present nonduplication and signal carriage restrictions, he favors "relaxation" of them now and perhaps more than that later. "It may even prove possible to eliminate—certainly to simplify—a major part of our restrictions on signal carriage," he said.

Regarding the commission's requirements of minimum channel capacity, Mr. Robinson said he sees "no evidence" to support the commission's apparent supposition that safeguards must be taken lest cable's resources be inadequate to match market demands. "In fact," he said, "what the commission has done is to promote a misallocation of resources by compelling costly, wasteful investments in advance of economic demand." The pay cable and distant signal restrictions, he asserted, "make matters worse."

He also questioned the rules forcing systems to establish access channels "insofar as they require time to be provided free to the user." Economics and "equity" may justify some "limited" requirements for free channel use, he noted, "but I think that we must put some dietary discipline on our appetite for a free lunch."

If Mr. Robinson's words were not enough to cheer the otherwise dispirited delegates, those of Representative Charles Sandman (R-N.J.) may have completed the job. "It is my guess," said Mr. Sandman—member of the House Judiciary Committee—"that this cable television industry will achieve great technological advances in the coming few years if you are left alone to develop naturally and if the profit incentive is not regulated out of existence." Complicated FCC regulations as well as the pending copyright bill (S. 1361), Mr. Sandman claimed, "all tend to stifle legitimate growth." They will also deter the development of news programming by local origination, which the government "should encourage, not hamper," he claimed. "In the news field now," he said, "too much power is already concentrated in the hands of too few."

Mr. Sandman also questioned the appropriateness of the commission's 1977 compliance deadline. "To my knowledge," he said, "not a single one of the thousands of great technical advances made by American industry have resulted from government-imposed deadlines and regulations . . . I say the FCC should back off."

So did several panelists, who predicted what the industry can expect in the next 30 months if the commission doesn't. "When it comes to the 1977 rules," said Becker's Mr. Ackerman, "I am scared." The problem, Mr. Ackerman said, is that the available sources of financing are drying up, and 1977 is getting closer. "Right now," he noted, "if you come to any lender the minimum time it would take for a loan to go through would be 90 days, but it would probably be more like nine to 12 months. The last one we did took 13."

"We are going to be in a money crunch for a long, long time," he said.

Mr. Ackerman estimated that 38.7% of cable's revenues are now going to the payment of interest, which in most cases is hovering at the 14% rate.

While the cable construction industry's 84 firms have the capacity to do the work needed for FCC compliance by 1977, said Richard Jackson, Jackson Communications Corp., "we're going to have to get on with it." The problems, Mr. Jackson noted, are numerous. For one, new tool systems must be developed to meet the expanded demand for construction. For another, construction employees must be better trained for installation of more sophisticated systems.

To develop new revenue sources, said Joe Romasco, Jerrold Electronics, cable must explore new priorities. He listed several, including a thorough examination of satellite feasibility, new ways to decrease existing costs, methods by which new facilities can become operational revenue producers in the short term, and—ultimately—the development of a home TV terminal intended exclusively for cable reception.

How responsive can the commission be expected to be? That question fell repeatedly on Thomas McKnight, the FCC staff's official envoy to the two-day meeting and a member of the re-regulation task force. Mr. McKnight was not at liberty to provide fast answers. But, he told the delegates, "I prefer to think we have a commission that can appreciate the value of straight, sound reasoning." Up to now, he added, all the indications have been that most commissioners—and particularly Chairman Richard Wiley—"insist" on the 1977 deadline. "The commission obviously felt that five years [to comply] was long enough," Mr. McKnight said. "It's up to you to come in and show us that it won't work."

States differ widely on best way to nurture growth of cable

Spokesmen from five areas exchange ideas at Northeast Expo panel

In Rhode Island, cable TV has a lot of potential. It has to. For in Rhode Island, there is virtually no cable TV. This is because Archie Smith, the state's colorful public utilities commission chairman, the only man in the state empowered to franchise the medium, has yet to do any franchising.

All that will change in two weeks, Mr. Smith told BROADCASTING last week during the Northeast Cable Expo in Philadelphia, where he participated in a panel on state regulation.

"I've got the order all written," said Mr. Smith, a close associate of Senate Communications Subcommittee Chairman John Pastore (D-R.I.). Why the delay? "I've had this stenographer," Mr. Smith mused, "and I couldn't get her to do any work. You can't fire anybody in this bureaucracy, so I had to write the thing



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Movie Ind. A	4	7	4	7	4	6	4	6
Eddie’s Father Ind. B	2	4	3	5	3	5	2	4

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myself." The cable order, Mr. Smith reported, runs hundreds of pages. On a more serious note, Mr. Smith has another explanation for Rhode Island's tardiness: "We've got other priorities," he said.

While the other cable-regulating states represented on last week's panel—New York, Vermont, Connecticut and Massachusetts—have progressed further, they have all applied different approaches and philosophies to the task. Hence, the session turned into a debate, of sorts, with the principal protagonists being the Vermont PUC's Bob Daimo and Bob Kelly, chairman of the New York State Commission on Cable Television.

Mr. Daimo said the PUC approach is best. He offered three reasons: Experience (PUC's have been regulating such utilities and telephone and electric companies for most of the century), expertise ("our depth," Mr. Daimo stated, "is evident") and less cost to the regulated. Vermont has charged cable in the state a 0.5% of its gross revenues this year, for an intake of about \$15,000.

Mr. Kelly felt the proper avenue is the establishment of an independent agency to govern the medium. Two other states—Massachusetts and Minnesota—have followed that route. New Jersey has a semi-autonomous Office of Cable Television, which is under the auspices of the state PUC. "We held hearings on this thing in New York for three or four years," Mr. Kelly noted. "I felt the independent way is the way to go . . . I didn't think cable was ready for rate regulation, which is the way of the PUC. Cable is in competition with other forms of entertainment not regulated on a rate basis. Why should you [cable] be?"

The Massachusetts representative, Charles Beard of the Massachusetts Community Antenna Television Commission, explained that the Massachusetts commission has long espoused a philosophy that cable's technical and programing capacities should be separated and operated by different interests (the same principle endorsed in the Office of Telecommunications Policy's proposed cable bill). "The objective," Mr. Beard told the expo delegates, "is to foster competition, provide for diverse viewpoints and prevent cable operators from monopoly use of all the channels."

But, Mr. Beard said, the commission has decided against such a program for three reasons: "the present slump in the national economy, the need for more technology and the need to resolve the uncertainty" regarding the future role of federal and state cable regulation. But, he added, the decision is not perpetual but rather "for the time being." Meanwhile, Mr. Beard said, the commission will encourage voluntary cooperation from Massachusetts operators in that direction.

There was much talk at the session of individual state plans to implement uniform cable accounting procedures. All those on the panel who have entertained the notion saw little difficulty in exchanging ideas, at least, on the subject. "We don't see any problems in making sure that our thinking is compatible with other peoples' thinking," said Mr. Beard. "Nobody at this point," he observed, "has the inside track."

Connecticut has not seen expeditious cable growth. But that is now changing, according to the state PUC's John Cox. He claimed the PUC, which did not push hard to get cable moving in Connecticut until two years ago, was hesitant to act due to "uncertainties" about the regulatory path the FCC would take. The state's "biggest priority" now, Mr. Cox said, is formulating an effective line-extension policy. The PUC, he noted, should be aided in that and other regulatory areas by the existence in each community where cable now operates of local advisory boards—which are mandatory in Connecticut.

Rhode Island's Mr. Smith had doubts about that. Such local entities, he asserted, are nothing more than "shams," in which "fair representation is almost impossible." What they provide, Mr. Smith maintained, is nothing more than "window dressing behind which a cable operator could escape his social and regulatory responsibilities."

Mr. Smith did not elaborate on the path he favors in regulating cable in his state. He did, however, provide insight into his rule of thumb. No regulation should be promulgated, the Rhode Island chairman maintained, "unless it can be proved that it would not create more problems than it solves."

Who's who at FCC's pay cable arguments

Some 100 parties are scheduled to appear before the FCC this week in the oral argument to be held on one of the most critical issues dividing the broadcasting and cable television industries—pay cable.

The parties' appearances will be squeezed into Wednesday and Thursday, with many individuals allotted no more than five minutes, with Friday morning being reserved for panel discussions. The make-up and format of the panels will be announced this week.

At issue in the proceeding is the kind of rules the commission will impose upon cable systems making per-program or per-channel charges for programs they cablecast.

The major salvos in the argument are likely to be exchanged in the first day. Willard E. Walbridge, speaking for the National Association of Broadcasters, will lead off on Wednesday, and will be followed by two economists retained by NBC—Robert Nathan and Eliot Janeway. Then the commission will hear from representatives of the three networks, the Association of Maximum Service Telecasters and a group of television station licensees. All of that in 90 minutes.

Then representatives of the cable interests will begin marching to the microphone. David Foster, president of the National Cable Television Association, will speak first, and will be followed by representatives of Amvideo Corp., American Television & Communications Corp., Communications Properties Inc., Communications Development Corp., Time Inc., Home Box Inc., Manhattan Cable TV Inc., Theatlevision Inc., Optical Systems Corp. and Viacom International Inc.

The complete list of parties follows:

Paul Kagan, president, Paul Kagan Associates; Moses Shapiro, chairman, General Instrument Corp.-Jerrold Electronics Corp.; Frank N. Cooper, vice president, Carolina Cable Corp., Newtown, Pa.; James McCuller, chairman, National Black Media Coalition; Richard W. Kershner, president, Richard W. Kershner & Co., Audubon, Pa.; Edward Hayes Jr. and Frank W. Lloyd, National Citizens Committee for Broadcasting; Don V. Ruck, vice president, National Hockey League; Ralph Lee Smith, chairman, Publ-Cable Inc.; Robert S. Block, president, B & F Broadcasting Inc.;

Jack Valenti, president, Motion Picture Association of America; M. Carl Holman, National Urban Coalition; Donald W. Stacey, vice president-corporate finance, Paine Webber Jackson & Curtis; Irwin Karp, Authors League of America; Mary Katharine Miller, president, General Federation of Women's Clubs; Alan I. Rothenberg, California Sports Inc.; Herbert Pruzan, president, Anixter-Pruzan; Seeley G. Lodwick, American Farm Bureau Federation;

Charles H. Marler, Abilene (Tex.) Christian College; W. Dean Mason, president, National Geriatrics Society; Hubert J. Schlafly, representing himself; Patrick J. Nicholson, University of Houston; Representative Thomas Ashley (D-Ohio); Howard Monderer, NBC; William P. McCahill, National Association for Retarded Citizens; commissioner of baseball; Peter F. Cohalan, town supervisor, Islip, N.Y.;

Joseph E. Quin, National Grange; Louis Maletto, Connecticut state representative; Paul M. Stevens, president, radio and television commission of the Southern Baptist Convention; Lois Alexander, president, National Association of Media Women; Dorothy Height, president, National Council of Negro Women; Fred Paxton, president-managing director, WPSD-TV Paducah, Ky.; Russell Connor, Cable Arts Foundation; Robert Nathan and Eliot Janeway, for the National Association of Broadcasters; Kenneth A. Cox, representing affiliates associations of ABC, CBS



State of the states. The future direction of state cable regulation is still a matter for debate, and there was plenty of that at last week's Northeast Cable Expo, during a panel featuring representatives of five of the dozen states that are involved with cable. At the Philadelphia session (l-r): moderator Bill Kenny, executive director of the New England Cable Television Association; Robert Daimo, Vermont Public Service Board; Commissioner Charles Beard, Massachusetts Community Antenna Television Commission; Chairman Robert Kelly, New York State Commission on Cable Television; John Cox, Connecticut Public Utilities Commission, and Archie Smith, Rhode Island Public Utilities Commission.

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Russell Pierson, National Association of Farm Broadcasters; Harry R. Olsson Jr., CBS Inc.; Representative Bob Sikes (D-Fla.); Alex Armendaris, Office of Minority Business Enterprise; George A. Koehler, president, Gateway Communications Inc.; Joseph M. Higgins, president, WHP Inc., Harrisburg, Pa.; Curtis W. Davis, Metropolitan Opera Association Inc., New York; David Foster, president, National Cable Television Association; Richard Loftus, representing Amvideo Corp., American Television & Communications and Communications Properties Inc.; Charles F. Dolan, Communications Development Corp.;

Joseph Tinella, president, International Association of Machinist and Aerospace Workers; Leonard F. Dube, president, Connecticut State United Auto Workers Council; Everett H. Erlick, ABC Inc.; Michael S. Horne, Association of Maximum Service Telecasters; Herman W. Land, president, Association of Independent Television Stations; Michael Finkelstein, National Association of Theatre Owners; Solomon Sagall, president, Teleglobe Pay-TV System; Richard R. Zaragoza, Duhamel Broadcasting Enterprises; Dore Shary, president, Theatrevision Inc.; Henry Geller, representing himself;

Barry Zorhian, Time Inc. (Home Box Office Inc., Manhattan Cable Television Inc.); Samuel R. Berger, Optical Systems Corp.; Lawrence H. Rogers III, president, Taft Broadcasting Co.; Jay E. Ricks, Teleprompter Corp.; Thomas F. Shack Jr., Cablecom-General Inc.; James A. McKenna Jr., for 19 television station licensees; Evelyn Junge, city attorney, City of New York; Dave Goldman, representing himself; Dorothy M. Lewis, American Mother's Committee; Steve Brayer, professor, Harvard University;

Charles R. Couch Jr., president, National Electronics Service Dealers Association; Peggy Charren, president, Action for Children's Television; Robert M. Kaufman, National Basketball Association; Keith Sorenson, K'Son Corp.; Kujatele Kweli, National Urban League; Ann H. Rickey, president, Women in Cable Inc.; Marcus Garvey Wilcher and Edwin Terry, Community Coalition for Media Change, Berkeley, Calif.; Willard E. Walbridge, National Association of Broadcasters; Al I. Perez, Mexican American Legal Defense and Educational Fund; Manuel D. Fierro, president, Raza Association of Spanish Surnamed Americans;

Charles E. Tate, executive director, Cablecommunications Resource Center; Berkeley G. Burrell, president, National Business League; J. H. Marsteller, Extractive Metallurgy, El Paso, Tex.; James D. Johnson, executive vice president, KHGL-TV Kearney, Neb.; Mayor Kevin H. White, City of Boston; Richard W. Chapin, president, Stuart Broadcasting; W. Bowman Cutter, Cable Television Information Center; Andrew M. Ockershausen, Evening Star Broadcasting stations; Jesse L. Jackson, Operation PUSH; Thomas E. Bolger, Forward Communications; Ralph M. Baruch, president, Viacom International Inc.;

Richard Green, Alliance of Black Promoters and Concerned Citizens for Economic Progress; Dennis B. McAlpine, representing himself; Morton Curtis Van Allen, Congress of Racial Equality; Allen Black Jr., Legal Defense Fund, National Association for the Advancement of Colored People; Henry Marsh, president, National Black Caucus of Local Elected Officials; Cartleton Goodlet, M.D., president, National Newspaper Publishers Association; Gwen Giles, St. Louis Council on Human Relations; Livingston L. Wingate, executive director, New York Urban League.

Covering all fronts

The National Association of Broadcasters last week tied its fight against alleged pay cable siphoning of television programs with President Ford's anti-inflation campaign.

In a letter to FCC Chairman Richard Wiley, NAB's television board chairman, Wilson Wearn, said if the FCC permits pay cable entrepreneurs to charge viewers for programs now available on free television, "it will contribute significantly to the fires of inflation. The average American family simply cannot afford to pay \$25 to \$50 a month or more for television programs at a time when its budgets are strained to the breaking

point trying to meet the costs of food, clothing and shelter."

In light of President Ford's recent call for all government agencies to include inflation impact statements with all major legislative proposals, regulations and rules, Mr. Wearn requested on behalf of NAB that the FCC undertake an inflation study if it proposes any changes in the existing pay cable rules.

Pay cable makes it into Manhattan

Time-owned HBO begins operations on Time-owned system there

Home Box Office Inc., New York, has begun offering its pay cable service to subscribers of commonly owned Manhattan Cable Television, one of New York's two operating cable systems.

The New York operation was the 10th cable system to have signed on with HBO in the past six weeks, the company said. HBO and Manhattan Cable are both subsidiaries of Time Inc.

HBO's pay cable "network" now extends through four Northeastern states and runs east to west from Islip, N.Y., to Shamokin, Pa., and north to south from Amsterdam, N.Y., to Wilmington, Del. It now claims to serve 30,000 customers on 36 systems, which have a total of about 300,000 subscribers. Thus, the company's approximate penetration in the markets it serves is 10%.

"We have trebled our own size since the beginning of 1974, both in numbers of affiliates and HBO subscribers," said President Gerald Levin. By the end of 1974, Mr. Levin added, "present commitments will put us into well over 40 systems."

Presently, HBO's largest market is Nassau county, Long Island, where 4,000 customers are served on Oyster Bay Cablevision in Hicksville and Jericho, both New York. The penetration there, the company said, is 96% of all present cable subscribers. The largest cable firm utilizing the service is Service Electric Cable TV, which provides HBO programming to 10,000 customers in nine Pennsylvania communities.

This month, the HBO network is offering six feature films new to television, including "Serpico" and "A Touch of Class." It is also feeding a package of 20 films previously run on the pay network, sports coverage which includes games of both the National and American Basketball Associations, the National Hockey League, boxing, wrestling and Roller Derby events.

Cable Briefs

Opportunity. Portland, Ore., and surrounding Multnomah county are jointly entertaining applications for cable franchise until Jan. 17, 1975. Plans call for two cable "networks," to be built individually or collectively by single firm or as joint venture. One (A network) would

be conventional subscriber system. Second (B network) would be "point-to-point, multi-user broadband communications system" for use by schools, hospitals, businesses. Bids must be submitted, along with 14 copies and \$5,000 fee, to Room 311, City Hall, Portland 97204.

Help. National Cable Television Association is soliciting ideas for papers to be delivered at both management and technical sessions of NCTA convention this April in New Orleans. Abstracts, no longer than 150 words, should be submitted to association by Nov. 13. Technical papers go to vice president for engineering, Delmer Ports; management to vice president for association affairs, Wally Briscoe.

Sold in Shelbyville. Shelbyville TV Antenna Service Inc. has sold its 1,100-subscriber system serving Shelbyville, Tenn., to Intertie Inc., Los Angeles, for undisclosed amount of cash and notes. Selling principals: William Wilkins, Robert Davidson and G. Freeman Fly. Broker: Daniels & Associates.

Standoff in Berkeley. Athena's Bay Cablevision, Berkeley, Calif., said city council there is stalling on year-old application for rate increase from \$4.70 to \$6.25 monthly until cable company makes \$40,000 advance payment on 8% tax on gross. System that also serves nearby Richmond, Calif., said it had been making advance payments but balked this year on ground it lost \$1.2 million last year and needs rate hike to get money. It also claimed 8% tax may be in conflict with FCC regulations limiting such levies to 3% of gross.

NCTA's Foster sees less ax grinding in pay-cable support

Analysis of parties filing comments with FCC last month is offered

National Cable Television Association President David Foster thinks the majority is on his organization's side in its dispute with broadcasters over pay cable.

Mr. Foster claimed that "more than 85%" of the comments to the FCC in its antisiphoning proceeding (BROADCASTING, Sept. 30) "called for relaxation or elimination of the pay cable rules." (NCTA prefers the latter action.)

The NCTA president maintained that of the more than 70 organizations which filed comments last month, 60 took a pro-pay stance. And the nine broadcast interests and one other trade group (the National Association of Theater Owners) which supported the rules, Mr. Foster asserted, "have a vested interest in preventing the growth of pay cable." In contrast, he said, only about 20 of the pro-pay comments came from vested interests on the other side.

"What is important," Mr. Foster claimed, "is the 40 other parties who have entered into the proceeding." The groups, he noted, included such cultural entities

as New York's Metropolitan Opera and Washington's John F. Kennedy Center, sports interests such as the National Hockey League and public interest groups.

"While sheer numbers do not prove that public sentiment is totally on our side," Mr. Foster said, "I think it is significant that so many groups with little or no vested interest in the issue chose to take a stand on the subject."

Mr. Foster made those remarks in a speech before the Pacific Northwest Cable Television Association in Boise, Idaho.

FCC certifies Philadelphia Cable

It rejects citizen opposition charging wrongful ownerships

Citizen-group allegations of illegal transfer of ownership and crossownership interests with a television station were dismissed last week by the FCC in granting Philadelphia Cable Television Co. a certificate of compliance for a new system to serve Philadelphia.

Joint objections were filed by Synapse Communications Collective Inc., Concerned Communications Inc. and Philadelphia Community Cable Coalition. At contention were financing arrangements which, according to the community groups, represented a transfer of ownership in contravention of municipal

franchise ordinances.

The arrangements provided for a purchase option and voting trust certificates to be issued to officers of Communications Properties Inc. as part of an agreement whereby a CPI subsidiary, TeleSystems Corp., would build, manage and provide technical assistance for Philadelphia Cable's proposed system.

Also in contention was an issue of crossownership interests held by officers of Communications Properties and Trans-Tel Corp., licensee of WXTV(TV) Paterson, N.J. The commission said the Paterson station did not place a predicted grade B signal over the cable community and any crossownership argument was based on the "supposition" of actual ownership of Philadelphia Cable by Communications Properties. The question of possible transfer of ownership was one to be considered by the city of Philadelphia and the local courts, the commission said.

The citizen groups had also charged that a proposed merger of Communications Properties and Viacom International Inc. posed significant questions of cable ownership concentration and crossownership between the new cable system and principals of WCAU-TV Philadelphia (CBS owns and operates WCAU-TV; Viacom International is a spinoff from CBS).

The commission responded that it was unaware of any current plans for merger between the two and said it had been informed the proposed merger plans were off (BROADCASTING, Jan. 7).

Rural cable co-op gets seed money

Million dollar loan made to Wisconsin county co-op that hopes to set up nonprofit system

The nation's first rural cable cooperative has come a giant step closer to reality with the procurement of a federal loan totaling \$1,238,000.

The award, extended earlier this month, goes to the fledgling Western Wisconsin Communications Cooperative in Trempealeau county, Wis. WWCC was organized two years ago by the 30 electrical and telephone co-ops in the rural region to find an alternative to commercial cable operation (BROADCASTING, March 11). The county's 9,500 homes lie primarily in areas so sparsely populated that a conventional cable arrangement is not regarded as economically feasible. WWCC hopes to divide the costs of operating the anticipated cable system among all the subscribers and operate on a nonprofit basis. It is estimated that the system will cost at least \$5 million to build and take five years to complete.

The loan, which comes from the Wisconsin state office of the Farmers Home Administration, reportedly came as a surprise to WWCC officials, who became skeptical as to its availability when nothing had happened by last June. The state FHA office in Madison has come under attack from Congress for alleged foot-dragging on appropriations.

The loan, culminating the first of what are expected to be several requests for government aid in establishing the Trempealeau cable operation, will go toward constructing the first phase of the system. Phase one involves interconnecting eight school systems in the county. Two more phases, according to the co-op proposal, will link the county's municipalities and rural areas, respectively. The county has a population of 21,172.

Second thoughts

The prospects for a re-assessment of the National Cable Television Association's position on pending copyright legislation (S. 1361) became greater last week ("Closed Circuit," Oct. 14). At the Northeast Cable Expo, NCTA Chairman Bruce Lovett (American Television & Communications Corp.) expressed support for a re-examination of the bill's total consequences.

The principal concern with the bill, and one which has provoked some dissent among small-operator factions of the industry, is a provision which would empower the copyright tribunal to revise the bill's cable royalty fees six months after the legislation's enactment. Mr. Lovett said NCTA, which presently supports the Senate-passed bill, never went along with the six-month provision. "It was purely a political concession," he said, adding NCTA had worked for a two-year benchmark.



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Clock is running on renewal relief in this Congress

Staggers, piqued by five-year vote, stalls on naming conference members

Broadcasters are getting nervous about the destiny of license renewal legislation in a House-Senate conference, yet unscheduled. Time is running short for action in the 93d Congress, now that the House has decided to extend its election recess until Nov. 18, a week later than it had first planned.

At midweek the House conferees had not been announced, an indication, according to one high-level congressional source, that House Commerce Committee Chairman Harley Staggers (D-W.Va.) "is not at all concerned" about moving the bill. Representative Staggers is the one to select the House conferees. He was reportedly angered by the House's passage of a five-year license term when he had understood an agreement among the bill's advocates to be for only four years.

The Senate also voted a five-year term, but that is the only major point on which the two bills agree (BROADCASTING, Oct. 14). Differences between the two bills are significant, and the time that might be consumed trying to resolve them is worrying broadcasters. The House bill, for example, contains a flat ban (Section 2[B]) on FCC case-by-case consideration of multimedia ownerships at license renewal time, a provision not in the Senate bill. The Senate bill, on the other hand, contains a provision not in the House's bill for the granting of a "presumption" in favor of renewal to stations that satisfy three criteria for renewal.

Several broadcast spokesmen said last week they are resigned that the House bill's Section 2(B) will be lost in conference committee. Section 2(B) was dropped from the Senate bill mostly due to the objection of Senator Philip Hart (D-Mich.), who threatened to reroute the bill before it arrived on the Senate floor to the Senate Antitrust Subcommittee to study 2(B)'s antitrust implications. With that history, and with the possibility that Senator Hart might attempt a filibuster if the bill emerges from conference with a 2(B)-like provision, sources say 2(B) is going to be "tough to sell" to the Senate conferees.

Broadcast spokesmen said last week that if the House bill's Section 2(B) is dropped, the Senate bill would be the stronger bill.

Representatives of several large broadcast interests met at the National Association of Broadcasters Washington headquarters last Wednesday to discuss shifting their strategy to emphasis on acceptance of the Senate bill. The outcome, said an NAB spokesman, was that there was "some enthusiasm" for the idea, but not enough to press for the Senate bill as written. Those represented at the meet-

ing were the three commercial TV networks, Metromedia Inc., Kaiser Broadcasting, Westinghouse Broadcasting Co., McGraw-Hill Broadcasting Co. and Avco Broadcasting Co.

The trick is to find something both houses can agree on before the clock runs out, said the NAB spokesman, and an option may be a renewal bill with only one provision—the five-year license term that has already passed. He said at this point NAB must be strong, "but realistic."

Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee and a probable conferee, will fight for "anything in the House bill he can," said a congressional source, and Representative Clarence Brown (R-Ohio), another probable conferee, intends to fight for a House bill provision requiring stations to ascertain community "views" as well as needs and interests. Mr. Brown referred to the Senate bill as a "zero" bill which leaves "wide room for interpretation." He met recently with FCC Chairman Richard Wiley to discuss problems in making the bill "administerable," as he put it. Senator John Pastore (D-R.I.), chairman of the Senate Communications Subcommittee and a co-author of the Senate Commerce Committee's bill, is sure to oppose the House bill in conference as he did in the Senate.

A congressional source ended on a low note: If the conferees do not draft a final bill between Nov. 18, when the House returns, and Thanksgiving, "this thing is dead."

NAFMB's solo in New Orleans stirs happy music

Equipment makers, programmers get chance to sell outside of TV shadow; Gabbert sees greater things ahead

By the most optimistic estimate, up to 1,000 broadcasters, program salesmen, equipment manufacturers, speakers, panelists and associated hangers-on crowded into the musty elegance of the New Orleans Fairmont hotel Oct. 10-13 for the 14th annual "Radio Conference and Exposition" of the National Association of FM Broadcasters. In numbers alone, this first outing of the NAFMB as a separate undertaking, divorced from its usual juxtaposition to the National Association of Broadcasters convention, was a success. And there also was no dissent to the appraisal that as a vehicle for radio management discussion and learning, and for product buying and selling, it was also on target.

An early review of the registration indicated that there were at least 550 radio broadcasters in attendance, and most of them, according to NAFMB, were from AM-FM combinations (there were some AM-only operators there, but they "definitely were a minority," according to an NAFMB official). There were 45 equipment makers occupying 60 equipment exhibit booths. There were at least 25

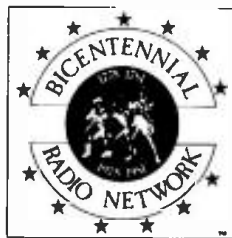
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hospitality suites manned by programing firms (and some equipment manufacturers).

Workshop sessions followed the NAB convention motif ("Problems and Answers for Large Market Broadcasters," "Problems and Answers for Small Market Broadcasters," "Minorities and Women," "Promotion That Works!" "Solving the Mysteries and Riddles of Ratings and Research," "Engineering Dirty Tricks for Fun and Profit," "News—a Neglected Opportunity"). The workshops were, in the words of one broadcaster, "very productive, shirtsleeve-type sessions." Another said he had come with "several specific technical problems—and they were solved here."

One program director complained that the sessions were management-oriented, not programing. "The people here are more interested in the economy than in music," he said. But other broadcasters noted, as one said, "We're swamped by TV at the NAB" and that the radio-only aspect of the NAFMB gathering was more beneficial to them.

If the broadcasters were happy with the convention, the exhibitors were even happier. One equipment maker noted, "We were nervous beforehand." But the general turnout, the traffic in the exhibit hall and sales opportunities and action relieved their anxiety.

The equipment manufacturers were particularly excited with the radio-only feature. The president of one equipment maker said: "The Japanese camera guys bury us at the NAB." Another manufacturer representative agreed: "The NAB doesn't give the radio people a fair shake with all those cameras in their faces." Still another said: "Let's put it this way: The NAB can't be too thrilled with it [the NAFMB convention]."

Many of the exhibitors immediately recouped their investments in attending the NAFMB, and all figured to eventually get it back. Most brought only barebones exhibits, but these were objects of envy to the several manufacturers attending but without booths. And all said without hesitation that they would be back next year when they expect an even better convention.

Programing firms reacted along much the same lines. One syndicated program salesman noted that the NAFMB convention offered him a unique opportunity to reach the small-market broadcaster. Another observed that many of the programing firms were unprepared for the turnout and came with too small a presentation. "Those that invested some money in their presentation did very well," he said, and he included himself among them. Again, all said they would be back next year.

There will be a next year; Atlanta in the early fall is the most likely prospect.

Jim Gabbert, newly elected president of NAFMB (BROADCASTING, Oct. 14), said the association now is "in the best financial shape, we've ever been in" and during his tenure, expects to increase membership and services to members, including a higher profile in regard to radio regulatory issues.

Mr. Gabbert downplayed talk that the

NAFMB is attempting to splinter radio away from the NAB. "We're not trying to challenge the NAB," he said, "but in radio we all have similar problems."

But, giving himself a new president's hyperbole, he declared that the New Orleans gathering was "absolutely just sensational."

Quello also takes tough stance on citizen agreements

He follows Wiley warning on KTTV deal; he also tells FM broadcasters that price of success is greater responsibility

The FCC's concern over the nature of some agreements that broadcasters reach with citizen groups is becoming increasingly evident. Commissioner James H. Quello made his concern public in a speech prepared for delivery to the National Association of FM Broadcasters in New Orleans Oct. 12, warning that broadcasters who sign agreements affecting their programing in order to avoid trouble with citizen groups may find themselves in trouble with the commission.

Chairman Richard E. Wiley last month also expressed concern about such agreements, and said that the commission should issue a statement clarifying the kinds of agreements it would not approve (BROADCASTING, Sept. 30). And two days before Commissioner Quello's appearance in New Orleans, the commission's staff was instructed to prepare such a statement.

The commission, furthermore, issued the instructions after the staff had brought in a second draft of a letter to KTTV(TV) Los Angeles concerning its agreement with the National Association for Better Broadcasting, under which the station has promised to keep from the air a number of children's programs on the ground they were too violent. The commissioners, who rejected the first draft which would have given qualified ap-

proval to the agreement, did not like the second one either, even though it was tougher; it said that if the agreement meant that the station was surrendering any of its programing responsibility, the commission could not accept it—and would therefore consider the petition to deny that NABB had withdrawn in exchange for the agreement.

The commission decided to postpone action on the KTTV matter until after completing work on the policy statement, probably within 60 days. Acting on KTTV now, one official said, would be "putting the cart before the horse." But one of the commissioners most vehemently opposed to any action smacking of sanctioning the KTTV agreement was the ex-broadcaster, Commissioner Quello. He said that the commission requires broadcasters to ascertain the needs of the entire community and that they should not make programing decisions on the basis of the representations of a group that may represent only a small fraction of the population served.

That was the feeling conveyed in the speech prepared for the NAFMB. And although the commissioner eventually skipped over the section in the interest of saving time, he made it clear last week he stood by it. "There are so many petitions to deny coming in," he said, "you wouldn't know a genuine one."

He said in his prepared text that the commission policy of encouraging broadcasters and community groups to work out differences at the local level is a good one. But, he said, "the commission has long insisted that the licensee—and the licensee alone—exercise full responsibility for programing to serve the needs and interests of the community. After all, the ascertainment process provides him with the information he needs to make sound judgments as to what those needs are."

Yet, he added, there have been cases "where important programing decisions have been contained in agreements with so-called consumer interest groups in an obvious attempt by the licensee to buy peace at any price." And where "agreements affecting programing have been exacted under the threat of petitions to deny," he added, "I believe the broadcaster must be held to account. He is licensed to serve the public interest, after all, and to determine that public interest through a prescribed ascertainment process."

In a portion of his speech that was delivered, Commissioner Quello told FM broadcasters that their increasing prosperity was carrying with it new obligations to discharge their public-service responsibility. "In my mind," he said, this responsibility "increases as your ability to broaden your service, impact your community and generate profits increases."

The public-service commitment that FM broadcasters make when they apply for a license, he said, "implies much more than just entertainment programing, as important as that is." The day of FM providing only background music, without serious attention to other public-service broadcasting, he said, is nearing an end.



Quello

Five-year renewal isn't cure-all—Lloyd

NAFMB panelist says House bill's requirement for community dialogue will draw out even more challengers

"Congratulations on getting a five-year renewal bill," said Frank Lloyd, executive director of the Citizens Communications Center to a minorities and women workshop session at the National Association of FM Broadcasters convention in New Orleans Oct. 10-13. A quick qualification followed: "The justification for a five-year bill was your ability to serve better your communities. We're prepared to work with you to see that this commitment can be met."

He noted that the House version of the license-renewal bill requires that broadcasters maintain a continuing dialogue with community groups. "Perhaps some of you may long for the good old days of three-year licenses, when you only saw groups at license time," Mr. Lloyd remarked.

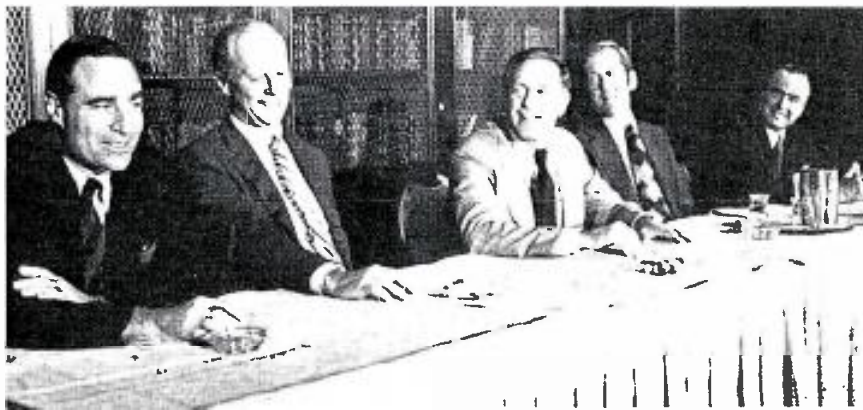
And he had another disturbing note for the relatively sparse attendance at the session. He noted the recent WEFM format change court decision (BROADCASTING, Oct. 14) and said: "You're no longer going to have to consider just minority groups. You're going to have to consider minority musical tastes."

He was preceded by Lionel Monagas, chief of the FCC's industry equal-employment opportunity unit, and Kathy Bonk, national coordinator of the National Organization for Women's media task force. Mr. Monagas noted that he is in the midst of a study on federal and FCC EEO requirements and hopes to submit by next month new proposals and recommendations to the commission aimed at clarifying broadcaster obligations in this area. Ms. Bonk reviewed NOW's efforts in attempting to upgrade the status of women in radio and television, and concluded with this warning: "If the presence of women's voices on radio is jarring, pretty soon, with the passage of the Equal Rights Amendment, it's going to be the absence of women's voices that is jarring."

Ms. Bonk received some support from the last speaker, lawyer Lewis Schwartz, of Schwartz & Woods: "Broadcasters are biting the bullet when it comes to minorities; they're just nibbling when it comes to women."

Regulation-wary FM'ers see no good coming of WEFM, WNCN precedents

Several hundred radio broadcasters, many armed with notebooks and tape recorders, attended a National Association of FM Broadcasters convention session that featured FCC officials and communications lawyers. Uppermost in the broadcasters' minds: the recent WEFM court decision and the associated WNCN case, and the commission's 6% guideline for nonentertainment programming on an



New licensee in town. In the merger between Combined Communications Corp. and Pacific and Southern Broadcasting, CCC became the new licensee of WXIA-TV Atlanta, an ABC affiliate as are four other CCC TV stations. Cementing their new relations in a "tribute to Atlanta" day Oct. 8 were (l to r): Karl Eller, president of CCC; John Louis Jr., chairman of CCC; Walter Schwartz, president of ABC Television; James Duffy, president of ABC Television Network, and Richard L. Beesemeyer, vice president, ABC-TV affiliate relations.

FM station.

There was little reassurance from the commission bureaucrats on WEFM. As Warren Hartenberger, of the new FCC office of plans and policy, noted, "The commission has been trying hard to stay out of programming decisions, but the court keeps pushing us back into them." He said the WEFM decision, in which the D.C. appeals court ordered the FCC to hold a transfer hearing over a proposed format change (BROADCASTING, Oct. 7, 14), "is rather serious to the FM industry." His half-serious advice to the broadcasters: "Don't become the last classical music station in your market."

Harold Kassens, assistant chief of the FCC Broadcast Bureau, postulated that the WEFM ruling could mean a station's format could be "frozen forever."

And Richard Shiben, chief of the FCC renewal and transfer division, while also noting that "sometimes the court tells us what to do and we may not like it, but we have to respond," also said, "The public does stand a chance of losing altogether."

Thomas Shattenfield, a lawyer with Arent, Fox, Kintner, Plotkin & Klein, tried to calm the nervous radio men by noting that the decision "is not a carte-blanc condemnation of format changes."

Later, a broadcaster who programs his station with wall-to-wall music remarked of his public-affairs programming, "Who are we talking to? The FCC and ourselves. For what purpose? People want that jukebox."

William Ray, chief of the FCC complaints and compliance division, answered, "I do not believe that carrying 6% of news and public affairs programming is going to destroy your station. I just can't believe that."

The other commission officials emphasized that the 6% figure is a guideline and not a law. In fact, Mr. Shiben said, "If you can convince the staff that 2% nonentertainment programming between the hours of midnight and 6 a.m. is serving the ascertained needs of a community, "then you're going to be renewed."

More and better promotion called FM's crying need

An SRO crowd jammed a National Association of FM Broadcasters convention workshop on promoting what Bob Herpe of WPLR(FM) New Haven, Conn., called "the most undersold, underpublicized medium around."

Other workshop panelists offered suggestions to improve that situation. Gordon Hastings, manager of development for Katz Radio, stressed the importance of impressing call letters on an audience and getting those call letters into rating books. He noted the success many beautiful music stations have had in using TV spots that prominently display call letters. "Getting call letters into a diary is the same as getting customers to take home a product," he said. But he also warned that there must be something there to promote: "Promotion will never make a bad station a good one, but it can make a good station number one."

Joseph Costantino, vice president and general manager of WRTH(FM) St. Louis, outlined a primer on promoting: "Establish goals . . . select media efficiently . . . budget enough money to do the job . . . measure the campaign and be prepared to change . . . and have post analysis and review." He also stressed the importance of continuing promotion. "Ninety percent of promotion campaigns come only after trouble," he said. And he noted a Catch-22 for the radio promoter: "Because you're already in radio, you're cut out of one of the most efficient media you can buy."

John K. Dew, general manager of WFAA(AM)-KZEW(FM) Dallas, presented as case history the success in converting beautiful music WFAA-FM into progressive rock KZEW ("the zoo") and attaining the number-one market slot in one year. KZEW's promotion campaign was youth-oriented, obviously, and included bumper stickers, car window stickers, posters, T-shirts and jean patches—some of which proved so popular the station was able to sell them and recover the initial costs. KZEW also used TV successfully, particularly the late night *Rock*

Concert, In Concert and Midnight Special.

But the key to any successful promotion campaign, Mr. Dew noted, was the effort that is behind it. "Do it right, or don't do it at all," he said.

FCC proposes rules to prevent 11th hour filings against new TV, FM applicants

Move would bring procedures in line with existing AM policy

The FCC has proposed the adoption of rules that would extend to FM and TV applicants the assurance now afforded AM applicants that, once their application is about ready for commission action, it will not be forced into a comparative hearing by a newly filed, mutually exclusive application.

The proposed revisions, described last week in a notice of proposed rulemaking, would limit the period for filing competing applications for new FM or TV stations, by including those stations under the present AM rules. The AM rules provide for the periodic publishing of a list of stations that are near the top of the processing line, announcing a date (not less than 30 days after publication) when all other applications are to be filed if they are to be grouped for

processing with any of the listed ones.

The commission also proposed changing the period for filing petitions to deny applications for new facilities. At present, petitions must be filed within 30 days of acceptance of the applications for filing. The FCC proposed bringing the cutoff for denial petitions in line with the period for filing mutually exclusive applications. The commission asked that comments be addressed to the proper period for filing mutually exclusive applications and the triggering mechanism to set that period running.

A third revision to the rules was proposed that would set "some" limits on the ability of applicants to amend the ownership sections of their applications. The commission said that since significant changes in ownership could be indicative of changes in the type and quality of service to be provided, the affected community should have an opportunity to react, either by filing competing applications or petitions to deny.

Also part of the proposed rule changes is the suggestion that FM and TV applications that are the subject of a major change amendment would be assigned a new file number. The FCC said it hoped the change would encourage applicants to "put their best foot forward" in the original application and discourage use of the predesignation period to upgrade a proposal or jockey for tactical advantage in an upcoming comparative hearing. Comments on the proposed rule changes are to be filed by Dec. 9,

Several 'no thanks' given to broadcast campaign contributions

Five House Commerce committeemen declined up to \$1,000 from NAB's political-action group because of conflict of interest or constituents-only restrictions

Five candidates for re-election to the House have declined or returned campaign contributions from the National Association of Broadcasters' affiliated National Committee for the Support of Free Broadcasting.

The five, all members of the House Commerce Committee, which handles most broadcast industry-related legislation, were Clarence Brown (R-Ohio) to whom NCSFB offered \$1,000; John McCollister (R-Neb.), \$500; Paul Rogers (D-Fla.), \$500; Samuel Young (R-Ill.), \$500, and David Satterfield (D-Va.), \$300.

Reasons given for refusing the NCSFB offers were basically two. Representatives Brown and Rogers, members of the Commerce Committee, wanted to avoid possible conflicts of interest on broadcast legislation, notably the pending license renewal bill, according to aides. An aide to Representative Rogers added that the congressman simply did not need the money for his race, which he is expected to win with ease.

The second reason, given by legislative and campaign staff members for Representatives McCollister and Young is that those two wish to avoid taking money from any special interests in light of the secret money transactions which pervaded the Watergate scandal. A McCollister aide said the congressman has nothing against broadcasters, but will only accept contributions from individuals in his state. His campaign has already turned down about \$25,000 from special interests this year, said the aide. Representative Young, too, restricts contributions to those from individuals, with a ceiling of \$3,000 per contributor, according to one of his campaign aides. Representative Satterfield was uncertain why his campaign refused the NCSFB money, saying all campaign transactions were handled by his political committee.

Representative Rogers was the only one of the five to actually return a check from the political action committee. The committee wrote a check for Representative Brown and reported it in one of its periodical campaign spending reports, but Mr. Brown refused the money before it was delivered. The other three congressmen refused the money offers before checks were ever written.

A spokesman for NCSFB said the refusals are not unique to this year's campaigns, and recalled that four NCSFB contributions were turned down during the 1972 congressional races. In fact, he added, NCSFB receives requests for money from anywhere from 15 to 18 candidates a week, more than in the 1972 campaign.

In all, the spokesman said, NCSFB



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has spent about \$43,000 to date on more than 100 House and Senate congressional candidates, compared to the approximately \$30,000 the committee spent altogether in 1972.

Media Briefs

Temporary halt. Sale of WHTN-TV Huntington, W. Va., by Reeves Telecom Corp. to Gateway Communications Inc. for \$7,424,000 (BROADCASTING, Sept. 30) has been postponed while certain Reeves institutional lenders seek clarification of need for further approval under Investment Company Act of 1940. Reeves spokesman said issue is technical and does not reflect any problems between buyer or seller. Settlement was to have taken place Oct. 8, but spokesman believes closing will take place this week.

Lack of evidence. FCC review board has denied Tropical Florida Broadcasting Co.'s request to add issues against Post-Newsweek Stations Florida Inc., applicant for renewal of WPLG-TV Miami. Basis for petition was civil complaint filed in shareholder's derivative action by Forrestal Village Inc., against Washington Post Co., parent of Post-Newsweek stations. Complaint alleged Post had breached its duties to class B shareholders; accordingly, Tropical Florida sought to determine if Post Co. had engaged in "manipulative and deceptive business practices." Review board said Tropical Florida's sole reliance on evidence "of which it has no knowledge" was insufficient to warrant addition of issues. Rather than enlarge issues, board concluded, it would wait on outcome of civil suit and impose any necessary conditions on license grant of WPLG-TV.

Honor for Group W. Westinghouse Broadcasting Co. has been given Silver Mailbox Award for its Group W presentation of collection of ads during past eight years that explained broadcasting's role with credo, "To do a common thing uncommonly well." Direct Mail/Marketing Association made award.

WLQ's own. Ward L. Quaal, former president of WGN Continental Broadcasting Co., has opened own firm, Quaal Associates, at 2350 East Devon Avenue, Des Plaines, Ill. 60018. Telephone (312) 297-0717.

Gunmen seize Montgomery AM

Disk jockey is forced to air spots for the revolution before captors surrender to police

Three gunmen, fleeing after allegedly killing a police officer, took over the studios of WAPX(AM), a black station in Montgomery, Ala., Oct. 12, and forced the station's announcer to read revolutionary messages over the air while they exchanged gunfire with police.

Air personality Alphonso Dixon was compelled at gunpoint to read statements proclaiming that "the revolution has

come" and calling black people to arms against police. During the gun battle which ensued, Mr. Dixon and a secretary managed to escape. The gunmen later surrendered to police.

WAPX was off the air for approximately 24 hours, as destruction and tear gas in the studios made operation impossible. According to operations manager Allen Dixon, limited service was resumed Sunday night, but things won't return to normal until major repairs can be made. WAPX is now programming album sides, since residual tear gas forces disk jockeys to leave the studio at frequent intervals.

Changing Hands

Announced

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

■ **WYLD(AM)** New Orleans: Sold by Rounsaville of New Orleans Inc. to Peterson Broadcasting Corp. for \$970,000. Principal in seller is Robert W. Rounsaville (100%), who owns WFUN(AM) South Miami, WDAE-AM-FM Tampa, WBJW(AM) Winter Park, WBJW-FM Orlando and WMBR(AM) Jacksonville, all Florida, WCIN(AM) Cincinnati and WVOL(AM) Berry Hill, Tenn. Principal in buyer is Jon C. Peterson who has interests in outdoor advertising, electric sign manufacturing and a camp ground in Orlando area. He recently sold WETO(AM) De-



Golden anniversary. Phil Lewis (l), general manager of WCCO(AM) Minneapolis-St. Paul, accepts plaque from Minnesota Governor Wendell Anderson (r), in honor of the station's 50 years of service. CBS anchorman Walter Cronkite was guest speaker at the Oct. 2 dinner.

Land, Fla. (BROADCASTING, May 13). WYLD is on 940 khz with 10 kw day and 500 w night.

■ **KODI(AM)** Cody, Wyo.: Sold by Wycom Corp. to Shoshone Communications Corp. for \$250,000. Principals in seller are William R. Sims, president (44%), and Thomas F. Stroock, vice president (23%). Seller owns KOJO(AM) Laramie, Wyo., and has applied for new AM in Green River, Wyo. Principals in buyer are James F. and Anne Coe Hayes, president and secretary-treasurer, respectively (80% together), and Robert D. Coe II,

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vice president (20%). Mr. and Mrs. Hayes and her brother, Mr. Coe, have interests in a resort at Pahasha, Wyo. KODI operates on 1400 khz with 1 kw day and 250 w night.

▪ KEZS(FM) Sacramento, Calif.: Sold by PSA Broadcasting Co., to subsidiary of ASI Communications for estimated \$700,000. ASI owns McGavren-Guild-PGW, station representative firm, as well as KROY(AM) Sacramento, Calif.; KFAC-AM-FM Los Angeles; WRYT(AM) Boston and KJTV(TV) Bakersfield, Calif. It is in the process of selling WERE(AM) Cleveland to Paul Neuhoﬀ, station manager, and group of investors. PSA, principally owned by airline of same name, also owns KLVE(FM) Los Angeles, KEZL(FM) San Diego and KEZR(FM) San Jose, Calif. KEZS is on 96.9 mhz with 64 kw and antenna 280 feet above average terrain.

Approved

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

▪ WEAT-AM-FM West Palm Beach, Fla.: Sold by Gardens Broadcasting Co. to Curt Gowdy Enterprises for \$1.5 million. Principal in seller is John D. MacArthur who has 99% interest in Bankers Life & Casualty Co., which in turn has majority interest in licensee's parent company: Royal American Industries Inc. Mr. Gowdy, principal in buyer, is NBC sportscaster who also owns KOWB(AM) Laramie, Wyo.; WCCM-AM-FM Lawrence, Mass., and WBBX(AM) Portsmouth, N.H.

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WEAT operates full time on 850 khz with 1 kw. WEAT-FM is on 104.5 mhz with 100 kw and antenna 520 feet above average terrain.

▪ KLMS(AM) Lincoln, Neb.: Sold by Lincoln Broadcasting Co. to Dubuque (Iowa) *Telegraph-Herald* for \$900,000. Principal in seller is Howard A. Shuman. Principal in buyer is F. W. Woodward. Buyer owns KDTH(AM)-KFMD(FM) Dubuque, Iowa, and WGEZ(AM) Beloit, Wis. KLMS operates full time on 1480 khz with 1 kw.

▪ Other sales approved by the FCC last week include: KFML-FM Denver; WTLO(AM) Somerset, Ky.; WNRS(AM) Saline-WNRZ(FM) Ann Arbor, Mich.; KQAQ(AM) Austin, Minn.; WHPE-AM-FM High Point, N.C., and KNDK(AM) Langdon, N.D. See page 58 for details.

PTV's biggest bake sale yet

Backed by over a million dollars in Ford money, PBS sets promotional project to up citizen contributions to \$60 million annually

The Public Broadcasting Service, with more than \$1 million in Ford Foundation money, is organizing a campaign to bolster significantly public television's grass-roots support.

It's called the Station Independence project and it has three essential goals: to triple the number of American households subscribing to their local PTV stations from the present one million over the next three years; to encourage more individual stations to increase their promotional and fund-raising efforts, and to raise the awareness of public television in the minds of state and local governments in the hope that more money will be forthcoming from those quarters.

The project, which public broadcasting officials have talked about for some time, became serious business at PBS last month, when Ford announced a \$1.05-million grant specifically to cover a nationally coordinated public awareness effort.

According to Roland Fenz, PBS's director of station development support, it will supply much more than an incentive. "What it comes down to," he said, "is an investment. We put this money to work now in the expectation that it will be bringing in a lot more."

How much more? Based on the project's primary goal—to bring in two million more PTV subscribers by 1978 and thus increase family support of the medium from \$20 million to \$60 million annually—it means another \$40 million per year.

Although the project is billed as a three-year effort, Mr. Fenz acknowledged that most if not all of the Ford money could be expended this year. (It is anticipated that Ford and the stations will keep the idea alive in subsequent years.)

The short-term thrust of the program is the development of a "national PTV awareness week" tentatively scheduled

for March 7-17. As much as half the Ford grant could be used in that campaign. During the 10-day period, PBS will be feeding its member stations a special package of programs designed to attract significant viewership. In effect, the idea is a "national pledge week," reminiscent of a concept which has been successfully employed by individual stations for several years. While audiences are large, the reasoning goes, the local station is in the best position to make a concerted pitch—on and off the air—for additional viewer contributions.

Toward that end, PBS is preparing a graphics package and promotional spots designed to publicize the fact that a national fund-raising effort is in progress. It will be complemented by a PBS-coordinated multimedia ad campaign, for which PBS is making available \$100,000 to the stations on a matching basis. Locally, stations are being encouraged to break into the national programing with monetary solicitations, auctions and informational reports on the nature of PTV's financial needs.

Mr. Fenz said the program schedule for the "awareness" week has not been firm. One "strong candidate," however, is a 60-minute program produced by KQED-TV San Francisco featuring singer Joan Baez. It is also reported that IBM has offered for PTV showing the one-hour adaptation of Henry Fonda's *Clarence Darrow*, which the firm sponsored last summer on NBC-TV. The effort is expected to bring in 200,000-250,000 new subscribers in the 10-day period, which would increase the system's yearly income by \$6 million.

In the long term, Mr. Fenz's department, which will be more than doubled in size, will be feeding the stations such promotion materials as newsletters, direct-mail lists and on- and off-air promos. It will also counsel stations embarking on their own promotional projects and will serve as a clearinghouse for information on new approaches to local fund raising.

In addition, PBS has established a "development loan fund" with \$250,000 from the Ford grant. The fund will be available to individual stations to help organize local funding efforts. Mr. Fenz reported that nearly half of the fund has already been requested.

PBS is hoping that the publicity will have a favorable impact on state governments, many of which have been somewhat less than benevolent toward public broadcasting. According to PBS statistics, the state with the largest per-capita contribution to the medium is Alaska, with \$2.49 yearly. Many states, however, are significantly less generous—Texas contributes four cents, Missouri one cent, North Dakota nothing. The average is about 50 cents.

It is expected that at least 60% of the 153 PTV licensees will play an active role in the independence project. Last year, a hastily coordinated national fund raising week attracted the interest of only 40% of the stations. The earlier effort, however, was executed on an impromptu basis and did not have outside financial support.

Five-year funding for public stations proposed by HEW

But noncommercial broadcasters fear reductions in annual grants

The Department of Health, Education and Welfare has sent Congress a bill designed to extend the federal funding program for public broadcasting and other telecommunications facilities. The bill, cleared by the Office of Management and Budget two weeks ago, would continue the present HEW facilities program for public broadcasting—the main source of funds for new and expanding public outlets—in a five-year program (fiscal 1976-80). It would complement a long-range funding bill for the Corporation for Public Broadcasting now pending in Congress.

While the legislation proposes no funding ceilings, HEW is recommending only \$50 million for the five-year period. And public broadcasting interests are complaining that as little as half that total could wind up in their hands.

In addition to the public facilities program, which HEW has said it wants to scale down, the bill would authorize HEW to fund "telecommunications demonstrations projects" involving new non-broadcast technologies (CATV, satellites, etc.). "Philosophically, we think that's fine," said one public broadcasting official. "But it would take away from Peter and give to Paul. We've still got a big job to do here." Public radio presently reaches only 60% of the nation's population, he noted; PTV reaches 84%.

The Office of Telecommunications Policy, which supports the legislation, agrees that the funding program should have more money. "We think that the [\$50-million] figure is too low," a spokesman said.

Lobbying for AETC?

The National Black Media Conference says it has "become aware of efforts" on the part of congressmen and Alabama state officials to persuade some FCC commissioners to change their votes in the Alabama Educational Television Commission case. NBMC made the charge in a letter to commissioners that says, "This intrusion by politicians in a judicial process raises serious fairness, *ex parte* and conflict of interest questions."

However, a check of commissioner's offices revealed no such effort on the part of officials, although some commissioners said they had received one or two letters from individuals—not state officials—in Alabama on the case. The office of Chairman Richard E. Wiley, who is not participating in the proceeding, said it had received inquiries from congressional offices and people from Alabama but that callers were told the case was an adjudicatory matter that could not be discussed.

The calls were in response to pub-



Julian in Japanese. In Tokyo to address Asian Broadcasting Union (*Broadcasting*, Oct. 14), NBC Chairman Julian Goodman also took part in a one-hour special telecast, dealing with international cooperation in broadcasting's future, on Japan Broadcasting Corp. (NHK). He is shown above (r) with Naiki Nomura, chief announcer of NHK, and Yoshinori Maeda, former president of NHK and honorary president of the Asian Broadcasting Union.

lished reports that the commission had voted 4-to-2 to strip Alabama of its stations on grounds of discrimination in programming and employment (*BROADCASTING*, Sept. 30). licenses for nine educational television

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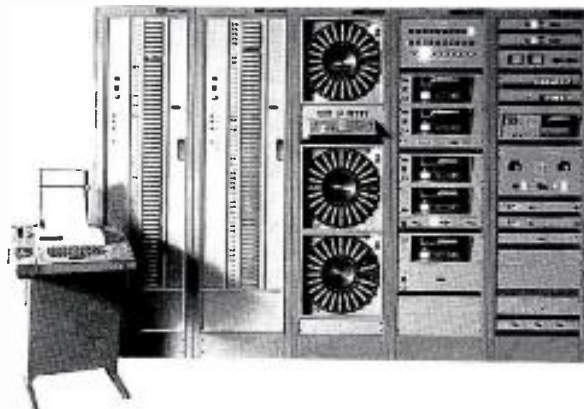
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Howard came to level with Hollywood, not to praise it

And puzzles his old stomping ground in the process. Word from NBC-TV's new president: cut those costs, get the quality up, be pertinent

Robert T. Howard, NBC television network president who left Los Angeles for his present post only last April, returned last week with two main thoughts for his erstwhile, and slightly mystified, colleagues: Cut programing costs and get those scripts more meaningful.

"I must point out," Mr. Howard remarked, "what I feel is a persistent weakness in some of the scripts that come in, particularly scripts for series. Even though the dialogue may be sharp and the characters interesting, there's a problem with the story. Too often the story doesn't get the viewers involved and make them care about what's happening.

"The prevailing fault here is that the initial story idea of the pilot film seems to get misdirected when it is extended over 22 episodes. So it's really a problem of long-range quality control and something that only you people know how to correct."

Producers in the audience, as well as those seated at the head table at this first of the season's luncheon meetings of the Hollywood Radio and Television Society, were nonplussed. Many confessed they just didn't understand what he was driving at. And some said they found it insulting to be told about new techniques for saving program production costs.

Grant Tinker, president of MTM Enterprises (*Mary Tyler Moore Show*, *Bob Newhart Show*, *Paul Sand Show*, *Rhoda*) said he was disappointed because Mr. Howard does not seem to understand the economics of production. Lee Rich, president of Lorimar Productions (*The Waltons*, *Apple's Way*) commented that he couldn't understand Mr. Howard's remarks about series being misdirected. "Nothing is ever done to change the direction of a series," he noted, "without either the network asking for it, or acceding to a change."

Frank Price, Universal TV president, admitted that he did not understand the point of Mr. Howard's remarks. "Obviously," he said, "we all are anxious to get the best scripts possible . . . those that involve audiences. Some have not been successful in that aim, I'll agree to that."

John J. McMahon, NBC-TV programing vice president-West Coast, was candid: "The quality of episodic scripts this year has been very good," he said. Mr. Howard must have been talking about atypical scripts, he added.

In his speech Mr. Howard noted that program costs have gone up. The aver-



Howard

age cost of producing a prime-time hour-long series, he said, is up 20% over five seasons ago. And in another couple of years, he added, it is likely to go up another 15-20%. Because of this, Mr. Howard told the HRTS assembly, NBC will be looking for "greater efficiency and greater value in what we pay for." He saw hope for this, he said, in such things as set miniaturization, using chroma-key background techniques, and in the use of the latest, lightweight cameras and portable tape-editing equipment. And, he continued, "because tape is so much more easy and economical to edit and work with than film, we expect to be switching more of our shows to tape."

As for software, NBC is looking for better values—particularly in script writing, Mr. Howard said. In the 1973-74 season, he noted, 31 shows did not survive, and of the 18 that premiered in September 1973, only two were carried over to the current season (*Kojak* on CBS and *Police Story* on NBC). This compares poorly, Mr. Howard commented, with the 1972-73 season, when only 19 programs failed to go the route.

Other topics mentioned by the NBC-TV network chief involved the need for more variety shows (five years ago one-fifth of prime time was variety, today it's one-fiftieth, he said) and the maintenance of program standards in the light of more serious drama ("Born Innocent" received compliments and critical praise, but generated "hundreds of outraged phone calls and many indignant letters," he said).

"We ask you [producers and creators] to put all the integrity you can into your dramas and comedies . . . but at the same time to be conscious of the inescapable limitations of television as a home medium. The living room is not the same thing as The Living Theater."

GCC tries to disprove misrepresentation charge

GCC Communications Inc. of Chicago says it has proof it was not guilty of misrepresentation when it told FCC there were no plans to switch the format of WEFM(FM) Chicago from classical to rock at the time GCC signed a contract

with Zenith Radio Corp. to buy the station. Accordingly, GCC said in a petition to the U.S. Court of Appeals in Washington, the court should set aside that portion of its order calling for a hearing on the sale, in which it directed FCC to consider a misrepresentation issue against GCC (BROADCASTING, Oct. 7). The court had raised the issue on its own motion on the basis of answers submitted by "five of the 24" persons who responded to a questionnaire distributed by the citizen group opposing the sale. According to the court, five said that GCC representatives, in conducting a community leader survey, had said there would be a format change, and that one of the five "recalled being told specifically that the new format would be rock music."

GCC said it had contacted six persons the court might have had in mind (the opinion did not specify the five to whom the court referred), and obtained statements from each that he had not been told during GCC's interview that there would be a format change. This information, GCC said in petition, "demonstrates that the court's interpretation of the answers was completely erroneous."

There's unhappiness for FM programers in a straitjacket

That's what NAFMB panelists say in exhorting more effort to find out what is really wanted locally

FM broadcasters have been urged to break away from "formulas" and to concentrate on local trends and needs. All three speakers at an Oct. 10 programing forum during the National Association of FM Broadcasters convention in New Orleans said they detected an over-emphasis on standard formats and a tendency among small-market broadcasters to copy formats that had been successful in larger markets. "Pat formulas and old romantic concepts simply won't work any more," according to George Burns of Burns Media Consultants. In a time when few stations are playing anything but some form of rock music, the need for every station to create its own identity within its market is urgent, he said.

Several methods for arriving at such an identity were suggested. George Wilson, Bartell Broadcasting, advocated a greater reliance on research services, declaring that misleading record sales figures and failure to use other means of ascertaining audience tastes have hurt many stations. Mr. Wilson also advocated the use of syndicated special programs of varied types aimed at specific audiences to bring variety to standardized formats. He urged broadcasters to be cautious about simulcast programing, since simulcast programs can't be geared to the varying tastes of AM and FM audiences.

David Moorhead, vice-president and general manager of KMET(FM) Los Angeles, said the trend among large-market broadcasters is to attempt to relate to audiences on the personal basis that characterizes small-market radio, and stations

of any size which rely solely on heavily used standard formats, live or automated, may well suffer in increasing competition with increasingly-similar stations. Regardless of formats or programing services employed, the panelists agreed, local supervision and direction of all aspects of programing content are most important.

NAFMB panelists agree dividends of public service are gratification, profits

Elmo Ellis, vice president and general manager of WSB-AM-FM Atlanta, bluntly put the facts of life about community service and public affairs programing to a workshop at the National Association of FM Broadcasters convention: "Do it voluntarily or at the request or suggestion of the FCC."

But Mr. Ellis and the three panelists at the New Orleans session were not as grudging as that might sound about community service and public affairs. They all agreed that such efforts could be "exciting, creative and profitable," as Mr. Ellis phrased it.

Lee Morris, general manager of wsoc-AM-FM Charlotte, N.C., stressed the importance of involvement in the community. "I'm a member of the Rotary, the Ad Club and the Charlotte Chamber of Commerce," he said. From these and other groups, he gets "active market feedback from leaders and the thinking portion of my community." And, he said, when "people find out you're in the broadcasting business, they'll tell you how to run your station."

He also advised that stations "find a need in the community and fill it," and that broadcasters not forget their total coverage area. As to PSA's, he said locally oriented, station-produced spots was preferable to outside submissions. He concluded that community service and public affairs programing is not an unfair burden; it "builds image, builds audience and builds profits."

Roy Gaines, owner-general manager of WNEG(AM) Toccoa, Ga.—and mayor of the town—stressed the interrelated aspects of the community and radio. "Radio can make a community grow," he said, resulting in benefits to both. He cited as an example his own experience. WNEG sponsors an annual retreat for Toccoa's business, political, religious and social leaders in which the future of the city is discussed and plotted. Out of the first such session came a complete redevelopment of Toccoa's downtown and a doubling in sales revenues for the city's merchants.

Jim Wesley, vice president and general manager of KFI(AM) Los Angeles, agreed with the other panelists on the importance of community service. "It's not something you should try to hide," he said. But, he also said, "You don't showcase it either." What he meant was that community service and public affairs programing does not have to intrude into a station's regular programing; it can be tailored to fit smoothly into any format.

High court won't upset 'Fetchit' ruling

Decision is final chapter in case in which former black actor charged he was libeled by TV documentary

To Lincoln Theodore Perry, a television documentary that said that in his acting days he had popularized the black stereotype of the "lazy, stupid, crap-shooting, chicken-stealing idiot" had libeled him and invaded his privacy. But last week, the U.S. Supreme Court wiped out the last hope the 72-year-old Mr. Perry, known in his acting days as Stepin Fetchit, had for a jury trial on his complaint.

Mr. Perry had sued CBS, the Xerox Corp., which sponsored the 1968 program on the subject of black history, and a CBS affiliate that carried the program, WISH-TV in Indianapolis, where he had a business address. He claimed he was entitled to a jury trial on his complaint that the documentary, narrated by Bill Cosby, was a "baseless commentary" that held him up "to hatred, contempt or ridicule."

But U.S. District Judge William Steckler dismissed the complaint. He ruled that, as Stepin Fetchit, Mr. Perry was a public figure and subject to broadcast comment. He also said that Mr. Perry's privacy was not invaded, that the broadcast remarks were directed at the actor's role as Stepin Fetchit, not at Mr. Perry personally.

The Seventh U.S. Court of Appeals upheld that ruling. And last week, the Supreme Court refused to review that decision.

Kids conference shaping up

Early next May is the approximate date set for a two-day children's television workshop in Washington, to be sponsored by the National Association of Broadcasters. (BROADCASTING, Oct. 7). Robert Gordon of WCPO-TV Cincinnati, chairman of NAB's children's television committee, said the emphasis will be on providing a forum for the exchange of information and techniques to improve local children's television. The committee chose Roger Fransecky of the University of Cincinnati, a specialist in children's programing, to assist in modeling the workshop agenda. The committee also set up a library to house children's television research at NAB headquarters in Washington.

'Tour' finally arrives

Six years after its initial appearance on British television, the Beatles' one-hour *Magical Mystery Tour* is being made available to American TV for the first time. The Classic Film Museum Inc., is marketing the program, having acquired rights to it from the Concert Entertainment Group Inc. American TV rights had not been available from the British owners until recently, although *Magical Mystery Tour* has been circulated as a feature film to theaters for several years.



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Chico . . . the Man . . . and producer Komack

Ratings lightning strikes one of season's bargains

Overnight smash of NBC's low-budget 'Chico and the Man' makes a star of producer James Komack; ethnic stir over format fails to dim audience devotion; 40 million watch each week

A few chicano leaders may be unhappy over NBC's comedy, *Chico and the Man*, but about 40 million other regular viewers have turned it into one of the biggest instant hits in TV history.

In the four weeks since *Chico and the Man* premiered on Friday, Sept. 13 (it's on at 8:30-9 p.m., NYT), the show has yet to finish lower than fourth in the weekly Nielsen listings—an almost unprecedented performance for a new series.

"What works is the classic generation-gap concept," says John J. McMahon, NBC-TV's vice president of program operations, who works out of Los Angeles. "You've got this feisty old guy [played by Jack Albertson] who's turned sour on the world and you contrast him with a young, aggressive kid [played by Freddie Prinze] just out of the service. The young man has a great outlook on life and he's eager to get the old guy to start living again."

Some vocal members of the chicano community say, however, that Mr. McMahon's innocent description of the theme is hogwash. "*Chico and the Man* is right out of *Amos 'n' Andy*," says Joe Ortega, an attorney and executive director of the Model Cities Center for Law and Justice in Los Angeles. "The portrayal of Freddie Prinze does great harm to my people because it shows us that the only way for a chicano to get ahead is to be subservient to the white man—to cater to him and kowtow to him."

"In effect, chicano children watching the show are being asked to take as their model a cute, lovable, effeminate boy who takes all the racist jokes the old man dishes out without answering him back."

Mr. Ortega says he may challenge the license of KNBC(TV) Los Angeles.

James Komack, the creator and executive producer of *Chico and the Man*, says he doesn't think Mr. Ortega's criticisms are valid. "In every story so far," he says, "the young guy gets the better of the old man, who comes off a lot of the time as foolish and out of it, almost senile."

Mr. Komack says he doesn't look on *Chico and the Man* as an ethnic show. "I fell in love with the Spanish culture when I was working in Mexico as a director," he says. He was wondering how he could make use of this knowledge in his work when he saw a public broadcasting production two years ago of Bruce Jay Freidman's play, "Steambath." This black comedy featured the actor, Jose Perez, as Jehovah, whom the playwright envisions as a Puerto Rican attendant in a Turkish bath. Mr. Komack was bowled over by Jose Perez's comic performance.

"I realized then that the time was ripe for a Hispanic character in a weekly TV series," Mr. Komack says. "And when I created *Chico and the Man*, I wanted the young man to be a Latin. The reason he comes off as a chicano is that the show is based in southern California. If it were based in New York, he'd probably be a Puerto Rican."

Mr. McMahon sides with Jimmie Komack. "The publicity for the show and the statements by the pressure groups have been somewhat off-base," Mr. McMahon says. "*Chico and the Man* is not a message show, and we're not trying to do polemics." However, he does admit that the old man's zinger to Chico in the pilot—"Get out of here and take your flies with you"—may have been in questionable taste. "We understand the backlash to that line," Mr. McMahon says, "and we're veering away from that kind of ethnic humor."

The success of *Chico and the Man* is proving something of a double bonus to NBC because it's one of the cheapest shows on the network's prime-time schedule. The production cost runs about \$100,000 each for the 22 episodes that NBC has ordered for this season. According to Mr. Komack, the network pays the production company \$85,000 for the initial airing of each episode and \$15,000 for every rerun. Mr. Komack's company, which is responsible for all the creative aspects of the show, gets 50% of this

payment and David Wolper's organization, which provides Mr. Komack's capital and overhead (everything but studio space, which is provided by NBC), gets the other half.

But with increasing costs, particularly of the creative people involved in the show, Mr. Komack says he loses \$10,000 on each episode. He didn't figure to lose this much, he continues, because the show is taped before a live audience rather than filmed. "Tape is cheaper and quicker, and you can deliver it faster than you can film," he says. "But the unions are demanding the same rates for tape as they get for film. Scale for a director on our show, for instance, is now \$2,750 an episode, and that's no different from the film rate."

For all the complaints, however, Mr. Komack is now one of the hottest commodities in Hollywood because of the show's runaway success, and he sees his future as a writer-producer-director of theatrical movies rather than of TV episodes. "Television makes you wealthy, but it also forces you to work so hard that you're left with too little time for your family," he says. "I've got one big studio deal in the works right now, which would give me the freedom of a Paul Mazurski ['Bob & Carol & Ted & Alice,' 'Harry and Tonto'] or a Mel Brooks ['Blazing Saddles']. To preserve my sanity from the demands of television, I think I'll move in that direction."

CBS-TV still on top after season's fifth week

Ratings continue to indicate biggest revamping due at ABC-TV

The inherent strength of CBS-TV's bread-and-butter weekly series continued to manifest itself in the national Nielsens for the fifth week of the season (Oct. 7-13). CBS scored a 20.9 rating for the week, NBC 19.9 and ABC 16.9.

CBS won three nights (Thursday and Saturday convincingly, Tuesday in a close race with NBC). NBC took two (Friday and Sunday) and ABC two (Monday and Wednesday).

CBS's weakest nights are Wednesday and Friday, but network officials expect Wednesday to improve when last summer's hit variety show, *Tony Orlando and Dawn*, is installed for the canceled *Sons and Daughters* (8-9 p.m., NYT). CBS's Friday lead-in, *Planet of the Apes* (8-9 p.m.), has turned out to be the surprise disappointment of the season. Industry sources said it will not last beyond January.

NBC's bad nights are Monday and Thursday. *Born Free* (NBC, Monday, 8-9 p.m.) is getting feeble ratings, and will probably be replaced in January. NBC has already canceled Thursday's lead-in, *Sierra* (8-9 p.m.), and may do the same with the show that follows it, *Ironside* (9-10 p.m.)

ABC has major problems on Thursday, Friday, Saturday and Sunday nights. It may end up engineering one of the biggest schedule revampings in its history before the year is out.

Wiley feels heat from TV's screen

That's the nub of Chairman's problem as Congress presses for FCC cleanup of violence and obscenity on TV

For FCC Chairman Richard E. Wiley, the hands on a kind of congressional doomsday clock are approaching midnight. They could be stayed with the aid of the broadcasting industry; but so far, broadcasters seem not to have heard his call for help.

At issue is the extent of violence and obscenity on television, and their effect on children. Year in and year out, committees of Congress have expressed concern about the issue, and looked to the commission for some remedial action—always, of course, within constitutional limitations.

Finally, the doomsday clock was set in motion last June when the House Appropriations Committee, in its report accompanying a recommendation for a \$46.9 million appropriation for the commission, set a deadline for action: It directed the commission to report by Dec. 31, 1974, on the "specific positive actions taken or planned by the commission to protect children from excessive programming of violence and obscenity." The Senate Appropriations Committee included similar language in its report on the commission's appropriation request.

Chairman Wiley, in his address to the Illinois Broadcasters Association two weeks ago (BROADCASTING, Oct. 14), referred to those directives in a passage in which he said that there are "some dark clouds" on broadcasting's horizon. However, as he acknowledged, "We are faced with an area fraught with legal and constitutional uncertainties." In other words, there are serious questions as to whether the commission could take any action to achieve the results Congress seems to want without violating the no-censorship provision of the Communications Act or the First Amendment.

Chairman Wiley, who is loathe to move into the area of program content under any conditions, appeared in his Illinois speech to be embarking on the same course that proved successful in connection with children's television programming. A tough speech in Atlanta in May resulted several months later in the kind of self-regulation—through the National Association of Broadcasters and the Association of Independent Television Stations—that he had suggested in the area of commercials.

In Illinois, he said the broadcast industry could do much "to alleviate the very legitimate concerns expressed not only by members of Congress but by thousands of citizens in letters received by the FCC every year." He talked of broadcasters continuing to provide "sensitive, controversial programming"—but with "taste, discretion and decency." He also said that broadcasters could do much to alleviate concern "through intelligent scheduling" and even, perhaps, taking a

leaf from the book of the Motion Picture Association of America and installing an industry-administered rating program.

But Chairman Wiley lacks the leverage for dealing with his present problem that was available to him in connection with his determination to see ads on children's television cut back—the commission's freedom to adopt rules to enforce a desired kind of conduct.

Perhaps as a result of this lack of leverage, broadcasters do not seem to be responding to the chairman's suggestions with any alacrity. Grover Cobb, senior executive vice president of the NAB, said last Wednesday, six days after the speech was delivered, that he had not yet read it and so could not comment on it. And network officials noted that the controversy over the content of programming is not a new one and that their companies have established elaborate machinery for screening out unsuitable material. As for the suggested rating system, one network official noted that idea, too, had been considered in the past and found wanting. He said such a system is regarded as "impossible" to administer; furthermore, he said, with programming categorized according to the kinds of audience for which it is intended, television producers would have "far more leeway than they have now."

However, Chairman Wiley apparently has not quit on jawboning. He is understood to be planning to confer with senior network officials on the matter. Presumably, he will make it clear that the networks are not making things easier for themselves or the commission in its dealings with Congress when they present programs like NBC's movie, "Born Innocent" at an hour early enough for young children to see it. The movie's scene in which a young girl is violated by other girls wielding a broom handle was the subject of hundreds of complaints received by the commission and NBC.

Meanwhile, a group of commission staffers have been pulled together to begin work on the report to Congress. The leadership of the group is divided between General Counsel Ashton Hardy

and Paul Putney, deputy chief of the Broadcast Bureau.

Mr. Putney said last week he is particularly interested in the question of violence on television, and indicated the staffers under his direction would concentrate on that aspect of the problem. "Violence on television," he said, "tends to make us all more tolerant of violent activity." And he said that, after the presentation of movies such as "Born Innocent," "it's hard to know what limits are left to be tested." However, he also said that it is "a long step" from his personal feelings to what he would recommend in the way of government action.

Furthermore, one commission attorney points up the problem confronting the agency in the matter of violence by asking, "Who defines violence?" He noted that some groups consider *Mighty Mouse* violent, while he does not.

The commission has a somewhat firmer base from which to attack obscenity; at least, there is a statute barring the broadcast of obscene or indecent matter. However, the commission's authority to act under it is being tested in a court case involving topless programming by a radio station. And, in any event, the House Appropriations Committee refers not only to obscenity in programming but also to "questionable programming."

Mr. Hardy's staff is researching the questions Congress has asked the commission to address. And Mr. Putney said the staff working on violence is attempting to develop alternative courses of action for the commission, and hopes to present them early in November. Some of the suggestions might appear in a notice of inquiry or rulemaking, as Mr. Putney indicated he is looking forward to opening the subject to comment from interested parties. However, he noted that the commission is not committed to any particular course of action.

Mr. Putney noted that the issue is a controversial one even among the staff, with staffers taking different positions on what, if anything, the commission should or could do. And he did not seem to feel that commission action was the ideal



Ex parte? It was the children's hour at the FCC when ABC's owned television stations came to Washington Oct. 11 to screen its *Rainbow Sundae-Over Seven* series for an audience that included Chairman Richard E. Wiley's son, Doug, and daughters, Kim and Pamela, and Commissioner Abbott Washburn's daughter, Julie. Talking: Phil Boyer, vice president for programming for the owned stations.

resolution of the problem. "Everybody around here hopes that some form of self-regulation will relieve us of the problem," he said. "We're all very conscious of the practical and the political—that is, constitutional and statutory—limitations facing us."

Program Briefs

Movies 200. National Telefilm Associates, Los Angeles, announced new grouping of 50 classical feature films with story lines based on American history. Entitled *Americana—'76* and oriented toward bicentennial, package includes such titles as "Penn of Pennsylvania," "Drums Along the Mohawk," "Magnificent Doll [Dolly Madison]," "Brigham Young," "Buffalo Bill," "Wilson," "Eleanor Roosevelt Story," and "Sands of Iwo Jima."

Vets plus. Sixty new radio stations have signed for Veteran Administration's *Here's to Veterans*, bringing to 2,680 total number of stations carrying 15-minute public service show. Also, 35 more stations have signed for *Sound Track Five*, VA's five-minute show, bringing total to 808 stations.

Derby stays put. CBS Radio has extended its exclusive 37-year radio network rights to Kentucky Derby for another five years, it was announced last week. Annual horse race, held each May at Churchill Downs, Louisville, Ky., is originated through CBS affiliate, WHAS(AM) Louisville.

More for BPI. Broadcast Programming International, Bellevue, Wash., reports two new customers for its automatic radio programming service: KEZX(FM) Seattle and KBES(AM) Bellevue (Seattle). KIXI(AM) Seattle is already client of company.

Sail ho. Vidistrib Inc., Los Angeles, announces worldwide syndication of *Kiel Olympiad*, documentary of 1972 Olympic sailing regatta at Kiel, Germany. Program is available as half-hour or hour special.

SE office. B. Crenshaw Bonner, Atlanta, independent film and TV program representative, will represent Gray-Schwartz Enterprises' Telefix Division, Beverly Hills, Calif. (*Lassie*, *Lone Ranger*, among others), in southeastern U.S.

Friendly game. Vidistrib Inc., Los Angeles, will handle worldwide syndication of Magic Productions Inc.'s *Twilight Cheat*, halfhour special on card sharks narrated by Don Adams.

Another automater. United Tapes of America, Grand Junction, Colo., announces full-time service of custom produced tapes for automated radio stations. UTA is owned and operated by Steve Schmidt and wife; Mr. Schmidt is one time program director of KREX(AM) Grand Junction and has been operating UTA on part-time basis for last 18 months (it has seven customers). Box 1193, Grand Junction 81501.

Broadcast Journalism

Media manipulation by the President?

White House request moves networks to change mind on Ford's address; NBC most inconvenienced as slotting pushes national pastime past time

President Ford, in his third month in office, availed himself last week of one of the not-so-incidental powers that goes with his office—the power to obtain network exposure on request.

ABC, CBS and NBC news executives were not interested in providing live, prime-time coverage of President Ford's appearance before the Future Farmers of America in Kansas City on Oct. 15, when the opportunity was extended a few days earlier. The networks planned to cover the speech, but not live.

Even a draft of the speech that White House News Secretary Ron Nessen delivered to the networks' bureau chiefs in Washington on the morning of the Kansas City appearance failed to stir them. The President was going to try to stimulate the country with the kind of fervor it felt in fighting World War II; there were to be exhortations to plant vegetable gardens and talk of anti-inflation bonds. And, Mr. Nessen was to state later, the President wanted to speak "directly" to the Ameri-



Mob psychology. WCVB-TV Boston cameraman Larry Weisberg and reporter Mike Talbbi caught all too graphically this incident in Boston's racial turmoil over forced busing. Jean-Louis Andre Yvon, who was dragged from his car, chased and assaulted, is pictured attempting to escape a white mob. The film was carried on the station's evening news Oct. 7 and picked up by its network, ABC, for its newscast.

can people. So when the networks' news judgment turned out to be out of sync with the White House's, the White House took the direct route. Shortly before noon on the day the speech was to be delivered, Tom DeCair, an assistant White House news secretary, telephoned Frank Jordan, of NBC News in Washington, chairman of the network pool committee, with a formal request for network coverage. The word went out to the two other network bureaus in Washington, and was relayed to the top brass in New York.

The word that came back down from New York was no surprise—cover it live. For, to the best of anyone's recollection at the White House or the networks, a presidential request for live coverage has yet to be denied.

Nevertheless, the incident stirred something of a flap at the White House news briefing on Tuesday, when Mr. Nessen announced that the President had made a formal request for time, beginning at 8:04 p.m.

Reporters wanted to know if Mr. Nessen, who joined President Ford's staff last month after 12 years as an NBC-TV correspondent, was questioning the networks' news judgment in rejecting the opportunity for live coverage of the speech. No, he "certainly would not do that," he said.

And, under further questioning, he amended the statement he issued in announcing the request, to make it clear he felt the networks did not feel the event was newsworthy "enough" for live coverage. Originally, he had said the networks did not regard the speech as newsworthy, period. ("That's quite a difference," said one reporter, after the amendment was made.)

Mr. Nessen also did not accept the contention that the request was tantamount to an order. And he said he had seen no sign that the President objects to having his views "filtered or edited" before reaching the public. But, Mr. Nessen said, this was "a special speech in the sense that it is being directed at the people, and what they can do to fight inflation and save energy. I wouldn't draw any further inferences from this." The President's "generally good relations with the press," he added, are well known.

Although some reporters in the briefing room appeared to feel that the President should not take the existence of those "good relations" too much for granted, ABC News president William Sheehan viewed the incident with some detachment. Whenever a President asks for time, he said, "he'll get it." The party out of power complains, he noted, "but when the President wants to speak to the nation there's no way we can deny him the air."

CBS News issued a brief statement indicating it was not quite as resigned as Mr. Sheehan seemed to be. It said it was "acceding to this request, while noting that it raises questions that we must consider for the future." Later a CBS official was quoted as saying the network, in accordance with its policy, would grant time to those in government wishing to respond to the President, if the speech

provoked substantial disagreement.

And, he added, since the President had used part of the time made available by the networks to criticize Congress—for failing to show much appetite for steps he had recommended to help fight inflation—it seemed likely last week that the Senate and House Democratic leadership would request time for reply. A spokesman for House Speaker Carl Albert said: "I think a request would be made"—especially, he said, since the President had requested the networks to cover his speech live.

Philosophical questions as to the President's right to request time from the networks aside, the request, coming as late as it did, caused some technical problems. ABC-TV, which provided the pool coverage, was forced to rely on the mobile unit services of its Kansas City affiliate, KMBC-TV, for engineering and technical staff. "When you hear about a speech at 11 a.m. and it's scheduled for 8 p.m., you can't depend on flying a crew from Chicago or New York," said an ABC News technical source, who termed the KMBC-TV performance "very professional."

ABC-TV pre-empted its regular 8-8:30 p.m. (EDT) situation comedy, *Happy Days*, and began the Tuesday *Movie of the Week* ("Playmate," with Alan Alda), at 8:40 p.m., following President Ford's address.

CBS-TV simply pushed its schedule back 40 minutes to accommodate the President's speech. *Good Times* began at 8:40 p.m. instead of 8 p.m. (EDT).

Both ABC and CBS wrapped up the speech with brief summaries.

But it was NBC-TV that faced the prickliest problem as a result of the President's request. The network was set to present the third game of the World Series, and it had not seen fit to pre-empt any part of the divisional playoffs it had carried either for the President's economic address to Congress on Oct. 8, or for his outdoor news conference on the following day.

The world series game was scheduled to begin in Oakland at about 8:15 p.m., following some 15 minutes of pre-game commentary. The White House had originally considered a 10:30 p.m. starting time for the speech, but when informed that the President's speech would probably run into the final innings of the ball game, the White House suggested 8 p.m. instead. An NBC source said that while network officials were considering that suggestion, the White House turned it into a formal request for air time—with which NBC immediately complied. And with the cooperation of Baseball Commissioner Bowie Kuhn, the start of the third game was delayed until 8:45 p.m., to permit time for an abbreviated pre-game program following the speech.

Staying put

Corinthian Broadcasting's WISH-TV Indianapolis has won a preliminary injunction enforcing its contract with newsman William D. Crafton and barring his departure to work for WNTS(AM)



Press Club award. WMAL-TV Washington's Jim Clarke (center), was only television reporter among nine recipients of National Press Club Awards for excellence in consumer reporting. Edward S. Donnell (l), chairman and chief executive officer, Montgomery Ward, and Kenneth Scheibel (r), president of Washington's National Press Club, co-sponsors of awards, presented certificate of recognition and \$1,000 prize for Mr. Clarke's mini-series, "The Auto Repair Go-Round."

Indianapolis before his contract expires Jan. 6, 1975. The action, in Marion county (Ind.) superior court, apparently terminates the case: After the ruling, Mr. Crafton reportedly returned to work at WISH-TV as co-anchor of the noon news and early evening news. He had left the station Sept. 19 but a temporary restraining order issued that day had prevented WNTS from putting him to work.

Lewis fights another

Will Lewis, general manager of Pacifica Foundation's KPFK(FM) Los Angeles, refused last week to provide a federal grand jury with the original of a message the station reportedly received from a terrorist group taking credit for two hotel bombings earlier this month in California. He was given to Friday, Oct. 18, to comply.

Mr. Lewis, who takes the position that the state newsman's shield law protects him in the present circumstances, was jailed for 16 days earlier this year for similarly refusing to turn over to authorities the original communications from the Symbionese Liberation Army and the Weather Underground. An appeal to the U.S. Supreme Court from that contempt citation is due to be filed in the next two weeks.

Only two weeks ago, the station was raided by police, armed with a search warrant, seeking the original communication from the bombing group. The form of the communication has never been identified by KPFK. The bombings occurred in Sheraton hotels in Los Angeles and San Francisco and took place, according to the perpetrators, because of ITT's involvement in Chile. ITT owns the Sheraton hotel chain.

ABC-TV readies for christening of 'A.M. America'

With Jan. 6 launch date set, all three networks gird for new early-morning competition

ABC-TV chose Columbus Day (Oct. 14) to launch a publicity campaign for its developing wake-up news/entertainment program, *A.M. America*, whose debut Jan. 6, 1975, will make ABC the third network to sail off into television's early-morning waters.

The territory is pretty much ruled by NBC's *Today* show, recently averaging a 5.7 rating and nearly half the audience; the *CBS Morning News*, into its second year with Hughes Rudd as anchor, persists with a 1.7 rating and about 15% of the audience. ABC program executives are hoping to carve an audience primarily from those willing to break the 22-year-old *Today* habit and from viewers of local fare.

A.M. America arrives with distinguished participants. At last Monday's kick-off publicity luncheon in New York, it was announced that Senator Sam Ervin (D-N.C.) of Watergate Committee fame, and former U.S. Attorney General Elliot Richardson would make bimonthly appearances on the program with, it is hoped, witty and pungent observations on the political scene. Also on the observation deck, on a weekly basis, will be John Lindsay, former mayor of New York, commenting on urban affairs. (Mr. Lindsay told the luncheon assembly at the Plaza hotel that ABC's "memorandum of understanding" leaves him "totally free to do anything I want politically"—even endorse candidates, an act which resulted the past summer in the cancellation of his election-commentary contract with WCBS-TV, CBS's New York O&O.)

ABC's program executives are giving *A.M. America* at least two years to claim its own ratings territory. Stacks of statistical research surveys by the Iowa consulting firm of Frank Magid Associates are evidence of the homework that has gone into the format preparation. ABC discovered, for example, that half of all early-morning TV viewers would be interested in a new morning show. From there, they determined that 15% of all viewers could be counted on to switch immediately to another show, but that 33% would stick with the *Today* show, and that 9% would stick with the *CBS Morning News*.

A.M. America will attempt to appeal to a slightly younger audience than *Today*, said ABC's morning development director, Dennis Doty. A sample *A.M. America* tested last April over ABC's West Coast affiliates received a "very favorable" response, he said. Three or four dry runs of the polished product will be taped in December and could be audience-tested before the two-hour live show opens in January.

The format is conceived as a "light-hearted" and "quicker-paced" version of

the *Today* show's magazine style, its producers report. *A.M. America* will open at 7 a.m. (EDT) from the New York studio with bouncy music, a montage of Americana, perky good-mornings, astrological forecasts and farmer's almanac advice before turning to the day's big news stories, which will originate from Washington. Newscasts are spotted on the hour (for five minutes) and the half-hour (for three minutes). But the bulk of the show will go to live in-studio interviews or features on such topical matters as health, finance and consumerism, and to taped or filmed on-the-road features on intriguing regional phenomena. The show's producers stress the "live," "cheerful" and "national" aspects of *A.M. America*, which is expected to originate frequently from ABC O&O's and affiliates for a non-New York flavor.

A.M. America's regular principals (BROADCASTING, Sept. 9) are Bill Beutel, news anchor with ABC-owned WABC-TV New York, an attractive masculine presence designed to offset the dominant female presence of *Today's* Barbara Walters; Stephanie Edwards, KABC-TV Los Angeles featurecaster and actress, and Bob Kennedy, of ABC-owned WLS-TV Chicago, who will be the "Charles Kuralt" of ABC's early morning slot. The network highlights the personalities' geographical diversity as evidence of the "middle-America" appeal planned for *A.M. America*. A very lively executive producer, Jules Power, who wants a "diverse, fun," positively accentuated program, will head a 70-person *A.M. America* staff which, he says, "is in for the long haul."

The program's sales kick-off last Saturday (Oct. 19) in Chicago will be followed up Friday (Oct. 25) in New York. Although there have been some grumblings from affiliates that want to take only one of the show's two hours,

network executives are firmly pressing for a two-hour package, half of which will be sold by local stations (the 7:30-8:00 and 8:30-9:00 a.m. EDT periods, as with the *Today* show, belong largely to the network). Network commercial rates will be \$3,000 per minute, ABC sales executives report. (The *Today* show goes for \$12,000 a minute, and *CBS Morning News* for \$2,000 a minute.) Potential *A.M. America* advertisers are being encouraged to tie in their commercial messages with the particular editorial content of a program segment. On-air personalities, especially Ms. Edwards, will be available for up to four live commercials per day.

When *A.M. America* bows Jan. 6, the *Today* show will be opening for a week's origination from Honolulu. "It's a funny coincidence," said *Today's* executive producer, Stuart Schulberg, "and I suppose we should be here in New York just to watch them, but we made the commitment five months before we knew what ABC was doing." The Hawaii trip signals *Today's* resumption of its pre-Watergate habit of traveling—usually abroad—twice a year. The diminished political news input gives *Today* more leeway, much of which it intends to use for a "major commitment to the bicentennial" beginning in July 1975. Mr. Schulberg's program will also take on a trans-America look during the bicentennial year, when *Today* will feature remotes and a "regular pattern of programs covering every state and territory of the U.S."

Other *Today* innovations—including a

brand new "more modern" set and the use of portable live video minicameras—are arriving just as ABC enters the morning news picture, although Mr. Schulberg has been requesting them for several years. "Whenever you face new competition," he admits, "it's obvious the climate improves, and I'd be a fool to say it's not the competition that is getting us some serious budget improvements. It's like there's a new kid in town, and we're fighting for the same turf, and we've got to be ready for them." NBC-TV may authorize its own statistical research to define *Today's* viewership.

But as far as Mr. Schulberg is concerned, ABC is welcome to scuffle for rating points. "I have a 'may the best man win' feeling about them," he acknowledges. "I love the competition. You know, despite all the traveling and excitement, this job can become routine, and it's more fun having a race than trotting around in the paddock all by yourself. Maybe, with ABC, we'll finally have a race."

The implication is that the *CBS Morning News*, with its small but loyal viewership, is not exactly vying for a photo finish with *Today*. However, CBS is satisfied, says the show's executive producer, Joe Dembo, with "a good, solid, hard news broadcast," and no one "mumbles about ratings." Mr. Dembo was brought in from CBS's Rome bureau last April to take over the *Morning News* from Lee Townsend not long after the widely-publicized departure of Mr. Rudd's co-anchor, journalist Sally Quinn. "It was a



CBS—Rudd



NBC—Walters and Hartz

Champion and challengers. NBC's *Today Show* got there first in early morning TV, and remains the reigning ratings star. CBS's *Morning News* with Hughes Rudd, after being burned in its last joust, is content at the moment to settle for second. Now ABC wants to turn the dawn patrol from a company into a crowd.



ABC—Edwards, Beutel, Kennedy, producer Power

NAFMB urged to revise sales targets, selling tactics

RAB's Vincent sees challenge in keeping ground already won; formula in large and small markets spelled out by New Orleans panelists

Panelists at a sales workshop at the National Association of FM Broadcasters convention in New Orleans Oct. 10-13 emphasized that if FM broadcasters had to work hard to win their recognition as an advertising medium, they are going to have to work even harder to maintain that position and continue to grow.

Joe Vincent, vice president and director of regional sales, Radio Advertising Bureau, reminded the session that FM's battle is far from over. Costs are up, advertising budgets are down, collections are bad, national spot is shaky. "But," he said, "in spite of ourselves, we've been looking good."

FM, however, should not rest on its laurels, he said. He urged the audience, as did the other panelists, to "start with the basics; sell radio first." He also offered several RAB "weapons" for the FM salesman's "arsenal" in battling the competition: An increased monthly cassette service from RAB; an RAB effort to develop training programs for radio salesmen; an RAB-National Association of Broadcasters look into the disparity between co-op advertising offered newspapers (usually 50-50) and co-op offered broadcasters (usually 75-25) and the possibility of going to the Federal Trade Commission on this; an RAB project to create a standard, simplified national rate card.

New business is crucial, he said, urging FM to "prospect in all areas." And to allow for more advertising, "increase units for more dollars."

He was followed by Stephen Bellinger, whose Prairieland Broadcasters operates two separately run AM-FM combinations in Centralia and Streator, Ill. He described successes achieved in splitting the stations' call letters, program formats and sales staffs, even to the point of pitting the AM sales staffs competitively against the FM sales staffs. He was also quick to attribute much of his FM profitability to the use of inexpensive automation equipment.

Mr. Bellinger represented small market radio. John Lack spoke for large markets by way of his post of general manager of sales at WCBS-AM-FM New York. He dwelt mainly on a large-market broadcaster's newest hot item: retail trade. "Thirty percent of my business is retail," he told the workshop. Then he told his method for bringing in retailers.

Not only does he sell his retail clients radio per se; he sells them ideas, he said. As an example: During income-tax time, when the stations were doing short fea-

terrible situation," said Mr. Rudd. "She went into it very reluctantly, knowing her limitations." The wryly comic anchorman and morning news writer compared Miss Quinn's final days with CBS News as "the last days in the bunker."

The arrival of Mr. Dembo to the CBS *Morning News*, maintains Mr. Rudd, has resulted in a "five thousand per cent better broadcast," although there is no significant news from the ratings front. Mr. Dembo's contribution has been to quicken the broadcast's pace and to increase the number of stories per broadcast. Both Mr. Rudd and Mr. Dembo make no secret of the fact that they, too, would like to have a two-hour morning news program. They compare the CBS program to the *New Yorker* magazine, which also has a relatively small, but loyal following. (CBS makes the entire program available to its affiliates for re-broadcast on local news programs.) A longer program, they feel, would give the *Morning News* "a more competitive stance" with NBC, and now, ABC.

Koop, Geller cast testimony in favor of 'sunshine' law

Senate committee considering bill opening meetings to public, press

Theodore Koop, director of the Radio Television News Directors Association's Washington office, testified last week in support of a proposed Senate bill (S. 260) to open government committee meetings, saying, "In an era when citizen confidence in major institutions has been on the wane, here is one effort that has brought about some restoration of the confidence." Mr. Koop was one of nine witnesses during a day of hearings before the Senate Subcommittee on Reorganization, Research and International Organizations, chaired by Senator Lawton Chiles (D-Fla.).

The bill he supported would open all meetings of congressional committees, including executive sessions and conference committee sessions, and all meetings of government agencies where official action is discussed. Meetings could be closed by majority votes of committee members for various reasons.

Mr. Koop noted Florida's experiment with an open meetings law, indicating that that law has helped create better understanding between public officials and news reporters, whom he called traditional adversaries, and has prompted more accurate news coverage.

He added, "The conduct of the public's business in private can only engender suspicion in the public mind, whether or not there is basis for that suspicion."

Another witness was Henry Geller, former general counsel of the FCC, who supported the bill, saying, "It is sound general principle that the public's business should be done in plain view of the public." Mr. Geller said that possible grandstanding by committee members as a result of the opened meetings would be minimal, and that meetings might run

more efficiently under public inspection, prompting members to arrive more prepared. He also said that indications are that full and frank discussions would not be inhibited by enactment of the bill. He acknowledged instances where public officials might skirt the law, but "the bill does not have to be 100% effective in opening decision-making to the public. It is enough that it represents a very substantial step forward."

News has got to capture the fancy of FM programers, convention panelists say

"News—a Neglected Opportunity" was the neglected workshop at the National Association of FM Broadcasters convention in New Orleans on Oct. 12. Only about 40 broadcasters passed up a concurrent session on "Management—It Makes the Bottom Line"—or the attractions of Bourbon Street—to hear broadcast news executives emphasize that news not only is essential to an FM station, but it can be a profitable asset.

C. Bosworth Johnson, news director of WSJZ-TV Huntington, W.Va., and immediate past president of the Radio Television News Directors Association, complained that each of his personal cars has an AM-FM radio in it, and neither would have an AM if either of the two FM's in his market "did anything about news." "It is the responsibility of any station to keep its audience informed," said Mr. Johnson. But it need not be a burden on a station, he said. "News credibility translates into rating points which translates into dollars."

Tom O'Brien, vice president and director of radio news for ABC, stressed the advantages of immediacy radio has over television as a news medium. He also continued a theme of Mr. Johnson's: "There's money to be made in radio news." But money and effort must go behind any news operation for it to be profitable, he said. Hire a good, experienced news director, emphasize local coverage and get newsmen out into the market—"see your community and be seen by your community," he said. But don't treat news as "just something to satisfy [FCC Complaints and Compliance Director Bill] Ray," he concluded.

Moscow bound

Two ABC-TV network newsmen were to leave for Moscow Friday (Oct. 18) at the invitation of the Soviet Academy of Sciences and the Soviet State Committee on Television to prepare a proposed ABC News TV documentary on next year's joint U.S.-Soviet space launch. Av Westin, ABC News vice president, TV documentaries, and Jules Bergman, ABC News science editor, will examine the Soviet space training program; Star City, home of Soviet cosmonauts; and the country's space equipment. The documentary will be broadcast just before the July 15, 1975 launch. ABC News expects to obtain exclusive U.S. broadcast rights to "certain aspects" of the Soviet launch.

ture pieces on tax tips, they approached Macy's to buy the entire six-week series. And Macy's spent \$7,000 gratefully to advertise its calculators.

He also said not to undersell the importance of retail advertising. "Retail sales aren't a training ground," he said. He noted his stations have a full-time retail advertising sales manager and three full-time retail salesmen. In concluding, he left no doubts about the importance he ascribed to retailers: "If you have a salesman who can't walk into any retailer president's office in town, you'd better fire him."

Last to speak was Bill Viands Jr., director of radio sales for Cox Broadcasting. He addressed the status of national spot and its effects on national radio reps.

The root cause of the sorry state of national spot and national reps, he said, is "Broadcasters haven't changed their basic selling system in 25 years. It wasn't originally designed for 7,000 stations." The way out, he said, should begin with a study of the elements of the radio selling system: "How to best utilize and compensate national reps" (15% would be right, he suggested); "how to simplify and standardize paperwork"; a study of how to "simplify and standardize radio rate cards aimed at a universal rate card format"; a "study of all network radio," and a study of "moving radio closer to TV's sales methods and techniques."

Later, during a question-and-answer session with the audience, the panelists dealt with other nuts-and-bolts problems of radio broadcasters:

- They discussed Arbitron's intention (announced formally at an NAFMB ratings workshop session) that the April-May 1975 ratings books would contain ADI (area of dominant influence) measurements. Several broadcasters felt their markets might "disappear" in an ADI designation. Mr. Viands, however, felt that radio would be in "better shape" with the addition of the ADI column and that more markets would benefit

than not with the inclusion of ADI's.

- They also talked about the difficulty stations sometimes have in recognizing a legitimate advertising agency (and allowing a discount for production). Mr. Bellinger said when in doubt, "recognize them." Mr. Lack said the same, only "raise the rates" to cover the discount.

- The panelists also advised on whom to see at a company to get a decision on advertising. "We're seeing the wrong people," Mr. Bellinger remonstrated. "The majority of our sales calls are on people who can say no, but not people who can say yes."

Little for broadcasters in campaign reform bill

Section 315 and lowest unit rate provisions remain in effect; gone is 60% ceiling on expenditures by candidates in radio and television

With some reservations, President Ford signed into law last Tuesday the extensive reform of federal election financing practices.

The President said he had doubts about using federal funds to finance presidential candidates' broadcast expenditures. There are contributions might infringe on First Amendment guarantees of freedom of expression, but he said, "the times demand this legislation."

Among the changes the new law will bring about is repeal of the ceiling on candidates' media expenditures. There still are limits on over-all spending by a federal candidate, but, effective next year, a candidate is free to spend—within the over-all limit—as much as he chooses on broadcast advertising. Formerly, only

60% of his expenditures could be used for broadcasting. Also gone is a requirement that candidates give certification that they are within their spending limits before buying broadcast time.

The law leaves untouched the provision in the Federal Election Campaign Act of 1971 requiring broadcasters to charge the lowest unit rate "for the same class and amount of time for the same period." Also remaining in the 1971 law is a provision empowering the FCC to revoke the licenses of stations that "willfully and repeatedly" fail to allow access to federal candidates or fail to permit candidates to purchase "reasonable amounts of time."

Although the Senate passed a provision in its original reform measure to repeal the equal-time law for all federal candidates, found in Section 315 of the Communications Act, the issue was postponed for action next year under separate legislation. Senator John Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, and Representative Harley Staggers (D-W.Va.), chairman of the House Commerce Committee, have promised to introduce bills early next year that would at least repeal the equal time law for presidential and vice presidential candidates.

Besides setting limits on spending, the new law also limits the amount contributors can give to candidates for federal office. It further provides for financing of presidential candidates by a \$1 check-off that taxpayers may authorize when filing their income tax returns. The law will be policed by an independent commission with civil enforcement powers.

NAD 2, advertisers 4

The National Advertising Division of the Council of Better Business Bureaus resolved six challenges to TV advertising during September. A commercial for Dristan Nasal Mist (American Home Products Corp., New York) was discontinued after consultation with NAD, and one for Lysol Deodorizing Spray (Sterling Drug Inc., New York), has been withdrawn and a new version has been submitted to the division. NAD also reviewed and found acceptable TV commercials for Calgon Water Conditioners (Calgon Consumer Products Inc., Pittsburgh); Gainesburgers with Eggs (General Foods Corp., White Plains, N.Y.); Zest (Procter & Gamble Co., Cincinnati), and Listerine Antiseptic (Warner-Lambert Co., Morris Plains, N.J.).

An agency advertising

A Western radio and print campaign to increase awareness of its name as an advertising agency began Oct. 14 by Clinton E. Frank Inc., Advertising. The theme is "Clinton E. Frank—The Name Behind the Names You Know," and one-minute radio spots are running on a rotating basis on KNX(AM), KMPC(AM) and KFWB(AM) in Los Angeles, and on KSFO(AM), KCBS(AM) and KGO(AM) in San Francisco. Print ads are running in

BAR reports television-network sales as of Oct. 6

ABC \$485,217,300 (30.5%), CBS \$577,056,100 (36.2%), NBC \$531,058,100 (33.3%)

Day parts	Total minutes week ended Oct. 6	Total dollars week ended Oct. 6	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday					
Sign-on-10 a.m.	81	\$ 550,200	2,639	\$ 17,999,900	\$ 18,725,500
Monday-Friday					
10 a.m.-6 p.m.	1,021	10,627,800	39,694	341,874,700	293,480,000
Saturday-Sunday					
Sign-on-6 p.m.	336	7,369,900	11,183	155,887,800	146,780,200
Monday-Saturday					
6 p.m.-7:30 p.m.	105	3,068,700	3,919	81,615,100	73,103,700
Sunday					
6 p.m.-7:30 p.m.	14	458,500	540	11,916,100	12,004,300
Monday-Sunday					
7:30 p.m.-11 p.m.	401	28,565,600	16,660	869,843,600	803,436,700
Monday-Sunday					
11 p.m.-Sign-off	176	3,390,400	6,896	114,200,300	98,496,700
Total	2,134	\$54,031,100	80,531	\$1,593,331,500	\$1,446,027,100

Source: Broadcast Advertisers Reports



Expanding. Canada Dry Corp., New York, has been repositioning its ginger ale since 1970 as a soft drink rather than as a mix, and will do so more so in 1975. The budget's going up about 10%, with about \$3.5 million in network TV, almost \$2 million in local spot TV (with bottlers) and more than \$200,000 in local radio. Commercials—through Grey Advertising, New York—will stress that Canada Dry Ginger Ale is "the dry soft drink" that's "not too sweet" and "quenches your thirst better."

MAC and the Wall Street Journal.

Len Gross, CEF vice chairman and West Coast manager, commented: "The reason for the campaign is quite simple. CEF is not as well known on the West Coast as it is in the Midwest and the East. We have an excellent client list in the West, and we think identifying our name with the campaigns of our well known clients will be helpful in increasing awareness of CEF as a top Western agency." If it works, Mr. Gross added, the campaign will be expanded to cover CEF offices in Chicago, Dallas and New York.

Business Briefs

Bouncing to Ayer. Goodyear Tire & Rubber Co., Akron, Ohio, has named N. W. Ayer & Son, New York, as agency for truck, farm, motorcycle and bicycle tire accounts, effective Dec. 31, replacing Tatham, Laird & Kudner, Chicago. Billings are expected to be about \$3 million with media breakdown still to be determined.

Foamy business. John H. Breck Inc., Wayne, N.J., division of American Cyanamid Co., has named Richard K. Manoff Inc., New York, for Breck Creme Rinse and new product. Billings will be about \$1.5 million, overwhelmingly in TV. SSC&B Inc., New York, has handled Creme Rinse.

West and Southwest. Gert Bunchez & Associates, St. Louis, has opened two additional sales offices: 111 North La Cienega Boulevard, Beverly Hills, Calif. 90211, (213) 652-1441, Chuck Dwyer in charge; 4400 Bowser, Dallas 75219, (214) 522-9749, Dean Coward in charge.

Equipment & Engineering

Ghost may go West

RCA engineer says new transmission system being tested in Chicago may help to improve home reception

Circularly polarized TV broadcast transmissions may go a long way toward solving picture ghosting, poor reception on whip and rabbit-ears antennas and other television problems, an RCA expert said last week.

Dr. Matti S. Siukola, leader of advanced antenna development for RCA Broadcast Systems, told a symposium of the Institute of Electrical and Electronic Engineers in Washington that tests currently under way in Chicago may verify theoretical advantages. In the tests, ABC-owned WLS-TV Chicago is broadcasting with an experimental antenna developed for it by RCA. Initially the test transmissions were at night but the FCC later authorized WLS-TV to use the circularly polarized antenna during its full program day.

Dr. Siukola said that "it is expected at the outset that simply transmitting two signals, one horizontally and one vertically polarized, will provide much more solid TV coverage, as was the case with FM, than the present system," which employs horizontally polarized transmissions. He said the vertical component should serve whip-antennas better while the combination of vertical and horizontal components should simplify adjustments usually needed for rabbit ears and other simple indoor antennas. The most important feature, he said, is the system's potential for reducing ghost reception.

Dr. Siukola said that, if approved, circular polarization could be easily implemented by broadcasters by using the station's authorized effective radiated power for both horizontal and vertical radiating components, thus doubling effective radiated power, but that it would increase the broadcaster's costs and perhaps the viewer's too. Stations could expect their transmitting costs to rise and would need more expensive and more complex antennas, larger transmission lines and heavier towers, he said.

Citizen-band amplifiers called threat to ch. 2

Concern over illegal amplifier use on the class D citizens radio band has prompted the FCC to initiate a rulemaking to ban the marketing or use of amplifiers capable of operation in the frequency range of 20-40 mhz. Broadcasters, responding in initial and reply comments to the proposed rulemaking, have expressed concern over interference to television's channel 2.

Class D signals operate on half the wavelength of channel 2. Some operators, attempting to extend their transmission range, have been using power amplifiers.

The Association of Maximum Service Telecasters and CBS have emphasized the interference threat to channel 2 reception from the illegal amplified class D signals. CBS complained that illegally amplified class D stations have caused interference to owned stations on channel 2 in the New York, Chicago and Los Angeles.

The United Citizens Radio Council and several React and Alert teams have also asserted that amplified signals create interference for their own communications on the citizens radio band.

Discrete try-outs

The National Quadraphonic Radio Committee is performing on-the-air tests of five FM four-channel discrete systems for eventual submission to the FCC.

The committee, sponsored by the Electronic Industries Association, consists of 50 representatives of various manufacturing, broadcasting and professional societies, with James Gabbert, newly elected president of the National Association of FM Broadcasters, as acting chairman. Mr. Gabbert's KIOI(FM) San Francisco is performing the tests.

The systems being analyzed are those of Quadracast Inc., General Electric, Zenith, Nippon-Columbia and RCA. All are considered true four-channel broadcasting. The present matrix system that is used in some four-channel broadcasting as well as recordings is considered a bastard version to purists.



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Syndicated programming's renaissance in radio

Jumping in to fill a need at stations for uniqueness in sound, many firms, mostly rock-oriented, make a go of it

Syndicated radio packages have become big business. A variety of programs, mostly taped, are now available to stations from a field that was virtually nonexistent in 1970.

"The potential for special programming in radio is unlimited," says George Burns of Burns Media Consultants, and ratings of many such programs seem to bear this out. WNEW-FM New York, in a time slot in which it is already top-rated, doubles its audience on nights it carries the *King Biscuit Flower Hour*. Other stations with other programs report similar success.

The value of such packages for program directors can be great. In many markets, similarity between stations is growing: "We're all playing the same music product," said one program director, and stations are turning to syndicated special programs to combat this sameness. Phil Sheridan, general manager of WNCI (FM) Columbus, Ohio, is one broadcaster who is sold on the idea: "It's a rating tool and a revenue tool," he says. "You always come out ahead." WNCI has based an entire promotion campaign on its syndicated programming, with at least one such show aired each day. Mr. Sheridan credits the *American Top 40* series with bolstering his Sunday ratings, and WNCI's syndicated *Wolfman Jack* program on Friday and Saturday nights gets top ratings.

Sponsors appear equally pleased. Pioneer Electronics, a long-time advertiser with the *King Biscuit Flower Hour*, considers the program "a very good investment." Sponsors of other shows agree, citing high ratings in the 18-34 age group as an important selling point.

Most of these packages fall into a few general categories, of which the largest number combine music and talk in some manner. Watermark Inc., whose *American Top 40* series has built a subscribership of 300 stations worldwide over the past four years, offers a weekly three-hour countdown of the nation's top-40 hits. Hosted by Casey Kasem, the series also features artist biographies and record news. Watermark also offers a countdown for country-and-western stations. A similar series is offered by Diamond P Enterprises, which produces *Dick Clark's Music Machine*, a weekly three-hour package of oldies, hit singles and album cuts now featured on over 100 stations. Diamond P also produces a series of one-hour country specials, a series of "audio biographies" of music stars, and a pack-

age of Christmas specials spotlighting individual performers and their families with appropriate music.

Most offbeat among these music-and-talk programs is Doug Andrews's *Oidar Wavelength*, which presents current hits as oldies seen from the distant future. The one-hour weekly program, carried now on 100 stations, also contains running science fiction plot-lines to accompany the music.

Apart from the series that feature records are a number of successful programs that offer live-on-tape concerts. D.I.R. Broadcasting's *King Biscuit Flower Hour* presents an exclusive series of rock performances running biweekly on 175 stations. *King Biscuit* is offered on a barter basis with all advertising sold nationally. D.I.R. will soon also be carrying the established *BBC Live from London* concert series. The *On Tour* concert series, presently carried on 195 stations, also features rock performers, and is engineered and produced by former members of the Creedence Clearwater Revival rock group. *On Tour* is also bartered, with stations receiving a percentage of each program's advertising time to sell locally.

Syndicated radio packages are by no means limited to music, however. The Chicago Radio Syndicate has produced a group of comedy series, including the *Chickenman* and *Tooth Fairy* programs, which have been carried on 600 stations worldwide. The *National Lampoon Radio Hour*, which grew out of the *National Lampoon* magazine and its recording interests, offers to stations a weekly half hour of satire on a barter basis. One of the prime forces behind the *Lampoon Hour* is Bob Michelson, whose father, Charles Michelson, syndicates a number of classic radio shows including *The Shadow*, *The Green Hornet*, and *Fibber McGee and Molly*, to over 300 stations.

Some of the syndicated packages defy

Tracking the 'Playlist.' The top four from last week's "Playlist" remain firmly entrenched, led by Olivia Newton-John's continued strong showing, but for the first time in several weeks, newer releases seem headed for the top positions. Carole King's *Jazzman* moved up strongly to seven, and three more recent entries are bolted in the top 20: The Miracles' *Do It Baby*, Bachman-Turner Overdrive's *You Ain't Seen Nothin' Yet* and John Lennon's *Whatever Gets You Thru the Night*. Bobby Vinton's *My Melody of Love*, already close to the top of national MOR charts, is rising quickly at 31, and Al Green's *Sha La La (Make Me Happy)* regains its chart momentum at 38. Also moving more rapidly after brief slumps are singles from Prelude, Latimore, and Gino Vanelli. Harry Chapin's *Cats in the Cradle* continues its rapid rise at 39. As fall releases begin to dominate the chart, 43 of the 75 entries on the "Playlist" move up this week, with several more holding steady.

classification, such as the new *Flo and Eddie by the Fireside*, and *Dr. Demento* series, which combine music, talk and comedy. The Chicago Radio Syndicate has just introduced a package of musical-comedy programming and production aids focused on the national bicentennial, entitled *The Great American Birthday Party*. And Diamond P has had success with a similar package based on the phrase, "Have a happy day." D.I.R. also offers a daily five-minute program called *Rock News*, providing information on artists and records.

Potential for growth in the field, exemplified by *King Biscuit's* jump from 92 to 175 stations in one year, seems great, with numerous companies working on new series in many areas. As one broadcaster put it, for the first time in years the talent and labor that go into production of TV programs are being re-applied to radio, with a success that is apparent.

Rich, Newton-John and Milsap tops in country music honors

Charlie Rich was named entertainer of the year at the eighth annual Country Music Association awards presentation held at Nashville's Grand Ole Opry House Oct. 14.

Mr. Rich, who has scored a series of crossover hits in the past year, including *The Most Beautiful Girl in the World*, also received album-of-the-year honors for *A Very Special Love Song*.

Australian-born Olivia Newton-John proved she has won the hearts of American audiences as she was selected as female vocalist of the year. Single and song-of-the-year honors went to *Country Bumpkin*, recorded by Cal Smith and penned by Don Wayne. The surprise of the awards was the choice of Ronnie Milsap as male vocalist of the year, from an impressive field which included Mr. Rich, Mr. Smith, Waylon Jennings and Merle Haggard.

Repeating their successes in last year's awards were Conway Twitty and Loretta Lynn (vocal duo of the year); The Statler Brothers (vocal group of the year); and Danny Davis and the Nashville Brass (instrumental group of the year).

Hosted by Johnny Cash and telecast nationally by CBS, the awards were the first to be held in the new Opryland complex in Nashville.

CMA wasn't the only organization handing out honors last week. *Let Me Be There* was given the Robert J. Burton award as the most performed country song of the year by Broadcast Music Inc. in its annual country-music awards ceremony last Oct. 15 in Nashville. Kris Kristofferson, Billy Sherrill and Norro Wilson topped the writer-award winners, with five songs each. Acuff-Rose Publications Inc. led the publisher-award recipients, with 10 song citations. Winners were chosen for broadcast performances during the period April 1, 1973 to March 31, 1974.

The Broadcasting Playlist **Oct 21**

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

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	I Honestly Love You (3:35) Olivia Newton-John—MCA	1	1	1	1
2	2	2	Nothing from Nothing (2:40) Billy Preston—A&M	2	2	2	2
3	3	3	Then Came You (3:53) Dionne Warwick & the Spinners—Atlantic	3	3	4	7
4	4	4	Can't Get Enough of Your Love Babe (3:15) Barry White—20th Century	4	4	6	6
9	5	5	Beach Baby (3:02) First Class—U.K. Records	5	5	3	5
8	6	6	Can't Get Enough (3:20) Bad Company—Atlantic	6	6	5	3
16	7	7	Jazzman (3:43) Carole King—Ode	10	8	7	4
5	8	8	I Shot the Sheriff (3:19) Eric Clapton—Atlantic	8	7	11	8
7	9	9	Rock Me Gently (3:28) Andy Kim—Capitol	7	9	9	16
14	10	10	Love Me for a Reason (3:45) Osmonds—MGM	9	14	8	10
11	11	11	You Haven't Done Nothin' (3:20) Stevie Wonder—Tamla	14	10	10	13
19	12	12	Another Saturday Night (2:28) Cat Stevens—A&M	11	11	13	17
12	13	13	Sweet Home Alabama (3:20) Lynyrd Skynyrd—MCA	12	15	12	9
6	14	14	(You're) Having My Baby (2:32) Paul Anka—United Artists	16	12	17	15
10	15	15	Who Do You Think You Are (2:59) Bo Donaldson & the Heywoods—ABC/Dunhill	13	13	19	19
32	▲16	16	Do It Baby (2:55) Miracles—Tamla	15	16	20	21
15	17	17	Never My Love (2:27) Blue Swede—EMI	20	17	14	12
33	▲18	18	You Ain't Seen Nothin' Yet (3:29) Bachman-Turner Overdrive—Mercury	27	22	15	11
25	19	19	Tin Man (3:25) America—Warner Brothers	17	19	21	22
30	▲20	20	Whatever Gets You Thru the Night (3:20) John Lennon—Apple	26	25	16	14
21	21	21	Stop & Smell the Roses (2:55) Mac Davis—Columbia	18	20	18	24
27	22	22	The Bitch Is Back (3:50) Elton John—MCA	24	21	22	18
29	23	23	Everlasting Love (2:20) Carl Carlton—Back Beat	21	23	24	23
20	24	24	You Little Trustmaker (2:49) Tymes—RCA	19	24	25	26
17	25	25	Life Is a Rock (But the Radio Rolled Me) (2:54) Reunion—RCA	28	29	23	20
34	26	26	Longfellow Serenade (3:30) Neil Diamond—Columbia	22	26	26	27
24	27	27	Hang On in There Baby (3:23) Johnnie Bristol—MGM	25	18	29	25
23	28	28	Steppin' Out (Gonna Boogie Tonight) (2:51) Tony Orlando & Dawn—Bell	23	27	27	29
22	29	29	Clap for the Wolfman (3:29) Guess Who—RCA	29	30	28	30
31	30	30	Do It Till You're Satisfied (3:09) B. T. Express—Scepter	33	28	33	28
45	▲31	31	My Melody of Love (3:08) Bobby Vinton—ABC/Dunhill	31	31	31	34
40	32	32	Back Home Again (4:42) John Denver—RCA	30	32	32	33
37	33	33	Carefree Highway (3:45) Gordon Lightfoot—Reprise	32	33	30	32
26	34	34	Skin Tight (2:05) Ohio Players—Mercury	36	34	35	31
42	35	35	I Can Help (2:57) Billy Swan—Monument	34	36	34	37
35	36	36	When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	35	35	36	36
13	37	37	Tell Me Something Good (3:30) Rufus—ABC/Dunhill	39	37	41	35
67	▲38	38	Sha-La-La (Make Me Happy) (2:56) Al Green—Hi	37	39	40	41
61	▲39	39	Cats in the Cradle (3:29) Harry Chapin—Elektra	41	40	39	40
41	40	40	I've Got the Music in Me (3:40) Kiki Dee—MCA	40	47	38	39
47	41	41	Honey Honey (2:55) ABBA—Atlantic	38	41	42	42

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
46	42	42	The Need to Be (3:53) Jim Weatherly—Buddah	46	38	45	49
38	43	43	Earache My Eye (5:17) Cheech & Chong—A&M	59	56	37	38
44	44	44	Rockin' Soul (2:59) Hues Corp.—RCA	42	43	44	53
64	▲45	45	After the Goldrush (2:04) Prelude—Island	47	45	49	46
71	▲46	46	Let's Straighten It Out (3:14) Latimore—Glades	44	46	51	50
49	47	47	Second Avenue (2:50) Art Garfunkel—Columbia	43	50	46	52
58	▲48	48	People Gotta Move (3:18) Gino Vanelli—A&M	51	49	48	45
57	49	49	You Can Have Her (3:00) Sam Neely—A&M	48	48	50	54
56	50	50	Play Something Sweet (3:32) Three Dog Night—ABC/Dunhill	50	51	52	47
28	51	51	I'm Leaving It (All) Up to You (2:46) Donny & Marie Osmond—MGM	54	44	58	44
18	52	52	The Night Chicago Died (3:30) Paper Lace—Mercury	56	42	60	43
59	53	53	Kung Fu Fighting (3:18) Carl Douglas—20th Century	49	53	47	56
36	54	54	Feel Like Makin' Love (2:55) Roberta Flack—Atlantic	45	61	43	69
53	55	55	So You Are a Star (3:45) Hudson Brothers—Casablanca	57	52	53	48
43	56	56	You & Me Against the World (3:08) Helen Reddy—Capitol	52	54	55	59
65	57	57	Wishing You Were Here (2:54) Chicago—Columbia	55	57	54	58
50	58	58	Give It to the People (3:18) Righteous Brothers—ABC/Dunhill	53	55	57	62
60	59	59	Ride'em Cowboy (3:52) Paul Davis—Bang	58	58	61	61
68	60	60	Overnight Sensation (3:38) Raspberries—Capitol	62	63	56	57
48	61	61	Straight Shootin' Woman (2:57) Steppenwolf—Mums	71	60	59	55
66	62	62	Travelin' Shoes (3:00) Elvin Bishop—Capricorn	67	59	62	60
39	63	63	Taking Care of Business (3:13) Bachman-Turner Overdrive—Mercury	70	70	70	50
72	64	64	Give Me a Reason to Be Gone (2:45) Maureen McGovern—20th Century	61	64	64	67
52	65	65	Falling in Love (3:30) Southern, Hillman, Furay Band—Asylum	64	62	69	63
69	66	66	Fairytale (3:11) Pointer Sisters—Blue Thumb	63	65	68	66
73	67	67	Doraville (3:15) Atlanta Rhythm Section—Polydor	69	66	63	68
—	68	68	Touch Me (2:45) Fancy—Big Tree	65	71	65	64
—	69	69	Early Morning Love (2:44) Sammy Johns—GFC	66	68	67	65
75	70	70	Laughter in the Rain (2:50) Neil Sedaka—MCA	60	67	73	73
—	71	71	Pretzel Logic (3:59) Steely Dan—ABC/Dunhill	68	69	72	71
—	72	72	Black Eyed Boys (3:45) Paper Lace—Mercury	79	73	66	70
—	73	73	Cold Highway (3:25) Elton John—MCA	72	77	71	72
—	74	74	Higher Plane (3:15) Kool & the Gang—Delite	75	79	76	74
70	75	75	Evil Boll-Weevil (2:20) Grand Canyon—Bang	78	72	75	77

Alphabetical list (with this week's over-all rank): *After the Goldrush* (45), *Another Saturday Night* (12), *Back Home Again* (32), *Beach Baby* (5), *The Bitch Is Back* (22), *Black Eyed Boys* (72), *Can't Get Enough* (6), *Can't Get Enough of Your Love Babe* (4), *Carefree Highway* (73), *Cats in the Cradle* (39), *Clap for the Wolfman* (29), *Cold Highway* (73), *Do It Baby* (16), *Do It Till You're Satisfied* (30), *Doraville* (67), *Earache My Eye* (43), *Early Morning Love* (69), *Everlasting Love* (23), *Evil Boll-Weevil* (75), *Fairytale* (66), *Falling in Love* (65), *Feel Like Makin' Love* (54), *Give It to the People* (58), *Give Me a Reason to Be Gone* (64), *Hang On in There Baby* (27), *(You're) Having My Baby* (14), *Higher Plane* (74), *Honey Honey* (41), *I Can Help* (35), *I Honestly Love You* (1), *I Shot the Sheriff* (8), *I'm Leaving It (All) Up to You* (51), *I've Got the Music in Me* (40), *Jazzman* (7), *Kung Fu Fighting* (53), *Laughter in the Rain* (70), *Let's Straighten It Out* (46), *Life Is a Rock (But the Radio Rolled Me)* (25), *Longfellow Serenade* (26), *Love Me for a Reason* (10), *My Melody of Love* (31), *The Need to Be* (42), *Never My Love* (17), *The Night Chicago Died* (52), *Nothing from Nothing* (2), *Overnight Sensation* (60), *People Gotta Move* (48), *Play Something Sweet* (50), *Pretzel Logic* (71), *Ride'em Cowboy* (59), *Rock Me Gently* (9), *Rockin' Soul* (44), *Second Avenue* (47), *Sha-La-La (Make Me Happy)* (38), *Skin Tight* (34), *So You Are a Star* (55), *Steppin' Out (Gonna Boogie Tonight)* (28), *Stop & Smell the Roses* (21), *Straight Shootin' Woman* (61), *Sweet Home Alabama* (13), *Taking Care of Business* (63), *Tell Me Something Good* (37), *Then Came You* (3), *Tin Man* (19), *Touch Me* (68), *Travelin' Shoes* (62), *Whatever Gets You Thru the Night* (20), *When Will I See You Again* (36), *Who Do You Think You Are* (15), *Wishing You Were Here* (57), *You Ain't Seen Nothin' Yet* (18), *You Can Have Her* (49), *You Haven't Done Nothin'* (11), *You Little Trustmaker* (24), *You & Me Against the World* (56).

You Got the Love—Rufus (ABC/Dunhill) ■ With its *Tell Me Something Good* just beginning to fade after a long stay on the charts, this San Francisco-based group has released a follow-up with the same R&B flavor. The single, pulled from the *Rags to Rufus* album that helped make the group a success, has been picked up by several stations already, including KTKT(AM) Tucson, Ariz., KQV(AM) Pittsburgh and WNOE(AM) New Orleans.

I'll Be Your Everything—Percy Sledge (Capricorn) ■ Comebacks seem to be in vogue of late, with artists such as Dobie Gray and The Tymes returning to popularity after long absences. Percy Sledge, last successful nationally with *When a Man Loves a Woman* in the late sixties, is back with this rather mellow R&B single. Among the stations adding *I'll Be Your Everything* last week were WGRQ(FM) Buffalo, N.Y.; WORD(AM) Spartanburg, S.C., and WBGN(AM) Bowling Green, Ky.

Willie and the Hand Jive—Eric Clapton (RSO) ■ Eric Clapton has delved into the 1950's for a classic Johnny Otis tune that RSO Records is billing as the original reggae hit. With Mr. Clapton's *I Shot the Sheriff* still high on the charts, addition of this follow-up may be delayed a week or two on many stations, but at least one, WBGN(AM) Bowling Green, Ky., has added it already. Mr. Clapton's long-term popularity with album buyers should continue to be matched in the singles market.

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

- COUNTRY SIDE OF LIFE, Wet Willie (Capricorn).
- DON'T EAT THE YELLOW SNOW, Frank Zappa (Discreet).
- LA LA PEACE SONG, O. C. Smith (Columbia).
- LOVE DON'T LOVE NOBODY, Spinners (Atlantic).
- SHE CALLED ME BABY, Charlie Rich (RCA).

RCA profits eroded by costs

Third quarter net income down 17%; Sarnoff cites inflationary squeeze

RCA Corp. has reported increases in revenues for both the third quarter and first nine months of 1974 but declines in net income for both periods, attributed to a continuing cost-price squeeze in consumer-related areas of company operations.

RCA's net income for the third quarter fell by 17% to \$35 million (45 cents per share) on revenues of \$1.18 billion from \$42.4 million (55 cents per share) on revenues of \$1.05 billion in the 1973 comparable period.

For the first nine months of this year, net income dropped by 16% to \$109.2 million (\$1.41 a share) on revenues of \$3.4 billion, compared with \$130.3 million (\$1.69 per share) on revenues of \$3.1 billion in the first three quarters of 1973.

Robert W. Sarnoff, RCA chairman, said the cost-price squeeze intensified in the third quarter, holding prices at a level too low to offset rising costs. He said the softness in this period was offset partially by improved earnings in vehicle rentals, broadcasting, global communications, book publishing and service operations.

Sweet and sour for United Cable

While subscribers jump dramatically, company is forced by tight money to halt building in Albuquerque

Stockholders of United Cable Television Corp., now an autonomous company, heard mixed news at the firm's annual meeting last week. Positive: that UCTV increased its subscriber total by 34%. Negative: that construction had been suspended on the firm's new cable system in Albuquerque, N.M., one of UCTV's most promising markets.

For the 12 month period, UCTV (for-

merly LVO Cable) grew from 122,200 subscribers to 163,677. The increase, reported Gene Schneider, UCTV president, included all systems owned, partially owned or managed by the firm.

The Tulsa, Okla., firm became an independent entity last summer, when it severed corporate ties with LVO Corp., its former parent company. LVO is merging with the Ladd Petroleum Corp.

Mr. Schneider said UCTV's "principal" subscriber growth has occurred in three systems—Tulsa and Hayward and San Leandro, both California—which have a combined total of 30,800 customers.

The decision to suspend the building of the Albuquerque system, Mr. Schneider said, was influenced by the state of the general economy and the company's difficulty in obtaining adequate financing. "We are not going to allow our ambitious construction program to outrun our financing arrangements," the UCTV president said, "and we have decided to wait for more favorable conditions in the money markets." He added that this "go-slow attitude" coincides with the firm's conviction to maintain "a financially strong 'central group' nucleus of properties while requiring new projects to attract their own financing." Construction in Albuquerque, Mr. Schneider said, will resume "as soon as financing arrangements have been completed."

For the three-month period ending Aug. 31, Mr. Schneider said, UCTV had revenues of \$2,332,000 compared with \$2,168,000 in the same period a year ago—an increase of 13%. Net income amounted to \$6,000, or less than one cent per share. The previous year's profit of \$71,000 in the comparable period, Mr. Schneider said, was erased by an accounting change, which resulted in a restatement reflecting a loss in that period of \$21,000 or one cent per share.

Financial Briefs

For KIMO-TV expansion. Becker Communications Associates, Chicago, has closed \$500,000 senior secured loan, due 1982, to Central Alaska Broadcasting Inc., licensee of KIMO-TV Anchorage, for expansion of facilities and as working capital. Since its inception in March 1973, BCA has committed more than \$22 million to broadcast and cable interests.

Ahead of schedule. MCA has prepaid \$12 million installment due March 1, 1979, on its unsecured bank loan, bringing to \$48 million (out of original \$100 million) amount prepaid on loan this year. Company's bank loan agreement also provides for \$50 million unsecured revolving credit; no borrowings have been made under this credit.

Buying back. UA-Columbia Cablevision, Westport, Conn., will allot up to \$500,000 for repurchase of its own common stock during next year.

Hopeful. Meredith Corp. estimates that per-share earnings for first quarter will be 55 cents, up from 35 cents for comparable year-ago figure. Company declined to forecast full-year figures, however, citing state of economy.

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Broadcasting's index of 137 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Oct. 16	Closing Wed. Oct. 9	Net change in week	% change in week	High 1974	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
Broadcasting												
ABC	ARC	N	14 7/8	16 1/2	- 1 5/8	-	9.84	28 3/8	14 5/8	5	16,582	246,657
CAPITAL CITIES	CCR	N	21 1/4	19 1/2	+ 1 3/4	+	8.97	39 1/4	19 1/2	8	7,164	152,235
CBS	CBS	N	32 3/8	30 3/4	+ 1 5/8	+	5.28	40	25	9	28,092	909,478
CONCERT NETWORK*	O		1/4	1/4			.00	7/8	1/4		2,200	550
COX	COX	N	10 1/2	10 3/4	- 1/4	-	2.32	19 3/8	9 1/2	5	5,831	61,225
GROSS TELECASTING	GGG	A	8 1/2	7 5/8	+ 7/8	+	11.47	13 5/8	6 1/2	6	5,837	49,614
LIN	LINR	O	2 3/8	2	+ 3/8	+	18.75	6 3/4	2	2	2,297	5,455
MOONEY*	MOON	O	2	1 1/2	+ 1/2	+	33.33	3 5/8	1 1/2	5	385	770
PACIFIC & SOUTHERN**	PSDU	O	4 3/4	4 3/4			.00	6 1/4	3 1/8	1	1,750	8,312
RAHALL	RAHL	O	2 1/2	2 1/4	+ 1/4	+	11.11	6	2 1/4	5	1,297	3,242
SCRIPPS-HOWARD	SCRP	O	14 1/4	13 3/4	+ 1/2	+	3.63	17 1/2	13 1/2	7	2,589	36,893
STARR	SRG	M	4	3 1/4	+ 3/4	+	23.07	9	3 1/4	3	1,069	4,276
STORER	SBK	N	13 3/8	11 3/4	+ 1 5/8	+	13.82	17 3/8	11 1/4	6	4,751	63,544
Taft	TFB	N	13 1/4	13	+ 1/4	+	1.92	23 3/8	12 1/2	5	4,011	53,145
WOODS COMM.***	O		1/2	1/2			.00	1	1/4	4	292	146
TOTAL									84,147	1,595,542		
Broadcasting with other major interests												
ADAMS-RUSSELL	AAR	A	1 1/4	1	+ 1/4	+	25.00	2 1/2	1	5	1,259	1,573
AVCO	AV	N	3 3/8	3	+ 3/8	+	12.50	8 7/8	3	3	11,481	38,748
BARTELL MEDIA	BMC	A	7/8	3/4	+ 1/8	+	16.66	2 3/8	5/8	1	2,257	1,974
JOHN BLAIR	BJ	N	4 5/8	4 5/8			.00	7 1/2	4 1/2	4	2,403	11,113
CAMPTOWN INDUSTRIES*	O		1/8	1/8			.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	1 7/8	1 3/4	+ 1/8	+	7.14	4 1/4	1 5/8	7	4,162	7,803
COMBINED COMM.	CCA	A	7 1/8	6	+ 1 1/8	+	18.75	13	5 3/4	5	3,280	23,370
COWLES	CWL	N	5 1/8	4 7/8	+ 1/4	+	5.12	7 1/8	4	9	3,969	20,341
DUN & BRADSTREET	DNB	N	21 3/4	20 1/2	+ 1 1/4	+	6.09	36	17 5/8	14	26,555	577,571
FAIRCHILD IND.	FEN	N	4 1/4	4 1/2	- 1/4	-	5.55	6 3/4	4 1/8	6	4,550	19,337
FUQUA	FOA	N	5	5 1/8	- 1/8	-	2.43	10 3/4	5	2	7,273	36,365
GENERAL TIRE	GY	N	13 1/4	12 3/8	+ 7/8	+	7.07	18 1/4	12	4	21,515	285,073
GLOBETROTTER	GLBTA	O	1 7/8	1 3/4	+ 1/8	+	7.14	4 3/4	1 3/4	3	2,731	5,120
GRAY COMMUN.*	O		5 1/2	5 1/8	+ 3/8	+	7.31	8 1/2	5	4	475	2,612
HARTE-HANKS**	HHN	N	7 1/8	7 1/8			.00	14 1/4	7 1/8	5	4,340	30,922
JEFFERSON-PILOT	JP	N	24 3/4	23 1/4	+ 1 1/2	+	6.45	38 1/4	20 1/2	11	24,195	598,826
KAISER INDUSTRIES*	KI	A	5 1/2	4 3/4	+ 3/4	+	15.78	8 1/2	4 3/4	3	27,487	151,178
KANSAS STATE NET.*	KSN	O	3 1/8	3 1/8			.00	3 7/8	3 1/8	5	1,741	5,440
KINGSTIP	KTP	A	2 3/4	2 7/8	- 1/8	-	4.34	6 3/4	2 1/2	5	1,154	3,173
LAMB COMMUN.***	P		1 1/4	1 1/4			.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	13 1/8	12	+ 1 1/8	+	9.37	15 1/4	10 3/4	8	3,352	43,995
LIBERTY	LC	N	9 1/4	8 3/8	+ 7/8	+	10.44	15 5/8	8 1/4	4	6,632	61,346
MCGRAW-HILL	MHP	N	6 5/8	6 5/8			.00	9	6	6	23,426	155,197
MEDIA GENERAL	MEG	A	17 1/8	17 1/8			.00	26 1/2	17	7	3,552	60,828
MEREOITH	MDP	N	9 3/4	9 3/4			.00	11 3/8	8 1/4	4	2,921	28,479
METROMEDIA	MET	N	5 7/8	5 3/8	+ 1/2	+	9.30	10 5/8	4 1/2	6	6,447	37,876
MULTIMEDIA	MMED	O	8 3/4	8 3/4			.00	14 1/4	8 3/4	6	4,388	38,395
NEW YORK TIMES CO.	NYKA	A	10	9	+ 1	+	11.11	13 3/4	8	6	10,231	102,310
OUTLET CO.	DTU	N	7 3/4	7 7/8	- 1/8	-	1.58	9 3/4	7	4	1,379	10,687
POST CORP.	POST	O	5 1/4	16 1/2	- 11 1/4	-	68.18	16 1/2	4 3/4	4	882	4,630
PSA	PSA	N	5 1/2	5	+ 1/2	+	10.00	10	4 1/2	7	3,181	17,495
REEVES TELECOM	RBT	A	1 1/8	1	+ 1/8	+	12.50	1 3/4	1	13	2,376	2,673
RIDDER PUBLICATIONS	RPI	N	11 1/4	10 1/2	+ 3/4	+	7.14	16 5/8	10 1/2	7	8,305	93,431
ROLLINS	ROL	N	10	9 3/8	+ 5/8	+	6.66	19 3/4	6 1/2	8	12,705	127,050
RUST CRAFT	RUS	A	6 5/8	6	+ 5/8	+	10.41	10 1/4	5 7/8	5	2,366	15,674
SAN JUAN RACING	SJR	N	8 5/8	8 1/2	+ 1/8	+	1.47	13 3/8	8	6	2,367	20,415
SCHERING-PLOUGH	SGP	N	53 1/4	45 3/4	+ 7 1/2	+	16.39	74 3/8	44 3/4	25	53,823	2,866,074
SONDERLING	SDB	A	5 1/4	4 3/4	+ 1/2	+	10.52	10	4 1/8	3	788	4,137
TECHNICAL OPERATIONS	TO	A	3 5/8	3 1/4	+ 3/8	+	11.53	6 3/4	3	3	1,344	4,872
TIMES MIRROR CO.	TMC	N	9 3/4	10	- 1/4	-	2.50	17 5/8	9 1/4	6	31,385	306,003
TURNER COMM.***	O		3 3/8	3 3/8			.00	4	3	6	1,373	4,633
WASHINGTON POST CO.	WPO	A	19 5/8	18 1/2	+ 1 1/8	+	6.08	24 3/8	14 3/4	7	4,749	93,199
WOMETCD	WDM	N	7 3/8	6 3/4	+ 5/8	+	9.25	10 1/4	6 1/4	5	6,034	44,500
TOTAL									346,446	5,965,173		
Cablecasting												
AMECO**	ACO	O	7/8	7/8			.00	1 7/8	1/8		1,200	1,050
AMER. ELECT. LABS	AELBA	O	1 1/8	1	+ 1/8	+	12.50	2 1/8	3/4	3	1,672	1,881
AMERICAN TV & COMM.	AMTV	O	7 1/2	5 3/4	+ 1 3/4	+	30.43	19 1/4	5 3/4	16	3,181	23,857
ATHENA COMM.**	O		1/4	1/4			.00	3/4	1/4		2,374	593
BURNUP & SIMS	BSIM	O	4 1/2	3 1/4	+ 1 1/4	+	38.46	24 1/8	3	5	7,933	35,698
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	+ 1/4	+	5.00	7 3/8	3 7/8	24	1,121	5,885
CABLE INF.***	O		1/2	1/2			.00	3/4	1/4	1	663	331
CITIZENS FIN.**	CPN	A	1 3/8	1 3/8			.00	4 1/4	1 3/8	2	2,697	3,708
COMCAST*	O		1 3/4	1 3/4			.00	2 1/2	1 1/2	7	1,705	2,983
COMMUNICATIONS PROP.	COMU	D	1 1/8	1	+ 1/8	+	12.50	3 3/8	1	13	4,761	5,356
COX CABLE	CXC	A	5 3/4	4 1/4	+ 1 1/2	+	35.29	15 1/4	3 3/4	10	3,560	20,470
ENTRON***	ENT	O	1/2	1/2			.00	7/8	1/2	4	1,358	679
GENERAL INSTRUMENT	GRI	N	7 1/2	6 7/8	+ 5/8	+	9.09	17 1/8	5 7/8	4	7,060	52,950
GENERAL TV*	O		1 1/4	1 1/4			.00	1 1/2	1/2	63	1,000	1,250
SCIENTIFIC-ATLANTA	SFA	A	5 3/8	4 5/8	+ 3/4	+	16.21	9 1/2	4 5/8	5	917	4,928

Stock symbol	Exch.	Closing Wed. Oct. 16	Closing Wed. Oct. 9	Net change In week	% change In week	High 1974	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
TELE-COMMUNICATION	TCOM	O	1 3/4	1 1/8	+ 5/8	+ 55.55	5 3/4	1	3	5,181	9,066
TELEPROMPTER	TP	N	2	2 1/4	- 1/4	- 11.11	8 1/4	1 7/8	1	16,013	32,026
TIME INC.	TL	N	32 1/8	31 3/4	+ 3/8	+ 1.18	40 1/4	30 1/2	6	9,986	320,800
TOCOM*	TOCM	O	3 1/4	2 3/4	+ 1/2	+ 18.18	4 7/8	2 1/2	8	634	2,060
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 3/8	1/4	+ 1 1/8	+ 450.00	4 5/8	1/4	28	1,879	2,583
VIACOM	VIA	N	3 7/8	2 7/8	+ 1	+ 34.78	7 1/2	2 7/8	6	3,850	14,918
VIKOA**	VIK	A	1	1 1/4	- 1/4	- 20.00	4	7/8	4	2,534	2,534
TOTAL									85,634	558,932	
Programming											
COLUMBIA PICTURES	CPS	N	2	2 1/4	- 1/4	- 11.11	4 3/4	1 5/8		6,748	13,496
DISNEY	DIS	N	24 1/2	22 1/2	+ 2	+ 8.88	54 1/2	21 5/8	15	29,155	714,297
FILMWAYS	FWY	A	2 3/8	2 1/8	+ 1/4	+ 11.76	6	2 1/8	3	1,791	4,253
FOUR STAR			1/4	1/4		.00	1 3/8	1/4		666	166
GULF + WESTERN	GW	N	20 1/8	19 3/4	+ 3/8	+ 1.89	29 1/8	18 3/8	4	14,088	283,521
MCA	MCA	N	23 1/2	21 3/4	+ 1 3/4	+ 8.04	26 1/2	19 1/4	5	8,401	197,423
MGM	MGM	N	15	14	+ 1	+ 7.14	16 3/8	9 1/4	5	5,918	88,770
TELE-TAPE****		O	1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.*		O	1 3/4	1 3/4		.00	4 1/8	1 3/4	4	943	1,650
TRANSAMERICA	TA	N	5 3/4	6 1/8	- 3/8	- 6.12	10 3/8	5 1/2	6	65,115	374,411
20TH CENTURY-FDX	TF	N	5 5/8	5 3/4	- 1/8	- 2.17	9 1/8	4 3/4	8	8,240	46,350
WALTER READE**	WALT	D	1/4	1/8	+ 1/8	+ 100.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	8 1/8	7 1/4	+ 7/8	+ 12.06	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	1,863,033	
Service											
BRDO INC.		O	11 1/4	11 1/2	- 1/4	- 2.17	14 1/4	10	5	2,513	28,271
COMSAT	CO	N	24 1/4	25 5/8	- 1 3/8	- 5.36	40 3/8	23 3/4	6	10,000	242,500
CREATIVE MANAGEMENT	CMA	A	3 3/8	3 1/4	+ 1/8	+ 3.84	6 5/8	3	4	1,016	3,429
DOYLE GANE BERNBACH	DOYL	O	6 1/8	6	+ 1/8	+ 2.08	11 1/2	5 3/4	3	1,796	11,000
ELKINS INSTITUTE****	ELKN	O	3/8	3/8		.00	5/8	1/4		1,897	711
FOOTE CONE & BELDING	FCB	N	8 3/8	7 3/4	+ 5/8	+ 8.06	11 1/4	6	5	2,065	17,294
GREY ADVERTISING	GREY	O	6	5 3/4	+ 1/4	+ 4.34	8 3/8	5 3/4	3	1,255	7,530
INTERPUBLIC GROUP	IPG	N	11 1/2	9 1/8	+ 2 3/8	+ 26.02	13	8 1/2	5	2,319	26,668
MARVIN JOSEPHSON*	MRVN	O	4 1/4	4 1/4		.00	8 1/2	3 1/4	3	802	3,408
MCI COMMUNICATIONS	MCIC	O	1	1 1/4	- 1/4	- 20.00	6 1/2	1		12,912	12,912
MOVIELAB**	MOV	A	1/2	1/2		.00	1 5/8	1/2	4	1,407	703
MPO VIDEOTRONICS	MPO	A	1 3/8	1 3/8		.00	2 5/8	1 1/8		539	741
NEEDHAM, HARPER	NDHMA	O	4 3/8	4 1/4	+ 1/8	+ 2.94	7 1/2	4	2	918	4,016
A. C. NIELSEN	NIEL8	O	10 1/4	8 5/8	+ 1 5/8	+ 18.84	28	8 5/8	10	10,598	108,629
OGILVY & MATHER	OGIL	O	11 3/4	10 1/2	+ 1 1/4	+ 11.90	17 1/4	10 1/2	4	1,807	21,232
PKL CO.***	PKL	O	1	1		.00	1 3/4	1/4	6	818	818
J. WALTER THOMPSON	JWT	N	7 1/4	7	+ 1/4	+ 3.57	12	6	16	2,624	19,024
UNIVERSAL COMM.***		O	5/8	5/8		.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	7 5/8	8	- 3/8	- 4.68	9 5/8	5 1/2	4	1,632	12,444
TOTAL									57,633	521,776	
Electronics											
AMPEX	APX	N	3 3/8	3 1/2	- 1/8	- 3.57	4 7/8	2 7/8	3	10,883	36,730
CCA ELECTRONICS***	CCAE	O	3/4	3/4		.00	1 1/8	5/8	1	881	660
CDHU, INC.	COH	A	2 1/2	2	+ 1/2	+ 25.00	3 7/8	1 3/4	7	1,542	3,855
COMPUTER EQUIPMENT	CEC	A	1 1/4	1 1/4		.00	2 1/8	1 1/8	7	2,333	2,916
CONRAC	CAX	N	14	11 1/4	+ 2 3/4	+ 24.44	21	10	6	1,261	17,654
GENERAL ELECTRIC	GE	N	35 3/4	36 3/8	- 5/8	- 1.71	65	30	11	182,048	6,508,216
HARRIS CORP.	HRS	N	14 1/4	13 3/8	+ 7/8	+ 6.54	33 1/2	13 3/8	5	6,224	88,692
INTERNATIONAL VIDEO	IVCP	O	2 5/8	2 3/8	+ 1/4	+ 10.52	7 1/2	2	9	2,728	7,161
MAGNAVOX	MAG	N	6 5/8	9 1/4	- 2 5/8	- 28.37	9 7/8	4	37	17,799	117,918
3M	MMM	N	57 1/2	52 1/4	+ 5 1/4	+ 10.04	80 1/2	48 5/8	21	113,554	6,529,355
MOTOROLA	MDT	N	44 3/8	38 3/4	+ 5 5/8	+ 14.51	61 7/8	35 1/2	14	27,968	1,241,080
OAK INDUSTRIES	OEN	N	8 1/8	8 1/4	- 1/8	- 1.51	12 7/8	7 5/8	3	1,639	13,316
RCA	RCA	N	11	12	- 1	- 8.33	21 1/2	11	5	74,661	821,271
ROCKWELL INTL.	ROK	N	21 1/8	23	- 1 7/8	- 8.15	28 3/8	20 3/8	4	30,356	641,270
RSC INDUSTRIES	RSC	A	1 1/8	1	+ 1/8	+ 12.50	2 1/8	1	5	3,458	3,890
SDNY CORP.	SNE	N	5 3/8	5 1/2	- 1/8	- 2.27	29 7/8	5 3/8	10	165,625	890,234
TEKTRONIX	TEK	N	26 3/4	22 3/8	+ 4 3/8	+ 19.55	47 3/4	22 3/8	11	8,651	231,414
TELEMATION	TIMT	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	VAR	N	7	7 3/8	- 3/8	- 5.08	13 1/4	6 3/8	6	6,617	46,319
WESTINGHOUSE	WX	N	9 3/8	10	- 5/8	- 6.25	26	9 1/8	6	87,876	823,837
ZENITH	ZE	N	15 7/8	16 1/4	- 3/8	- 2.30	31 5/8	14	7	18,797	298,402
TOTAL									766,426	18,327,877	
GRAND TOTAL									1,506,554	28,832,333	

Standard & Poor's Industrial Average

78.5 75.6 +2.9

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.

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
Four Star Int'l.	year 6/29	2,832,150	- 48.7%	(363,768)	*	(.55)	5,526,470	856,292	1.29
Kansas State Network	year 8/31	9,839,659	+ 23.3%	1,124,350	+ 12.1%	.66	7,978,765	1,003,804	.58
Metromedia Inc.	9 mo. 9/30	142,554,856	+ 1.4%	3,403,144	- 40.1%	.52	140,552,799	5,681,791	.88
Scripps-Howard	9 mo. 6/30	22,772,500	+ 12.6%	4,571,449	+ 23.2%	1.77	20,221,001	3,711,160	1.43
Wrather Corp.	6 mo. 6/30	9,470,555	- 9.3%	(7,018,358)	*	(3.15)	10,440,026	(23,984)	(.01)

* Change too great to be meaningful.

Fates & Fortunes®

Media



Henry

Alan Henry, executive VP and chief operating officer, Sonderling Broadcasting Corp., joins Fairchild Industries Inc., Germantown, Md., as general manager-broadcasting group in charge of Fairchild's three radio stations and with responsibilities in acquiring new radio-TV properties.

Bertrand M. Fainberg, director of contracts, East Coast, ABC Entertainment, New York, appointed director of business affairs, ABC-TV, New York.

John J. Agoglia, associate director of contract administration, business affairs, CBS-TV, named director of administration.

Paul Masterson, director of administration, ABC, Los Angeles, named VP.



Going strong. Alex M. Poniatoff (r), who founded the then Ampex Electric & Manufacturing Co.—and constructed its name from his initials plus "ex" for excellence—is congratulated by Ampex Corp. Board Chairman Richard J. Elkus (l) and President Arthur H. Hausman on his 30th anniversary with the firm. The pioneer magnetic tape and audio recorder developer, now 82, still directs the research and development lab within Ampex, maintaining regular hours in his Redwood City, Calif., office.

Stephen C. Mason, internal auditor, Combined Communications Corp., Phoenix, named VP-controller. **Ron Reed**, senior tax accountant, Price Waterhouse, Phoenix, joins CCC as corporate tax accountant.

James McGowan, director of administration and research, CBS Television Network business affairs, New York, named to newly created post of director of research and planning for same unit.

David C. Weinfeld, regional sales manager, WGNG(AM) Pawtucket, R.I., named general manager of WKST(AM) New Castle, Pa., and supervisor of operations, WFEM(FM) Ellwood City, Pa. and WTIG(AM) Massillon, Ohio, last three owned by Scott Broadcasting Co.

North Carolina Association of Broadcasters new officers: **Roland Potter** WKBC-AM-FM North Wilkesboro, president; **Jim Babb**, WBT(TV) Charlotte, president-elect, 1975-76; **Jim Heavner**, WCHL(AM) Chapel Hill, VP-radio, **Chuck Whitehurst**, WFMY-TV Greensboro, VP-TV, and **Jack Starnes**, WBAG-AM-FM Burlington, secretary-treasurer.

Louis Shelburne, KTGR-AM-FM Columbia, elected president, Missouri Broadcasters Association; **Charles Earls**, KBOA(AM) Kennett, elected president-elect and **Robert McKune**, KTTR(AM) Rolla, elected secretary-treasurer.

James C. McCreary, resident controller, WTAE-AM-FM-TV Pittsburgh, named controller of Rust Craft Broadcasting Co., headquartered at company's WSTV-AM-TV and WRKY(FM) Steubenville, Ohio.

William W. Walley, sales manager, KENI-TV Anchorage, named station manager.

Robert Hamilton, on staff of KMEN(AM) San Bernardino, Calif., named assistant station manager.

Harry Marks, director, on-air advertising, West Coast, ABC-TV, Los Angeles, named VP-creative director, on-air advertising.

Broadcast Advertising

Charles F. Adams, corporate executive VP, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., and general manager, Bloomfield Hills office, named managing director there. **Wendell D. Moore**, senior

John Louis Roventino, 64, better known as "Johnny" in radio and TV commercials for Phillip Morris, retired Oct. 12 after a 41-year association with the cigarette company. His B-flat "Call for Phil-lip Mor-rees" provided a musical tilt to the company's commercials from 1933 until 1956 under terms of a life-time contract. In recent years the 48-inch Johnny made personal appearances on behalf of Phillip Morris at conventions and sales meetings.

VP-management supervisor, named general manager, Bloomfield office. **Theodore T. Teegarden**, senior VP-management supervisor, named chairman of operations committee.

NOTHING SUCCEEDS LIKE NEWS SUCCESS

It's an axiom of television broadcasting that the station that's first in news is first in the market.

And to achieve news supremacy a station needs a good news product, which means, of course, good people.

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We will put you in touch with the news directors, anchor-men, reporters and news producers with proven track records and a commitment to winning.

Call us. We may have the man or woman you're looking for.

Sherlee Barish
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527 Madison Avenue, N.Y.C. 10022

John Calene, associate creative director, Cunningham & Walsh, New York, joins Clyne Dusenberry Inc., New York, as co-creative director and senior VP.

Jack Donahue, local sales manager, KPHO-TV Phoenix, named sales manager.

Craig Marshall, account executive, WTAE-TV Pittsburgh, named national sales manager.

Arthur Zweig, general manager, KLTV(TV) Tyler, Tex., named general sales manager, WUTV(TV) Buffalo, N.Y.

Audian Paxson, publisher, Dallas-Fort Worth regional airport publications, named general sales manager, KITE(AM) San Antonio, Tex.

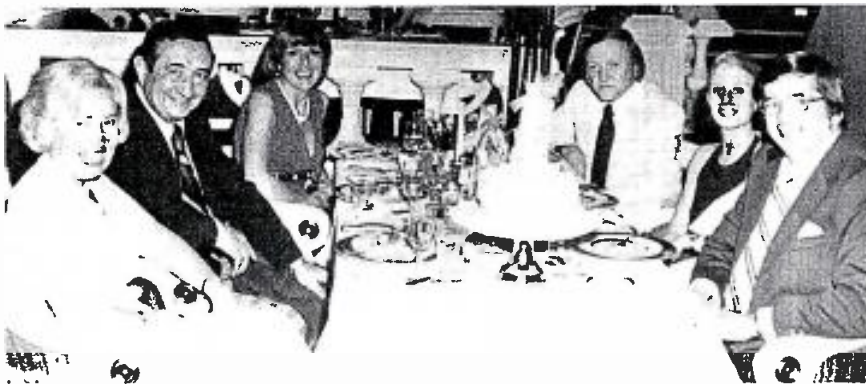
Thomas W. Fenno, senior account executive, KPOL-AM-FM Los Angeles, elected executive VP, Ed Yelin Enterprises, Los Angeles commercial production firm.

Jeanne R. Arnold, supervisor, broadcast buying, Campbell-Ewald, Detroit, appointed division manager, ABC-FM Spot Sales, Detroit.

Jim Branson, regional sales manager, WAYS(AM) Charlotte, N.C., named local sales manager, WSOC-AM-FM there.

Ernest R. Latessa, sales manager, WEAN(AM)-WPJB-FM Providence, R.I., named general sales manager, WGNW(AM) Pawtucket, R.I.

Kenneth M. Warwick, VP and associate research director, Grey Advertising, New York, appointed VP and associate re-



Honeymooning. FCC Commissioner and Mrs. Robert E. Lee (at left) took their vows in Arlington, Va., the morning of Sept. 27, and by that evening were at Caesar's Palace in Las Vegas, as the commissioner fulfilled a commitment to speak to the Nevada Broadcasters Association's convention. With them at their wedding night dinner: Mrs. Len Hornsby and Mr. Hornsby (he's executive director of the Las Vegas Convention Authority), Mrs. Mark Smith and Mr. Smith (he's general manager of KLAS-TV Las Vegas).

search director, SSC&B, New York.

Stephen Chaseman, **Gerald Kaufman** and **John Kendrick**, copy writers at Ted Bates & Co., New York, elected VP's.

Art Ross, local sales manager, WFLA-AM-FM Tampa, Fla., named general sales manager.

Janice Angevine-Crabtree, broadcast production director, Liller, Neal, Battle & Lindsey, Atlanta, named TV producer, W. B. Doner & Co., Detroit.

George Ker, media planner, J. Walter Thompson Co., Chicago, named associate media director.

James E. Morey, writer-producer, Ruben, Montgomery & Associates, Indianapolis-based advertising and public relations firm, named VP-creative director.

Donald F. Riesett, assistant account executive, Benton & Bowles, New York, elected VP.

George C. Hyde Jr., administrative assistant to VP in charge of radio, Susquehanna Broadcasting Co., York, Pa., named director of sales planning and development of company's FM stations: WLTA Atlanta; KPLX Fort Worth-Dallas; WFMS Indianapolis; WLQA Cincinnati; WLQR Toledo, Ohio; WHLQ Canton, Ohio, and WSBA-FM York.

H. Huntley Baldwin, creative director; **John D. Peterson**, account executive, and **Billy R. Prag**, associate manager, sales promotion department, Leo Burnett Co., Chicago, elected VP's.

Robert P. Gleckler and **Fred S. Goldberg**, VP's and management supervisors, Young & Rubicam International, New York, elected senior VP's. **Robert J. Donahoe**, **William Green** and **Daniel W. Spink**, account supervisors, Y&R International, New York, elected VP's.

Bo Cook, on staff, Louis Benito Advertising Agency, Tampa, Fla., named creative director.

Herbert D. Gordon, VP-director of marketing and media, Ketchum, MacLeod & Grove, Houston, named media director at agency's Pittsburgh office. **Sandra Rahimi**, broadcast supervisor,

KM&G, Pittsburgh, named manager of broadcast media.

Brian Stone, local sales manager, WPLG-TV Miami, named national sales manager.



Martin

John C. Martin Jr., VP, Ogilvy & Mather, Los Angeles, elected senior VP. Other O&M, Los Angeles, promotions: **Nick Barnett**, management supervisor, elected VP; **Daniel Dixon**, creative director, elected VP-creative director.

William L. Hartzman, account supervisor and coordinator, named assistant VP, Lindsey, Bradley & Johnston Advertising Agency, Chattanooga.

Programing

Larry Berger, program director, ABC-owned WRIF(FM) Detroit, appointed program director, ABC-owned WPLJ(FM) New York.

Paul R. Ballantine, with Wakeford/Orloff, Los Angeles production company, named manager of Cue Productions, WMAQ-TV Chicago in-house production facility.

Barry ZeVan, weathercaster, KSTP-TV Minneapolis, named to same post, WMAL-TV Washington.

Don Webster, weathercaster, WEWS-TV Cleveland, named to same post, WMAQ-TV Chicago.

Carol A. Witherspoon, producer-director, WLWC(TV) Columbus, Ohio, named facilities supervisor. **Murray Schweitzer**, freelance director in Baltimore, and **Sam Torre**, director, WLIO(TV) Lima, Ohio, named producer-directors, WLWC.

Tom Stanwood, promotion director, XETV(TV) Tijuana, Mexico, resigns to return to WESP(AM) St. Thomas, Virgin Islands, as program director.

Alvin Dompke, production manager, WGR-TV Buffalo, N.Y., joins WBNS-TV Columbus, Ohio, in similar capacity. He

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Halo Rey, Puerto Rico



Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

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is succeeded by **Donald A. Larick**, producer-director, WGR-TV.

Mike Allen, program manager, WTID(AM) Norfolk, Va., named operations manager, WTID-WQRK(FM) Norfolk.

Joe Buccheri, announcer, WPOC-FM Baltimore, assumes additional duties as production director. **Bob Walker**, announcer, WPOC-FM, named music director.

Sylvia H. Cordy, public affairs director, WJZ-TV Baltimore, named public affairs producer, WMAL-TV Washington. She is succeeded at WJZ-TV by **Sheila Bryan Butler**, director of agency relations and meeting coordinator, United Fund of Central Maryland.

Larry Yount, operations manager and announcer, WRFM(FM) New York, joins WVNJ-AM-FM Newark, N.J., as director of programming.

Jerry St. James, music director, WLPL-FM Baltimore, named program director, WLPL-FM and WSID(AM) Baltimore.

Broadcast Journalism

Philip Nye, news director, ABC-owned WXYZ-TV Detroit, appointed director of news and public affairs, ABC-owned WABC-TV New York.

Wynston Selwyn, news writer, KTVU(TV) Oakland, Calif., named news producer, KNTV(TV) San Jose, Calif.

Thomas F. Reynolds, producer, writer, reporter, UPITN, Washington, named senior news producer, WMAL-TV Washington.

Anne Kaestner, ABC News correspondent, Los Angeles, named writer-broadcaster, news department, KNX(AM) same city.

Joanne M. Jamerson, news writer, WMAQ-TV Chicago, named editorial and public service director, WLS(AM) Chicago.

John Bachman, co-anchorman, WMT-TV Cedar Rapids, Iowa, named anchorman, WMAQ-TV Chicago.

Bill Buckmaster, news director, KONG-AM-FM Visalia, Calif., joins news staff, KORK-AM-FM Las Vegas, as reporter.

Don Lark, anchorman, WZZM-TV Grand Rapids, Mich., joins WJBK-TV Detroit as anchorman-reporter.

Larry Bennett, intern at WTOP-TV Washington, joins WJXT(TV) Jacksonville, Fla., news team. Both are Post-Newsweek stations.

Ralph Wall, news director, KICX(AM) McCook, Neb., joins KAHL(AM) North Platte, Neb., in same capacity.

Paul Ehresmann, director, noncommercial WFIU(FM) Bloomington, Ind., named director of news and public affairs, WDRB-TV Louisville, Ky.

Fred R. Hobbs, news director, University of Colorado, named weekend news anchorman, KWGN(TV) Denver, in addition to present responsibilities.

Cable

Glen Winter, director of engineering, Sus-



Ed Sullivan, whose variety hour was a Sunday-night CBS-TV fixture for millions of Americans for 23 years, died of cancer Oct. 13 at the Lenox Hill hospital in New York. He was 73.

Over the years Mr. Sullivan presented countless show-business luminaries—and unknown young talent who went on to become luminaries—along with notables in other fields on the weekly series launched on June 20, 1948, as *Toast of the Town*. Lincoln-Mercury dealers, sponsor of the show for many years, called him "America's number one automobile salesman."

He was praised last week by Robert D. Wood, president of CBS-TV, as one whose contributions to that network were "incalculable." Mr. Wood added: "Ed Sullivan had a remarkable and rare capacity

for knowing the kind of entertainment that would interest and delight the American people. And no man appreciated, aided and advanced aspiring young talent as much as Ed Sullivan. His ability to maintain a high level of audience interest every Sunday night for 23 years on television made him a truly unique figure."

Mr. Sullivan was born in New York Sept. 28, 1901. After serving as sports reporter on several newspapers he became Broadway columnist for the *New York Daily News* in 1932 and also branched out into vaudeville and radio. One of the accomplishments in which he later took special pride was his introduction of Jack Benny to radio, on a 1932 CBS series that also marked his own radio debut.

Mr. Sullivan came to CBS-TV's attention as MC of annual Harvest Moon Ball sponsored by the *Daily News* (for which he continued writing his syndicated column until the week before his death).

Toast of the Town was renamed *The Ed Sullivan Show* in September 1955 and continued as a Sunday-night institution until ratings declines caused its cancellation in 1971. Earlier, when the show was in its 20th year, CBS changed the name of the New York theater where it originated to Ed Sullivan Theater.

Survivors include a daughter, Mrs. Elizabeth Precht, whose husband, Robert E. Precht Jr., was closely associated with him in production of the *Ed Sullivan Show*.

quehanna Broadcasting, named general manager of Susquehanna's subsidiary, CATV of York, York, Pa.

Jeanne Cozad, with Dallas Marshall Realty, Xenia, Ohio, named manager, Continental Cablevision of Ohio's Xenia operations.

Don Zimmerman, systems engineer, Wometco Communications's East Brunswick and Plainfield, N.J., CATV operations, named systems engineer for Wometco Communications, Miami.

Lyle H. Kneeskern, systems engineer, Continental Cablevision of Ohio, at Tiffin, named director of engineering.

Equipment & Engineering

Randy S. McCallister, chief engineer, WCIR-AM-FM Beckley, W. Va., named product analyst, RCA Broadcast Systems, Camden, N.J.

Charles Morgan, assistant director of engineering, Susquehanna Broadcasting Corp. and chief engineer of its WARM(AM) Scranton-Wilkes-Barre, Pa., named director of engineering, Susquehanna Broadcasting's radio division, headquartered in York, Pa.

Normon Gilbert, engineering staff, KRON-TV San Francisco, named technical director.

Tom Morrissey, Daniels & Associates, Denver, engineering VP, resigns for personal reasons, will continue as consulting engineer.

Robert W. Sarnoff, chairman, RCA Corp., presented with 1975 Communica-

tions Award of Speech and Hearing Institute for "his leadership in electronics and communications which has helped make the globe smaller for all peoples."

Charles Link, VP-financial operations, Custom Service Division of Viewlex, Sunnyvale, Calif., named VP-general manager, Electro Sound Inc., audio-tape division of Viewlex.

Allied Fields

Sherman Brodey, director of communications at Arbitron's Beltsville, Md., research and production center, named director of printing and promotion.

James E. Greeley, **Lawrence J. Bernard Jr.** and **John L. Tierney** have announced partnership in Washington law firm, Greeley, Bernard & Tierney.

Charles Roberts, White House correspondent for *Newsweek* for 15 years and most recently associate director, Washington Journalism Center, named director of information, National Wildlife Federation, Washington.

Willard Dreslin Jr., director, public relations programs and services, Pan American World Airways, named to newly created position of director, public relations, ABC Leisure Activities, New York.

Mary Kay Switzer, director, public services-promotions, KOTA-AM-TV Rapid City, S.D., named assistant professor of broadcasting, Eastern Kentucky University, Richmond. **Carol Wright**, special projects specialist, noncommercial WEKU-FM Eastern Kentucky University, Richmond,

named instructor of journalism.

Jack W. Hunter, assistant general manager and director of production, Northern Virginia Educational Telecommunications Association, North Springfield, Va., named general manager.

J. David Schwartz, 1974 graduate, University of Missouri, named manager of educational services, American Advertising Federation, Washington.

Named as branch chiefs in certificates of compliance division of FCC Cable Television Bureau, Washington: **Gregory A. Weiss** and **Angela B. Green**. Both are attorneys with bureau.

Deaths



Bradshaw

Justin Bradshaw, 59, station relations VP of Broadcast Music Inc., New York, died of heart attack early Wednesday (Oct. 16) at Nashville, where he was attending meetings of Country Music Association, of which he was long-time member. Mr.

Bradshaw, who had been slated to take charge of all music-licensing functions of BMI next year, was born in Harper, Kan., in 1915, and was actor, radio announcer and performer and station manager in Southwest before joining BMI in 1953. He was named station relations VP in 1964. He was also first VP of Broadcast Pioneers. Survivors include his wife, Mary Anne, and two sons.

C. Oscar Baker, 57, president and general manager, WPTW-AM-FM Piqua, Ohio, died Oct. 10 in Piqua Memorial hospital where he had been since suffering heart attack Sept. 23. Survivors include wife Josephine, sons Steve and Tom, and daughters Mary, Leesa and Molly.

John W. McPherrin, 77, consultant to NBC-TV when it established magazine formats of *Today*, *Tonight* and *Home* programs, died Oct. 3 in Tucson, Ariz. Mr. McPherrin, publishing consultant and magazine editor in recent years, was also in advertising and promotion with such pioneer radio programs as Bauer & Black's *Bob Hope Show*. Survivors include wife, Katherine, and two daughters, Joy Chafin and Kay McPherrin.

Lawrence L. Shenfield, 83, who retired in 1953 as chairman of Doherty, Clifford & Shenfield, New York, died Oct. 9 in

Bronxville, N.Y. DC&S later became part of Needham, Harper & Steers, New York. Mr. Shenfield is survived by his wife, Mabel, and sons Lawrence and James.



Morency

Paul W. (Fritz) Morency, 74, retired president of Broadcast-Plaza Inc., which comprised WTIC-AM-FM-TV Hartford, Conn. (now WTIC-AM-FM and WFSB-TV under new ownerships), died Oct. 15 at his home in Avon, Conn., following stroke Aug. 26. His broadcast career spanning 42 years began with broadcasts on KYW(AM) Philadelphia in 1925. Mr. Morency then became manager of field service for the National Association of Broadcasters and in 1929 he was named manager of WTIC. He later served as secretary-treasurer and VP of NAB, declining presidency in 1945. He served as chairman of NBC Stations Planning and Advisory Committee and of All-Industry Affiliates Committee. He was a founder and long-time board member of Broadcast Music Inc.

For the Record®

As compiled by BROADCASTING, Oct. 7 through Oct. 11 and based on filings, authorizations and other FCC actions.

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

New stations

AM applications

■ Middleborough, Mass.—Middleborough Broadcasters seeks 1070 khz, 500 w, DA-D. P.O. address: 76 Falmouth Rd., Hyannis, Mass. 02601. Estimated construction cost \$75,056; first-year operating cost \$47,172; revenue \$65,000. Format: pops. Principals: Donald P. Moore (95%) and Edward F. Perry Jr. (5%). Mr. Moore has interest in WQRC-FM Barnstable, Mass. and Mr. Perry has interest in WC1B-(FM) Falmouth, Mass. Ann. Oct. 9.

■ Wharton, Tex.—Simstone Broadcasting Corp. seeks 1500 khz, 500 w, DA-1, unlimited. P.O. address: 815 Redway Lane, Houston 77058. Esti-

mated construction cost \$4,580; first-year operating cost \$37,200; revenue \$80,000. Format: C & W. Principals: Richard D. Sims (50.1%) and Robert W. Stonestreet (49.9%). Mr. Sims is operations manager at KBUK(AM) Baytown, Tex. Lt. Col. Stonestreet is aerospace engineer in Houston. Ann. Oct. 7.

AM action

■ Whitley City, Ky.—County Roads Broadcasting Corp. Broadcast Bureau granted 1220 khz, 500 w-D. P.O. address: c/o W. R. Carrigan, Highway 27, Box 264, Whitley City, Ky. 42653. Estimated construction cost \$26,723; first-year operating cost \$30,710; revenue \$60,000. Principals: William R. Carrigan (50%), Clyde E. Darrell and Carl E. Stump (25% each) all have interest in WECO(AM) Wartburg, Tenn. (BP-19633). Action Oct. 1.

AM start

■ KKYN Plainview, Tex.—Authorized program operation on 1090 khz, 1 kw-D. Action Sept. 27.

AM licenses

Broadcast Bureau granted following licenses covering new stations:

■ WAYC Bedford, Pa., Bedford County Broadcast Enterprises (BL-13747). Action Oct. 7.

■ KDLT Delta, Utah, Glen S. Gardner (BL-13633). Action Oct. 7.

■ WTTX Appomattox, Va., WTTX Radio (BL-13706). Action Oct. 7.

FM applications

■ Tucson, Ariz.—Rex Broadcasting Corp. seeks 92.1 mhz, 3 kw, HAAT 186 ft. P.O. address: Box 2308, Tucson 85701. Estimated construction cost \$78,115; first-year operating cost \$60,000; revenue \$72,000. Format: adult contemp. Principals: Jim Stone (49%); Phil Richardson (10%); Robert L. Chandler (10.5%); Rex Nicholson (20%); Thomas Chandler (10.5%). Robert Chandler and Mr. Nicholson have interest in real estate. Thomas Chandler is Tucson attorney and has interest in several restaurants there. Rex Broadcasting owns (KCUB(AM) Tucson. Ann. Oct. 8.

■ Greeley, Colo.—Colorado RG Inc. seeks 96.1

**NOTE
NEW
ADDRESS**

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West Coast—P.O. Box 218, Carmel Valley, Calif. 93924
408-375-3164



mhz, 100 kw, HAAT 662 ft. P.O. address: Box K, Greeley 80631. Estimated construction cost \$106,891; first-year operating cost \$36,000; revenue \$30,000. Format: easy lstng. Principals: Joseph J. Tennessee (12%), Peter Macdonald (10%), Robert Wells (10%), et al. own KFKA(AM) Greeley. Ann. Oct. 8.

FM actions

- **Batesville, Ark.**—Arkansas College. Broadcast Bureau granted 88.1 mhz, 10 kw. HAAT 125 ft. P.O. address: 2190 Case Street, Batesville 72501. Estimated construction cost \$3,500; first-year operating cost \$1,500; revenue none. Principals: Dan C. West is president of Arkansas College (BPED-1718). Action Oct. 2.
- **Bishop, Calif.**—Inyo-Mono Broadcasting Co. Broadcast Bureau granted 100.7 mhz, 5 kw. HAAT 842 ft. P.O. address: 157 Short Street, Bishop 93514. Estimated construction cost \$6,000; first-year operating cost \$18,000; revenue \$24,000. Principals: Roy William Mayhugh (100%). Mr. Mayhugh is manager of resort motel and record-sound equipment store in Bishop (BPH-8784). Action Oct. 1.
- **Rehoboth Beach, Del.**—Melvin Gollub. Broadcast Bureau granted 92.7 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 547, Prince Frederick, Md. 20678. Estimated construction cost \$21,750; first-year operating cost \$41,600; revenue \$46,800. Principal: Mr. Gollub has interest in WABY(AM) Albany, N.Y., and owns WMJS(AM) Prince Frederick, Md. (BPH-8898). Action Oct. 2.
- **Gordon, Ga.**—Piedmont Broadcasting Co. Broadcast Bureau granted 107.1 mhz, 3 kw. HAAT 98 ft. P.O. address: 575 Minton Drive, Gordon 31031. Estimated construction cost \$2,400; first-year operating cost \$6,500; revenue \$15,000. Piedmont broadcasting is licensee of WKOG(AM) Gordon. Principals: Cyler D. Garner, president, et al. (BPH-8520). Action Sept. 30.
- **Windom, Minn.**—Schneider Broadcasting. Broadcast Bureau granted 94.3 mhz, 3 kw. HAAT 95 ft. P.O. address: Wolff Lake Road, Windom 56101. Estimated construction cost \$6,200; first-year operating cost \$4,800; revenue \$11,800. Principals: Larry and Barbara Schneider (together 100%). Schneiders own KDOM(AM) Windom (BPH-8691). Action Oct. 7.
- **Caruthersville, Mo.**—Pemisot Broadcasters FM. Broadcast Bureau granted 103.1 mhz, 3 kw. HAA 190 ft. P.O. address: 142 West Third Street, Caruthersville 63830. Estimated construction cost \$27,222; first-year operating cost \$52,222; revenue \$25,000. Principals: J. Eric Taylor (65%) and Myrtle G. Cleveland (35%). Mr. Taylor and Ms. Cleveland own KCRV(AM) Caruthersville (BPH-8694). Action Oct. 9.
- **Carthage, Tenn.**—Carthage Broadcasting Co. Broadcast Bureau granted 102.3 mhz, 3 kw. HAAT 49 ft. P.O. address: Box 179, Carthage 37030. Estimated construction cost \$15,338; first-year operating cost \$11,420; revenue \$12,000. Principals: Reggie L. Honey (50%) and James T. Watts (50%). Messrs. Honey and Watts each have 50% interest in WRKM(AM) Carthage (BPH-9018). Action Oct. 2.
- **Borger, Tex.**—Orville M. Rippey. Broadcast Bureau granted 104.3 mhz, 26 kw. HAAT 175 ft. P.O. address: 409 West Tenth, Borger 79007. Estimated construction cost \$31,553; first-year operating cost \$20,000; revenue \$25,000. Principal: Mr. Rippey is physician and owner of KBBB(AM) Borger (BPH-9034). Action Oct. 4.
- **Spokane, Wash.**—Cascade Broadcasting. Broadcast Bureau granted 98.9 mhz, 27.7 kw. HAAT 286 ft. P.O. address: The Oaks Park, Portland, Ore. 97202. Estimated construction cost \$40,421; first-year operating cost \$12,000; revenue \$42,000. Principals: David M. Jack (50%), president, and Trans Pacific Fin. Fund (50%). Cascade owns KUDY(AM) Spokane, KUBA(AM)-KHEX(FM) Yuba City, Calif., KLIQ(AM) Portland, Ore., and KEGE(AM) Santa Clara, Calif. (BPH-9012). Action Oct. 4.
- **Clarksburg, W. Va.**—Harrison Corp. Broadcast Bureau granted 92.7 mhz, 1.52 kw. HAAT 405 ft. P.O. address: 350 West Main Street, Clarksburg 26301. Estimated construction cost \$49,200; first-year operating cost \$18,100; revenue \$25,000. Principals: James T. Fawcett (54.5%), et al., own WHAR(AM) Clarksburg (BPH-9033). Action Oct. 4.

FM starts

- **KUUL Madera, Calif.**—Authorized program operation on 92.1 mhz, ERP 3 kw. HAAT 185 ft. Action Sept. 27.
- **WKDJ Winchester, Ky.**—Authorized program operation on 100.1 mhz, ERP 840 w, HAAT 300 ft. Action Oct. 1.
- **KWRT-FM Booneville, Mo.**—Authorized program operation on 99.3 mhz, ERP 3 kw. HAAT 285 ft. Action Sept. 27.
- **KSIW-FM Woodward, Okla.**—Authorized program operation on 93.5 mhz, ERP 3 kw. HAAT 150 ft. Action Sept. 12.
- **WALR-FM Union City, Tenn.**—Authorized program operation on 104.9 mhz, ERP 3 kw. HAAT 300 ft. Action Sept. 26.

Call letters

Applications

Call	Sought by
New FM's	
KACV-FM	Amarillo College, Amarillo, Tex.
KCSD	Chinle School District No. 24, Chinle, Ariz.
KTEZ	Troy Raymond Moran, Albuquerque, N.M.
KVLR	Knutson-Leighton, Detroit Lakes, Minn.
WSLY	Grantell Broadcasting Co., York, Ala.
Existing TV's	
*KHIN	KJAA Red Oak, Iowa
KDJV	KGOJ Brownsville, Tex.
Existing AM	
KKSA	KBER San Antonio, Tex.
Existing FM's	
WIRX	WSJM-FM St. Joseph, Mich.
KRLN-FM	KSTX Canon City, Colo.
Grants	
Call	Assigned to
New TV's	
*KOZK	Springfield Community Television, Springfield, Mo.
KVEO-TV	Delta Rio Broadcasting Co., McAllen, Tex.
New AM's	
WPSC	Pageland Broadcasting Corp., Pageland, S.C.
KYKR	KWEN Broadcasting Co., Port Arthur, Tex.
Existing FM's	
KYKR-FM	KCAW-FM Port Arthur, Tex.
WRAL	WRAL-FM Raleigh, N.C.
KGOR	KFAB-FM Omaha
WDJQ	WITF-FM Baltimore
WYTL	WOSH-FM Oshkosh, Wis.
KSKR	KENA-FM Mena, Ark.
WHER	WFOR-FM Hattiesburg, Miss.

FM licenses

- Broadcast Bureau granted following licenses covering new stations:
- **KMTW Twin Falls, Idaho**, Media 5 Inc. (BLH-6268). Action Oct. 7.
 - **KIEE Harrisonville, Mo.**, KIEE-FM Inc. (BLH-6319). Action Oct. 9.
 - ***KCEP Las Vegas**, Operation Opportunities-Clark County, Nev. (BLED-1263). Action Oct. 7.
 - ***WMSC Upper Montclair, N.J.**, Board of Trustees of Montclair State College (BLED-1284). Action Oct. 7.
 - **KOPE Mesilla Park, N.M.**, Las Cruces Broadcasting Co. (BLH-6253). Action Oct. 7.
 - **KBRE-FM Cedar City, Utah**, New Era Broadcasting Co. (BLH-6222). Action Oct. 7.
 - ***WGBW Green Bay, Wis.**, Board of Regents of University of Wisconsin System (BLED-1286). Action Oct. 7.
 - ***KCWC Riverton, Wyo.**, Central Wyoming College (BLED-1224). Action Oct. 7.

Ownership changes

Applications

- **KMAX(FM) Arcadia, Calif.** (107.1 mhz, 3 kw) —Seeks assignment of license from Sierra Madre Broadcasting Co. to KPCC Inc. Consideration: \$400,000. Sellers: Max H. and Mary Ellen Isoard. Buyers: Howard Warshaw, president, (40%), wife Miriam (25%), and her brother, Marvin B. Kosofsky (35%), who own KPCC(AM) Pasadena, Calif. Mr. Warshaw and Mr. Kosofsky also have interest in WTHE(AM) Mineola, N.Y.; WYLO(AM) Jackson, Wis.; WARO(AM) Cannonsburg, Pa.; and KUXL(AM) Minneapolis-St. Paul. The Warshaws also own race horse breeding and racing business in Roslyn, N.Y. Ann. Oct. 7.
- **KSND(FM) Gilroy, Calif.** (94.3 mhz, 90 w) —Seeks transfer of control of Entertainment Radio from Richard E. Ryan, Nancy R. Ryan, Florence S. Barker, Eugene J. Hogan and Terry D. Lloyd (100%

before; none after) to Wheatstone Bridge Engineering Co. (none before; 100% after). Consideration: \$100,000. Principals: Lorenzo W. Milam (39%); Jeremy D. Lansman (39%), et al. Mr. Milam owns KTAO(AM) Los Gatos, Calif., and has interest in KDNA(AM) St. Louis. He is also director of Poor Peoples Radio and Roginald A. Fessenden Educational Fund. Mr. Lansman has interest in KDNA and is president of electronics consulting firm. Wheatstone is limited partnership. Ann. Oct. 7.

■ **WXUS(FM) Lafayette, Ind.** (92.7 mhz, 3 kw) —Seeks assignment of license from Tiprad broadcasting Co. to Iwin Cities Broadcasting Inc. Consideration: \$240,000. Sellers: David M. Stevenson, president (70%), and John C. Ribbens (20%). Mr. Stevenson also has interest in KGOY(FM) Bethany, Okla. Buyers: Donald R. Walters (44%) and Atherton Inc. (51%). Mr. Walters is former station and sales manager, WBLV(AM) Springfield, Ohio. Walter L. Atherton with his sons own Atherton Inc., Springfield furniture store. Ann. Oct. 8.

■ **KTRI(AM) Sioux City, Iowa** (1470 khz, 5 kw) —Seeks assignment of license from Sioux City Broadcasting Co. to Radio Communications Inc. Consideration: \$400,000. Sellers: John C. Lennon, Eugene F. and Fred T. Kelly, four brothers. Kellys have no other broadcast interest. Buyers: Carl K. Kjeldseth, president (30%), Chesterman Co. (51%) and Merle D. Oakes, vice president (19%). Cy B. Chesterman and son Cy W. own Chesterman Co., soft drink bottling concern in Sioux City. Mr. Kjeldseth is general manager and Mr. Oakes is sales manager at KRIB(AM) Mason City, Iowa. Ann. Oct. 7.

■ **WKDO(AM) Liberty, Ky.** (1560 khz, 250 w-D) —Seeks assignment of license from Janie Ruth Broadcasting Co. to Radio Station WKDO for \$75,000. Seller: Calvin G. Smith (100%) owns WRSL-AM-FM Stanford, Ky. Buyer: Carlos Wesley (100%), general manager of WKDO. Ann. Oct. 10.

■ **WRAN(AM) Dover, N.J.** (1510 khz, 1 kw, DA) —Seeks 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 Harnett (28.6% each), et al. Media Horizons owns several stations, including KMEQ-AM-FM Phoenix and KDEP-AM-FM Albuquerque, N.M. Buyer: Richard E. Bailey Jr. family (100%). Mr. Bailey is former vice president of Hughes Sports Network, New York. Ann. Oct. 7.

■ **KRSY(AM) Roswell, N.M.** (1230 khz, 1 kw-D, 250 w-N) —Seeks assignment of license from John Burroughs to Troy Raymond Moran for \$142,000. Seller: Mr. Burroughs has interest in KRZY(AM)-KRST(FM) Albuquerque, N.M. Buyer: Mr. Moran also has interest in KRZY-KRST. Ann. Oct. 7.

■ **WFLY(FM) Troy, N.Y.** (92.3 mhz, 10 kw h, 2.25 kw v) —Seeks assignment of license from Amalgamated Music Enterprises Inc. to Rust Communications Group Inc. Consideration: \$350,000. Sellers: Albert Wertheimer, president (40.3%), and Paul Davis (40.3%) who are licensees of WBUF(FM) Buffalo, WVOR(FM) Rochester and WDDS(FM) Syracuse, all New York. Buyers: William Rust Jr., president and treasurer (80.36%), et al. Rust Communications is licensee of WHAM(AM)-WHFM(FM) Rochester, WPTB(AM) Albany, both New York, WABE(AM)-WYWK(FM) Allentown, WNOV(AM)-WQXA(FM) York, WRAW(AM) Reading, all Pennsylvania; WRNL(AM)-WRXL(FM) Richmond and WKLX(AM) Portsmouth, both Virginia. Rust Communications also has 34.5% interest in the Blue Ridge Cable Television Corp., Buena Vista, Va. Ann. Oct. 7.

■ **WZOW-FM Utica, N.Y.** (107.3 mhz, 3.6 kw) —Seeks assignment of license from Horwin Broadcasting Corp. to WTLB Inc. Consideration: \$160,000. Seller: Lawrence J. Horwin (100%). Buyers: Paul A. Dunn (20%), Edward J. Carey (20%), et al. own WTLB(AM) Utica. Ann. Oct. 8.

■ **KRNS(AM) Burns, Ore.** (1230 khz, 1 kw-D, 250 w-N) —Seeks assignment of license from Radio Burns to KRNS Radio. Consideration: \$150,000. Sellers: James Ward and Howard McDonald. Buyers: William I. Hampton and Paul B. Patrick (50% each). Mr. Hampton is former newspaper for KFII(AM) Los Angeles. Mr. Patrick works in production at KEZM(FM) Los Angeles. Ann. Oct. 7.

■ **KUMA(AM) Pendleton, Ore.** (1290 khz, 5 kw) —Seeks transfer of control of Pendleton Broadcasting Co. from Carl O. Fisher, Jane Whitbread and Nancy Harrison (20% each) to Theodore A. Smith (40% before, 100% after). Consideration: \$120,000. Principal: Mr. Smith is vice president and general manager of KUMA and has 50% interest in KJDY(AM) John Day, Ore. Ann. Oct. 8.

■ **WRSC(AM)-WQWK(FM) State College, Pa.** (AM: 1390 khz, 1 kw-D; FM: 96.7 mhz, 3 kw) —Seeks transfer of control of Edoreta Corp. from Michael M. Rea and J. Albert Dame (respectively 75% and 25% before, both none after) to State College Communications Corp. (none before, 100% after). Consideration: \$775,000. Sellers: Principals: Messrs. Rea and Dame own WKBO(AM) Harrisburg, Pa. Principals in State College: Eastern Broadcasting Corp. (80%) and Robert Zimmerman

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(20%). Roger A. Neuhoff is major stockholder of Eastern Broadcasting. License of WCVS(AM) Springfield, Ill., and WHUT(AM)-WLHN(FM) Anderson, and WBOW(AM)-WBOQ(FM) Terre Haute, both Indiana. Mr. Zimmerman is general manager of WRSC-WQWK. Ann. Oct. 7.

■ WOYE-FM Mayaguez, Puerto Rico (94.1 mhz, 20 kw)—Seeks assignment of license from Ultra High Fidelity Corp. to Pepino Broadcasters for \$85,000. Sellers: Gilbert Mamary, Gladys Carbonell, et al. have interest in WTIL(AM) Mayaguez. Buyer: Felix Bonnet Velez (100%) owns WFBA (AM). Ann. Oct. 8.

■ WREC-AM-FM Memphis (AM: 600 khz, 5 kw; FM: 102.7 mhz, 100 kw)—Seeks transfer of control of Cowles Tennessee Radio Properties from Cowles Communications (100% before, none after) to Triangle Broadcasting Corp. (none before, 100% after). Consideration: \$3,100,000. Principal: Gordon Gray family. Sale is part of reshuffling of media crossownership by publicly traded Cowles and Triangle, owned by Gordon Gray family. Ann. Oct. 7.

■ KALT(AM) Atlanta, Tex. (900 khz, 1 kw-D)—Seeks transfer of control of Ark-La-Tex Broadcasting Co. from Herman H. Wonnack Jr. (63% before; none after) to David A. Wonnack (37% before; 100% after). Consideration: \$125,000. Principal: David Wonnack is manager of KALT(AM) and has interest in KALT-FM. Ann. Oct. 8.

■ KJIM(AM) Ft. Worth, Tex. (870 khz, 250 w-D)—Seeks assignment of license from Broadcast Consultants Corp. to Ft. Worth KJIM Inc. for \$500,000. Seller: O. T. Forman Jr., president. Buyers: William S. Hill (51%), Robert C. Walke (35%) and Frances B. Hill (14%). Mr. and Mrs. Hill own restaurant franchises and theaters in Dallas-Ft. Worth area. Mr. Walke is salesman at KJIM. Ann. Oct. 10.

■ WAGO(AM) Oshkosh, Wis. (690 khz, 250 w-D, DA)—Seeks transfer of control of WAGO Radio from John C. Miller (63.3% before; none after) to Obed S. Borgen (none before; 63.3% after). Consideration: \$126,239. Principal: Mr. Borgen owns KFIL-AM-FM Preston, Minn. and has interest in WMIN(AM) Maplewood, Minn. Ann. Oct. 7.

Actions

■ KFML-FM Denver (98.5 mhz, 10 kw)—Broadcast Bureau granted assignment of license from KFML Broadcasting to Jefferson-Pilot Broadcasting Co. for \$453,850. Seller: Joseph R. McGoe, president, owns KAPI(AM) Pueblo, Colo. KFML Broadcasting retains KFML(AM) Denver. Buyer: Jefferson-Pilot Corp. (100%) owns through subsidiaries WBT-AM-FM-WBT-TV Charlotte, N.C., WQXI(AM) Atlanta, WQXL-FM Smyrna, Ga., WYBT-TV Richmond, Va., WBIG(AM) Greensboro, N.C., and KIMN(AM) Denver. Jefferson-Pilot also owns newspaper publishing companies in Texas, Oklahoma and Florida (BAHL-1998). Action Oct. 8.

■ WDOV(AM)-WDSD(FM) Dover, Del.—Broadcast Bureau granted transfer of control of Dover Broadcasting Co., licensee corporation, from Henry Rau, Lloyd S. Smith, Patrick H. Kelly, et al. to Rau Radio Stations, in exchange of stock (BTC-7544). Action Sept. 30.

■ WEAT-AM-FM West Palm Beach, Fla. (AM: 850 khz, 1 kw-D; FM: 104.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Gardens Broadcasting Co. to Curt Gowdy Enterprises for \$1,500,000. Seller: Royal American Industries Inc., controlled by Bankers Life & Casualty Co., West Palm Beach, John D. MacArthur, president of WEAT-AM-FM, owns 60% of Bankers Life. Buyer: Sportscaster Gowdy (100%) also owns KOWB(AM) Laramie, Wyo., and through Curt Gowdy Broadcasting Corp., WCCM-AM-FM Lawrence, Mass., and WBBX(AM) Portsmouth, N.H. (BAL-8193). Action Oct. 4.

■ WTLO(AM) Somerset, Ky. (1480 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Pulaski Broadcasting Corp. to Cumberland Communications for \$255,000. Sellers: Oris Gowen, WTLO general manager, et al. Buyers: James A. Brown (25%), et al. Mr. Brown has been general manager at WSFC(AM)-WSEK(FM) Somerset (BAL-8200). Action Oct. 9.

■ WNRS(AM) Saline, WNRZ(FM) Ann Arbor, both Mich. (AM: 1290 khz, 500 w-D; FM: 102.9 mhz, 10 kw)—Broadcast Bureau granted assignment of license from Lester Broadcasting Corp. to Community Music Service for \$238,000. Seller: Feltz Broadcasting Co. (100%). Buyers: Edward Harris (16.7%), attorney and businessman; A. George Malmgren (5.2%), General Dynamics employee, et al. (BALH-2011). Action Sept. 30.

■ KQAQ(AM) Austin, Minn. (970 khz, 5 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from KQAQ Inc. to Fort Dodge Broadcasting, subsidiary of Austin Broadcasting Co., for \$325,000. Sellers: Esther L. Plotkin and Francis F. Arent. Buyers: E. Wayne Cooley (25%), Glenn A. Christians (20%), et al. Messrs. Cooley and Christians are both vice presidents of KVFD(AM) Fort Dodge, Tex. (BAL-8204). Action Sept. 30.

■ KPIR(FM) Duluth, Minn.—Broadcast Bureau granted acquisition of positive control of Stereo Broadcasting, licensee corporation, by Lewis M.

Latto (50% before, 100% after) through purchase of stock from William H. Whitsett (50% before, none after). Consideration: \$119,400 (BTC-7543). Action Sept. 30.

■ KLMS(AM) Lincoln, Neb. (1480 khz, 1 kw, DA-2)—Broadcast Bureau granted assignment of license from Lincoln Broadcasting Co. to Telegraph-Herald for \$900,000. Seller: Howard A. Shuman (100%). Buyers: F. W. Woodward (13%), et al. Telegraph-Herald owns KDTH(AM)-KFMD-(FM) Dubuque, Iowa, and WGEZ(AM) Beloit, Wis. (BAL-8149). Action Oct. 9.

■ KOGA(AM) Ogallala, Neb.—Broadcast Bureau granted acquisition of positive control of Ogallala Broadcasting Co., licensee corporation, by Ray H. Lockhart (10% before, 52% after) through purchase of stock from Marvin Romig (42% before, none after); consideration \$275,000 (BTC-7520). Action Sept. 26.

■ KCBN(AM)-KRNO(FM) Reno — Broadcast Bureau granted transfer of control of B.B.C. Inc., licensee corporation, from Howard B. Levine and Lorraine Walker Levine, joint tenants, to Lorraine Walker Levine (100%). No consideration (BTC-7540). Action Sept. 30.

■ WSNJ-AM-FM Bridgeton, N.J.—Broadcast Bureau granted transfer of control of Eastern States Broadcasting Corp., licensee corporation, by Edward L. and Katherine M. Bold (25.1% before, 50% after) through purchase of stock from Edwin C. and Nancy L. Weber (24.9% before, none after). Consideration: \$25,000 (BTC-7546). Action Sept. 30.

■ WBEN-AM-FM-TV Buffalo, N.Y.—Broadcast Bureau granted involuntary transfer of negative control of WBEN Inc. from Kate Robinson Butler, individually, to Edward B. Righter, Henry Z. Urban and Edwin F. Jaekle, as co-executors and co-trustees of estate of Ms. Butler (BTC-7541). Action Sept. 30.

■ WHPE-AM-FM High Point, N.C. (AM: 1070 khz, 1 kw-D; FM: 95.5 mhz, 13 kw)—Broadcast Bureau granted transfer of control of High Point Broadcasting Co. from Gary C. Davis and Dale C. Montgomery (66% before, none after) to Bible Broadcasting Network (18% before, 84% after). Consideration: \$402,136. Principals: Messrs. Davis and Montgomery are retiring from broadcasting. Bible Broadcasting (owned by Keith H. Davey, 20%, et al.) owns WYFI(AM) Norfolk, Va. (BTC-7485). Action Oct. 4.

■ WEEW(AM) Washington, N.C. (1320 khz, 500 w-D)—Broadcast Bureau granted transfer of control of Radio Washington from Roy D. Wooster, Roy Jr., and Margaret B. Wooster (100% before, none after) to Joy Communications (none before, 100% after). Consideration: \$150,000. Principals of Joy Communications: Charles W. Carawan (50%), announcer at WINC(AM) Jacksonville, N.C.; Arthur Carawan (25%), seafood wholesaler, and Joseph M. Hudson (25%), owner of well drilling business (BTC-7465). Action Sept. 30.

■ WBTE(AM) Windsor, N.C.—Broadcast Bureau granted acquisition of negative control of Bertie County Broadcasting Co., licensee corporation, by Berney E. Stevens (25% before, 50% after) through purchase of stock from Kenneth W. Stevens (25% before, none after); consideration: \$12,000 (BTC-7401). Action Oct. 4.

■ KNDK(AM) Langdon, N.D. (1080 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from KNDK Inc. to Johnson, Johnson and Laidlaw. Consideration: \$210,000. Sellers: Cora J. Petrich, et al. Mrs. Petrich plans to retire. Buyers: Bert Johnson (38%), Lyle Johnson (37%) and Thomas L. Laidlaw (25%). Messrs. Johnson own farming interest. Mr. Laidlaw is manager of tax preparation company (BAL-8180). Action Oct. 4.

■ WATO(AM)-WUUU(FM) Oak Ridge, Tenn.—Broadcast Bureau granted transfer of control of WATO Inc. from Dover Broadcasting Co. to Rau Radio Stations, in exchange of stock (BTC-7545). Action Sept. 30.

■ WMMN(AM) Fairmont, W. Va.—Broadcast Bureau granted assignment of license from Broadcast Enterprises to Marja Broadcasting Corporation, parent corporation of Broadcast Enterprises (BAL-8255). Action Sept. 30.

■ WVRC(AM) Spencer, W. Va.—Broadcast Bureau granted assignment of license from Nubro Broadcasting Co. to Roane Broadcasting, parent corporation of Nubro (BAL-8253). Action Sept. 30.

■ WAKX(AM) Superior, Wis.—Broadcast Bureau granted assignment of license from Quality Radio to Stereo Broadcasting, both owned by Lewis M. Latto (BAL-8254). Action Sept. 30.

Facilities changes

TV actions

■ *KEET Eureka, Calif.—Broadcast Bureau granted CP to change ERP to vis. 65.63 kw; aur. 13.2 kw; trans. location to Barry Ridge, 10.8 mi. southeast of Eureka; studio location to 3100 Edgewood Rd., Eureka; and ant. height 1,460 ft. (BPET-502). Action Oct. 4.

■ WPEC West Palm Beach, Fla.—Broadcast Bureau granted authority to operate trans. by remote con-

trol from Fairfield Dr., West Palm Beach (BRCTV-216). Action Sept. 30.

■ KHQA-TV Hannibal, Mo.—Broadcast Bureau granted CP to change aural ERP to 48.4 kw and change type of trans. (BPCT-4746). Action Sept. 30.

■ KSWs-TV Roswell, N.M.—Broadcast Bureau granted CP to install aux. ant. at main trans. and ant. location (BPCT-4762). Action Sept. 30.

■ KNCT Belton, Tex.—Broadcast Bureau granted CP to change ERP to 478 kw vis. 67.6 kw aur. and change type of trans. (BPCT-4771). Action Sept. 30.

AM applications

■ KMFB Mendocino, Calif.—Seeks CP to increase power to 5 kw. Ann. Oct. 10.

■ WWCM Brazil, Ind.—Seeks CP to increase radiation efficiency. Ann. Oct. 7.

■ KFOR Lincoln, Neb.—Seeks mod. of CP to maintain actual measured radiated field. Ann. Oct. 9.

■ KQRX Las Vegas—Seeks CP to add MEOV's. Ann. Oct. 10.

■ KWOR Worland, Wyo.—Seeks CP to change ant., trans. and main studio location to 850 ft. west of Big Horn River at US Hgwy. 20, Worland. Ann. Oct. 10.

AM actions

■ WPLO Atlanta, Ga.—Broadcast Bureau granted mod. of CP to revise MEOV's (BMP-13858). Action Oct. 1.

■ WLCB Buffalo, Ky.—Broadcast Bureau granted request for waiver of rules to identify as Buffalo-Hodgenville, Ky. Action Sept. 26.

■ KGVO Missoula, Mont.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location at 340 W. Main St., Missoula (BRC-3728). Action Sept. 30.

■ KBMR Bismarck, N.D.—Broadcast Bureau granted CP to install new aux. trans. and operate by remote control from studio location (BP-19793). Action Oct. 1.

■ KCJB Minot, N.D.—Broadcast Bureau granted CP to change daytime directional ant. system. condition (BP-19788). Action Oct. 1.

■ WBVP Beaver Falls, Pa.—Broadcast Bureau granted CP to increase tower height to support FM ant.; condition (BP-19761). Action Oct. 1.

■ WEKO Cabo Rojo, Puerto Rico—Broadcast Bureau granted CP for changes (BP-19560). Action Sept. 30.

■ WHOY Salinas, Puerto Rico—Broadcast Bureau granted CP to change hours of operation to unlimited with 1 kw DA-N (BP-19634). Action Oct. 2.

■ KTSA San Antonio, Tex.—Broadcast Bureau granted CP to install new aux. trans. (BP-19792). Action Oct. 1.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KGMC Englewood, Colo. (BP-18334). Oct. 1; WICH Norwich, Conn. (BP-19688). Sept. 30.

FM actions

■ WERC-FM Birmingham, Ala.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 100 kw; ant. height 970 ft.; remote control permitted (BPH-9152). Action Sept. 30.

■ WYNA-FM Tusculumbia, Ala.—Broadcast Bureau granted CP to install new trans.; install new ant.; change transmission line; change ERP 100 kw h; 84 kw v; ant. height 245 ft.; remote control from main studio at 509 N. Main St., Tusculumbia (BPH-8910). Action Oct. 3.

■ WHCN Hartford, Conn.—Broadcast Bureau granted CP to make changes in ant. system; change TPO and ERP: 19 kw (h), 15.5 kw (v); ant. height 740 ft.; condition (BPH-9170). Action Oct. 9.

■ WEDR Miami—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location at 1437 N.W. 35th St., Miami (BRCH-1220). Action Aug. 28.

■ WXBM-FM Milton, Fla.—Broadcast Bureau received data filed in Doc. 20002, to change frequency to 102.7 mhz; change trans. and studio location to 1.1 miles northwest of Florida Highway 197 near Milton; change trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 500 ft. Action Sept. 30.

■ *WIAN Indianapolis—Broadcast Bureau dismissed CP's to install alt. main trans.; change ant., trans and studio location; install new ant.; make changes in ant. system (BPED-1001-2). Action Oct. 1.

■ KHBT Humboldt, Iowa—Broadcast Bureau granted mod. of license to change studio location outside city limits to trans. site: 0.2 mile east of city limits of Humboldt on Hwy. 3, Iowa (BMLH-503). Action Oct. 4.

■ WMUS-FM Muskegon, Mich.—Broadcast Bureau granted CP to install new trans.; change ERP, 31 kw; ant. height 285 ft. (BPH-8880). Action Oct. 4.

■ KPCG Joplin, Mo.—Broadcast Bureau granted

mod. of CP to change trans. location to 0.7 mile west of Highway 71, 7.5 miles southeast of city near Joplin; change trans. and ant.; ERP 100 kw; ant. height 440 ft.; remote control permitted (BMPH-14239). Action Sept. 30.

■ WECQ Geneva, N.Y.—Broadcast Bureau granted mod. of CP to operate trans. by remote control from main studio location at 609 W. Washington St., Geneva (BMPH-14207). Action Aug. 28.

■ WKOI Pittsburgh—Broadcast Bureau granted CP to make changes in transmission lines (BPH-9123-30). Action Sept. 30.

■ KMTN Jackson, Wyo.—Broadcast Bureau granted mod. of CP to operate trans. by remote control from main studio location at junction of Wyoming Highway 22 and U.S. 187, 1.1 mile west of Jackson; 48 kw; ant. height 940 ft. (BMPH-14225). Action Sept. 16.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: WKMO Kokomo, Ind. (BPH-8739). Oct. 2; WLAD-FM Danbury, Conn. (BPH-8446). March 19; WMOD Washington (BPH-7837). Sept. 20; *KCFR Denver (BPED-1650). Oct. 2; *KUER Salt Lake City (BPED-1509). Sept. 30.

In contest

Case assignments

Chief Administrative Law Judge Arthur A. Gladstone made following assignments on date shown:

■ Quitman, Miss., FM proceeding: A. C. Elliot Jr. and Melvin Pulley, competing for 98.3 mhz (Docs. 20196-7)—Designated ALJ Walter C. Miller as presiding judge, and scheduled hearing for Dec. 16. Action Oct. 2.

■ Southport, N.C., FM proceeding: Thoms Broadcasting Cos., Clarence S. Mowery Jr. and Brunswick Broadcasting Co., competing for 107.1 mhz (Docs. 20192-3)—Designated ALJ Walter C. Miller to serve as presiding judge; scheduled hearing for Jan. 6, 1975. Action Oct. 4.

■ WVAR(AM) Norristown, Pa., AM proceeding: WVAR Inc., seeking facilities changes (Doc. 14952)—Designated ALJ James F. Tierney to serve as presiding judge; scheduled hearing for Jan. 6, 1975. Action Oct. 8.

Procedural rulings

■ WCFL(AM) Chicago, renewal proceeding: Chicago Federation of Labor and Industrial Union Council (Doc. 20064)—Review board denied request by three citizens' action groups to add issues against application for renewal of WCFL Better Broadcasting Council, Taskforce for Community Broadcasting, and Illinois Citizens Committee for Broadcasting sought to add issues to determine whether WCFL's public service programming was reasonably designed, whether licensee served public interest by reinvesting part of its profits into locally-originated and community-oriented programming, and whether licensee had exercised adequate control over operations of WCFL. Action Oct. 1.

■ Lake Charles, La., FM proceeding: United Broadcast Industries, Dixie Broadcasters, Amalgamated Research and Development and D.J. of Lake Charles, competing for mhz (Docs. 20114-7)—Review board denied request by Dixie Broadcasting to enlarge issues in proceeding. Dixie requested board to add staff adequacy and ascertainment of issues against D.J. Action Oct. 10.

■ WJIM-AM-FM-TV Lansing, Mich., renewal proceeding: Gross Telecasting (Doc. 20014)—Review board, in response to request by Lansing Branch of American Civil Liberties Union of Michigan added issues to determine whether Gross Telecasting failed to make its 1970 license renewal application available locally for public inspection and whether Gross engaged in "clipping" of TV network programs. Action Oct. 2. Review board also granted request of Lansing Branch of ACLU to add issue against Gross for rebroadcasting taped weather reports without informing viewers. Action Oct. 7.

■ Brookhaven, Miss., FM proceeding: Brookhaven Broadcasting Co. and 21st Century Broadcasters, competing for 92.1 mhz (Docs. 20145-6)—ALJ Byron E. Harrison directed Brookhaven to file written notice of appearance as required within five days. Brookhaven's failure to comply with this directive will result in dismissal of its application for failure to prosecute. Action Oct. 4.

■ New York, TV proceeding: RKO General (WOR-TV) and Multi-State Communications, competing for ch. 9 (Docs. 19991-2)—Review board denied request by Multi-State Communications for addition of issues against RKO General. Multi-State requested addition of issues to determine whether RKO violated rules or was acting against public interest by refusing to sell Multi-State its ant. system should Multi-State obtain CP, whether such refusal would unduly restrict competition among TV stations in New York, and whether RKO possesses requisite qualifications to be commission licensee. Action Oct. 9.

Initial decisions

■ WPMC(AM)-WOKN(FM) Goldsboro, N.C., renewal proceeding: Southern Radio and Television Corp. and WOKN-FM Inc. (Docs. 19857-8)—ALJ Forest L. McClenning granted applications of Southern Radio and Television Corp. and WOKN-FM Inc., in initial decision. Although he found that grant of applications would serve public interest, convenience and necessity, Judge McClenning concluded that imposition of \$10,000 forfeiture against Southern for repeated violations of Communications Act and commission's rules was warranted. Ann. Oct. 11.

Review board decisions

■ Atlanta, Tex., FM proceeding: KALT-FM Inc. and Cass County Broadcasting Co., competing for 99.3 mhz (Docs. 19782-3)—Review board granted application of Cass County Broadcasting Co. to construct new FM. Competing application of KALT-FM Inc. was denied. Cass County Broadcasting Co. granted 99.3 mhz, 3 kw. HAAT 186.5 ft. P.O. address: Box 1072, Vivian, La. 71082. Estimated construction cost \$23,717; first-year operating cost \$27,300; revenue \$30,000. Format: C&W/easy listening. Principals: Gloria D. Herring, music teacher, and A. T. Moore, Louisiana radio technician (50% each). Action Sept. 27.

■ Corpus Christi, Tex., FM proceeding: A. V. Bamford and Community Service Radio, competing for 99.1 mhz (Doc. 19089)—Review board denied application of A. V. Bamford. Board found that Bamford failed to ascertain needs and interests of community. Action Oct. 1.

Complaint

■ Illinois—FCC denied application by Ted Pearson, secretary and campaign manager for Ishmael Flory, candidate for U.S. Senate, for review of Sept. 20, Broadcast Bureau ruling. Bureau ruled that no commission action was warranted on Pearson's contention that Flory was entitled to equal opportunities under Communications Act to respond to opponents' broadcasts on various Illinois stations. Action Oct. 8.

Fines

■ WPUP(AM) Bay St. Louis, Miss.—Broadcast Bureau, by letter, notified Bay Broadcasting Corp., licensee, that it incurred apparent liability for forfeiture of \$500 for failing to maintain operating power within limits of 5% above and 10% below licensed value. Action Oct. 3.

■ WTAB(AM) Tabor City, N.C.—Broadcast Bureau, by letter, notified Tabor City Broadcasting Co., licensee, that it incurred apparent liability for forfeiture of \$1,000 for operating station with excessive power during presunrise times from Oct. 1, 1973 to Feb. 2, 1974 and failing to make entries in operating log on tower lights observations from Nov. 7, 1973 to Feb. 25, 1974. Action Oct. 7.

■ KAGT(AM) Anacortes, Wash.—Broadcast Bureau, by letter, notified Island Broadcasting Co., licensee, that it incurred apparent liability for forfeiture of \$500 for violation of rules in that operator in control of trans. at time of inspection was not endorsed for broadcast operation. Action Oct. 2.

■ WRDS(AM) South Charleston, W. Va.—Broadcast Bureau, by letter, notified WRDS Radio that it incurred apparent liability for forfeiture of \$1,000 for operating with power in excess of that authorized. Action Oct. 2.

Other actions

■ *Alabama—Commission granted request by Alabama Educational Television Commission for permission to maintain single master program log for all nine of its noncommercial TV stations in Alabama. ASTC is licensee of WAIQ Montgomery; WBIQ Birmingham; WCIQ Mt. Cheaha State Park; WDIQ Dozier; WEIQ Mobile; WFIQ Florence; WGIQ Louisville and WHIO Huntsville, and is permittee of WIQ Demopolis. Action Oct. 8.

■ WOVV-FM Fort Pierce, Fla.—FCC granted request by Indian River Broadcasting Co., licensee of WOVV-FM, for waiver of required \$1,800 grant fee in connection with "major change" application. Request for waiver and refund of filing fee submitted with application was denied. Commission said grant of request for waiver of grant fee was warranted because grant fee had been submitted with first application; construction was never commenced due to circumstances beyond Indian River's control; and facilities now proposed would have required payment of fees for only one "major change." Action Oct. 8.

■ KUAM-AM-FM-TV Agana, Guam—Commission granted applications by Pacific Broadcasting Corp. for renewal of short-term licenses for stations for remainder of their full license terms. After review of stations' operations since Feb. 27, 1973, commission

Summary of broadcasting

FCC tabulations as of Sept. 30, 1974

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total 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
Total radio	7,604	2	109	7,715	302	8,017
Commercial TV	698	1	10	709	36	758
VHF	507	1	6	514	5	521
UHF	191	0	4	195	31	237
Educational TV	221	0	7	238	10	252
VHF	88	0	7	95	2	98
UHF	133	0	10	143	8	154
Total TV	919	1	27	947	46	1,010

* Special temporary authorization

** Includes off-air licenses

said it found no evidence of any misconduct for which short-term renewals were imposed. Action Oct. 2.

Rulemaking

Action

■ Effective 2 a.m., Sunday, Oct. 27, all D-only stations that had been authorized for emergency pre-sunrise operations under year-round daylight saving time, will revert to their previous early morning operations, pending further commission order. Commission said entire matter would be reassessed early next year to determine what operating benefits would be provided during Feb. 23-Apr. 27, 1975 time period (Doc. 19902). Action Oct. 8.

Translators

Applications

- City of Sand Point, Sand Point, Alaska—Seeks ch. 4, rebroadcasting KYUK Bethel, and KUAC Fairbanks, both Alaska (BPITV-5115). Ann. Oct. 10.
- Board of Cooperative Educational Services of Broome-Delaware-Tioga Counties, Binghamton, Johnson City and Owego, N.Y.—Seeks ch. 57, rebroadcasting WSKG Binghamton, N.Y. (BPIT-2699-70). Ann. Oct. 11.
- Laramie Plains Antenna TV Association, Laramie, Wyo.—Seeks ch. 59, rebroadcasting KWGN-TV Denver (BPIT-2698). Ann. Oct. 10.

Actions

- K061H Ponderosa Basin, Calif.—Broadcast Bureau granted CP for new translator on ch. 6, rebroadcasting programs of KNTV San Jose, Calif. (BPITV-4998). Action Oct. 4.
- W39AA Fort Wayne, Ind.—Broadcast Bureau granted CP for new translator on ch. 39, rebroadcasting WBCU-TV Lima-Bowling Green, Ohio (BPIT-2644). Action Sept. 27.
- K02FD Crookston, Minn.—License authorization canceled and call letters deleted, at request of licensee. Ann. Oct. 9.
- K60AP Orovida, Kings River and Bottle Creek, Nev.—Broadcast Bureau granted CP for new translator on ch. 60, rebroadcasting KOLO-TV Reno (BPIT-2611). Action Sept. 30.
- W56AG Franklin, Sylva, Dillsboro and Webster, N.C.—Broadcast Bureau granted CP for new translator on ch. 36, rebroadcasting programs of WUNE-TV Linville, N.C. (BPIT-2580). Action Oct. 4.
- K07FJ Sioux Falls, S.D.—License authorization canceled and call letters deleted, at request of licensee. Ann. Oct. 9.

Cable

Applications

- Following operators of cable TV systems requested certificates of compliance, FCC announced Oct. 8 (stations listed are TV signals proposed for carriage):
- Storer Cable TV, 1177 Kane Concourse, Miami Beach 33154, for Frazier Park, Calif. (CAC-1694): Delete KVST-TV Los Angeles.
 - Cablecom General of Modesto, Box 1291, Modesto, Calif. 95353, for Modesto. (CAC-4336): Add KMUV-TV Sacramento, Calif.
 - Triangle Cable Co., Box 1291, Modesto, Calif. 95353, for Oakdale, Calif. (CAC-4337): Requests certification of existing CATV operations and add

KMUV-TV Sacramento, Calif.

- Midwest Metro, W. 20th St., Scottsbluff, Neb. 69361, for Julesburg, Colo. (CAC-4345): KPNE-TV, KNOP-TV North Platte, Neb.; KTYS Sterling, Colo.; KHPL-TV Hays Center, Neb.
- Hoosier Telecab, 53 Perimeter Center E., Suite 300, Atlanta 30346, for Wabash county, Ind. (CAC-4347): Requests certification of existing CATV operations.

■ Minneapolis Cable, Box 4364, Topeka, Kan. 66604, for Minneapolis, Kan. (CAC-4340): KCKT Great Bend, Kan.; KARD-TV, KAKE-TV Wichita, Kan.; KTSB, KTUW, WIBW-TV Topeka, Kan.; KHTL-TV Superior, Neb.; KHAS-TV Hastings, Neb.; KAYS-TV Hays, Kan.; KPTS, KTVH Hutchinson, Kan.

■ W. Robert Felder, 5030 Youngstown-Warren Rd., Niles, Ohio 44446, for Melrose, Mass. (CAC-4342): WSMW-TV Worcester, Mass.; WBZ-TV, WCVB-TV, WNAC-TV, WGBH-TV, WSBK-TV, WGBX-TV, WQTV, WXNE-TV Boston; WLVI-TV Cambridge, Mass.; WENN-TV Durham, N.H.; WNEW-TV, WPIX-TV New York.

■ Tiffin Valley Cable, Box 254, Archbold, Ohio 43502, for Delta, Ohio (CAC-4343): WTOL-TV, WSPD-TV WDHO-TV, WGTE-TV Toledo, Ohio; WKBD-TV WXYZ-TV, WJBK-TV Detroit; CKLV-TV Windsor, Ontario; WBGU-TV Lima, Ohio; and for Swanton, Ohio (CAC-4344): Add WJBK-TV, WXYZ-TV Detroit.

■ Pawhuska Cable T.V. Services, Box 829, Junction City, Kan. 66441, for Pawhuska, Okla. (CAC-4348): Add KBMA-TV Kansas City, Mo.

■ Telecab Communications Corp., 1336 Sulphur Spring Rd., Baltimore 21227, for Washington township, Pa. (CAC-4346): WHAG-TV, WWPB-TV Hagerstown, Md.; WMAR-TV, WBAL-TV, WJZ-TV, WMPB Baltimore; WGAL-TV Lancaster, Pa.; WITF-TV Hershey, Pa.; WRC-TV, WITG, WMAL-TV, WTOP-TV Washington.

■ Athena Cablevision Corp. of Corpus Christi, 424 N. Chaparral, Drawer E, Corpus Christi, Tex. 78401, for Corpus Christi (CAC-4341): Requests certification of existing CATV operations.

■ Community Television of Utah, 1251 Wilmington Ave., Salt Lake City 84106, for South Ogden (CAC-4338) and Washington Terrace (CAC-4339), both Utah: Delete KMUV-TV Sacramento, Calif. and add KTVU Oakland, Calif.

■ FCC corrections to previous CATV releases: CAC-4108 requests certification of existing CATV operations and proposes to add WCIX-TV Miami and delete WICG-Atlanta; CAC-4138 proposes to add WKBF-TV Cleveland and delete WUAB Lorain, Ohio; CAC-1863 is amended to add KTVU Oakland, Calif. and delete KMUV-TV Sacramento, Calif. Ann. Oct. 8.

Certification actions

- California—FCC granted applications of Staddon Inc. for certificates of compliance to provide cable service to Smith River, Fort Dick Hiouchi, Gasquet, Junction and unincorporated portions of Del Norte county. Communities are located outside of all TV markets. Staddon already provides its subscribers with signals of KIEM-TV and KVIQ-TV Eureka, Calif. Staddon requested certification to carry Eureka stations as well as KRON-TV, KBHK-TV, KPIX, and KGO-TV San Francisco; KTVU Oakland; and KXTV and KTXL Sacramento, Calif. Action Oct. 2.
- San Leandro and Hayward, Calif.—FCC granted applications by LVO Cable of San Leandro and LVO Cable of Hayward for certification to add KTLA Los Angeles to existing cable systems at San Leandro and Hayward. Opposition to applications by Continental Urban Television Corp. (KGSC-TV) was denied. Action Oct. 2.
- Ormond Beach, Fla.—Commission granted Florida TV Cable, division of American Television and Communications Corp., certificate of compliance to add two distant independent signals to its cable system at Ormond Beach. Objections and petition for special relief filed by Rust Craft Broadcasting

Co., licensee of WJKS-TV Jacksonville, were denied. Action Oct. 8.

■ Anna and Jonesboro, Ill.—Commission granted Anna Cable Television certificates of compliance to begin operation of cable systems in Anna and Jonesboro, Ill., which are located in Cape Girardeau, Mo., Paducah, Ky., Harrisburg, Ill., major TV market will carry WSIL-TV Harrisburg and *WSIU-TV Carbondale, Ill., KFVS-TV Cape Girardeau, KPLR-TV and KDNL-TV St. Louis, and WPSD-TV and WDXR-TV Paducah, Ky. Action Oct. 8.

■ Ellinwood, Kan.—FCC denied Karlen Communications certificate of compliance for new cable system at Ellinwood, located in Great Bend, Kan., smaller TV market. KCI requested waiver of smaller market carriage rules to permit it to carry four distant network signals. FCC said that it cautioned systems that for it to consider petitions for special relief, there must be "substantial showing" to warrant deviation from those rules. It said that despite Karlen's assertion to contrary, Karlen had not presented any evidence to persuade commission that proposed system's position in the Great Bend market warranted special relief. Action Oct. 2.

■ Baltimore county, Md.—Commission denied application of Calvert Telecommunications Corp. for certificate of compliance to begin cable service in Baltimore county. Commission found that while Baltimore county franchising proceedings complied with its rules, county could not be considered single community but consisted of numerous separate and distinct communities. Commission said signal carriage complement for each of these communities must be determined individually according to its location in county. Action Oct. 9.

Other actions

■ Arkansas—FCC granted request of Newport TV Cable, operator of cable systems at Newport, Diaz, Campbell Station and Tuckerman, Ark., to grandfather carriage of KETS Little Rock, Ark. on its Newport system and existing signal carriage at Diaz, Campbell Station and Tuckerman. Newport TV failed to comply with notification requirements of commission's former cable rules before adding KETS and prior to beginning service at Diaz, Campbell Station and Tuckerman. It requested commission to grandfather its signal carriage to avoid disruption of long established viewing habits in communities which, without cable TV, would receive programming of only one TV station. Action Sept. 24.

■ Illinois and Iowa—Commission issued Quincy Newspapers tax certificate for sale of its entire ownership interest in Quincy Cablevision, operator of cable systems at Quincy, Hamilton, Kewanee and Cathage, Ill., and Keokuk, Iowa. Prior to sale of its cable interests, Quincy Newspapers was in violation of FCC's crossownership rules which prohibits crossownership of collocated TV stations and cable TV systems. Action Oct. 2.

Rulemaking

■ WREX-TV Rockford, Ill.—Commission granted request of Gilmore Broadcasting Corp., licensee of WREX-TV Rockford, for interpretation of section 76.61(e)(2) of FCC's cable TV rules. Commission said that section is intended to apply when TV station normally carried by cable system does not clear network program for local broadcast, or when that program otherwise is not available via normally carried signals. Action Oct. 11.

■ Springfield, Mass.—FCC denied requests of Massachusetts cable operator and Springfield, Mass. TV licensee for reconsideration of May 15 FCC ruling. Commission said its program exclusivity rules were designed "to preserve competitive relationship among TV broadcast stations in accordance with over-air service and not unduly to disturb existing competitive conditions." In denying High Fidelity's request for carriage of two New York City independent stations, commission stated that request to carry signals on Lenox system would have involved waiver of leapfrog limitations. Without leapfrogging restrictions, commission said, limited number of independent stations from largest markets would be carried to exclusion of all other stations. Action Oct. 2.

■ New Jersey—Commission waived its rules to permit New Jersey cable operator to use shared studio for public access programming in township of Parsippany-Troy Hills and borough of Mountain Lakes, N.J. Commission said it was waiving its rules on experimental basis until March 31, 1977. Telecommunications Inc., operator of cable systems, had requested partial waiver of rules. Action Oct. 2.

■ Corpus Christi, Tex.—FCC denied petition by Athena Cablevision Corp. of Corpus Christi, operator of cable system at Corpus Christi, for waiver of network program exclusivity rules. Athena's petition for waiver of rules was in response to request by South Texas Educational Broadcasting Council (*KEDT Corpus Christi) for simultaneous network program exclusivity protection against *KLRN-TV San Antonio. Commission said it agreed in part with South Texas contention that exclusivity rules provide for protection of programs produced or originated at KLRN-TV's studios in addition to PBS presentations. It said, however, that protection should not be extended to syndicated programming. Action Oct. 12.

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Full time AM on Florida West Coast wants experienced salesperson to take over existing account list. All details and resume 1st letter. Equal opportunity employer. Box K-139, BROADCASTING.

KCHE needs announcer-salesperson. Experience in both areas desirable. Opportunity for advancement in near future. Great place to live! Resume, tape, etc. Manager, Box 1440, Cherokee, IA 51012.

Need aggressive sales person, excellent opportunity, salary, commission, and excellent fringe benefits. Send resume to Jack Ludescher, G.M., WGEZ, Box 416, Beloit, WI.

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Creative sales person, proven small or medium market experience. Will be given established list. Send resume to Marcian Bouchard, Sales Mgr., WRIE Radio, Box 2072, Erie, PA 16512.

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Sales manager with solid sales background, some management experience needed by #1 station. Salary commensurate with ability. Send resume to Community Service Broadcasting, Inc., Box 1209, Mt. Vernon, IL 62864.

Sales Agent: To sell time. Write Sullivan, 790 President St., Brooklyn, NY 11215.

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.

Help Wanted Announcers Continued

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Medium market station needs part-time announcer with some experience in music and news. Please send resume. An equal opportunity employer. Box K-140, BROADCASTING.

KCHE needs announcer-salesperson. Experience in both areas desirable. Opportunity for advancement in near future. Great place to live! Resume, tape, etc. Manager, Box 1440, Cherokee, IA 51012.

Announcer: KOSI AM-FM, the Denver area's good music stations need a strong announcer with an excellent air voice and several years of experience in announcing, newswriting and delivery; a third class license with broadcast endorsement; experience in board operation and outstanding production techniques. If you're our person, we can offer a fine opportunity; good pay and working conditions, excellent equipment and a chance to work with a great staff at a stable and well-respected station located in one of the great family-living areas of the country. You'll be replacing a person with 13 years longevity with us. Please send tape and resume to Lee Stewart, PD, KOSI, P.O. Box 98, Aurora, CO 80010. Equal opportunity employer M-F.

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.

WCHV has immediate opening for Top 40 jock with First Phone. Rush aircheck, resume, and photo to Ed Owens, WCHV, Box 5387, Charlottesville, VA 22903.

WMOD—"Washington's Goldmine"—is looking for a radio entertainer to do morning drive. If you're really good and feel you're ready to grab the number seven market in the country, call Mike Cohen, General Manager, 202-338-8700, or rush tape and resume to WMOD, 1680 Wisconsin Avenue, NW, Washington, DC. E.O.E.

Major public radio station needs announcer/operator. Main responsibility: produce interesting, literate, three-hour morning show, Monday through Friday. Must be strong on classical music announcing, writing, production and news. Must have valid FCC 3rd Class Endorsed, valid driver's license. Annual salary: \$9,526 to \$10,400. Excellent benefits. Send tape and resume to Garrard Macleod, Station Manager, WMUK(FM), Western Michigan University, Kalamazoo, MI 49001. WMU is an affirmative-action/equal-opportunity employer.

Central Pennsylvania contemporary is looking for a strong daytime personality. We would like someone with a proven record. Time and temp jox need not apply. Come join our team in this very competitive market. Tape, resume, references and requirements first package, WRTA, Box 272, Altoona, PA.

Need mid-day person (good production/music skills). * Warning: If you think you've already "paid your dues," don't apply! Need individual who is good and needs to be great. Now is your chance. Only fair money, but great stepping stone to big markets. Call (not collect) Dave Jacob, Program Director, WSAC, Fort Knox/Louisville at 502-583-2676.

Staff Announcer/Newsreader needed for top-rated FM-Stereo adult music station. Secondary production/copy skills helpful. No taped music or automation so you must know good music old and new. Tape & resume to: WRSR, P.O. Box 961 W. Side Sta., Worcester, MA 01602.

Immediate opening. Some experience. Salary open. WVOS, Liberty, NY. 914-292-5533. Equal opportunity employer.

Need late-night or all-night personality announcer for adult rock format. Minority applicants encouraged. Must have proven ability and dedication to radio. Tape and resume to Harley Drew, Box 2066, Augusta, GA 30903. Equal opportunity employer.

Help Wanted Announcers Continued

Great voice and personality with 3rd for progressive Western Oregon radio station. 503-367-6018.

Wanted, professional disc jockeys. Good voice, articulate, strong production. \$200.00-\$230.00 per week. Equal opportunity employer. Send tape to Box 14414, Oklahoma City, OK 73114.

Help Wanted Technical

Broadcast engineer for major FM station. Excellent opportunity for individual experienced in studio and transmitter equipment. Send resume. Box K-119, BROADCASTING.

Full-time AM-FM seeks first phone with maintenance ability, able to handle light announcing chores. Automation experience helpful. Night shift with opportunity to advance. Fringe benefits. Prefer someone from Central Illinois. E.O.E. Resume to Box K-127, BROADCASTING.

Chief Engineer-Announcer. FM partially automated. Send resume. No phone calls. Dale Low, KLSS and KSMN, Mason City, IA 50401.

Chief engineer for AM-FM. Experienced in transmitter, studio maintenance and automation. No board. Excellent salary and fringe benefits. KVMA-KFMV, Magnolia, AR. 501-234-4862.

Florida coastal station needs chief engineer announcer capable of AM/FM and automation system maintenance and assisting construction of new tower site plus 100 kilowatt FM power increase; must be reasonably good announcer; prefer engineer brought up on transistors. Delightful living by the sea. Opportunity for advancement with small chain. \$10,000 to \$12,000 annually. Send resume and tape, Hudson Millar, WIRA Fort Pierce. An Airmedia station. Equal opportunity employer.

Experienced chief for Southern Indiana AM & FM stereo. New equipment. 10 hours board work per week. WITZ 812-482-2131.

Engineer, \$150.00 a week, WPRT Radio. Telephone 606-886-2050 or 606-886-6191. D. C. Stephens, owner.

Help Wanted News

News person with writing ability and good delivery. Need a self-starter who can dig out local news after fast-paced morning air shift. Send resume to Box K-118, BROADCASTING.

News, Morning air shift, everything in small town radio. Call Mrs. Warren, 315-363-6050.

50,000 watt net affiliate has immediate opening for drive time news person. Must be strong on the air for adult format. Send air check and resume to Mark Neeley, news director, 501 Carew Tower, Cincinnati, OH 45202.

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.

Program director top 25 market network affiliate experienced and competitive in all phases of programming, production and news. All replies confidential. Equal opportunity employer. Box K-137, BROADCASTING.

Affirmative action university seeks a faculty member to teach news-oriented courses and provide occasional support in broadcast news. Doctorate or dissertation-stage candidate with related research interest and some professional experience. Letter and vita to: Director, School of Journalism, University of Oklahoma, 260 Van Vleet Oval, Room 101, Norman, OK 73069.

Situations Wanted Management

Salesman—Station Manager. Age 43 with 20 years broadcasting experience. Top references. West or Mid-West. Box K-58, BROADCASTING.

Station owner: You need a sharp take charge man who has strong sales-programing-management-technical background. Experience all phases. A good executive, solvent with cash. Let me worry about your station and sales. Any state, absolutely top notch. Box K-63, BROADCASTING.

Young, energetic CRMC heavy sales, automation, cost control. Degree. Seeks sales or management with growing group or station, medium or large market. Want out of dead-end as small market GM. Box K-75, BROADCASTING.

Got a loser with lots of potential? I can probably change it into a winner. Strong in sales, programing, engineering, accounting and management. Will work on percentage of increase. Prefer western U.S. All areas considered. Box K-135, BROADCASTING.

Situation Wanted Sales

Sales Pro—currently billing over \$10,000 monthly in medium market, seeking new challenge with station that needs an aggressive, young salesman. 608-274-4317.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Announcer, looking for first break, tight board, good news and commercials, good production, ready now, will relocate. Box K-32, BROADCASTING.

Rock Jock Pro, first class license. Box K-44, BROADCASTING.

Have no openings? Fire somebody! Major market entertainer looking for work. Help! Contemporary or MOR. Write Box K-64, BROADCASTING.

Looking for a fresh, new sound in your market? Young man, stable, with good radio background needs experience with small to medium market station. 3rd phone endorsed. Salary negotiable. Prefer Southwestern/South Central Ohio. Tape, resume on request. Box K-74, BROADCASTING.

Female, new deejay in major market, well experienced in radio and TV production, considering offers. Box K-83, 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.

Self confident, total personality, successful 37-year-old businessman-broadcaster. Recent professional training. Strong on news, commercial delivery and writing (also sports specialist). Available weekends and/or part time. Flexible, cooperative teamworker and responsible individual. Salary secondary. Can commute 100 miles radius NYC. Box K-122, BROADCASTING.

Experienced DJ available immediately. All locations, particularly Kentucky. Third endorsed. Mike Hon, 373 Williams, Daytona, FL. 1-904-255-6950.

Experienced, first-phone announcer, professional sound, conscientious, dependable. Bill Hannen, Prior Lake, MN 55372. 612-447-2835.

DJ with great music mind. B.A., 3rd class. Will work anywhere. Rock-jazz. Excellent references, resume, tapes upon request. Peter Shendell, 911 Oakland Ct., North Bellmore, NY 11710. 516-781-9021.

Mature voiced announcer. Good sense of humor. Two years local FM. New Jersey, Connecticut. Long Island area preferred. Part/full time. 3rd endorsed. Lloyd Roberts, 9 W. 73rd Street, NY 10023. 212-874-0936.

First morning man, news, color, production. Many resumes, some sales, some managerial. 11 years experience. References. Desire western states or Florida. All considered. Chuck Arnott, 304-387-0876.

Looking for first announcing job. Have first-phone license but no experience. Will move. Call 316-584-6970 after 4 p.m.

Eight years experience in professional recording, broadcasting, engineering. Degree, will relocate anywhere for permanent position. For resume and "the tapes," contact Bob McCoy, 813-971-3273, 2210 Irene Street, Apt. A, Lutz, FL 33549.

Young, ambitious DJ wants 1st break, 3rd phone, excellent training, solid newscaster, good commercials, tight board. Will go anywhere, immediately. Charlie DeNatale, 22 Craig Court, Elmwood Park, NJ 07407. 201-796-1008.

Situations Wanted Technical

Experienced AMDA, FM, stereo, experienced chief for smaller market, family, prefer South. Box K-39, BROADCASTING.

Chief or director, engineering. 20 years radio experience. Major market, some TV. Box K-131, BROADCASTING.

Licensed twenty years, radio chief, AM-DA, FM, TV. Available worldwide, formerly NBC. Charles Simpson, 3407 West 65th Street, Cleveland, OH 44102. 216-961-7771.

Situations Wanted News

8 years radio-TV news; skilled writer; handle public affairs; anchor. Box K-78, BROADCASTING.

News and sports or MOR sports combo desired in medium or major market. Right solo news job also considered. Degree, 5 years commercial along with college and military experience. Married, stable, willing to relocate. Quality voice. Box K-106, BROADCASTING.

Sportscaster. Experience includes New York air work, TV exposure, 5 years harness race calling, sports clinics, writing, production and talk show producer. Box K-134, BROADCASTING.

Sportscaster-newsman. 4 years experience in major market. Currently sports director and host of nightly sports telephone talk show. Looking for permanent position in major or medium market. Prefer Michigan but will relocate. College grad., married. Excel. references. Box 3763, Oak Park, MI 48237.

Sportscaster: PBP in all sports, journalistic ability, vast knowledge of sports. Willing to relocate. Contact: Jack Bean, 403 W. King, Owosso, MI 48867. Phone: 517-225-5781.

Small market ND wants reporting job in medium to large market. University degree, five years experience. Southwest preferred, will consider others. 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 Tananger Rd., Attleboro, MA 02703 or call 617-222-4796 today!

TELEVISION

Help Wanted Management

General manager for college PTV station. Requires Master's degree; six years' experience in programing, production, administration. Development background important. Send resume postmarked before November 2 to Milo Natwick, Southern Colorado State College, Pueblo, CO 81001. An equal opportunity employer.

Help Wanted Sales

Immediate sales opening with leading Midwest NBC television station. Our client wants candidates who have graduated from college within the last three years, including June '74 graduates. Salary negotiable. Call Mike Welker, management consultant, 312-693-6171.

Help Wanted Technical

Chief engineer of independent UHF needs an assistant. Must be a "working" engineer capable of studio and transmitter maintenance able to assume management responsibilities. Should be knowledgeable on live cameras and film chains. Good salary and fringe offered. Equal Opportunity Employer. Box K-80, BROADCASTING.

Wanted experienced video tape maintenance and field engineers for large Miami, Florida facility. Please send resume and salary requirements to Box K-97, BROADCASTING.

First phone technicians for switching and MC operations. ABC-VHF-great area to live. Send resume to director of engineering, KIVI, 1866 E. Chisholm Dr., Nampa, ID 83651.

Opening for transmitter supervisor with first phone. RCA UHF TTU-30A transmitter. Equal Opportunity Employer. Reply to: Chief Engineer, WAND-TV, Box 631, Decatur, IL 62525.

TV maintenance engineer: Kaiser Broadcasting in Boston requires engineer experienced in latest RCA color equipment. Salary up to \$17,000. FCC 1st class license required. Kaiser is an equal opportunity employer M/F. Call or write R. A. Lipson, WLVI-TV, 75 Morrissey Blvd., Boston, MA 02125. 617-288-3200.

Help Wanted Technical Continued

UHF TV station wants experienced engineer for studio and transmitter operation and maintenance. Small community. Send resume to: chief engineer, WXOW-TV, Box 198, La Crosse, WI 54601.

TV Engineer HFD. Conn. Strong video or videotape editing. No trainees. Best benefits. Contact Tom Doody, Conn. Public TV, 24 Summit St., Hartford, CT 06106. 203-278-5310.

Wanted immediately in Midwest. Experienced technician in operations and maintenance of video tape recorders, color cameras and systems. Experience as video tape editor essential. Salary commensurate with experience. Contact Bernie Green, Editel Inc., 1920 N. Lincoln, Chicago, IL 60614.

Help Wanted News

Wanted, meteorologist or weather person for Midwest medium-sized network affiliate. Prefer some broadcasting experience. Should have pleasant personality and be able to relate weather to people and their activities. Send resume and salary requirements. Box K-23, BROADCASTING.

Experienced director to direct award-winning news and public affairs programs. Must know news, switching and have strong leadership capabilities. Network affiliate, Midwestern market. Send full details and salary requirements. Box K-24, BROADCASTING.

Anchor. Midwest news oriented group operation needs working anchor. Experience preferred but will consider weekend anchor or radio news experience. Send all details first letter. Box K-33, BROADCASTING.

Leading radio-TV operation has opening for aggressive newsperson equally adept gathering, writing and performing news. Journalism grad. preferred. Could lead to news director. Box K-114, BROADCASTING.

Anchorperson who can write a good story and deliver it. If you're ready to move, send resume and salary requirements. Box K-123, BROADCASTING.

News director with a flair for creativity and strong leadership capabilities. Send resume and salary requirements. Box K-124, BROADCASTING.

Texas medium market VHF needs on-air sports anchor. Also reporter-photographer. Box K-129, BROADCASTING.

Anchor person experienced midwest market, highly competitive, highly challenging. Send VTR and resume and salary requirements to WTVW, 477 Carpenter St., Evansville, IN 47701. An equal opportunity employer.

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.

Wanted: Director for news. CBS affiliate in medium midwest market. Send resume and salary needed. Box K-120, BROADCASTING.

Producer/director, minimum three years television directing experience with strong background in all types of programing. Remote experience to person's advantage. Southeast. Top benefits. Equal opportunity employer. Box K-125, BROADCASTING.

Cinematographer. Top station needs experience person with strong emphasis on commercial film production. Individual must be willing to take directions, work well with others, and make neat appearance. Equal opportunity employer. Box K-128, BROADCASTING.

Promotion manager. Immediate opportunity for bright, creative, experienced person with TV production knowledge to grow into a whole new approach to station advertising and promotion initiated and developed by the No. 1 station in the 4th market. An equal opportunity employer. Send letter and resume today to: Box K-132, BROADCASTING.

Producer/Director needed for small but dominant VHF. Must know board and tape machines. Experience necessary. Equal opportunity. Send resume. Box K-141, BROADCASTING.

Help Wanted, Programing, Production, Others Continued

Experienced Prod. Dir. for prod. ABC VHF. Great place to live. Send resume to Operations Manager, KIVI, 1866 E. Chisholm Dr., Nampa, ID 83651.

Instructor for basic television production in laboratory setting in rural Alaska. Work includes assisting local community college staff in developing instructional TV programs. Will also have production responsibilities in general public and educational radio and TV operations. Address inquiries to Jim Croll, KYUK-TV, P.O. 558, Bethel, AK 99559.

TV Art Director. Midwest PBS VHF. Experience in illustration, set design, publication and promotion layout, supervise art department. Creative environment, pleasant working conditions, excellent benefits. Send resume immediately to Don Mullally, WILL-TV, 1110 W. Main, Urbana, IL 61801. We are an affirmative-action/equal-opportunity employer.

Producer/Director, major market VHF. Min. two years experience. P. Restivo, WTNH, 203-777-3611. An equal opportunity employer.

Television cinematographer for land grant university television information unit, for filmclips, program insert film to documentaries. Must know all phases 16mm photography and editing, and preferably have experience in commercial television news or public television. Degree with major studies in cinema, plus 2 years experience in 2 or more phases of motion picture production required, but additional experience may be substituted for education. Starting salary, \$9,600. Send resume and work samples to Ann Weisend, Personnel Office, Virginia Polytechnic Institute and State University, Blacksburg, VA 24061, by November 1, 1974. An equal-opportunity/affirmative-action employer.

Situations Wanted Management

Business manager, five years with network affiliate in top twenty market. Experience in broadcast computer systems, traffic, billing, credit. Seeking rewarding position. Box K-69, BROADCASTING.

Young BBA, currently assistant business manager in top 15 market looking for challenging growth position. Solid experience, accounting and computer systems. Box K-73, BROADCASTING.

Operations manager, knows traffic, billing, production, PR, sales service, news, network operation, FCC rules and regulations and interdepartmental relations. A young, dynamic, aggressive, professional and career minded leader seeking small to medium market executive opportunity. Box K-88, BROADCASTING.

TV production manager, experienced, studio management, facility allocation, personnel supervision and all agency production house services. Box K-89, BROADCASTING.

Researcher/analyst. Presently with primary ratings company. B.S.-M.S. Communications. Thorough knowledge of broadcasting, quantitative methods, and computer/information systems. References. Box K-130, BROADCASTING.

Situations Wanted Sales

Looking for television sales job. 16 years experience, all phases. Relocating no problem. I know you must do a job to keep a job. C. E. Ballard, 2425 Ashdale, Apt. 134, Austin, TX 78758. 512-452-0843.

Situations Wanted News

Masters, 1974, TV, film. Young hustler desires position TV news, anywhere USA. Excellent 16mm work. Wants experience, not money. 516-593-8666 or Box K-77, BROADCASTING.

Funny, major market weatherman and show host wants to move. Box K-113, BROADCASTING.

Sports. 7 years experience, strong personality and delivery with commentary, very popular here, knowledgeable, talented, ambitious, and available. Box K-126, BROADCASTING.

Situations Wanted Programing, Production, Others

Producer/writer: Award winning, young, hard working; major market exper. in tape, film and remote, children's TV. Wants challenging, creative position. Excellent references. Box J-174, BROADCASTING.

Producer/writer/photographer. Young woman with experience in all phases television, PBS network credit. Will relocate. 203-521-0633.

Situations Wanted Programing, Production, Others Continued

TV-Film Prod. Trainee. Remember the person who gave you your first break? I need that foot-in-the-door break. B.A. Communications. 201-944-6361.

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 programing service with 58,000 potential. Big Valley Cablevision, Inc. 4955 West Lane, Stockton, CA 209-466-1567.

WANTED TO BUY EQUIPMENT

We need used 250, 50, 1 kw, 10 kw AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Hurbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

For sale: 2 self-supporting utility towers Model SS-AM, 120' and 200', both in excellent condition. Make offer to the Chief Engineer of KADI Radio, 2735 Bompert, St. Louis, MO 63144. 314-961-1320.

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.

2 Spotmaster Stereo Record/Playback Cart-Units \$450.00 each. 1 Spotmaster Stereo Playback \$300.00. WBYQ, Hendersonville, TN.

400 reels used recording tape. 2500' Mylar, 10 1/2" reel. \$1.25 each. WMDR, Box 461, Moline, IL 61265.

(2) AEL Exciters, year old, under "5 year factory guarantee," full transistor, modern. Half-price bargains. Endres, WRVR, New York City, 10027. Jazz: 212-749-5400.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

Helix-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

FM Translators: New low cost solid state FM Translator can mean extra revenue for FM Broadcasters. Contact us for money making facts. Terms available. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

FM Antennas (used): Circularly polarized and horizontal. Check our antenna bank. Advise your needs. Terms available. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Audio Consoles (used): Stereo and Mono in solid state and tube type. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Automation Equipment: Used automation systems in Stereo and Mono configuration. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Cartridge and reel to reel tape equipment (used): Cartridge playback and record-playback in solid state and tube, mono and stereo. (Spotmaster, Tape-caster, SMC, Gates, Collins, ATC, Sparta). Stereo and Mono playback and record-playback reel to reel units. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Educational FM Transmitters: New low cost solid state, compact. Reliable educational FM transmitter line. Stereo and SCA available. Check out our educational FM package. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701.

PC-70, new plumbicons, w/remote panel. 4 Ampex AV-1000s (allennized. 2" VTRs). Call: PA 215-821-4929.

For Sale Equipment Continued

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.

Magnecord parts: Largest stock in the country. Factory prices. Try us for hard-to-find items. Dunn Industries, 12157 Valliant Dr., San Antonio, TX 78216. 512-349-2753.

FM exciters (used): Gates, Collins, RCA, CCA, Moseley, ITA, GEL. Some stereo generators. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

For Sale—Record Library—Station changed hands and format. 30,000 records—oldies and goldies. High bidder takes all. Call 804-623-6262.

1 Ampex VTR BW 1000-C, 1 RCA VTR COL TRT-1A, 4 Ampex and 1 RCA Headwheel. Best offer by group or singly. Joe Wright, CE, 304-624-7573.

B/W closed-circuit equipment: Ampex CC330 plumbicon camera w/4:1 zoom, 35' cable, remote CCU, excellent, \$800; Sylvania 800V vidicon camera, turret w/3 lenses, 50' cable, remote CCU, needs some work, \$100; Shiba-den VMF-104 switcher-fader (4 inputs) and SE-101 SEG (H, V, and corners), both for \$500; 4 Audiosears headsets; sync generator and all interconnecting cables, free with whole package. Anthony Miller, c/o Harvard School, 3700 Coldwater Canyon Road, North Hollywood, CA 91604, or call 213-984-1930.

AM transmitter, Collins 16F1, 400 w. Complete except antenna and crystals. \$1,000. Marshall Coon, 108 Timbar Lane, Boulder, CO.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund OrIn, 2786-B West Roberts, Fresno, CA 93705.

"Reminiscing in old-time radio" Daily 5 minute classic old-time comedy programs. Demo-information—Hayden Huddleston Productions, 305 Shenandoah Bldg., Roanoke, VA 24011. 703-342-2170.

Jack Shorts! Twice-monthly Contemporary comedy for top deejays. Free issue. Library. 5804-B Twineing, Dallas, TX 75227.

MISCELLANEOUS

Prizes! Prizes! National brands for promotions, contests, programing. 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.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed result! OMEGA Services, 333 East Ontario. 312-649-0927.

Job opportunities and announcer-d.j.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

Instruction Continued

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.

San Francisco, FCC license, 6 weeks, 11/4. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell, 94102. 415-392-0194.

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. Genn Tech., 5540 Hollywood Bv., Hollywood CA 90028.

RADIO

Help Wanted Announcers

LIVE—WORK—PLAY
BIG WYOMING

Minimum 1 year experience. Annncrs.—News—Sales. Photo-Tape-resume to: Ray Lansing, P.O. Box 1873, Cheyenne, WY 82001.

Help Wanted Production, Programing, Others

PROGRAM DIRECTOR

Solid 14 station group broadcaster, needs intelligence talented on the air P.D. for one of their mid-market stations. Leadership, research knowledge, FCC law, production expertise, and communicative on the air style are needed. If you want to program a no hassle laid back station in a beautiful area, mid-east mountain state, write the general manager at Box K-136, BROADCASTING.

Situations Wanted Management

Somewhere there's a radio station or Group that's looking for a Sales Manager—an individual who works harder and longer than the competition. An individual who has initiative, perseverance and an ability to start from scratch and develop long term business. Experience includes national as well as retail sales. Don't miss this opportunity. Write:

Box K-112, BROADCASTING

GENERAL MANAGER

5 years management experience, excellent background in programing and sales. Can institute policies to instill pride in station personnel. Why be a "me too" operation when you can just as easily be a driving force in your market.

Box K-133, BROADCASTING

ATTENTION OWNERS

15 years of radio-TV experience in sales, programing, production, direction and talent. Looking for GM position in medium market with a station interested in community service and sales. Prefer N.E. but will relocate. Making 22K.

Box 173, Sudbury, MA 01776.
Phone 617-443-8558.

Situations Wanted Announcers

Beginner, looking for first break. Willing to really dig and work for recognition both on and off the air. Single, stable, mature, willing to relocate. I have creative ideas for small market station managers who are willing to listen. Will guarantee results!

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Over the next ten years, The Wheatstone Bridge Engineering Company, The Reginald A. Fessenden Educational Fund, and allied organizations will make available \$100,000 to needy community broadcasters, either through outright grants, or purchase/lease-back of expensive transmitting equipment. If yours is a *bona fide* community radio station, with open access and absolutely no racial, ethnic, or sexual barriers—or if you are planning to put such a radio station on the air, please contact:

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Unique tape series of thirteen half-hour interviews for your Public Affairs programing. Each program features a specialist, usually a recent visitor to the People's Republic of China, who discusses a specific aspect of contemporary Chinese society. Some include original material taped in China. Produced by the National Committee on United States-China Relations, a non-profit educational organization, and available singly or in series for postage and handling costs from Broadcasting Foundation of America, 52 Vanderbilt Avenue, New York, N.Y. 10017, (212) Murray Hill 4-2500.

For Sale Stations

FOR SALE

So. Calif. single mkt. AM. 450M cash. No brokers. Great pot. Fast growing mkt.

Box K-92, BROADCASTING

500 watt daytimer, 6 AM Signon. Arkansas town over 4,000. Expanding economy—excellent future. Owner wants quick sale. Priced at less than twice 1973 collections. \$100,000. Includes valuable real estate. \$60,000 cash, reputable buyer assume \$40,000 note.

Box K-111, BROADCASTING

Suburban Colorado Daytimer

Only station in 300,000 plus County

\$250,000, terms

Box K-142, BROADCASTING

PENNSYLVANIA

We have two, fine, AM-FM properties available, priced at \$750M and \$550M (with terms to qualified buyers.) Also, consider an opportunity to make an offer on an FM with fine potential. Each of these properties serves a good metro market in the Keystone State.

NEW YORK

A good selection of broadcast properties from \$150M to \$5MM on terms; included is a single-station-market AM for as little at \$35M down, with a long payout.



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THE KEITH W. HORTON COMPANY, INC.
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(P.O. Box 948) • (607) 733-7138
New England office • St. Albans, Vermont 05478
(P.O. Box 270) • (802) 524-5963

For Sale Stations Continued

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AM Small Market \$ 85,000.00
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AM-FM Medium Market 235,000.00

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P.O. Box 36, Lexington, Mo.
816-259-2544

South Arkansas profitable small AM Single station market 110,000 on terms. Write:

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Knoxville, TN. 37901

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Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

For Sale Stations Continued



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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

The busy broadcast journalism world of Cox's Tom Frawley

Some kids play baseball, or collect stamps, or build go-carts. Tom Frawley hung around radio stations. Most kids have little notion about their future occupation. Tom Frawley wanted to be a broadcast newsman ever since he understood the meaning of the word career. Some kids discard childhood ambitions as their perspectives of life broaden. Tom Frawley never had to. He was a broadcaster by the time he was 15.

It was only a summer job—a jack-of-all-trades position at tiny KWNO(AM) Winona, Minn. It was 1945 and there was a war going on. "They were really hard up for anybody," Mr. Frawley recalls of his first employer.

But it was a start. And now, at 45, Mr. Frawley has no time to contemplate where he will finish. Approaching his 30th year in communications, Mr. Frawley is entrenched in his profession. He has served for five years as the Washington bureau chief for Cox Broadcasting, administering a news staff of seven persons. Next year he will serve as president of the AP Broadcasters Association. And last month he became the new president of the Radio Television News Directors Association. Collectively, these responsibilities make him a busy man indeed.

If Tom Frawley ever understood what motivated him to become a broadcaster, he has long since forgotten. "I honestly don't know," he insists. "You just get a feeling that this is something you'd really like to do." So he set about to do it.

"I had been hanging around all the stations in Minneapolis and St. Paul [some 40 miles from his home town of Stillwater, Minn.] because I had wanted to get into the business for a couple of years. A fellow at WTCN(AM) there said they were looking for a summertime announcer at KWNO, where he'd formerly worked. So I climbed on a train and went down to audition and they hired me."

Apparently, radio work satisfied Mr. Frawley more than the world of higher education. He says he entered Winona State College because it would give him the opportunity to study while he worked full time at KWNO. But when KROC(AM) Rochester, Minn., offered him a more news-oriented job—at the commanding salary of \$55 per week—after a year at Winona, his college studies ceased. Rochester was just too far away to commute.

Indirectly, it took a war to get Mr. Frawley his first opportunity in radio. It took another war—the Korean—to get him into television. He enlisted in the Air Force and wound up in Washington,



Thomas James Frawley—Washington VP, Cox Broadcasting Co.; president Radio-Television News Directors Association, and president-elect, AP Broadcasters Association; b. July 16, 1929, Stillwater, Minn.; staff announcer, KWNO(AM) Winona, Minn., 1945-48; Winona State College, 1947-48; staff member, KROC(AM) Rochester, Minn., 1948-51; U.S. Air Force, 1951-55, discharged as staff sergeant; assistant chief of motion picture production, U.S. Air Force, Wright-Patterson AFB, Dayton, Ohio, 1955-57; part-time newsman, WHIO-TV Dayton, 1953-57; news director, 1957-69; present position, 1969-present; m. Dorothy Ludowise; children—Mark, 18, Susan, 15.

producing and writing documentaries for its motion picture division.

In 1953, the Air Force moved most of its audio-visual functions to Wright-Patterson AFB near Dayton, Ohio. And WHIO-TV there needed a part-time newsman. Tom Frawley became the new man. And when the station went hunting for a news director in 1957, Mr. Frawley was more than willing to leave the military behind. He started changing things immediately.

"At the time I came to WHIO-TV, there was one guy doing radio news and two or three in television. You went to the production department and borrowed a camera if you needed newfilm. The first thing I did was to start hiring. I expanded the staff to about a dozen in the first year." By the mid-60's, the staff had grown to 20, and it was becoming obvious that a format change was in order. "It seemed, to this news director anyway, that there was an obvious appetite for television news. With the Vietnam war, the Kennedy assassination, people relied on us more to keep them in touch with the world." Thus, WHIO-TV became the

first Cox station—and one of the first in the country—to originate 60 minutes of local news in the early evening.

And things have changed since then. "News," Mr. Frawley notes, "has come a long way since the time that it was essentially something you inserted between other programs when you didn't have anything else to insert. . . . Absolutely and across the board, television news today is the basic element of a station's programming."

For that reason, Mr. Frawley feels that RTNDA must broaden its mission and its constituency. In his initial weeks in office, he has commissioned a study to determine the best way for the organization to accept all working broadcast journalists as voting members—as opposed to RTNDA's present system of including only news executives. He is also seeking ways to equalize the organization's dues structure. And he acknowledges that he will seek an amendment to the group's constitution so that college students may also be included in a special category.

But Mr. Frawley has other motives. "What we are aiming for," he notes, "is to develop an economic base that would allow us to consolidate all our efforts under one roof. Right now we have the RTNDA office here in Washington [located, conveniently, in the same building as Mr. Frawley's headquarters at Cox]. We also have an executive secretary in East Lansing, Mich. And our newsletter is put out at the University of Maryland. We figure that it will cost more to bring it all here than it does to run all three separately now. But it certainly would be more efficient."

It will take a great deal of efficiency, as RTNDA moves more into the area of stumping for general industry issues. The pending renewal bill, Mr. Frawley feels, is newsmen's fight too. "Giving the stations more stability," he claims, "should be important to any news director." Then there's the fairness doctrine. Says Mr. Frawley: "I'm just damned if I can understand why anyone can argue that broadcasting doesn't have the same First Amendment protection as print journalism."

With the industry's court victories in such cases as the NBC *Pensions* affair and the *Miami Herald* case—both of which RTNDA helped to litigate—Mr. Frawley sees the tone of government moving more toward emancipation. "By and large," he says, "the momentum is toward a recognition that when the Constitution says Congress shall enact no law that will abridge press freedom, it means just that." But, the RTNDA president concedes, "it's not going to happen tomorrow. We just have to keep working on it and be persistent."

Editorials

The Federal Censorship Commission

There is a very real prospect that no broadcaster in the future will be able to change formats without risking an FCC hearing at the very least if any listener group, however inconsequential, raises an objection. That is the meaning of the recent U.S. Court of Appeals reversal of the FCC's approval of the sale of WEFM(FM) Chicago and the proposed change of its classical-music programming to contemporary music.

The Washington-based appellate court has for years been goading the FCC into ever-tightening regulation of radio and television. This decision, however, is its least discreet instruction to the FCC to assume the power of final arbiter in broadcast programming. It is the commission's duty, the court has now ruled, to assure program diversity within a given community, even if it means making specific judgments about a program service on a given station.

In a long concurring opinion, Chief Judge David Bazelon professed uneasiness about the constitutionality of the FCC's acting as a board of acceptance or rejection of broadcast programming. Judge Bazelon would have left a deeper mark with a dissent that squarely faced the First Amendment problem.

Hopefully, the Supreme Court's attention will be directed to the matter. If the FCC has the power to make WEFM continue to broadcast classical music when the station wants to broadcast something else, it has the power to make any station broadcast anything that strikes the FCC's fancy. A clearer conflict with the freedom of the broadcast press could hardly be imagined.

Whose editorial judgment?

After a refreshing start with the nation's press, broadcast as well as print, the Ford administration has provoked a situation that has to be construed as smacking of Nixon-administration pressure tactics.

We think the White House erred in bucking for live network coverage of his speech last Tuesday in Kansas City, Mo., before the Future Farmers of America.

Acting independently, the news heads of each network had decided, with benefit of advance text, that the address didn't warrant prime time, disrupting regular schedules as well as the World Series on NBC.

Perhaps the networks were at fault in yielding, but yield they did, obviously preferring to give the new administration a chance to shake down after the abrasive experiences with the preceding administration.

Network editors were not alone in their first evaluations of the Kansas City speech. The *New York Times* and the *Washington Post* gave the speech secondary play on page one. The *Wall Street Journal* played it on page three.

Inch of ground gained.

The campaign reform bill adopted by this Congress repairs some of the more conspicuous imperfections of the campaign reform bill adopted in 1972. Who knows? It may even lead to campaign reform.

It does not, however, redress all of the injustices broadcasters have unfairly suffered under the 1972 reform act. The one piece of good news in the 1974 legislation is the elimination of a 1972 provision prohibiting candidates from spending more than 60% of their allowable budgets on radio and

television advertising. In the new bill ceilings on total expenditures are set, but candidates are left free to make their own allocations among media.

The bad news for broadcasters is that 1972 restrictions on advertising rates remain untouched. Broadcast charges to candidates may not exceed "the lowest unit charge. . . for the same class and amount of time for the same period." Print media are held only to rates no higher than those charged for comparable commercial accounts.

And in the long run it may turn out to be even worse news that another vestige of the 1972 legislation lies embedded in the Communications Act. The new bill does nothing to remove an amendment giving the FCC the power to revoke station licenses for failure to give candidates "reasonable access" to the air. So far the FCC has been, well, reasonable in interpreting what constitutes reasonable access, but that condition cannot last. Case by case, standards of access will be created. One day broadcasters will awaken to discover that Section 315's requirements of equal time have, by comparison, turned downright liberal.

Sad to say, the equal-time law is also left untouched in the new legislation. But then as matters now stand in Washington, any law that gets enacted without adding controls over radio and television is a good law.

A squiggle on the chart

The customized radio "network" fashioned by a station representative has developed well beyond the oddity stage. As an article in last week's issue of this publication explained it, the phenomenon is common enough to trouble some traditionalists who think of it as a rate-cutting mechanism to cannibalize spot and regular network business.

Maybe the traditionalists will turn out to be right, but we think not. For one thing, the customized network is attractive only if it includes stations of demonstrated ability to deliver audience. Those are the stations that are in the best positions to resist the quick buck. They are the stations with strongest appeal to both national spot and local advertisers.

As to the possible effects on conventional networks, it is difficult to see how they could be more radical than those created by conventional networks themselves. Nine live networks, including two aimed at blacks, now operate in an economy less than half the size of that in which only four networks operated before television.

Radio has demonstrated a remarkable adaptability to both internal and external changes. It will adapt to this one.



"One of the reasons it took so long to fix is that all our servicemen were out making commercials. . ."

We gave our audience good reason to think twice about having children.

Huntington's Chorea is a disease, an incurable, hereditary disease that robs a person of many faculties before it kills him. It usually develops late in life—after age 30. And, because the symptoms are similar, it is frequently misdiagnosed as senility or insanity. Woodie Guthrie died from it in a New Jersey sanatorium.

Unfortunately, Huntington's Chorea families can be identified only after the disease has developed in a parent. And it is a legacy that children have a 50-50 chance of inheriting.

This means that more research is desperately needed to discover means of earlier detection. It also means that until then, identified families will need long-term advice, counsel and support through the maturity of children previously born.

And it means that more people need to be informed about the disease and its effects and encouraged to come forth and be checked.

On June 16, 1973, the Philadelphia area learned about Huntington's Chorea on "Assignment," a regular, Saturday night, prime time, half-hour, public affairs film show. It was one of a series on genetic birth defects resulting from contacts with local medical geneticists.

Featured was Woodie Guthrie's widow, Marjorie, who had watched her husband deteriorate under the onslaught of the disease. Later, after she understood what it was all about, she organized a small group of parents into The Committee To Combat Huntington's Disease.

The program identified her group and its purpose. It explained the disease and described the symptoms.

The response was exceptional. In Philadelphia, The Committee To Combat Huntington's Disease has since grown to 58

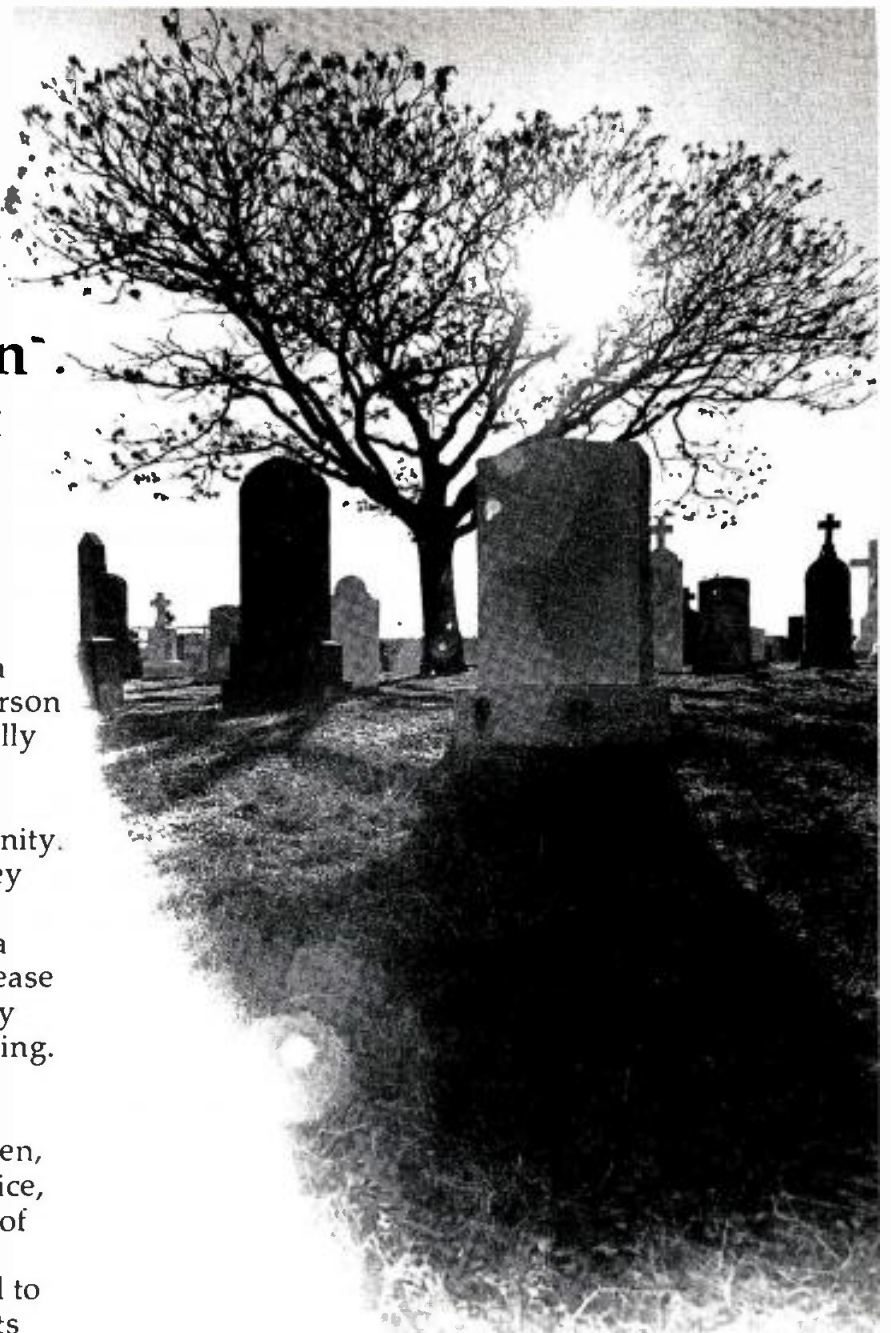
families, plus 35 young volunteers. Hahnemann Hospital in that city is establishing a clinic specifically to deal with the disease.

As side benefits, literally hundreds of people responding to the symptoms as described, but who did not actually have the disease, were referred to appropriate help. And hospitals were subsequently deluged with requests for genetic testing of all kinds.

We think our series on genetic birth defects points to an important new role for television: The delivery of social and medical information services to the community.

WPVI-TV Philadelphia.

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



Auditing the IRS

This year, as for many years, the Fetzer radio station in Kalamazoo invited representatives from the Internal Revenue Service to appear on the program AT YOUR SERVICE to answer questions and explain tax forms.

After the program, the District Director of the IRS wrote, "I can think of no effort more helpful to more taxpayers than the type of radio program offered by WKZO and made successful by your talents."

Helping people understand complicated tax rules is another part of Fetzer total community involvement.



The Fetzer Stations

	WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

Broadcasting Oct 21

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Changing Hands	35	Finance	50	Playlist	49
Closed Circuit	5	For the Record	56	Profile	67
Datebook	15	Media	31	Programing	38