Laughter is contagious.

Pictured here are the most common carriers.
Forty stations that put 3 of these (or other) sitcoms together in fringe time show an average 105% more adults and 89% more 18-49 women at the end of their 90-minute laugh span.
Forty stations!
If that doesn't plant a germ in your head, call Viacom for all 40 stories. You'll catch our concept then!

Source: NS1, Feb.-Mar. 1974. Audience estimates are subject to qualifications available on request.
"In performance at Wolf Trap"

Coming this fall on the Public Broadcasting Service (PBS) — 7 productions from Wolf Trap Farm Park, outside Washington, D.C. The only national park founded to promote public interest and involvement in the performing arts. Brought to you through a grant from Atlantic Richfield Company.

Beverly Sills  October 14
Sarah Vaughn & Buddy Rich  October 28
Yehudi Menuhin  November 11
Preservation Hall Jazz Band  November 25
Eliot Feld Ballet  December 9
Andre Kostelanetz  December 23
International Folk Festival  January 6

Produced by WETA-TV, Washington.

Dates subject to change. Check your local paper.
We all know what David did to Goliath. Poor Goliath. And the army which put its entire faith in Goliath's size. Poor army.

There are Goliaths in the broadcast equipment industry today whose armies are boasting that faith in their sheer size solves all problems for every station. BIG is BEST, they say, over and over. So far...

We're not so darned sure that the huge old Goliaths DO have all the answers, all the time, for all broadcasters. Or even most of the time.

David had a different kind of faith. And he had youthful speed and endurance. Plus a different kind of 'technology', remember, which surprised old Goliath considerably. Goliath laughed, but David delivered what he said he would. On time and right where it counted.

Without an upstart David now and then throughout history the giants would all have taken over long since. Frankly, we don't think that's healthy... in our business or for people in general.

We're smaller, faster and younger than the Goliaths. And since our army is smaller, you get to know us personally. We keep the faith, because...

We're in the business of You.
Three Symbols of Recognition

Just as these two state birds are symbols of two great New England states, so WTEV (a station fortunately able to serve important segments of both states) is identified with the great and growing Providence ADI. To capture this thriving market with its effective buying income of more than six billion dollars - be sure to include WTEV on your media list. In fact to fully capture the Providence ADI - WTEV is a must.

WTEV
Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area

STEINMAN TELEVISION STATIONS
Closed Circuit

Closer targets. Television Bureau of Advertising’s board of directors has set ambitious goal for TVB’s new executive officer — whoever he may be. Board, while continuing search for president (story page 8), has approved full slate of 13 recommendations advanced by its steering committee, including objective of boosting total advertiser investments in TV by 77% in six years. — from $4.5 billion in 1973 to $8 billion by 1980. One tactic for doing this is contained in another approved proposal: stepped-up TVB effort to get more local and regional advertising dollars that now go into newspapers.

Recommendations were developed by steering committee, headed by Walter E. Bartlett Sr. of Avco Broadcasting, from proposals advanced last June by special committee under Marvin L. Shapiro of Westinghouse Broadcasting (Broadcasting, June 10, et seq.). Some deal directly with TVB’s change in emphasis from selling national advertisers to developing new regional and local accounts; others relate to collateral matters such as expansion of sales-training programs, expansion of membership.

Foot in door. Last week’s outpouring of citizen-group support for prime-time access rule (see page 20) may be harbinger of things to come. In this case U.S. Court of Appeals told FCC to solicit citizen comments in reconsideration of modification of rule. But Washington’s Citizens Communications Center, which was liaison for access filings, will urge FCC to regularize citizen participation by inviting groups to comment on all rulemakings.

Citizen position was taken despite earnest buttonholing by Edward Bleier of Warner Bros. and Ted Sorenson, counsel for major producers that oppose rule. They argued their position before American Civil Liberties Union’s media committee in debate with two committee members, Earl Moore, counsel for United Church of Christ’s Office of Communication, and Albert H. Kramer, formerly of Citizens Communications Center but now lobbying against license renewal legislation with Citizens Information Project (Broadcasting, Aug. 26). Moore-Kramer argument prevailed. ACLU will support rule in next round of comments.

Radsat. In rare coupling of corporate objectives, ABC, NBC and Teleprompter Corp. are said to be close to agreement on initial phase of joint domestic communications satellite project that would include radio networking. Talks have progressed toward accord on setting up test arrangement using one of three domestic space carriers now in operation (Western Union Telegraph, American Satellite Corp. and Telesat Canada).

Both networks and Teleprompter would stand to benefit from project. NBC and ABC would use facilities for nationwide distribution of their radio network signals. Teleprompter’s subsidiary Muzak operation would also be accommodated. Presumably system will use low-cost receiving dish demonstrated by Muzak and All Systems, Moores- town, N.J., computer-communications manufacturer, last month (Broadcasting, Aug. 19).

New author. Commissioner Glen O. Robinson will provide major input into FCC’s comments on Office of Telecom- munications Policy’s proposed bill on cable television. Commissioner has written what has been described by some officials as 17-page “essay” on proposed legislation, and it is to be melded into letter to Office of Management and Budget that has been drafted by commission’s Cable Television Bureau. Commissioner Robinson reportedly faults proposed bill for failing to define national goals for cable — whether it is to become supplement to or replacement for broadcast television, or to be common carrier, for instance.

Second thoughts. National Association of Broadcasters television board thought it would be strengthening TV code when it voted last January to make code subscription mandatory for NAB TV membership, effective April 1, 1976. It’s beginning to look as though opposite effect is in sight. Members of NAB Secondary Market TV Committee at recent meeting unanimously reflected distaste for pending rule and passed thoughts to NAB executive committee which met in Las Vegas last week. It’s predicted TV board at regular meeting next January will amend or scuttle rule.

Earlier dissents from western broadcasters (see page 30), major independent stations and Westinghouse Broadcasting (which objects to code on grounds its standards are too low) are taking on dimensions of revolt.

Coherent policy. FCC has made it clear it intends to be consistent in action it takes in various proceedings dealing with crossownership of co-located media. Commission last week was expected to move toward repeal of rule requiring breakup of existing crossownership of cable systems and television stations in same market. Majority, including Chairman Richard E. Wiley, was thought to be opposed to retention of rule which would affect some 60 crossownerships. And item that could have served as vehicle for reversing field was petition from four affected companies asking commission to reconsider rule, which is now on appeal to U.S. Court of Appeals in San Francisco.

When item came up, commission postponed consideration until Oct. 9, when proposed rule to prohibit newspapers from owning cable systems in same market will be on agenda. Commissioners said they want to be consistent in treatment of both matters, and they want action in those proceedings to be consistent with what they do in rule-making on newspaper-broadcast crossOwnership. In that one, commission appears headed toward rule requiring divestiture only in few cases of newspaper-TV monopoly.

No deal. When Chicago Tribune Co. goes public — probably next year — it’s likely to have its present list of broadcast properties licensed to its wholly owned subsidiary, WGN Continental. Recurring reports of possible sale of WGN-AM-TV Chicago are denied by Tribune Co. officials, although it’s acknowledged that overtures looking toward possible exchange of facilities have been made in light of long-pending crossownership issue before FCC, now tentatively decided in favor of grandfathering crossownership.

Nor would Tribune officials comment on evaluation of some $80 million placed on prime radio and TV properties in Chicago. WGN Continental also is licensee of KWGN-TV Denver and KDAL-AM-FM-TV Duluth, Minn. There’s interlocking ownership with New York Daily News, WPIX-FM-TV New York and WICC(AM) Bridgeport, Conn.
Top of the Week

You can't dance to it. Two weeks into new TV season, it appears that American public has second-guessed the experts. CBS, to which even NBC had conceded ratings victory, runs stride short of NBC. ABC's Friday night lineup is proving so disastrous that network will shelve Oct. 11 schedule to broadcast movie. And in light of initial setbacks, many see "second season" coming much sooner than expected. Page 17. Prime time hasn't escaped attentions of FCC, which collects another round of comments on its much-debated access rule. Page 19.

No rest on renewals. Senate Commerce Committee's report on renewal legislation it cleared provides more reason for optimism than bare-bones bill itself. Page 22.

Dilemma in Dixie. FCC's reported unlicensing of Alabama ETV stations provides moments of discomfort for broadcasters, as observers fret about dangerous predecdents. And with report that state will not exhaust funds to fight commission, future of public TV service there is cast in doubt. Page 23.

Emancipation. CBS's John Schneider has notion that radio stations could get by with far fewer FCC regulations — and no fairness doctrine. He proposes commission give it a try. Page 24.

Coming clean. When Glen Robinson was an FCC nominee, many felt he could be expected to take hard line against media crossownership. Now he's a commissioner — and he has. Page 25.

New home. Times were when retailers were generally considered exclusive clientele of print media. No more, RAB and TVB representatives tell New York meeting. Page 28.

Disapproval. NAB and NBC have nothing positive to say about FTC's bid to ban children's premium TV advertising. They do, however, have much negative to say. Page 29.

Pay fray. For months, NCTA staffers have been not-too-quietly burning over allegedly fraudulent ads NAB has been purchasing to score pay cable. Now, words have been supplanted by action as association goes to FTC with formal complaint. Page 32.

Situationer. NCTA board opens its doors to press, presents team of experts on what's good in cable. But they also hear what's bad. Page 32.

Unsold on Rocky. None of the commercial networks thought to go live for Nelson Rockefeller's Senate confirmation hearing — decision that dismayed several senators, and especially Minority Leader Hugh Scott. Page 34.

Soft stuff. Top 40 radio is being besieged by host of tunes that walk softly and carry a big day-part. This year, the ballad's booming, rock's retreating. Page 39.

Here we go again. The tune's been played before, which is no comfort to the Starr Broadcast Group. Scenario: Station (Starr's recently purchased WNCN New York) drops format (classical) in favor of new sound (rock). Listeners protest. FCC enters picture. Page 40.

Coming out. Can Bob Benson migrate to Washington to start a new radio news service and find true happiness? He has so far. Page 57.

Major victory for broadcast journalism: NBC judgment on 'Pensions' upheld by court

U. S. Court of Appeals in Washington has overturned FCC decision that NBC violated fairness doctrine in connection with its investigative documentary on pension plans — Pensions: The Broken Promise. Decision was adopted 2-1.

Judge Harold Leventhal wrote court's opinion that is sure to be regarded as victory by those who had argued that commission decision, if affirmed, would discourage broadcasters from attempting investigative journalism. Opinion does not, however, deal with contention that fairness doctrine itself violates First Amendment.

NBC had argued that program, which recounted number of cases of individuals who did not realize expected benefits of pension plans to which they belonged, said focus was on "some problems in some pension plans." Fairness was not raised, it insisted. Program, broadcast on Sept. 12, 1972, won George Foster Peabody award on May 2 1973, same day commission staff announced program violated fairness doctrine. Complaint was filed by Accuracy in Media.

Judge Leventhal, in 63-page opinion in which Judge Charles Fahy joined, said commission's error was that it failed to apply pertinent fairness doctrine decisions "that the editorial judgment must not be disturbed if reasonable and in good faith." And commission had held that NBC's position that program dealt with "some problems" was reasonable, Judge Leventhal noted. Commission held that program nevertheless, "in fact," dealt with views on one side of "over-all performance" of private pension systems.

Judge Leventhal, furthermore, appeared to carve out special preserve where investigative journalism was protected from government interference. Such reporting "has a distinctive role of uncovering exposing abuses," he said. "It would be undermined if a government agency were free to review the editorial judgments involved in selection of theme and materials, to overrule the licensee's editorial 'judgment as to what was presented,' though not unreasonable, to conclude that in the agency's view the expose had a broader message in fact than discerned by the licensee and therefore, under the balancing obligation, required an additional and offsetting program."

Judge Leventhal said that record in case sustains NBC as not having abused its discretion in making judgment that dominant thrust of program was expose of abuses that appeared in private pension industry, not general report on state of industry. And if that judgment may stand, he said, there is no showing of controversial issue having been involved.

Judge Edward A. Tamm, third judge on panel, issued stinging dissent in which he held that majority's opinion freed broadcasters to engage in propaganda. Under opinion, he said, "telecaster's presentation under the label of investigative reporting of a few factual bones covered with the copulent flesh of opinion and comment fulfills the obligation of the network to give a fair picture to the public and to assist the public in knowing the facts essential to a determination of basic policies." Opinion, he added, fails to recognize "there is no real distinction between this type of so-called investigative reporting and propaganda." He contended there is "legally enforceable obligation on broadcasters to present a report in which all conflicting positions and viewpoints are fairly portrayed."

Julian Goodman, chairman of NBC, said of court's opinion: "The public is the beneficiary of this landmark victory for broadcast journalism and investigative reporting on television... Today's court decision promises broadcast journalists freedom to do their job."

Commission had no immediate reaction. But one official was gloomy as to effects of ruling on future of fairness doctrine. "They haven't killed the fairness doctrine," he said of court's majority. "But I'm not sure what they left of it."
Good station marketing has a way of standing out

Concerned Marketing Company — a proven team of professional broadcasters who create new and refreshing sales promotion programs for radio and TV stations nationwide.

Ask about THE AMERICAN LEGACY: America’s 200th Birthday Celebration promotion honors the biggest national event of a lifetime. A complete image-building, profit-producing package that makes American history come alive for your listeners.
No takers yet for TVB presidency

Search for new chief executive officer of Television Bureau of Advertising was still on last Friday after TVB board's first choice virtually shut door on offer.

Edwin Pfeiffer, 48, of WPRI-TV Providence, R.I., was offered post — reportedly on two-year contract at $75,000 first year, $80,000 second — after TVB board meeting in Chicago last Monday (Sept. 23). But he had not accepted when informal deadline passed Wednesday night, and later was reported to have virtually taken himself out of running. He was said to feel that, over long haul, preferred deal would not justify move from Providence to New York and severance of ties with Foole Broadcasting, owner of WPRI-TV.

TVB Chairman Kenneth M. Johnson of KTRK-TV Houston and other TVB officials would say only that search for new chief executive was continuing, with board and its special search committee still studying applicants. They would not confirm offer to Mr. Pfeiffer. Unofficially there appeared to be some feeling that he might yet change his mind. If he did not, board could go either of two ways: refer matter back to search committee, which is headed by William B. Faber of WFLA-TV Tampa, Fla., and which recommended Mr. Pfeiffer, or undertake to negotiate directly with some other highly rated prospect.

Two said to be in contention with Mr. Pfeiffer prior to last week's meeting were Roger Rice, West Coast vice president of Cox Broadcasting, and Don Durgin, NBC executive vice president (“Closed Circuit,” Sept. 23). Mr. Durgin reportedly was sounded out unofficially about attitude toward job in wake of Mr. Pfeiffer's apparent rejection, but was said to have professed little or no interest in it — without, however, entirely ruling out reconsideration. Mr. Rice was reported to be more affirmatively disposed, if firm offer should be made.

Ultimate choice, when confirmed, would succeed TVB President Norman E. Cash, elected to vice chairman.

Wiley's warning on citizen agreements,
Taylor's urging on congressional coverage

FCC Chairman Richard E. Wiley, indicating concern over recent filings of licensee-citizen group agreements with FCC, said on Friday commission should in near future issue statement making clear “kinds of provisions” in those agreements which “would be contrary to licensee's responsibility as public trustee and which ‘we would be constrained to reject.'”

Chairman, speaking to CBS Radio affiliates, did not refer to specific agreements. But several have troubled commission, and it is now wrestling with question of whether to approve one on children's programming that KTTV (TV) Los Angeles reached with local groups there.

Mr. Wiley noted that formal understandings are natural outgrowth of rules commission adopted in March 1973, aimed at encouraging licensees and citizen groups to settle problems without involving FCC. But, he added, commission has not told licensees “to give up licensee discretion and responsibility to avoid ‘trouble' at the FCC.”

CBS Inc. President Arthur R. Taylor urged affiliates to give high priority to urging Washington legislators to support “opening of government to broadcast coverage.” “If ever there was an idea whose time has come,” he told affiliates at their Phoenix convention (early stories pages 24 and 35), “it is that broadcast coverage of legislative sessions — and of certain judicial proceedings as well — rightly ought to be allowed on the same basis as coverage by print journalism. The times require it. The issues require it. And, I believe, after our coverage of the House Judiciary Committee's impeachment hearings, the public requires it.”

Coverage of Judiciary Committee proceedings, he said, was “universally lauded,” and led to criticism of how Congress works and, according to polls, increased public confidence in Congress. Even so, he said, “it is the unfortunate fact that full-scale opening of congressional sessions to broadcast coverage is ‘hardly any closer' now than before.

NAB makes convention peace with programers; Las Vegas agenda beginning to take shape

National Association of Broadcasters convention committee and representatives of program distributors met in Las Vegas last week to size up site of 1975 national NAB convention. Distributors reportedly were pleased and said they would be back in force at next year's convention, to be held April 6-9. They boycotted convention in Houston last March in protest over assignment to hotel they said was inconveniently distant from others. At Las Vegas they have been offered space in Hilton hotel, where other exhibitors and networks will have suites. Meeting with NAB committee were Wynn Nathan of Time-Life Films and Howard Lloyd of Worldvision Enterprises.

NAB is also planning session on programming in formal agenda, with distributors participating. Other plans given tentative green light: "Early bird workshops" of past conventions will be replaced with morning workshops from 9 to 10:30 a.m. daily on topics including TV and radio sales, promotion, minority affairs, general legal problems, license renewals, programing. FCC Chairman Richard Wiley is tentatively scheduled as Monday (April 7) luncheon speaker. Tuesday luncheon speaker has not been slated, but there was talk of inviting FTC Chairman Lewis Engman. Committee's inclination was to feature entertainment at Wednesday lunch.

There also was talk of Wednesday morning session after workshops featuring FCC staff in some sort of forum, perhaps answering questions from floor. Tuesday afternoon will be open to give convention participants chance to concentrate on exhibits. There will be no banquet.

Key concurrences on license renewal

Senators Philip Hart (D-Mich.), Vance Hartke (D-Ind.) and John Tunney (D-Calif.) on Friday issued statement supporting license renewal bill and accompanying report adopted earlier by Senate Commerce Committee (see page 22). They said they understood it to mean that there would be presumption of renewal for applicant that met criteria set out in bill, though subject to rebuttal by competing applicant or petitioner to deny that could show incumbent has not met listed standards or "other relevant criteria." Last could include showing of "undue concentration of power.” Senator Tunney also urged reinstatement of five-year license term provided in bill House passed. Senate committee left it at three.

Wedding bells. FCC Commissioner Robert E. Lee and Washington businesswoman Rosa Bente were married last Friday in Arlington, Va., immediately flew to Las Vegas where Mr. Lee will address Nevada Broadcasters Association today (Sept. 30). Honeymoon will continue to San Francisco, where he's to address U.S. Independent Telephone Assn., Oct. 8. New Mrs. Lee, owner of nine-outlet House of Fine Fabrics, submitted stock portfolio to commission's general counsel's office for review for possible conflict of interest, will sell two securities — neither involving broadcasting — as result. Mr. Lee's first wife died two years ago, her first husband three years ago.
Outraged. ABC-TV affiliate WPVI-TV Philadelphia has refused to carry tomorrow's (Oct. 1) Marcus Welby, M.D., episode dealing with teen-aged boy sexually assaulted by adult male. Network — which expects further affiliate defections — feels turndown is result of massive campaign against program by various Gay Liberation groups; WPVI-TV said show, titled "The Outrage," is "false stereotype of homosexuals." Broadcast itself carries disclaimer that raapist teacher is not homosexual but disturbed.

Regional ownerships next? FCC rulemaking to establish "clear standards." Regional concentrations of media control was advocated by Commissioner Glen O. Robinson in opinion endorsed by Chairman Richard E. Wiley. Opinion issued in concurrence with 6-to-1 approval of sales of WTCM-FM Eaton, Ohio, and KAUZ-TV Wichita Falls, Tex., to buyers with other stations in same states. Commissioner Benjamin Hooks dissented on grounds, that absent of regional standards FCC could not say transfers met them.

Atlanta sale approved. FCC has granted assignment of license of WGST (AM) Atlanta to Meredith Corp. for $5 million. Takeover of station from Georgia Board of Regents should occur within 30 days, according to Richard F. Carr, vice president of Meredith Radio. WGST operates on 920 khz with 5 kw daytime and 1 kw night.

Carrying the mail. Young & Rubicam International, New York, has been named advertising agency for U.S. Postal Service, Washington, replacing Needham, Harper & Steers. Postal Service spends more than $13 million in advertising, of which about $10 million is in measured media and about $1.5 million is expected to go into TV. Y&R will handle account on fee basis. Finalists in contention for account were said to be Y&R, NH&S and Grey Advertising, New York, and Humphrey Browning MacDougall, Boston.

Sold in San Diego. FCC is reported to have approved Storer Broadcasting's purchase of KCST(TV) San Diego, for $12 million. Acquisition of UHF station from Western Telecasters brings Storer's complement of TV outlets to maximum of seven.

Consent order. General Foods Corp., maker of Gaines Burgers, has agreed to stop advertising that dogs have special need for milk protein or that their dog food is good source of such protein, Federal Trade Commission announced last week. GF spent $3.7 million on Gaines Burger TV advertising last year, $2.8 million in first half this year.

Free and clear. National News Council has dismissed complaint against Mutual Broadcasting System filed by former MBS newscaster Robert Edwards, who alleged network executives ordered promotion material on December 1973 black college all-American football team broadcast in news packages (Broadcasting, May 13).

To hearing. License renewal application of Storz Broadcast's WTIX (AM) New Orleans has been set for hearing, because FCC could not resolve conflict of affidavits on whether station had broadcast unauthorized announcement on Jan. 7, 1973, inviting armed civilians to aid police in apprehend-

Networks seek end to suit. ABC, CBS and NBC filed joint motion Friday in Los Angeles federal court asking dismissal of government's antitrust suit against them. They claim that since White House tapes and documents they need to prove contention suits were politically inspired are now under control of former President Nixon, Justice Department cannot itself make search required by earlier court order.

Late Fates. William D. Shew, vice chairman, Golden West Broadcasters, Los Angeles, has resigned that position and been named vice chairman of Major Market Radio Inc., station representative subsidiary of GFB. He will continue to headquarters in San Francisco. George E. Lindman, president of MMR, remains in that position in New York. . . . Scott S. Miller, formerly vice president and assistant to president, Mego International Inc., New York toy manufacturer, joins Corporation for Public Broadcasting, Washington, as executive vice president. He fills No. 2 post vacated by advertising executive Keith Fisher last June . . . Pat Whiley, program director for WNBR (AM) New York since 1970, has resigned. Station is scouting for replacement; according to Perry Bascom, general manager, station will retain present format (music/personality).

Index to departments Changing Hands 26 Changing Circuit 5 Broadcast Advertising 28 Broadcast Journalisn 34 Cablecasting 31

Fates & Fortunes 43 Music 39 Finance 41 Open Mike 14 For the Record 45 Playlist 38 Editorials 58 Media 57 Datebook 16 Monday Memo 11

Equip. & Engineering 37 Profile 57

Broadcasting Sep 30 1974

9
In less than four months after its introduction to the nation's broadcasters, APRadio is ready to go. It's the new "news service in sound" that brings together the AP reputation of fast, accurate and airable newsgathering with the most modern and efficient automation methods and transmission equipment.

Add to this unbeatable combination our top professional group of broadcast journalists seen here, plus the world-wide facilities of AP, and you'll realize why it pays to join the growing list of APRadio members. For details on APR, contact AP Broadcast News, 50 Rockefeller Plaza, N.Y. 10020 or your AP regional representative.

-on the air Oct. 1, '74!

MEET THE APRADIO PROFESSIONALS:
1. Bob Benson, APR Managing Editor
2. Ed De Fontaine, Asst. M.E.
3. George Mayo, APR Communications Chief
4. Jerry Smith
   Anchorman
5. Tom Martin
   Anchorman
6. Walter Rodgers
   White House
7. Shelby Whitfield
   Sports
8. Vic Aiken
   APR London
9. Andy Silberstein
   Capitol Hill
10. Norman Beebe
    Anchorman
11. Candy Crowley
    Editor
12. Charles Van Dyke
    Capitol Hill
13. Dan Scanlan
    Anchorman
14. John Hewitt
    Editor
15. Jim Newman
    Business
16. John Holliman
    Agriculture
17. Paula Quick
    Editor
18. Dave Lubeski
    Sports
19. Jerry Schwinger
    Engineering
20. Susan Dugan
    Office Manager
Bringing Shakey's to mind via a television campaign

The more people hear about Shakey's, the more likely they will be to "think" Shakey's when making plans to eat out. That's why we place heavy emphasis at both the national and local levels on advertising, sales promotion and publicity. Our goal is to make Shakey's a household word—a word synonymous with great food in a fun atmosphere.

To accomplish this, our advertising must cut through to the consumer, creating top-of-mind awareness of our products and atmosphere. The advertising must also communicate that Shakey's offers a superior product in a unique, fun, eating-out environment. Key to this rationale are three major factors: (1) fast food advertising competition, (2) television clutter and (3) the importance of maintaining awareness.

Specifically, two major fast-food chains will spend in excess of $108 million this year in television. Other than franchised restaurant advertising, approximately $4 billion will be spent in spot and network television this year. In this arena, Shakey's will spend only $3 to $3.5 million in network and spot.

In addition to competing in terms of television expenditure levels, Shakey's advertising must also fight to be seen within the current television clutter. We also know that when Shakey's advertisements, we see a response in sales, and when we don't advertise, an opposite reaction occurs. However, with a relatively small media budget, it is impossible to maintain a sustaining schedule, thereby necessitating fighting.

To even hope to compete in this marketplace, it was apparent that Shakey's advertising must create interest, be seen and be remembered in order to develop and maintain consumer awareness of our products and services. Specifically, our objectives in developing our advertising campaign were threefold:

- Make Shakey's the name people thought of first when the subject of eating out was discussed.
- Make sure that when people thought of Shakey's, they would also think of the entertainment and fun they have at a Shakey's parlor; the superior pizza they can buy only at a Shakey's parlor; the other fine foods available at a Shakey's parlor, such as chicken; the unique special celebrations found only at Shakey's, like the Birthday Club, and the quality and value of the food served through the "Bunch of Lunch" program.

in the customer that takes place when he leaves the "outside, workaday world" and enters the unique environment that exists only in a Shakey's parlor. This is the psychological reward Shakey's has to offer.

- Create special communications which are consistent with the basic theme and concept, but feature the other unique offerings at Shakey's, such as lunch, special parlor activities and other food products.

To achieve maximum awareness of our campaign, we have carried the theme throughout our sales promotion activities, public relations efforts and directly to Shakey's customers at the point of purchase in Shakey's parlors. To further merchandise this new effort, programs have been developed to promote the campaign to Shakey's dealers and parlor personnel.

Since the majority of the Shakey's Pizza Parlors are owned by franchisees (420), we are taking a presentation of our advertising campaign on the road, to show the franchisees our advertising philosophy, how the campaign was created and how it will benefit the franchisees.

The presentation will show them the six 30-second spots we plan to use nationally and locally, and also display the suggested print ads, radio spots and other supporting material.

Our television buys will include spots on network specials and series which appeal basically to the entire family. We consider Shakey's a family place, where you can eat the world's best pizza, and that is the story we wish to tell the American public via television, radio and the print media.

To tie the print material to the television commercials, we have developed advertisements and posters using freeze frames from the television commercials. The ads and posters will, therefore, reinforce the television image and give it an extended life.

We have also been careful to make certain that the Shakey's logo and the word "Shakey's" are integral parts of the television commercials. There will be no confusion about which fast food company is shown in the commercials. The musical and visual reminders will tell everyone—"You're something else at Shakey's."

By combining all of these elements in our advertising thrust, we are optimistic that Shakey's will soon become a household word.

George M. Welch, vice president of marketing, Shakey's Inc., Denver, oversees corporate advertising, promotion and new product developments for this chain of almost 500 pizza parlors in the U.S., Canada, Mexico and Japan. Mr. Welch joined Shakey's in 1966 and has since held various managerial positions in marketing and advertising.

- Make people want to come back to Shakey's more often.
- To achieve these creative objectives, Shakey's and our national agency, J. Walter Thompson West, set out to accomplish the following:

  - Create a highly memorable and involving musical theme to be used in all of our commercials. We believe that this musical element will create and communicate the image which is unique to Shakey's.
  - Feature a standard Shakey's logo in all visual advertising to provide consistent identity and communications continuity.
  - Emphasize visually and verbally the appeals found in a Shakey's parlor. The uniqueness of Shakey's comes from the combination of food and fun, informality and atmosphere, and family communal sharing. Together they offer tangible rewards to the Shakey's customer.
  - Focus our message on the change that takes place when the customer enjoys the tangible rewards of Shakey's. This reaction to Shakey's consists of a good-humored portrayal of the change
This year, ABC won thirteen out of thirty-nine Emmys awarded for news, documentary and children's programs!
Other Emmy winners were: “Beneath the Frozen World” in the Undersea World of Jacques Cousteau series, winner of two Emmy Awards including one for “Best Photography.”

And these ABC documentaries were also awarded Emmy honors... “Jane Goodall and the World of Animal Behavior—The Baboons of Gombe”; an ABC Wide World Special—“Paramount Presents”; “Struggle for Survival” in the Primal Man series and “Journey to the Outer Limits” in the National Geographic Society series, won two Emmys...including “Best Documentary on Artistic, Historical or Cultural Subjects.”

ABC is pleased and proud of the recognition given to these programs...and to the men and women who put so much into them. In the coming year, we will continue to strive for the highest standards of quality in our news, documentary and children’s programs.

ABC Television Network
You may never see the world's largest stuffed meat course.*

But...you can carve up big food sales in Western Michigan with WKZO.

With WKZO you get a big order. You get 155% more adults (25-64) than you would with the next competing station in the market. In the 6 a.m. to 7 p.m. period.

In fact, WKZO delivers 30% more women (25-64) than the next 2 Kalamazoo stations combined.

To busy up your schedule, add the heavyweight, WKZO. Ask your Avery-Knodel representative about Western Michigan's leading personality/MOR station. The largest stuffed roast in the world is cattle, prepared by Bedouins for wedding feasts. Cooked eggs are stuffed into fish, the fish stuffed into cooked chickens, the chickens stuffed into a roasted sheep carcass and the stuffed sheep into a whole camel. Which should make for a very stuffy wedding party.

Source: Total Survey Area (ARB—April/May 1974) Average quarter-hour estimates.

The news doctors

EDITOR: One of the reasons I have enjoyed reading Broadcasting over the past four years is the fact that the magazine covers not only the everyday happenings in the industry, but also writes and covers what will become the upcoming trends in broadcasting.

A fine example of this was the recent report on the business of news consultants... Your staff writer has done a well-researched piece of work in: (1) what the consultants do for a TV news department, (2) the types of features and sequences that consultants recommend to their client stations, and, of course, (3) the pros and cons of the business from the consultants and stations themselves.

I found the pieces a great reference for those who may study the consulting world in journalism, telecommunications and communications courses.—Jeff V. Noble, University of Kentucky.

EDITOR: Hats off on your lucid, provocative and exceptionally well-balanced report on the "news doctors" [Sept. 9]. I think further observations are in order. While consultants may not "interfere" with "journalistic content," contrary to your article, many consultants give such advice. Often this centers on making productive use of ascertainment of community problems which are excellent topics for news, features, or investigative reports.—Herschel Shostoeck, applied survey research, Washington.

Snow reaction

EDITOR: Bert Snow ("Open Mike," Sept. 16) and others may think UHF will never equal VHF, but this simply is not so. For the same cost, a UHF receiving antenna will generate a tighter pattern, vastly reducing ghosting, a major problem in home reception.

When the FCC studied allocation of UHF channels it considered making UHF a high-definition medium. Had the commission adopted an 800-line standard we now would have everyone wanting to enjoy superior UHF pictures. It is late, but I would propose a new, broadband-channeling, stereo, high-definition UHF band standard. In 20 years everyone will want one. Let stations choose to broadcast one or the other standard for whatever reason.

Had we done this in the 50's, UHF would be the chosen medium today.—Jeremy Lansman, community radio consultant, St. Louis.

EDITOR: I must say I'm startled by Bert Snow's letter in Broadcasting (Sept. 16). UHF has its disadvantages—primarily in
tuning ease (a problem that's disappearing) and in fringe-area service (it doesn't bend around obstacles as well as VHF).

However, as spokesman for a UHF station, I would have thought that Mr. Snow's technical people somewhere along the line would have pointed out that UHF is, in fact, actually superior to VHF in technical quality. Surely he doesn't think it an accident that KCET(TV)'s signal is superior to that of every VHF in Los Angeles.

UHF technical advantages include less susceptibility to interference, less susceptibility to large-magnitude ghosting, looser spurious-suppression standards, virtual elimination of co-channel interference and a slightly higher field intensity per radiated watt than VHF. Many UHF stations relinquish most of the technical advantages by using super-gain antennas on high mountains, thus putting most of their signal considerably above the receiving antennas. UHF stations on high mountains should—as KCET does—use relatively low-gain antennas, to put a higher intensity signal into the populated areas at a considerable angle below the horizon. Only the low elevation stations need the super-gain antennas—so raw power can overcome signal attenuation from obstacles and terrain.—Eric Norberg, assistant program director, KMPC(AM) Los Angeles.

The other direction

EDITOR: For some time now your editorials on copyright have persisted, not too subtly, with the theme "cable is dragging its feet." Your Sept. 16 version is no exception. This is particularly galling—and an insult to the facts—coming as it does on the heels of a major effort by the National Cable Television Association and cable operators to get copyright legislation passed in the Senate. Cable did win a victory in the Senate vote, but not, as you imply, in "the postponement of decisive action." The victory lies in the elimination of a CATV-sports regulatory provision, which has no business in a copyright bill, and in moving the entire bill closer to final passage.

I regret that you chose to editorialize that "it would be to cable's advantage if the modernization of the law were stalled indefinitely." I believe a more responsible position is that there are overriding advantages for cable in resolving the matter expeditiously. Notwithstanding our apparent strategic differences, the record should be clear that the cable industry has been—and is—pursuing that latter position.—Amos B. Hostetter Jr., executive vice president, Continental Cablevision Inc., Boston.

Left out

EDITOR: In view of your article on Cox Cable in the Sept. 23 issue, I believe you will want to correct two specific misstatements of fact.

In the second paragraph, you indicate that "Observers point to only two other firms—Viacom and American Television & Communications—that can be considered reasonably stable enterprises in the short term." Your "observers" over-
looked perhaps the strongest balance sheet in the CATV industry and probably the most securely financed company in the industry. Later in your article you have a misstatement of fact regarding Cox's market price ($3.75) being second highest of any publicly traded MSO’s. Your own stock tables will help correct this error.—Robert M. Rosenkrans, president, UA-Columbia Cablevision Inc., Westport, Conn.

(Mr. Rosenkrans’s letter was accompanied by financial statements showing revenues for nine months ended June 30, 1974, at $9.9 million, up 38.2% over previous year’s period, and net income of $405,000, up 64.3%. Cash reserves were $3 million. He also cited a statement by analyst Dennis B. McAlpine of Tucker, Anthony & R. L. Day that “we recommend longer term purchases of Cox Cable, American TV (and Communications), UA-Columbia Cablevision and Viacom.” Broadcasting reported in saying that only ATC’s stock among publicly traded MSO’s was selling higher than Cox’s at market close last Wednesday (Sept. 25) UA-Columbia was trading at 44%, ATC at 54% and Cox Cable at 44%. Broadcasting stands by the thrust of its Sept. 23 article, however, which was essentially an analysis of Cox Cable’s fortunes in a declining cable market. The editors regret that UA-Columbia, which was not mentioned in the article, read it as a reflection on its specific performance.)

Textbook

EDITOR: You might be interested to know that Broadcasting is now required reading in at least three of our courses—Dean Bennett, associate professor, department of mass communications, Arizona State University, Tempe.

Datebook

- Indicates new or revised listing

This week


Sept. 29-Oct. 2—Nevada Broadcasters Association annual convention. Frontier hotel, Las Vegas.

Sept. 29-Oct. 2—American Association of Advertising Agencies Western region meeting. Vancouver, B.C.


- Oct. 3—Radio Advertising Bureau large market sales clinics, Sheraton-Renton Inn, Seattle, and Hyatt Regency hotel, Houston.


- Oct. 4—Date for reply comments to FCC on per-program or per-channel charge for cablecast programs, extended from Sept. 30.


- Oct. 6-8—North Carolina Association of Broadcasters annual convention, Great Smokies Hilton, Asheville.

Also in October

- Oct. 7—Deadline for reply comments to FCC in prime-time access proceeding (Docket 19822), extended from Sept. 16.

- Oct. 7-8—Mutual Advertising Agency Network national meeting. Chase Park Plaza, St. Louis.

- Oct. 8—Georgia Association of Broadcasters Southeastern Broadcasting Day, Fairmont Colony Square hotel, Atlanta.


- Oct. 8-10—Illinois Broadcasters Association fall convention. Hyatt-Regency O’Hare, Chicago.


VERY PROFITABLE CBS-TV AFFILIATE

In great, growing, medium-size market, this desirable UHF station is in predominately UHF market. As a broadcaster you will recognize the great potential of this underdeveloped television property.

Priced right at $2,750,000 cash, listed stock or negotiated terms.

Contact: Milton Q. Ford – Washington Office
Oct. 10—11—Tennessse Cable Television Association annual meeting. King of the Road motel, Nashville.


Oct. 14—15—Institute of Electrical and Electronics Engineers annual meeting. New York.


Oct. 16—Ohio Association of Broadcasters and Indiana Broadcasters Association joint fall conference. Speakers include Vincenten Wesselski, president, National Association of Broadcasters; FCC Chairman Richard E. Willey; Frank Magid, Market Research Corp.; Bill Monroe, NBC-TV Washington editor; Otis R. Bowen, governor of Indiana and John J. Gilligan, governor of Ohio. Kings Island Inn, Mason, Ohio.


Oct. 18—National Association of Radio Farm Broadcasters annual meeting. Crown Center, Kansas City, Mo.

Oct. 18—American Woman In Radio and Television east central area conference. Marriott Inn, Ohio Hospitality Center, Cincinnati.


Oct. 18—33rd Annual International Film, TV Film and Radio convention for film buyers and sellers. Largo Domodossola 1, 10415 Milano, Italy.


Oct. 28—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.

Nov. 2—17th annual National Press Photographers Association Flying Short Course. Holiday Inn Downtown, Denver.

November

Nov. 1—8—Loyola University college radio conference. Lewis Towers Campus, Chicago.

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. Engineers conference and exhibits. Sheraton hotel, Dallas.


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. 13—15—Society of Motion Picture & Television Engineers technical conference and exhibit. Four Seasons Sheraton hotel, Chicago.


Nov. 15—18—Federal Communications Bar Association dinner celebrating 40th anniversary of FCC. Sheraton Park hotel, Washington.

Nov. 15—17—American Women in Radio and Television board of directors meeting. Continental Plaza hotel, Chicago.


Major meeting dates in 1974-75


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


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


Trouble enough to go around as networks assess results of first two rating weeks

Second season may come early this year as all three program chiefs look to the bench; NBC elated by advance from last year; CBS still confident if abashed by initial setbacks; ABC already moving to shore up Friday night disaster

Abrupt schedule changes in the three networks’ new prime time entertainment schedules—even before the “second season” in January—were being discussed before the first season finished its third week. Although programming executives were adopting a wait-and-see attitude expected to extend at least through this week, the season’s fourth, ABC had already sandblasted its entire Friday night schedule Oct. 11 for the stand-by theatrical picture, “True Grit”; CBS was strongly hinting about an early demise for the new Sons & Daughters and a fall comeback for this summer’s favorite, Tony Orlando & Dawn, and NBC was concerned enough about the delicate condition of Ironside and the new Sierra and looking at a new Smothers Brothers variety pilot. Six half-hour shows thrown overboard because of the June prime-time access reversal were suddenly being talked about again; CBS’s We'll Get By (written by M*A*S*H star Alan Alda) was getting the most attention.

The three-network record after the second week’s results were in: NBC still in first place with an average two-week rating of 20.0 and share of 33.3, CBS in second with 19.9 and 33.1, ABC in third with 16.9 and 28.0.

NBC landed three of its 10 new shows (plus last year’s smash, Sanford & Son) on the season’s top-10 list for the second week (Sept. 16-21) and also claimed what looked like the most successful new show, Chico & the Man, plus a healthy dent in CBS’s traditional prime-time lead. ABC, on the other hand, was trying to recover from finding five of its new shows (and three of its most successful shows from last year) in the second week’s bottom 10 list, and only four programs—two made-for-TV movies and two returning series—in the top 30 of 61 prime time shows.

With those two TV movies, however (the highly-publicized “The Sex Symbol,” Tuesday, Sept. 17, and “The Day the Earth Moved,” Wednesday, Sept. 18, NBC captured two nightly wins from NBC in the second week. NBC hung on to Friday and Sunday during the second week and CBS held its three premiere week wins of Monday, Thursday and Saturday.

CBS won the second week with a 19.7 average rating and 33.1 average share—down from its 20.1/33 premiere week average. But NBC’s close second, a 19.4/32.6 second weekly average—down from its 20.5/34—still found that network crowing about topping, or at least seriously challenging, CBS’s prime-time empire. ABC was the only network with a second week weekly average gain over premiere week, a 17.2/29 compared to the 16.5/27 it mustered Sept. 9-15.

ABC evidenced the most reserve in season predictions: its prime-time vice president, Anthony Thomopoulos, called rumors that his network was in trouble “absolutely false” and stressed that “it’s too early in the season to tell anything.” ABC’s strongest show looks like the returning Streets of San Francisco on Thursdays, which is the thorn in Ironside’s side, and which buoyed up ABC’s most promising new program, Harry O, with David Janssen. Streets ranked 17th in the first two weeks; Harry O slipped from 25 to 39 in the second. ABC inaugurated two shows during the second week, Nakia on Saturdays and The Sonny Comedy Review on Sundays (see reviews, p. 21), which placed 55th and 43d respectively. The network’s season-to-date ratings average, 16.9, is down 7% from its performance over the same period last season (18.1) although most network executives say the writers’ strike and TV specials during last season’s first three weeks render all comparisons difficult.

Last season, ABC did score three shows in the top 20. Despite the unquestionable third place showing by ABC so far, Mr. Thomopoulos insisted doomsday speculations are “premature and immature.” (ABC ratings specialists have historically preferred the Nielsen-MNA’s—ratings based on multi-market-area观看 all three networks are programming competitively—to the full Nielsen nationals, and in that tabulation, ABC observes, the network won four—not two—nights during the season’s second week.)

CBS’s season-to-date averages covering the first 14 days had dropped 13% below the previous season’s figure—a 19.9 compared to last year’s 22.9 average prime-time rating. Programming Vice President Fred Silverman countered NBC’s claims of gains by predicting his network would carry Monday, Tuesday, Thursday, Saturday and Sunday this quarter. “Only three CBS programs out of 24 have less than a 30 share,” Mr. Silverman noted, referring to the first two weeks’ Nielsen’s optimism, he maintained, is based on that network’s front-loading of anthology programming, whose content and cast change each week. CBS had half the season’s top 10 shows by the second week—Rhoda, the premiere week princess, slipped to fourth place the second week with a 25.5/40; All In The Family remained in second place ratings-wise (28.8) but first place in share (50); Medical Center vacated its premiere week sixth place for a second week 26th; Mary Tyler Moore, in 20th place during the first week with a 20.5/36, leaped back to eighth with a 23.7/41. The Waltons crept from eighth place the first week, with its two-hour special (24.0/39) to a second-week fifth place, behind Rhoda, with a 24.3/41. Maude went from seventh place to ninth.

NBC’s season-to-date ratings average is up 18% from the same period last season, when that network was third at the off-and-running stage with 17.0. NBC’s position this year, 20.5, prompted its programing administration vice president, Marvin Antonowksy, to call his network “very bullish” this season. “When you change half your schedule and still tie for first with CBS, it’s a very dramatic success,” he said. Accordingly, Mr. Antonowksy was unrestrained in his description of CBS as “the wounded giant” and ABC as “a disaster area.” NBC had the top-rated show during the season’s second week, Chico and the Man, which sucked up a 30 share. Its Sanford & Son climbed from fifth place during premiere week to third, and two new ABC Friday shows, The Rockford Files and Police Woman, made the top 10 (seventh and 10th, respectively) which surprised even Mr. Antonowksy. The newborn Little House on the Prairie slipped from ninth to 18th place the second week, and McCloud proved less popular (19th) than Colombo (10th place). Lucas Tanner, in 16th place the first week, sank to 42d.

Friday night undoubtedly the target for major overhaul at ABC and CBS, which stood by Sept. 20 as NBC walked off with the steadiest ratings figure of the season: 25.3/44.4. Even CBS’s first two theatrical movies, "M*A*S*H" and "Wil-
lard," couldn't deflect the NBC Friday combination, but CBS is philosophic about the forfeiture. Mr. Silverman points out that CBS is doing infinitely better Fridays than it did last season, and that Friday is "the only meaningful major improvement" for NBC, CBS's main disappointment this season is Planet of the Apes, whose premiere week 37th place and second week 44th place puzzle CBS enormously. CBS was reportedly testing the show as a 40 share, but Mr. Antonowksy calls the show a "Saturday morning show," and Mr. Silverman acknowledges it may be replaced within 13 weeks if ratings don't buck up.

CBS concedes "NBC opened the season brilliantly with "first-rate anthologist scheduling, attractive new programs" and promotional efforts "as sharp as a razor." However, Mr. Silverman declared, "opening and sustaining a schedule are two different ball games." CBS concentrates on series, as opposed to NBC's carrying five anthologies (Wonderful World of Disney, Sunday Mystery Movie, Police Story and two TV movie slots). According to Mr. Silverman, series do better on the long haul. After the front-loading of anthologies and movies, such as NBC's opening week victory with Tuesday's Born Innocent, the stability of weekly series pays off, he claims. Mr. Silverman thinks CBS's Sunday detective show, Kojak, will prove him right, and will take over from the Sunday Mystery Movie the way he

First reading. These tables indicate audience performance for the first two full weeks of the 1974-75 prime-time season. Top figure listed is rating, bottom figure is share of audience. All are averaged for both weeks unless special programs appeared in one of those weeks; in those cases (indicated by asterisks) the normal week's ratings and shares are shown. Nightly averages (bold face) include regular and special programs.

---

### Sunday

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Not on air</td>
<td>Apple's Way</td>
<td>Disney</td>
</tr>
<tr>
<td>8:00</td>
<td>Sonny &amp; June*</td>
<td>17.0</td>
<td>27.0</td>
</tr>
<tr>
<td>8:30</td>
<td>Revue*</td>
<td>21.0</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>Kojak*</td>
<td>31.0</td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>dbhur</td>
<td>33.0</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>The 7:30 Movie*</td>
<td>18.6</td>
<td>28.0</td>
</tr>
<tr>
<td>10:30</td>
<td>Not on air</td>
<td>Not on air</td>
<td>Not on air</td>
</tr>
</tbody>
</table>

---

### Monday

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>The Rookies*</td>
<td>Gunsmoke</td>
<td>Born Free</td>
</tr>
<tr>
<td>8:30</td>
<td>18.7</td>
<td>20.1</td>
<td>18.7</td>
</tr>
<tr>
<td>9:00</td>
<td>30.0</td>
<td>31.5</td>
<td>29.0</td>
</tr>
<tr>
<td>9:30</td>
<td>Maude</td>
<td>Rhoda</td>
<td>Monday Night</td>
</tr>
<tr>
<td>10:00</td>
<td>Football 16.0</td>
<td>NBC</td>
<td>Movie</td>
</tr>
<tr>
<td>10:30</td>
<td>Medical</td>
<td>Center</td>
<td>Center</td>
</tr>
<tr>
<td>11:00</td>
<td>18.6</td>
<td>22.6</td>
<td>24.7</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>30.6</td>
<td>35.1</td>
</tr>
</tbody>
</table>

---

### Tuesday

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Happy Days</td>
<td>Good Times</td>
<td>World</td>
</tr>
<tr>
<td>8:30</td>
<td>17.5</td>
<td>20.7</td>
<td>Premiere</td>
</tr>
<tr>
<td>9:00</td>
<td>ABC Tuesday</td>
<td>M<em>A</em>S*H</td>
<td>Movie</td>
</tr>
<tr>
<td>9:30</td>
<td>Night</td>
<td>Hawaii Five-O</td>
<td>20.5</td>
</tr>
<tr>
<td></td>
<td>Movie</td>
<td>19.9</td>
<td>32.0</td>
</tr>
<tr>
<td>10:00</td>
<td>Marcus Welby</td>
<td>Barnaby</td>
<td>Police</td>
</tr>
<tr>
<td>10:30</td>
<td>Jones</td>
<td>Jones</td>
<td>Story</td>
</tr>
<tr>
<td>11:00</td>
<td>19.1</td>
<td>19.6</td>
<td>20.1</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>31.0</td>
<td>32.0</td>
</tr>
</tbody>
</table>

---

### Wednesday

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Mama</td>
<td>Sons and Daughters</td>
<td>Little House on the Prairie</td>
</tr>
<tr>
<td>8:30</td>
<td>18.0</td>
<td>15.4</td>
<td>22.7</td>
</tr>
<tr>
<td>9:00</td>
<td>Movie of the Week</td>
<td>Cannon</td>
<td>Lucas Tanner</td>
</tr>
<tr>
<td>9:30</td>
<td>18.5</td>
<td>18.5</td>
<td>19.0</td>
</tr>
<tr>
<td>10:00</td>
<td>Get Christie Love</td>
<td>Man Hunter</td>
<td>Petrocelli</td>
</tr>
<tr>
<td>10:30</td>
<td>18.5</td>
<td>20.5</td>
<td>15.7</td>
</tr>
<tr>
<td>11:00</td>
<td>17.8</td>
<td>30.5</td>
<td>29.0</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>30.0</td>
<td>35.8</td>
</tr>
</tbody>
</table>

---

### Thursday

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Odd Couple</td>
<td>Walton's*</td>
<td>Sierra</td>
</tr>
<tr>
<td>8:30</td>
<td>14.3</td>
<td>24.0</td>
<td>14.8</td>
</tr>
<tr>
<td>9:00</td>
<td>Paper Moon</td>
<td>24.5</td>
<td>24.5</td>
</tr>
<tr>
<td>9:30</td>
<td>16.6</td>
<td>27.0</td>
<td>27.0</td>
</tr>
<tr>
<td>10:00</td>
<td>Streets of San Francisco</td>
<td>21.5</td>
<td>18.5</td>
</tr>
<tr>
<td>10:30</td>
<td>34.5</td>
<td>10.8</td>
<td>9.5</td>
</tr>
<tr>
<td>11:00</td>
<td>Harry O</td>
<td>Movin' On</td>
<td>17.7</td>
</tr>
<tr>
<td></td>
<td>18.0</td>
<td>33.0</td>
<td>31.0</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>20.2</td>
<td>15.1</td>
</tr>
</tbody>
</table>

---

### Friday

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Kodiak</td>
<td>Planet of the Apes</td>
<td>Sanford &amp; Son</td>
</tr>
<tr>
<td>8:30</td>
<td>18.0</td>
<td>17.5</td>
<td>26.6</td>
</tr>
<tr>
<td>9:00</td>
<td>Six Million Dollar Man</td>
<td>Ironside</td>
<td>Chico &amp; Man</td>
</tr>
<tr>
<td>9:30</td>
<td>11.9</td>
<td>12.8</td>
<td>23.0</td>
</tr>
<tr>
<td>10:00</td>
<td>Texas Wheeler &amp; Friday Night Movie</td>
<td>10.8</td>
<td>33.5</td>
</tr>
<tr>
<td>10:30</td>
<td>Night Stalker</td>
<td>18.5</td>
<td>21.0</td>
</tr>
<tr>
<td>11:00</td>
<td>11.9</td>
<td>18.6</td>
<td>23.5</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>19.9</td>
<td>32.4</td>
</tr>
</tbody>
</table>

---

### Saturday

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>All in Family</td>
<td>New Land</td>
<td>Emergency</td>
</tr>
<tr>
<td>8:30</td>
<td>18.2</td>
<td>16.0</td>
<td>18.7</td>
</tr>
<tr>
<td>9:00</td>
<td>Paul Sand</td>
<td>M. Tyler Moore</td>
<td>22.3</td>
</tr>
<tr>
<td>9:30</td>
<td>23.8</td>
<td>21.0</td>
<td>23.8</td>
</tr>
<tr>
<td>10:00</td>
<td>Bob Newhart</td>
<td>Saturday Night</td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>21.3</td>
<td>37.5</td>
<td>37.5</td>
</tr>
<tr>
<td>11:00</td>
<td>Naktia*</td>
<td>Carol Burnett</td>
<td>18.5</td>
</tr>
<tr>
<td>11:00</td>
<td>18.9</td>
<td>24.0</td>
<td>38.7</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>20.9</td>
<td>38.7</td>
</tr>
</tbody>
</table>

---

*Second week only
hopes Apple's Way will knock holes in Disney.
Friday, however, is a CBS problem. "I find it hard to believe they're [NBC] doing as well as they are Friday night," said CBS's associate director of research, Armand Silverman. "But we have problems in programing against Sanford & Son the way they have programs programing against All in the Family." If CBS can chalk up "a reasonably acceptable share" with Planet of the Apes—meaning at least a "C" that's good.

At ABC, the problem is somewhat more critical. A week from Friday (Oct. 11) ABC will put aside its regular line-up in favor of "True Grit." "ABC has totally collapsed," said Mr. Silverman. ABC's average for Friday night slipped slightly from an 11.5/20 premiere week to 11.3/19.8 the next week, and there were strong rumors (albeit denied by the network) that at least one new show, Kodiak, would be canceled before the month was up. That, The Texas Wheelers, and The Night Stalker last year's successful Six Million Dollar Man were clustered in the ratings cellar the season's first two weeks. However, ABC may soon move Six Million Dollar Man from 8:30 to the more solid 9 p.m. position, mirroring The Night Stalker, which both ABC and CBS are convinced will see ratings improvement. It may mean the end of Texas Wheelers, and a new hour on ABC. Or, if the "True Grit" insert is any indication, there may be two networks running theatrical movies on Friday night—a programing device commonly referred to as a last resort.

The only thing more dismal than Friday for ABC is Saturday, on which the once popular Kung Fu has been implaced at 9 p.m. That show, in which ABC continues to express faith, is bounded by The New Land, which has the dubious distinction of being the bottom-rated show two weeks in a row, and by Nakia, which premiered the second week (after a three-week fill-in for special televisions) before that drew a 13.4/24) with a 13.1/24 on Sept. 21. Mr. Thomopoulos foresees changes in that time period, but only if the programs do not live up to his expectation of a "slow build" by the end of the quarter.

Cy Amlen, ABC's director of research, predicts ABC will "make some changes in its programing schedule" as yet undetermined. "We think the Friday-Saturday situation will change," he said, "and we are moving as aggressively as possible." Mr. Amlen, The New Land has "strong female appeal and potentially strong family appeal" which "may take some time" to express itself. Mr. Amlen predicts strong network support for Six Million Dollar Man and Night Stalker, and for Nakia and Fung Fu.

Worst of all is the spot show up on Wednesday night, when Sons & Daughters delivered a 14.3/25 the second week, down from its premiere 16.2/26. That's the time slot CBS executives are eying as an entry for Tony Orlando, since it was the 8-9 p.m.--as opposed to the last year by Sonny & Cher, the musical variety hour for which Orlando was a sub-

Back as a solo. Cher will be back on CBS-TV in a 60-minute comedy-variet music series next fall and in the meantime will also star in a one-hour special in February 1978. Announcement came last week from CBS-TV, where she co-starred in Sonny and Cher Comedy Hour until break-up of her marriage to Sonny Bono ended that show last season and led to, the even Sonny Comedy Revue on ABC-TV.

Getting licks in on FCC's prime-time access rule

Predictable comments come from producers, networks, OTP, Justice; for first time, however, citizens get into act—and they want it retained

Public interest groups are adding a new dimension to the debate over the prime-time access rule. The major economic forces involved—the production companies, the networks, and the networks' special productivity those that produce for access time, and the networks—are taking predictable or anticipated positions. Two government agencies—the Department of Justice and the Office of Telecommunications Policy—similarly are taking anticipated, and contrary, positions.

But public interest groups are for the first time making a major effort to affect commission policy on the prime-time access issue. And the groups—about a dozen of them—favor retention of the controversial rule, which was adopted in 1970, first implemented in 1971, sharply modified last February and now faces the prospect of repeal.

While the producers and the networks and even the government agencies are concerned principally with whether the rule is retained, its stated goals of diverse sources of programing and a weakening of network dominance over programing, the public interest groups are focusing on what they say is their newfound ability to obtain locally oriented programing in prime time.

The rule has led to significant improvements in local programing in the Minneapolis-St. Paul area, particularly in the areas of local news and public affairs, said the Committee for Open Media Inc., of Minneapolis-St. Paul, in comments filed with the FCC last week.

And the National Organization for Women said that while network programing uniformly portrays women as "frivots" and often men, the prime-time access rule, "by freeing seven hours of prime time per week for local use, fostered the emergence of strong feminist-oriented programs."

The National Citizens Committee for Broadcasting said the rule has given licensees an opportunity to meet their "responsibilities."

But public affairs are not the only format public interest groups favor. The Minneapolis-St. Paul COM said that a night club had developed a program for access time. And NCCB noted that a station in Denver carries a one-hour talk show featuring African and Mexican musical stars as well as discussions of issues of concern to the local Chicano community.

Repeal would provide an ironic twist in the tortuous history of the rule, since the court order directing the commission to adopt the rule in 1970 was another from an appeal by the principal supporter of the original rule, the National Association of Independent Television Producers and Distributors.

However, the rule, in its original form or as modified, has acquired powerful support extending beyond the public in-
the most change. Although Gunsmoke has rallied once again, making 21st place the second season week, NBC's Mr. Antonowksy insists it should have been re-
tired. CBS's Mr. Silverman counters by observing the failure to reach a consistent 30 share by NBC's Born Free, Lucas Tanner and Movin' On.

NBC's prime time access cutbacks, Sunshine, based on last fall's TV special movie with Cliff De Young, and Second Stare, with Bob Crane, are being held in readiness. At ABC, where the Sonny Comedy Revue is in trouble, with its premiere showing Sept. 22 of 17.0/27, two prime-time access cutbacks may be considered: Where's the Fire?, a group comedy being developed further, and Everything Money Can't Buy, a comedy anthology.

The critics, the end
The last two new-show premieres are over and the critics have had their chances for a few more licks. They found little in Nakia and The Sonny Comedy Revue (both on ABC) to their liking. Some excerpts:

Nakia (ABC, Saturday, 10 p.m. NYT)
"Nakia is basically out of step and managing to dull its most potent feature - the glorious landscape. Robert Forster is little help; his expressions number two - grim and grimmer." - Bernie Harrison, Washington Star-News.

...has two strong possibilities - its leading men, Robert Forster and Arthur Kennedy. Otherwise, the premiere script ... is run-of-the-mill, except that it integrates some Indian lore into the plot." - Kay Gardella, New York Daily News.

"You go up trail, Climb mountain. Find highest peak. Jump off ... Cannon be-ass Mount Rushmore shows more changes of expression than Robert Forster." - Norman Mark, Chicago Daily News.

Sonny Comedy Revue (ABC, Sunday, 8 p.m. NYT)
"(Sonny's) show, I think, has a good chance of making it. Sonny is a clever performer with a talented resident company, and there seems to be a willingness of interest groups and the producers and dis-
tributors whose livelihood depends on ac-
cess time. ABC, which has always sup-
ported the rule, says it should be retained especially unchanged. And NBC, which originally opposed the rule, now says that the commission should implement the rule as modified; "the public interest is suffering more from the continued time of uncertainty and flux than it could benefit by any further refinements," the network says.

(CBS continues its opposition to the rule but says that in view of the lead time needed to gear up for a full schedule, it would not be interested in repeal before the 1976 season; it says the commission should implement the rule as modified in the 1975-76 season).

And the Department of Justice, which has always supported the rule as a means of opening up a portion of prime time to nonnetwork program sources, last week urged the commission to continue in ef-
cect for at least five years the rule as originally formulated. Like most other backers of the rule, including ABC and NBC, the department, in a letter signed by Thomas E. Kauper, chief of the anti-
trust division, says that evidence as to whether the rule will work is not yet in.

(Mr. Kauper took pains to add that the department does not indicate the depart-
mant will not take other actions it finds necessary.)

The cloud of uncertainty that has hung over the rule almost from the start has hampered independent producers in the developing seasons for prime time, Mr. Kauper said. Accordingly, he added, "We believe that consideration of fairness dictates that [the rule] be given a decent opportunity to work or not." He suggests, as do other backers of the rule, that the commission commit itself to pres-
serving the rule intact for a stated period of time - perhaps five years."

The Office of Telecommunications Policy, whose director is by law the ad-
visor to and spokesman for the President on telecommunications matters, also took a position consistent with past utterances - and urged repeal of the rule. OTP, in a letter signed by its general counsel, Henry Goldberg, said the rule appears to have strengthened the networks' position and weakened the U.S. program production industry - contrary to its original objectives." Furthermore, he said, the numerous requests for waiver of the rule have drawn the commission into program judgments "that are properly the province of broadcast licensees."

One of those contending the rule has not worked as planned and calling for its repeal was a former backer of the rule, Metromedia Inc. ("Closed Circuit," Sept. 9). Metromedia, licensee of six television stations, five of them independents, said the rule has been "counterproductive in that, instead of diminishing network dominance, it has weakened the "only real challenge" to that dominance - inde-
pendent television. For in expanding the supply of spot time available on network affiliates, it has disadvantaged independent stations, Metromedia said. It added that the affiliates have developed so-
phisticated packaging techniques under which they can compete effectively with other prime-time positions, which have enabled the affiliates to command a sharply increased share of market dol-
ars. Metromedia noted that in Los Angeles, advertisers spent $5,021,000 more in spot television in 1974 than in 1973, that the 72 percent of all of the excess was absorbed by the three network affiliates.

A number of independent television stations apparently feel the same. For the Association of Independent Television Stations, one of the strong proponents of the rule as a means of re-
dressing the imbalance independents feel they suffer with respect to affiliates, is now split on the issue. As a result, INTV said in a letter to the commission, it cannot take current position on it.

But supporters of the rule take the reduction of prime time available to the networks as proof that network domi-
nance has been reduced. That time Sandy Frank Program Sales Inc., said, is now available for "new programing." Frank wants the original rule not only retained but strengthened to prohibit multiple showings of the same program in access time in the same week.

Sandy Frank's petition indicated the stakes involved in the rulemaking pro-
ceeding for some companies. Retaining the rule in a "truncated form," it said, "will have a devastating economic effect on the nascent prime-time access pro-
gram industry which came into being at the commission's behest." The effect on smaller elements like Frank's "will be particularly devastating," the petition said. (Two of the commission architects of the rule, both attorneys who are now out of government, helped prepare the Sandy Frank comments - Kenneth A. Cox, who as a commissioner voted for the rule, and Ashbrook P. Bryant, who for years was head of the commission's network television staff.)

The emotion reflected in Sandy Frank's comment is matched by the anger in the comment of the National Association of Independent Television Producers and Distributors, a 174-page defense of the rule, NAITPD maintains that the rule has not achieved its present objective of replacing network dominance with competition in the programing marketplace. But it also said the com-
mision, "by its own hand... killed produ-
tion of new syndicated access shows in diverse formats for the 1974-75 season."
Renewal relief takes another step forward

Senate committee fashions report that may, or may not, protect crossownerships against piecemeal attack by newcomer applicants; program performance called key to preference for incumbent

The Senate Commerce Committee last week released a report purporting to explain the license renewal bill it had adopted the week before (BROADCASTING, Sept. 23). Broadcasters who had hoped that the report would restore some legislative underpinning to the crossownership protection adopted by the House but rejected by Senate committee members were not sure how much they had gained.

The Senate committee's bill itself makes no mention of multimedia ownership as a factor in renewals. The House-passed H.R. 12993 contained a prohibition against the consideration of crossownership or integration of ownership and management in renewal cases involving incumbents that are in compliance with FCC rules.

In the report the Senate committee referred to the WHDH-TV Boston case, which set a precedent for challenges to renewal applicants that had multimedia ties or management without ownership interests in the licensee firms. The report was seemingly attempting to write off WHDH as a model when it said that broadcasting "should not be restructured on an ad hoc basis."

But the report also said that "in adopting rules regarding crossownership, your committee would expect the FCC to retain sufficient flexibility . . . to permit it to find undue concentration in individual cases where the applicant is in literal compliance with the law." And at another point the report said that in "unique cases an issue of media concentration, "if compelling enough," could have an effect on license renewal. These qualifications were reportedly written into the report at the demand of Senator Philip Hart (D-Mich.) who has steadfastly opposed the exclusion of crossownerhips as renewal issues.

A spokesman for the National Association of Broadcasters was reassured by the report's condemnation of ad hoc restructuring, but he said he was nervous about the reference to "unique cases" that would merit consideration of multimedia ownerships at renewal time. Without a clearer definition of "undue concentration," he said, many broadcasters would be unsure whether they were exposed to attack.

Whatever it meant to say about crossownerships, the committee report was explicit in emphasizing that programing performance was to be the key determinant in renewal eligibility. "Actual program service to the public," the report said, is to be considered "the most critical and important ingredient of the public interest concept." And at another point it said that "program service . . . is the heart of the matter."

That language was to the NAB's liking, the spokesman said, although the broadcasters would have preferred the committee to go all the way and say that program service would be the only consideration in renewals.

Still the bill and the accompanying report were seen by the NAB as improvements over an original bill submitted by Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee (BROADCASTING, Sept. 16).

"However," the spokesman said, "it is not the ultimate that might have been enacted, and in comparison with the House bill it leaves something to be desired."

The NAB will continue to press for reinstatement of the House bill's provision extending the term from the present three years to five, as could be done by amendment on the Senate floor. It also hopes for a restoration of the House bill's provision against crossownership consideration when Senate and House versions are taken up in joint conference.

The bill reported by the Senate committee was the joint submission of Senators Pastore and Howard Baker (R-Tenn.). It provides that the FCC will grant a "presumption" favoring renewal for an incumbent demonstrating that (1) it has followed FCC-prescribed procedures to ascertain the problems, needs and interests of the residents of its service area, (2) its program service during the preceding license term has "substantially" met the ascertained problems, needs and interests, and (3) its operation has not been characterized by serious deficiencies.

The only reference to multimedia ownerships in the bill is a directive to the FCC to complete its rulemaking on the subject (Docket 18110) by next Dec. 31. The FCC has instructed the staff to draft a decision in that matter.

The committee report explained that a presumption favoring the licensee would be an affirmation by the FCC that the renewal applicant had satisfied the three criteria set out in the bill. But the report also said that "in a comparative renewal case it [a presumption] does not guarantee that the incumbent will prevail."

Shortly after the Commerce Committee adjourned last Wednesday an aide indicated that Senator Hart was not satisfied with the renewal bill report. "It's unclear where we came out this morning," he said. There were "inconsistencies and contradictions" that "clearly need clarification," he said.

The Commerce Committee's report addressed another objection raised by Senator Hart during the deliberation on the bill two weeks ago. At that time Senator Hart suggested that the term "substantially met," referring to program service in light of ascertained problems, needs and interests, be changed to "effectively met," because the substantial service standard has been given a variety of interpretations in the past.

The committee decided instead to keep "substantially met" and clarify its meaning in the report. "Substantially" was defined in the report as "essentially," "without material qualification."

"If, for example, a renewal applicant's actual past programing failed to meet its promised level of programing to a degree which amounted to a material qualification of what it had promised," the report said, "then under the standard of the amendment the FCC could not find that the applicant's past program service complied with the 'substantially met' test."

That definition would not help matters, according to another broadcasting source who wondered what the report meant by "substantially met." "It means 'minimal,'" he said he did not know a single broadcaster who works without some material qualifications.

The report stated further that the "substantially met" standard is intended to apply to all renewal applications, contested or noncontested, and that the FCC in re-action to the House renewal bill report which indicated that in a noncomparative hearing a licensee's past service need only be found "minimal" to qualify for renewal.

Also in the Senate report was a directive that the FCC process renewals and
proceed with renewal hearings as “expeditiously as possible.” This language was suggested by Senator Howard Cannon (D-Nev.) in response to complaints from broadcasters that renewal proceedings sometimes extend well into the license term being considered.

The report also elaborated on the word “deficiencies” in the Pastore-Baker bill which says a licensee’s operation should not be characterized by serious deficiencies: “Deficiencies in this context refer to violations of the law or of FCC rules or policies, such as rigged contests, misrepresentations, fraudulent practices as to advertisers or technical violations.”

Commerce Committee members had until Friday to submit dissenting opinions for inclusion in the committee report, and it was expected Senator Hart and Senator Vance Hartke (D-Ind.) would do so. The Senate’s renewal bill now proceeds to the Senate floor but there were no indications at midweek when the Senate would take it up.

**Bad case of nerves develops over Alabama situation**

FCC’s still-unofficial decision to lift AETC’s nine licenses rattles broadcasting because of precedents it could set

Reports that the FCC is prepared to lift all nine licenses of the Alabama Educational Television Commission have sent shock waves through the broadcast industry—commercial and noncommercial alike.

And in the midst of all the talk the most dramatic news development last week came in an unconfirmed report from UPI. The wire service quoted a “highly placed” source in Alabama as saying that the state would not fight the FCC, if indeed the commission does revoke the licenses of the state-owned PTV facilities. Thus, the most dire near-term consequence of the anticipated action could be a deprivation of public television service to the people of Alabama. Officials of the Public Broadcasting Service, for one, said they were exploring every possible means through which such a situation could be avoided.

By a reported vote of four-to-two, the commission two weeks ago tentatively voted to revoke the licenses of eight AETC stations and deny an initial license for a ninth (Broadcasting, Sept. 23). The action, which followed a lengthy hearing and which overruled the findings of an FCC administrative law judge, was based on charges from several black groups that the state commission had displayed a pattern of racial discrimination in programming and employment.

Observers last week were pointing to two virtually unprecedented elements in the commission’s action. The more readily apparent one is the fact that the
Schneider wants to free radio from regulation

CBG president proposes trial of minimum government control in laboratory markets served by at least 15 competing stations

An experiment in de-regulation of radio license renewal procedures and suspension of the fairness doctrine for radio broadcasters was proposed last week by John A. Schneider, president of the CBG/Broadcast Group.

He proposed that FCC experimentally limit license-renewal requirements "purely to technical matters" and also waive the fairness requirements for radio stations in "test markets" selected from among those having measurable audiences for 15-minute radio actions. There are "well over 100" of these, he said.

"I am convinced that this type of experiment would clearly show that the large number and wide variety of radio voices would guarantee the airing of an equally large number of viewpoints on important issues," he said. "The presentation of these viewpoints would be even more vigorous and robust without the looming and chilling presence of governmental oversight—vigorous and robust expression that the courts and the commission have unanimously approved and the listening public deserves and needs."

Mr. Schneider made the proposal in a speech last Wednesday at the 19th CBS Radio network affiliates convention, held Sept. 24-27 in Phoenix with 211 representatitives of 105 affiliated stations on hand.

He noted that a number of government officials had advocated or endorsed de-regulation of radio and said broadcasters were grateful for such "re-regulation" as has already occurred, chiefly in technical areas, but that these moves, these "helpful to us," were "hardly the 'expensive and ambitious' steps we were anticipating." Beyond that, he noted, "some of our leading jurists and public officials" are on record in opposition to the fairness doctrine and in support of free First Amendment rights for broadcasters.

"The time for some bold, new initiatives" has come, Mr. Schneider said. "An experiment in radio de-regulation is not an outlandish suggestion. It would be a perfect test because of such an ending method to determine what legislative action, if any, should be considered.

"Isn't it time to accord the broadcaster the status of first-class citizen? And isn't the starting place radio—where it all began?"

Mr. Schneider said "the goal of the experiment would be to consider the impact of de-regulation on the program service provided by broadcasters, including coverage of the controversial issues. It would also demonstrate the extent to which market pressures insure diversity in the ideas and viewpoints presented."

He said he was confident that "in all markets, competitive pressures—and normal good journalism—will ensure reasonable opportunity for the discussion of contrasting points of view on controversial issues of public importance in the market as a whole. Speaking for CBS, I see no change in our policies and practices because of such an experiment and ultimate de-regulation."

"However, I feel that public interest no longer requires that each station be under the strictures of the fairness doctrine. Just as the commission found that the 'public interest' required that the public be offered contrasting views as envisioned by the fairness doctrine, the commission should also consider whether such a difference of ideas need be achieved on each station in a market."

He said that in Phoenix, for example, there is service from 30 radio stations offering a wide variety of formats. Isn't it "superfluous," he asked, to require each of these stations to provide the diversity of viewpoints called for by the fairness doctrine?" "When the experiment has run its course," he said, "I envision the day when legislation will extend de-regulation to radio licensees in all markets. I also look forward to the elimination of the fairness doctrine. Now, however, it is up to the FCC to take the first step—and the time is now."

Mr. Schneider's address was one of several at the four-day meeting, which also heard plans for new and revised network programming required that march underscoring radio's strengths as an entertainment, information and advertising medium. Subsequent speakers were to in-

George J. Arkedis, vice president of the CBS Radio division and general manager of the network, disclosed plans for nine 30-program weekend specials, each with a historical approach, during 1975 and the first half of 1976, the nation's bicentennial year. (In another nod to the bicentennial, officials said, the 1976 affiliates' convention will be held in the colonial atmosphere of Williamsburg, Va.).

Mr. Arkedis also reported that in its Nov. 5 election night coverage CBS Radio will carry two nine-minute special reports an hour (at 15 and 45 minutes past the hour, starting at 7:15 p.m. N.Y.T.), in addition to its bulletin and News on the Hour coverage.

The affiliates also were told that a new series, The American Woman, will be presented six days a week starting Dec. 30. It will be four minutes in length, will be produced by Joan Burke of CBS News, will feature prominent women guests and will represent a project which has been carried on the CBS Radio network since Dec. 31, 1962.

Mr. Arkedis also marshalled research material to support his assurance to the CBS affiliates that "yours is the number one radio network," and also to dispel a wide range of "myths and misconceptions" about radio, including beliefs that radio is strongest in rural areas and appeals primarily to poorly educated and low-income audiences. Also contrary to popular belief, Mr. Arkedis said, heavy nighttime TV viewers are heavy daytime radio listeners; a majority (55%) of women do not watch daytime TV and, even if they do watch, they also listen in substantial numbers to radio.

Seventeen radio stations were honored for 30 years of continuous affiliation with CBS Radio. Sam Cook Digges, president of the CBS Radio division, who presided at the presentation, said this was the largest group ever to receive the gold microphones, symbol of three decades of affiliation and that it brings the 30-year club roster to 59 stations.

Robinson states his case against crossownership

New commissioner espouses hard-line approach unacceptable to other colleagues on FCC

FCC Commissioner Glen O. Robinson has confirmed speculation and reports that when it comes to the concentration-of-control media question he is a hawk and would like to see most if not all newspaper-television crossownership broken up.

Mr. Robinson, who joined the commission in June after seven years as a law professor at the University of Minnesota, was known by his writings to favor market forces over government as a means of regulating broadcasting. To make sure the market forces can work, he indicated, a strong anticoncentration-of-control policy at the commission would be required.

And in FCC discussion of the proposal to break up multimedia holdings in individual markets, Commissioner Robinson was said to be the only member favoring a rule requiring divestitures of broadcast properties ("Closed Circuit," Aug. 19).

Now, as Chairman Richard E. Wiley did an appearance in New York two weeks ago (BROADCASTING, Sept. 23), he has gone public with his position on the concentration issue.

However, there seems to be no reason to believe Commissioner Robinson's hard-lined position is likely to become commission policy. Chairman Wiley is believed to have the votes for his less hawkish view that divestiture of holdings should be restricted to crossownerships involving newspaper-television or newspaper-radio-broadcasting.

Commissioner Robinson disclosed his feelings on the matter in a speech prepared for delivery to the Minnesota Broadcasters Association, in Hibbing, on Sept. 20. In delivering the address, his first as a member of the commission, Mr. Robinson skipped the passage dealing with crossownership; when it came time to talk to what was an audience es-

sentially of small-market radio station operators, he said last week, the passage did not seem appropriate.

But he said he stood by the passage, and elaborated on it.

In discussing the passage with a discussion of his support of a policy of regulation that would involve an effort on the commission's part to take "a hard look" at current policies in broadcasting, cable, special services and common carrier fields to make sure they are necessary to serve the public interest. "I want to get the government and the FCC off your necks," he said.

But any reduction in government regulation, he said, puts a heavy burden of responsibility on self-regulation and on market forces. "It also puts a special responsibility on the FCC and other government agencies to take necessary measures to assure an industry structure which is socially responsible and economically efficient in procuring the benefits to which the public is entitled. Which means, among other things, that a high premium is placed on unconcentrated structure of ownership and control, a structure that is conducive to competition and diversity."

"For this reason," he said in the undelivered portion of the speech, "I have urged that the commission take measures to avoid and eliminate concentration of control in the ownership of mass media. This includes, I might add, common ownership of local newspaper and television stations, which I find difficult to reconcile with our policy of favoring diversification of media control."

In discussing the passage last week, Commissioner Robinson said the approach he favored would not "necessarily apply to every market; cross-ownerships in some major markets served by a large number of broadcast and print outlets might not be affected."

But he acknowledged the rule he favors would "not be too different" from a "flat rule" banning crossownership.

Commissioner Robinson feels concentration should be the target of a rule, not the commission, as Chairman Wiley apparently does. And he said he would use one or another of various indices of concentration—probably the percentage of circulation a media owner commands in a market through his newspaper and television station as a basis for determining when divestiture should be required. Percentage of local advertising is a criterion used by the Justice Department in determining whether to oppose the license renewals of newspaper-owned broadcast properties. However, Mr. Robinson feels that circulation figures are easier to obtain and more to the point of promoting a diversity of voices.

Commissioner Robinson also urged the Minnesota broadcasters to be about informing the public on matters concerning the media. If the public is to exercise its responsibility for supervising the government in its regulation of the media, he said, "the public must have at least some understanding of the workings of the media through meetings, through communication from them and they themselves and the role of the government vis-a-vis those media."

Broadcasters, he said, have a primary
The chairman of the companies' boards, has said he would oppose FCC approval if the Allbritton offer were accepted (Broadcasting, Sept. 16).

Out of home-town TV, into out-of-town radio

WCKY(AM) Cincinnati is sold in shift of crossownerships

Post-Newsweek Stations, subsidiary of the Washington Post Co., has reached a preliminary agreement to sell WCKY(AM) Cincinnati to Truth Publishing Co., Elkhart, Ind., for $3.6 million, subject to approval of the companies' boards and the FCC. The sale can be terminated by either party if Truth's application for FCC approval of its sale of WJSV(TV) Elkhart-South Bend, Ind., to Quincy Newspapers Inc. for $3.2 million (Broadcasting, Sept. 9) should encounter procedural delays.

Post-Newsweek is licensee of WJXT(TV) Jacksonville, Fla.; WPLG-TV Miami; WTOP-AM-TV Washington and WFSB-TV Hartford, Conn. The parent company owns the Washington Post, Newsweek magazine and Art News and a 50% interest in the Los Angeles Times-Washington Post News Service and a 30% interest in the Paris-based International Herald Tribune. Katharine Graham and family own the Post Co.'s class A stock; class B is publicly traded on the American Stock Exchange.


Changing Hands

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

- WCKY(AM) Cincinnati: Sold by Post-Newsweek Stations to Truth Publishing for $3.6 million (see above).
- WNAE(AM)-WRNR(FM) Warren, Pa.: Sold by Northern Allegheny Broadcasting Co. to Kinzue Broadcasting Co. for $450,000. Principals in seller are A. David and James Potter who are retiring. Principals in buyer are W. LeRoy Schneck (62.5%) and Rockwell O'Shie...
Mr. Schneck had 17% interest in Northern Allegheny and is program director at WNAE and WRNR. Mr. O'Shie, Warren attorney, owns outdoor recreational facilities company. WNAE is daytimer on 1310 kHz with 5 kW. WRNR (FM) is on 92.3 kHz with 26 kW and antenna 410 feet above average terrain.

* KCRB-AM-FM Council Bluffs, Iowa: Majority interest (60%) sold by Richard L. Freeman to John C. Mitchell, who already held others 40%, for $379,430. Mr. Mitchell is president and principal stockholder in KGPS(AM) Kearney, Neb., and KFLI(AM) Mountain Home, Idaho. KCRB is daytimer on 1560 kHz with 1 kW. KCRB-FM is on 98.5 MHz with 100 kW and antenna 175 feet above average terrain.

* WPEO(AM) Crozet, Va.: Sold by George G. Cory, retiring, to McClennen Broadcasting Corp. for $275,000. Buyer is W. Edward McClennen (100%), general manager of WCHV(AM) and WCCV-FM Charlottesville, Va. WPEO is daytimer on 810 kHz with 250 kW.

* KHSJ-AM-FM Hemet, Calif.: Sold by Ramona Broadcasting Corp. to KHSJ Inc., for $250,000. Principal in seller is James C. Richards, president and general manager. Principal buyer is Raymond J. Kandel, president, and 50% owner of 2588 Newport Corp., parent of KHSJ Inc. and licensee of KTXC(AM)-KFMM(FM) Tucson, Ariz.; KYVA(AM)-KGPL(FM) Gallup, N.M., and KHTO(AM)-KUUL(FM) Madeira, Calif. Mr. Kandel is also real estate investor. KHSJ is daytimer on 1310 kHz with 500 kW. KHSJ-FM is on 105.5 MHz with 700 kW and antenna 265 feet below average terrain. Broker: Hogan-Feldman Inc.

* WTVS(AM) Marianna, Fla.: Sold by James W. Tate to Jackson Broadcasting Corp. for $200,000. Mr. Tate plans to retire. Principals in buyers are William F. Dunkle III (60%), wife, Eleanor C. (20%), and mother, Carolyn W. (20%). Mr. Dunkle is announcer-salesman for WTVS, which is on 1340 kHz with 1 kW day, 250 kW night.

Approved:

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

* WHKN-TV Huntington, W. Va.: Sold by WHKN-TV Inc. to Gateway Communications Inc. for $7,424,000. Reeves Tele- com Corp., parent of WHKN-TV Inc., owns KEEE-AM-FM Huntington and WHKN-AM-FM Baltimore. Hazard E. Reeves is chairman of the board. Principals in Gateway are Bergen (N.J.) Evening News Corp. (Bergen Evening Record and Sunday Record; Patterson, N.J., Morning Call); 80%; George A. A. Koehler, president (13%), and H. Lewis Klein, vice president (5%). Gateway owns WRGB-TV Binghamton, N.Y., and WTAJ-TV Altoona and WLTV-AM Lancaster, both Pennsylvania. WHKN-TV is ABC affiliate on Ch. 13 with 316 kW visual, 20 kW audio and antenna 1,000 feet above average terrain.

* WYSL(AM)-WPHD(FM) Buffalo, N.Y.: Sold by McLendon Corp. to Howard Communications Inc. for $1 million. Principals in seller are B. R., Gordon B. and Jeanette McLendon (together 100%), who are also licensees of KCDN-TV Pembina, N.D., and KNSM(FM) Dallas. Through McLendon Pacific Corp., the McLendons own KOST(FM) Los Angeles. Other broadcast holding, WNUS-AM-FM Chicago, has been sold to Globetrotter Communications Inc. for $4,45 million pending FCC approval (BROADCASTING, Nov. 19, 1973). Principal in buyer is Robert Howard, president (100%). Mr. Howard was formerly vice president and general manager of WPGC-AM-FM Morningside, Md., and has various real estate investments. WYSL is on 1400 kHz with 1 kW day, 250 kW night. WPHD is on 103.3 MHz with 40 kW and antenna 340 feet above average terrain.

* WVTV(AM) Huntsville, Ala.: Sold by Tennessee Valley Broadcasting Co. to Powell Broadcasting Co. for $630,000. Principals in seller include Tom G. Trasher, vice president. Principal in buyer is Edwin W. Powell (99.8%), Huntsville cattle farmer and investor. WVTV is daytimer on 1000 kHz with 10 kW.


---

**FCC approves ascertainment method of KPIX**

Commission rejects charge station didn't properly seek minority views, says 'numbers game' is not required; KTVU renewal is appealed

In ascertaining community needs and interests, broadcasters need not maintain a "statistical parity" between those they interview and their ethnic and racial percentages of the total population involved. For the FCC does not "play a numbers game regarding community survey requirements." It is concerned with representativeness, not specific numbers.

The commission made the point in rejecting a petition by Marcus Garvey Wilcher and the Community Coalition for Media Change, which he serves as co-chairman, to deny Westinghouse Broadcasting Co.'s renewal application for KPIX(TV) San Francisco (BROADCASTING, Sept. 23).

The coalition had alleged that an "overwhelming majority" of the community leaders interviewed by KPIX were middle-class, middle-income persons who did not reflect a cross-section of the community. The survey underrepresented minority groups, the coalition said, and the station did not maintain continuous contacts with minority groups.
minority groups during the license term.

But the commission held that the station's surveys of leaders and the public were "specifically responsive to" and "more than met" the requirements in the Primer on Ascertainment of Community Participation, Broadcast Appliers.

The commission also found that the station's surveys closely approximate the ethnic and racial composition of the area and that, as a result, the allegations of underrepresentative minority sampling have no support. Similarly, it said, there was no basis for criticism of Westinghouse's ongoing ascertainment activities.

Ascertainment was not the only issue on which the coalition sought denial of the KPIX license renewal. The coalition said that the station's past programming was not responsive to the area's residents, particularly the minority population, and that it objected to program proposals on the ground they would provide only a continuation of allegedly inadequate service. The coalition also charged that the station had been discriminating against minority groups in its hiring practices.

The commission said there was no basis for any of the charges.

The vote was 5-0-0, with Commissioner Benjamin L. Hooks concurring. Commissioner Robert Kasmire, who was absent at the time, was present.

In the same week that the commission rejected the petition of a coalition directed against KPIX, another coalition was filing an appeal in the U.S. Court of Appeals in Washington from an earlier commission decision granting the renewal of Cox Broadcasting Co.'s KTVU(TV) Oakland-San Francisco, Calif. The appeal was filed by the California La Raza Media Coalition, which had urged the commission to designate KTVU's renewal application for hearing to explore the station's employment practices, ascertainment efforts, past and proposed programming, and alleged violations of the fairness doctrine and of commission rules requiring broadcasters to maintain files for public inspection.

### Media Briefs

**Lose some, win some.** XETV(TV) Tijuana, Mexico (San Diego market), announces it has signed secondary affiliation agreements with NBC and CBS. Channel 6 station already is carrying NBC's *Monday Night at the Movies* and is scheduled to air program on regular basis through May 28. It will also carry CBS's *Captain Kangaroo, Big Blue Marble.* XETV was until July ABC affiliate in San Diego market, but failed to get FCC approval to continue. ABC is now affiliated with KCST(TV) there (ch. 39).

**Communication.** NBC has established Department of National Community Affairs headed by Robert Kasman, vice president, corporate affairs, to encourage and maintain communications flow between NBC and "leading national organizations" which deal with broadcasting, such as Action for Children's Television, National Organization for Women and other parent, institution or minority groups seeking to influence media.

### Broadcast Journalism

**Retailers explain growing reliance on radio and TV**

**RAB and TVB put broadcasting's best foot forward at N.Y. seminar by presenting advertisers who have found happiness on the air.**

Television and radio's incursion into retail advertising—once a print preserve—was addressed by speakers at a two-day meeting of the National Retail Merchants Association in New York.

The broadcast media's most fervent boosters, understandably enough, were the Television Bureau of Advertising and Radio's director, Burdine's, Miami. He gave the audience that Bloombergdale's plans to use television on a regular basis.

Ms. Glynn said that in the past, Bloombergdale's had scheduled TV for occasional special promotions, including the opening of new stores and special sales of selected items. She said the proposed TV budget would supplement the company's regular advertising program in various print media, but did not disclose the TV portion of the projected TV effort (Reached later at Bloombergdale's, Ms. Glynn said specifics of the TV project would not be ready for release for several more weeks.)

The session on radio was arranged by RAB and was attended by Joyce Reed, its director of retail services. Case histories of successful radio promotions were detailed by Richard Westman, vice president, and media director of Jack Byrne Advertising Inc., New York; Leana Clarke, sales promotion and advertising manager, Forbes & Wallace, Springfield, Mass., and Gordon Cooke, publicity director, Burdine's, Miami.

Mr. Westman related the creative radio approach used by Byrne to solve certain problems of its retail clients. He played and gave the rationale behind commercials created by Byrne for clients including Seaman's, Brooklyn, N.Y. ("In order to have them stand out from other furniture stores, we made them a little more human," he said). Vice Premier Phinias ("This store offers reductions for buying food in bulk and we created two commercials—one for the white middle-class and the other for the black and less prosperous customers stressing the value of mass buying") and Frankie Simon, New York ("We've built enthusiasm for shopping on 34th Street, an area which had been slipping"). He said Byrne's clients had been "very successful" with radio.

Ms. Clarke noted that Forbes & Wallace, a 100-year-old company, has been traditional in advertising almost exclusively in newspapers. But recently in planning for the opening of a branch store 60 miles from Springfield, the company bolstered its radio budget substantially because the community residents were younger and with a different lifestyle. She indicated that radio would play a more vital role in the store's advertising, saying the medium is able to reach different kinds of people through its various formats.

Mr. Cole described what he called a "successful" back-to-school radio campaign in which four stations in the Miami area carried from 150 to 250 commercials per week. The radio effort was reinforced by a vigorous merchandising campaign and the store evaluated the entire project through a customer awareness survey ("radio was very effective," he said).

The session on television was moderated by Tom McGoldrick, director of retail sales, TVB. Its highlight was the showing of a TVB presentation putting together suggestions on the creation and scheduling of effective retail television commercials. Among the tips offered: use a hard-hitting commercial (or elements from it) over and over again; re-use commercials by changing the copy or using only parts of the original; place your advertising in periods when business is slack (example: Hudson-Belk's campaign—"Shop in November, Relax in December"); de-emphasize Santa Claus promotions during the holiday season and develop promotions that don't tie parents down to the children; select target audiences and buy TV schedules in bulk.

Ding Koehler, senior vice president and project director of Sawdon & Bess Inc., New York, offered some guidelines for producing effective retail TV commercials. He suggested advertisers produce commercials they can afford but "do them well"; they should be sure their idea is in the copy and should be as original as possible; they should pay careful attention to the audio as well as the video, and they should listen to outside specialists on such questions as tape or film, or stock music, and special effects.

Others appearing on the panel were Howard Abrams, broadcast consultant in the retail field and Bambi Hammill, broadcast manager, The Hecht Co., Washington, who made brief comments on the TVB film.

**Bradley plans replay**

**Game maker again budgets $5 million for pre-Christmas TV, backed by radio**

Christmas is still 12 weeks away, but the Milton Bradley Co., Springfield, Mass., has begun a broad-based television and radio campaign to heighten interest in its games for the holiday season.

Bradley is expected to spend about $5...
million on television in the fourth quarter of 1974 in both network and spot television, approximately the same as in the 1973 final quarter. A company spokesman said Bradley also has just launched an extensive network-TV effort for its various games on Saturday and Sunday morning shows that will extend through the holiday season. Its spot-TV blitz on more than 50 major cities will begin Oct. 21 and will run from six to eight weeks. Among the well-known personalities featured in the Bradley television commercials will be Lucille Ball for the new crossword game, Cross-Up; and Tony Randall and Jack Klugman for an adult game, Challenge Yahtzee.

In the TV specials area, the National Association of Broadcasters said it will sponsor Santa Claus Is Comin' to Town on ABC-TV on Dec. 5 (8-9 p.m.) and 'Twas the Night Before Christmas on CBS-TV on Dec. 8 (8-9 p.m.).

**FTC's proposals on kid premiums wrong approach, NAB, NBC say**

The Federal Trade Commission's proposed ban on television advertising of premium offers to children is "unreasonable and arbitrary," the National Association of Broadcasters said in comments filed with the FTC last week. Also filing was NBC, which concurred with most of NAB's objections.

According to the NAB, "The question of premium advertising to children has already been dealt with effectively in broadcasting through the self-regulatory process. There is neither a need nor a basis for an outright ban on such broadcast advertising."

NAB submitted statistics to demonstrate that its Code Authority is performing well. Of 244 premium-offering commercials submitted for Code Authority review by restaurant and breakfast cereal advertisers in 1973, for example, 145 were ultimately deemed acceptable under code standards the statement said. It described instances in which commercials have been turned down, for example, a commercial for a restaurant which was found unacceptable because it devoted too much time to an offer of free circus tickets, violating the code premium-time proscriptions. Built into NAB's premium advertisement guidelines, the NAB said, are guards against "distortion, oversimplification, over-glamorization" which could cause a child to be deceived.

NAB said, and NBC concurred, that the FTC's proposed guidelines are based on "conjecture and supposition" that premium ads are confusing, harmful and unfair to children under 12 and erroneously presume that a ban aimed solely at television would eliminate the problem. NAB and NBC both argued that the proposed FTC guidelines discriminate against television. "It is difficult to understand the legal basis for singling out for regulation the only medium which has endeavored to develop its own sensible and effective machinery for self-regulation," NAB said. In fact, NAB said, a ban on premium offers on TV will likely have the same result as the ban on cigarette advertising on TV: Premium advertisers will simply redirect their resources to other media outlets such as magazines. In the case of the ban on cigarette advertisements on TV, cigarette sales subsequently climbed and cigarette advertising revenues for the print media nearly tripled. The loser, according to NAB, was the broadcasting industry, which lost $200 million in advertising.

NAB argued that the FTC has not made a persuasive case for saying that premium advertisements are harmful to children. It is unlikely, for example, that premium offers of competing similar products will harm a child, it said. "Where is the injury to the child who finds Tops bubble gum baseball cards more appealing than Fleer Double Bubble chewing gum comic strips?"

NAB also argued that some premiums are beneficial, such as cereal promotion of Golden Nature Guidebooks which...

---

**"As splendid service..."**

**"Unduplicated by any other source..."**

**"Clear, Concise, Unbiased..."**

These are typical of scores of user comments on State Farm's No-Fault Press Reference Manual. Since its publication in January of 1973, it's become the standard reference work on auto insurance reform. More than 800 copies are in use in the nation's newsrooms. Encyclopedic in scope, the 300-page loose leaf manual is a tab-indexed guide to every aspect of the no-fault auto insurance story. For every state that's passed major auto insurance legislation, the manual provides a concise run-down of the law's principal provisions, along with an analysis and its complete text. Other sections include a historical overview of the auto insurance reform effort, proposed federal legislation and a glossary. Updates are mailed to all manual users as laws are amended and new ones passed. They also get Advisory, a one-page newsletter that thumbnailstrips interim developments.

Altogether, the manual, updates, and newsletter offer authoritative, unbiased help to everyone reporting on auto insurance reform. For this free service, write to:

Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

Broadcasting Sep 20, 1974

29
Bar reports television-network sales as of Sept. 15

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Sept. 15</th>
<th>Total dollars week ended Sept. 15</th>
<th>1974 total minutes</th>
<th>1974 total dollars</th>
<th>1973 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td>65</td>
<td>$499,300</td>
<td>2,418</td>
<td>$16,409,900</td>
<td>$17,100,000</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>1,023</td>
<td>8,730,700</td>
<td>36,683</td>
<td>314,212,200</td>
<td>270,819,500</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>298</td>
<td>5,746,400</td>
<td>10,221</td>
<td>136,817,300</td>
<td>126,712,900</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>92</td>
<td>2,017,600</td>
<td>3,617</td>
<td>74,320,000</td>
<td>66,590,000</td>
</tr>
<tr>
<td>Sunday</td>
<td>10</td>
<td>287,700</td>
<td>500</td>
<td>10,694,600</td>
<td>10,823,300</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>405</td>
<td>26,341,100</td>
<td>14,473</td>
<td>789,622,100</td>
<td>725,394,900</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>170</td>
<td>2,947,300</td>
<td>6,361</td>
<td>103,831,200</td>
<td>89,417,800</td>
</tr>
<tr>
<td>Total</td>
<td>2,063</td>
<td>$46,570,100</td>
<td>74,273</td>
<td>$1,445,707,300</td>
<td>$1,306,858,400</td>
</tr>
</tbody>
</table>

*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

Business Briefs


Consolidated. The Katz Agency has combined its television and radio research departments into total broadcast service department divided along research and promotion lines. Peter R. Goulazian, assistant to president of Katz Television, has been named vice president for broadcast services for The Katz Agency. In changeover, William Schrank, who has headed Katz Radio's research promotion department for seven years, has been appointed director of creative systems for company and Kenneth Mills, head of Katz Television research-promotion since 1969, becomes director of creative services for The Katz Agency. Effect of move is to place Mr. Schrank over research in AM, FM and TV and Mr. Mills in charge of all broadcast promotion.

Hardware. Jefferson Data Systems, subsidiary of Jefferson-Pilot Broadcasting Co., will market computer services nationwide in 1975. JDS has 10 television and radio subscribers at present, including one Post-Newsweek stations; has purchased $500,000 worth of hardware in preparation for expansion.

Selling help. Sales training division of Richard F. Palmquist Inc. has announced training aid for broadcast stations in form of cassette tape that includes more than 25 tips and suggestions for selling time more effectively. 1300 South Green Bay Road, Racine, Wis. 53406.
NCTA climbs into ring at FTC to counterpunch NAB antipay ads

Fraudulent, misleading, deceptive are but a few of the many charges made in vitriolic filing that seeks cease and desist order

"NCTA believes that the broadcast industry has carried its propaganda campaign regarding 'free TV' too far." With those words, the National Cable Television Association last week opened a new—and by far the most bitter—front in the continuing battle over the development of pay cable.

The words were in a complaint NCTA lodged, as expected, against the National Association of Broadcasters at the Federal Trade Commission. The anticipated action ("Closed Circuit," Aug. 19), accused NAB of fraudulent and misleading advertising in its promotional campaign against alleged siphoning of broadcast programming by pay-cable operators. NCTA contended that several advertisements placed in major newspapers in the past year by NAB's Special Committee on Pay TV violated federal law by making unfounded claims regarding pay cable's intent to deprive American viewers of popular free television programs.

In so doing, NCTA alleged, the NAB "has gone past the limits of exaggeration or puffery and placed its advertisements into the category of false, misleading and deceptive advertising in violation of Section 5 of the FTC Act."

It characterized the ads as "a disservice to American consumers and . . . designed to thwart competition in video communications."

NAB officials last Wednesday (Sept. 25)—the day the NCTA complaint was filed—said since they had not received copies of the document, they would reserve comment.

The NCTA action came immediately after the association's board of directors met in Rancho La Costa, Calif. (see page 32). Reportedly, several revisions were made in the complaint during that meeting.

The complaint urged the FTC to conduct an investigation of the NAB's advertising practices and to order the association to desist from making similar advertising claims in the future. It sought no punitive or compensatory redress. (Cable industry sources, however, did not foresee litigation of this nature as a future option.)

The NAB ads in question appeared in several leading newspapers—including the Washington Post and Star-News and the New York Times—on Aug. 1, 1973; Oct. 11, 1973, and Nov. 29, 1973. The complaint cited a fourth ad in the July 15 issue of Broadcasting. In essence, the ads made the representation that, unless pay cable entrepreneurs are checked by public and governmental action, they will obtain rights to popular TV offerings and relegate them to a fee-basis service exclusively.

Said the Aug. 1 NAB ad: "Pay TV operators are now planning to buy the exclusive rights to present events like football, baseball, basketball and all the rest, and movies and popular entertainment shows—things that you can get on free TV right now—and convert your TV set to a box office for themselves."

NCTA, however, maintained in its complaint that not only are pay cable's plans devoid of such intentions, but that the FCC's present antisiphoning rules prohibit such activity. "The fact is," NCTA contended, "that it is the commercial broadcaster who has the exclusive rights to these programs and in some cases has even been involved in . . . illegal warehousing." The association termed "an incredible disservice" NAB's alleged intention "to attempt by false and misleading statements to scare the public into believing that as a result of subscription cablecasting, free TV, like an automobile without gas, will be dead."

Further, NCTA took exception to NAB's use of the word "free" in describing commercial television and called it "a clear contravention to guidelines set down by the FTC concerning the advertising of free merchandise or service."

The "free" medium, NCTA noted, had
advertising revenues of $3.46 billion with pretax profits of $653 million last year—which purportedly removes it from the FTC-established definition of a cost-free service.

NAB, NCTA contended, "is misleading and deceiving the American public through the use of false statements, innuendo, half-truths and scare tactics."

Growing momentum for pay cable is highlight of NCTA board meet
Foster stamps it as first priority; chairman's new contract to be discussed at mid-October meeting

The directors of the National Cable Television Association thought it might buck up the troops if there were some bright success stories and optimistic forecasts presented at last week's board meeting at the Hyatt Regency in La Costa, Carlsbad, Calif. So they opened most of the two-day meeting to the press and guests and they heard some good news and some not so good news.

On the one hand they heard the best CATV success story that has been reported in a long time. This was United Cable's Tulsa, Okla., cable system that began operating last winter, and now boasts 53% subscription saturation in the first 350 miles of plant. They also heard about an extensive study of cable TV by giant IBM Corp. that foresaw all sorts of potential in using CATV systems for computer services. But they were disappointed when they learned that IBM feels that the time is not right for it to get into the field.

By and large, however, the cable leadership was most heartened by the support it has gained, principally from the motion-picture industry and some local as well as federal elected officials in moves to remove shackles on the showing of movies over pay cable systems. And it was told that pay-TV subscribers are continuing to increase.

Perhaps the most exciting report about what almost everyone agrees has been a moribund industry for the last several years came from Gene Schneider of United Cable (formerly LVO Cable), whose 35-channel $10-million cable system began operating in Tulsa last January. It now has 15,800 customers, with a target of 65,000-75,000 subscribers when the installation is completed. It not only provides all local TV stations, Mr. Schneider said, but also two Los Angeles independents, plus a 24-hour movie channel (for free; although United is studying a pay-TV operation), an all-children's channel, as well as a host of other services that are standard as well as new for cable TV, such as news, time, weather, sports, finance, even a color bar channel so customers can fine-tune color TV sets. United Cable anticipates installing a similar system soon in Albuquerque, N.M.

That was the good news. The other side was presented by George Krems of the IBM Corp., who told how his firm had undertaken a study of interactive, two-way CATV as a prospective market for computers and found it ripe with potential. But, he said, IBM's management decided the time was not ripe for this activity yet. Mr. Krems's lukewarm report was offset in a way by Winston Hinsworth of Salomon Brothers, New York investment house, who said that from a financial viewpoint there were encouraging signs, especially the increasing profitability of existing systems and the prospective improvement in the regulatory picture.

But it was pay cable's future that without a doubt intrigued most of those present. That and copyright, which it seems may become a bone of contention in November at the executive committee meeting, with some directors claiming that the association should move to try to get a better break on copyright legislation. David Foster, NCTA president, agreed that there was no chance of copyright legislation in the remaining days of this session of Congress; he expressed hope that the House Judiciary Committee might approve legislation next spring and that after conference with the Senate a law might be in existence in late 1975 or early 1976. Mr. Foster, in his president's report, noted that the cable viewpoint that resulted in the sports black-out provision being eliminated came partly as a result of the broadcasters' concern with another provision that would have required them to pay additional fees to performers. Otherwise it would have been much more difficult, he said.

But, beyond all that, Mr. Foster said, pay TV is NCTA's number-one priority. The use of movies by cable companies, he said, must be deregulated, and, as he told Jack Valenti, president of the Motion Picture Association of America, "we're going to hang tough on that issue."

Mr. Foster added: "Cable TV is not tied forever to the 1971 consensus agreement... it's not holy writ." That was the agreement among movie producers, broadcasters and cable operators to work for a just copyright bill.

Mr. Valenti, whose producer members were among those who fought so bitterly with cable operators on the copyright issue, said that now there is total unanimity among producers, craft members and union members on the pay-cable issue: Every person, he said, should be able to see a movie any way he wants to. Mr. Valenti said that the networks were engaged in "a little bit of demagoguery" when they claim that movies will be siphoned off or denied to over-the-air broadcasters.

After commenting that six out of every 10 motion pictures shown on TV are commissioned for that medium by the networks, he said he sees cable operators some day banding together to commission movies for CATV.

Geoffrey Nathanson, president of Optical Systems Corp. which has nine pay systems operating, reported he is planning to open in Flint, Mich., next month. He said latest estimates are that there are 50 pay systems operating with a total of over 100,000 customers. The largest, of course, is Optical Systems in San Diego, now serving 14,200 subscribers.

"Pay cable," Mr. Nathanson emphasized, "is no longer an experiment for us; it's our only business." Although movies are the staple fare for pay today, he noted, sports undoubtedly will be a second program source in the future.

Representative Lionel Van Deerlin (D-Calif.), a member of the House Commerce Committee, told the NCTA board that the networks are "presumptuous" in saying that movies, and sports "inevitably" will be lost to over-the-air broadcasting if not restricted on cable TV. "We must find out where the truth lies," he said, calling for a two-year deregulation period. If at the end of that time, he added, broadcasters' fears are realized, then the FCC can reinstitute regulation.

"You are to be believed until there is evidence to the contrary," he told the cable TV audience.

And the CATV operators were heartened by similar sentiments voiced by a municipal official. He was John Witt, San Diego city attorney, who took issue with the FCC's pre-emption of pay

Cable talk. Congressman Lionel Van Deerlin (D-Calif.) (l) shares words with NCTA board members Henry Harris (Cox Cable Communications) (c) and Barry Zorhian (Time Inc.).
TV and reported that the city had filed its opposition with FCC, especially in regard to restrictions on the use of movies on cable TV.

The board members also heard plans for a sports and other program services being evolved by Target Network Television, an offshoot of KMA-TV Kansas City (ch. 41). Tom Lemmons of TNT told the NCTA directors that advertising is beginning to come into the regional CATV networks. The latest is Black & Decker, sponsoring a woodworking show, taking two minutes of the four minutes available for commercial announcements, with the other two minutes available for sale by TNT. The last 95 seconds of every program, Mr. Lemmons said, is available for local sale by the cable system.

Other highlights of NCTA board meeting last week:

* Bruce Lovett, American Television and Communications Corp. and chairman of NCTA, reported that the executive committee will be meeting in mid-October with Mr. Foster to discuss a new contract with him. Mr. Lovett noted that the current Foster contract requires negotiations to be completed by March 1, 1975. Mr. Foster, who reportedly receives $75,000 annually in his current 18-month contract that expires May 31 next year, has asked for two-to-four year contract, as well as increases in remarriage. 1. 23. 2.

* The board heard an extensive report from Amos Hostetter, Continental Cablevision, Boston, former NCTA chairman, on negotiations with telephone companies for pole-line fees. Mr. Hostetter said the committee he heads will meet with AT&T Oct. 1, but that there are no meetings scheduled with General Telephone & Electronics. The committee, Mr. Hostetter said, sees a possible pattern of joint pole fee boosts by power companies, and is considering the possibility of legal action if this indeed is a concerted move by monopoly utility companies.

* The board expressed its impatience with the failure to receive fee refunds from FCC. NCTA members serving 3.5 million subscribers. Associate memberships, however, seem to be going down.

* And, although the $1.4-million budget for NCTA adopted in June provided for just $46,000 in surplus, there is now a surplus of $53,000, Mr. Foster told the board members. At the same time, he warned that rising costs and an overworked staff will require additional people and higher wages soon.

Broadcasters to one side; cable, producers to the other in pay-cable filings

The FCC, in its long-pending pay cable proceeding, had asked in August for further comments on the present and proposed rules. By last week it had received plenty of them.

Broadcasters, in their comments, said the present antiphoning rules regarding pay cable are necessary for the continuation of feature films and sports telecasts on conventional television. The Association of Maximum Service Telecasters contended that without the antiphoning rules, pay cable is likely to be devoted to mass entertainment and never develop the diversity in programming envisioned for it by the commission. Hence, pay cable is a "supplementary service," according to NBC, there is no need for pay cable operators and broadcasters to compete for the same programs. The network added that the view of an open market for acquiring feature films and sports programs, espoused by those who want to do away with the present antiphoning rules, is not relevant since pay cable is not in pure competition with broadcasters because cable now picks up network programming free of charge.

The National Association of Broadcasters told the commission that any action it takes should not be based on pay cable's purchasing power at the present time, since pay cable's potential for growth is such that it will be able to outbid free TV in the near future.

ABC said that any FCC decision reached regarding pay cable should be tentative and subject to congressional evaluation and legislative action—which would include the resolution of the copyright issue—before any changes are adopted.

The networks argued that any relaxation of the current major professional sports anti-casting rule (which restricts pay cable to the use of motion pictures within the first two years of theatrical release or to once-a-month use of films in release 10 years or longer) would be tantamount to keeping features off free TV. A reduction in the post-release period during which films are denied to pay cable would enable producers to skip free TV, it was said.

Addressing their remarks to other proposed changes in antiphoning rules suggested by AFTRA, they opposed any "wildcard" provision giving pay cable operators an exemption from the 2-10 rule for blockbuster films that may not be released to free TV for a longer period of time than most films.

 Also, AMST argued against an FCC proposal that would allow pay cable operators and the networks to bid on a feature film once it was two years old; the winner would show the film for one year and then alternately, the outbid pay service would have access the second year. AMST's contention was that pay cable would be in a better financial position to outbid the networks for first showing and thus relegate network movies to second-run status.

With respect to sports programing restrictions on pay cable, the networks held that present provisions whereby sports events that have been telecast in last two years in the community are not available to pay cable should be strengthened to comply with the FCC's rules governing over-the-air subscription television that sets a five-year standard. NAB and NBC argued that present sports categories—at home, away, game of the week—which determine whether pay cable may be given access to certain events, should be expanded. AMST objected that any event should not be extended or pay cable operators will devise categories that allow them to become entrenched in a sport and eventually outbid networks for complete coverage.

Other broadcasters commenting on the proposed changes in the pay cable antiphoning rules, including Metromedia Inc. and 20 licensees that filed jointly urged that sports restrictions be pushed further to conform with subscription television rules and that the FCC ban all cablecasting of the four major professional team sports (football, baseball, basketball, and hockey) from pay cable though exceptions on an ad hoc basis could be considered.

Also in contention is whether pay cable should be allowed to provide sports that are not televised in the community. AMST argued that so-called "remainder games" are not now carried because stations often cannot accommodate them. If pay cable has pay cable access to these games, AMST said the FCC would set a freeze on expansion of their coverage by free TV. As the rules now stipulate, if a "substantial" number of games of any of the four major professional team sports is covered by free TV then cable access is excluded. AMST wants to fill in the ambiguous "substantial" with a 10% yardstick; the NAB opted for a 25% standard.

The commission's proposal would require notification by pay cable to the networks prior to carrying any pay cablecast. The networks favor such a requirement and CBS urged a 30-day notification period.

The FCC also raised the question of "warehousing"—the practice of buying film rights with no intent to broadcast immediately but merely to thwart competitors—in regard to the contention by cable groups that networks had used the practice to bar cable from certain movies. The networks denied the allegation but added that the right of exclusivity is necessary for protection from other broadcasters and to insure a sufficient market.

ABC additionally asked that the commission not only retain the present antiphoning rules but extend them to cover all cablecasting whether or not a per-program or per-channel charge is made.

The Association of Independent Television Stations and Kaiser Broadcasting Co., testified that any changes in the antiphoning rules would hit independ-
ent TV's the hardest, since feature films and sports often are the mainstay of independent broadcasters' program schedules.

At the other end of the spectrum, the National Cable Television Association, supported by other cable groups and several independent organizations, called for a complete waiver of all the present antiphonings rules for at least a four-year experimental period to allow the commission to evaluate whether any restrictions are needed.

Calling the present rules "artificial constraints" aimed at retarding the "free market" interplay of producers, telecasters and cable operators, NCTA said the rules are impeding the necessary growth of cable television and are "overly protective of the broadcasting industry." NCTA argued that for cable to realize the programing diversity made possible by its multiplicity of channels, staples such as movies and sports are needed to generate the revenue required to provide cultural and minority-oriented programs.

NCTA added that broadcasters' fears that they will lose these programs to cable are unrealistic in view of the networks' present financial status vis-a-vis pay cable. Furthermore, NCTA suggested that "economic survival" of film producers to eliminate networks and independent broadcasters as customers.

On the proposal of alternate free bidding between pay cable and broadcasters for one-year rights to feature films, the cable groups held that broadcasters would have to realize—"opposite position broadcasters took.

The Office of Telecommunications Policy also endorsed an experimental suspension of all antiphonings rules except with regard to sports. In the initial phase of the pay-cable proceeding culminating last November with three days of oral arguments, OTP did not participate because the Cabinet Committee on Cable Communications had not then completed its report. The present OTP comments came since the cabinet committee had concluded that, in the long run, where nearly 50% of all homes are hooked up, no antiphonings rules should be needed. OTP added that the relative strengths of the broadcast, program production and cable industries shows that there is "no credible threat" to the public's continued reception of broadcast entertainment programing.

The National Citizens Committee for Broadcasting also endorsed the lifting of antiphonings restrictions. NCCB suggested the FCC reduce the present requirement that no more than 90% of all cablecast program hours be devoted to features or sports to 75% Third parties to the pay-cable proceeding—leagues and program suppliers which generally urged the removal of the present antiphonings rules. Joint comments filed by the Motion Picture Association of America Inc., Columbia Pictures Corp., 20th Century Fox Film Corp., Metro-Goldwyn-Mayer Inc., Paramount Pictures Co., United Artists Corp. and Warner Brothers Corp., called the present antiphonings arguments "illusory." The groups expressed concern that setting a fixed period for feature films to be shown on pay cable would stifle the growth of new CATV systems. Also, these firms said that inclusion of any "grandfather" provision would effectively bar newer CATV systems from access to movies until the feature is 10 years old, while older systems would be able to carry the program.

MCA Inc., also against the rules and in favor of over-all suspension, said the alternate proposal advanced by the FCC in this latest proceeding would involve the commission in a "quagmire of administrative regulation."

The National Basketball Association, the National Hockey League and the Commissioner of Baseball all wanted to rescind antiphonings regulations as they pertain to sports coverage. In addition, they argued that the present two-year period should remain rather than conform to the five-year period set for subscriptions. The basketball group argued that five years would have pay operators dealing at "arrows length" with telecasters negotiating a fair compensation. The NHL wanted the FCC to use a 50% standard for determining "substantial"--that 30% of the games are telecast before precluding pay-cable access. The NBA offered a 35% figure instead.

All of the comments (over 40 altogether) were filed last week in response to the commission's Aug. 12 further notice of proposed rulemaking. The basketball group argued that five years would have pay operators dealing at "arms length" with telecasters negotiating a fair compensation. The NHL wanted the FCC to use a 50% standard for determining "substantial," that 30% of the games are telecast before precluding pay-cable access. The NBA offered a 35% figure instead.

All of the comments (over 40 altogether) were filed last week in response to the commission's Aug. 12 further notice of proposed rulemaking. The basketball group argued that five years would have pay operators dealing at "arms length" with telecasters negotiating a fair compensation. The NHL wanted the FCC to use a 50% standard for determining "substantial," that 30% of the games are telecast before precluding pay-cable access. The NBA offered a 35% figure instead.

Cable Briefs

Cox overseas. Cox Cable Communications, Atlanta, is now into international cable market. Company said it has purchased 30% of Anten Petersen A-S Horsens, Danish concern operating systems for eight locations in Denmark, $600,000. Cox will also advance $2.4 million in working capital over next few years to Horsens.

Money to move. Kingston CATV Inc., operator of cable system serving 14,000 subscribers in Kingston, Woodstock and Rhinebeck-Red Hook, all New York, has acquired 400,000 that its 10-year senior secured loan. Credit line, of which $3.4 million has already been forwarded to help construction and provide working capital, is extended by Aetna Business Credit Inc., East Hartford, Conn.

Academic guidelines. Cable Television Information Center, Washington, has published latest in its special report series--10-page guide to educational uses of cable TV. Booklet, emphasizing use of FCC-mandated educational access channels, is designed to aid academicians in assessing cable as instructional tool. It is available at $2.50 per copy from CITC, 2100 M Street, N.W., Washington 20037.
the Rockefeller hearings live.

A third Rules Committee member, Senator Marlow Cook (R-Ky.) criticized the networks during the hearings, suggesting that they appear to have agreed collectively not to give live coverage, thus raising antitrust questions. “That is absolutely not so,” said Sanford Socolow, a Washington vice president of CBS News.

Said Mr. Salant: “Members of the Senate, like anyone else, have every right to disagree with our judgment. We, on the other hand, have an obligation to act solely on the basis of independent news judgment, and we did so in this case.”

The absence of live coverage prompted Senator Scott to send his endorsement of long-range funding for public broadcasting via letter to Senator Warren Magnuson, chairman of the Appropriations Subcommittee which is currently reviewing that proposal. Public broadcasting television stations aired the Rockefeller hearings in full, but delayed, in the evenings. Public radio carried them live. In his letter, Senator Scott praised public broadcasting for its coverage of the hearings, adding, “This underscores the failure of the three commercial networks to provide a needed public service.”

Senator Magnuson’s subcommittee was to have heard testimony on the proposed long-range funding from Public Broadcasting Service President Henry Loomis last Wednesday, but postponed the session “indefinitely,” according to an aide.

Documentaries felled by prime-time ruling revived by NBC

They will reappear monthly as late Saturday-night specials

As projected, NBC News will kick off a monthly late-night, 90-minute magazine format documentary series (Broadcasting, July 1) this season. Weekend, premiering Saturday, Oct. 19, at 11:30 p.m. (NYT), will be “a program for people who like television,” said its newly named executive producer, Reuven Frank.

NBC News came up with the idea of late-night news shows after a court reversal of the FCC prime-time access decision forced the network to chuck its plans for a Saturday 7-8 p.m. weekly documentary slot. Weekend will pre-empt the Weekend Tonight Show once a month, on 12 Saturdays during the 1974-75 season.

Mr. Frank described the network’s attempts to suit the unique requirements of late-night viewing to news specials: “In prime time, a viewer who doesn’t like your show switches channels. After prime time, if you can’t keep him interested, he goes to bed. So we’re going to keep the stories short and fast-moving.” By that, Mr. Frank means that as many as six totally different stories will be examined during each 90-minute program. “It will be the opposite of a talk show. There will be few interviews, no long stories, no ‘stand-uppers,’ nobody in front of a picture-postcard background talking into an ice cream cone.” Details of the first Weekend edition have yet to be announced.

Anchorman for the series is Lloyd Dobyns, formerly NBC News Paris correspondent. Ten producers will work under Mr. Frank for the new series: Sy Pearlman, Patrick Trese, Robert Rogers, William Hill, Anthony Potter, James Gannon, Craig Leake, Karen Lerner, Peter Jeffries and Clare Crawford. Program manager is Joseph Bernstein, and director/associate producer is Gerald Polikoff.

Salant says media shouldn’t wallow in Watergate

He says question now is whether Journalism measures up routinely

Richard S. Salant, president of CBS News, cautioned the news media last week not to regard Watergate as a sign-off of self-praise but as a beginning for self-examination.

Mr. Salant was in a questioning mood in his remarks before the CBS Radio Network Affiliates Association convention in

Ætna Money in action.

$4,000,000
KINGSTON CATV INC.
Kingston, N.Y.
Senior Secured Loan
due June 1, 1984

This financing has been provided by
Ætna Business Credit, Inc.

Ætna Money

You get action with Ætna
Ætna Business Credit, Inc.

One of the ÆTNA LIFE & CASUALTY companies

Ætna Business Credit, Inc., 111 Founders Plaza, East Hartford, Connecticut 06108 • (203) 528-4831
Atlanta • Boston • Dallas • Detroit • High Point, N.C. • Los Angeles • Miami • Milwaukee
Minneapolis • New York • San Francisco • Washington, D.C.

*Registered Trade-Mark of Ætna Business Credit Inc.
Veterans have a lot of catching-up to do in many areas when they are released from duty. The job market is one. Promotions are often awarded on the employee's tenure and education. If military obligations interrupted progress for you in both areas, catch-up faster in the action-packed world of Broadcasting.

The Broadcasting Division of Jones College, Jacksonville, offers two and four-year programs in Broadcasting and Broadcast Management leading to the Associate in Science and Bachelor of Science degrees.

These comprehensive programs, designed by professional broadcasters, start in the basics of broadcasting and go through all phases of the radio & TV profession including copy writing, news gathering and editing, production techniques, announcing and commercial delivery, music programming, sales and communication law.

Jones College offers actual broadcasting situations in lecture rooms and job facilities. The college operates 4 radio stations on campus.

Veterans may obtain a 2 or 4 year degree by using their G. I. educational benefits. Veterans will receive regular monthly payments from Uncle Sam which could total as much as $10,000 (tax-free)

over a four-year period, depending on whether you attend full or part time, marital status, number of dependents, and G. I. Bill eligibility.

Catch-up on your future and improve your earning power in Broadcasting. New classes in Broadcasting begin September 25 at Jones College. Write or call collect today the Admissions Department for full information.

JONES COLLEGE
Arlington Expressway
Jacksonville, Florida/32211
(904) 743-1122
NBC leaning to Fernseh as minicam entry; $1.5 million deal in prospect

The move to electronic cameras in broadcast journalism escalated last week with the announcement that NBC News has concluded a deal for up to 29 hand-held Fernsehs. German cameras distributed through Robert Bosch Electronics of Saddlebrook, N.J.

NBC's entry into the minicam explosion was a considered one. Shortly after CBS News announced its commitment to the Ikegami, a Japanese electronic camera, for its owned-stations television news operations (Broadcasting, Aug. 19) and ABC followed suit with a projected 12-Ikegami buy for its O&O's, NBC switched from Ikegami—of which it will own three—for the newly developed Fernseh, which was introduced earlier this year at the National Association of Broadcasters convention in Houston. NBC will own five Fernsehs by the early part of 1975, and may go to the full 29 if—as stipulated in the deal—nothing better comes up on the market in the meantime. Like the other two networks, NBC is phasing out its Philips-Norelco PCP-90's.

The 40-pound Fernseh is comparable in weight and price to the Ikegami—about $55-60,000 per camera without recorder—and NBC praises both. However, after securing a stable delivery schedule from Fernseh, NBC pursued its conclusions that the German camera better matches studio camera quality and is somewhat easier to operate than the Japanese version. NBC will distribute the first five Fernsehs and its three Ikegamis to its O&O's, will retain any further Fernsehs that are purchased for use by the network.

If NBC goes through with the 29-camera purchase, it will cost approximately $1.5 million for cameras alone, plus another $3,000 per camera for recorders. Jim Kitchell, NBC News general manager of news services, estimates it would cost $200,000 to equip each of its 100 news crews worldwide. Some of the support equipment and editors could be shared among crews, however. Mr. Kitchell also estimates a saving of $40,000 per crew under the costs of film and film processing.

The 29-camera projection is based on "what our needs are, but you have to gain experience in the field before going through with it," Mr. Kitchell explained last week. "If you turn around there's a new piece of equipment, and we don't want to put all our eggs in one basket."

MCA, Dutch firm put chips on video-disk player

A move to put a video-disk player into the consumer market moved a giant step closer to realization last week when MCA Inc., Los Angeles, and N. V. Philips of Holland signed a long-term agreement to market to consumers a Philips-MCA optical video-disk player and compatible disks.

The player will be manufactured and sold by Philips through its international marketing and distribution offices. Concurrently, MCA will make and market video-disk programs.

Both Philips and MCA have for some years been developing an optical video-disk system, with MCA's Disco-Vision having been presented publicly for the first time in December 1972. In its more recent demonstrations, before the Society of Motion Picture and Television Engineers in Los Angeles earlier this year, the disk operated for over 40 minutes per side. The MCA system uses a laser beam to scan the disk.

MCA emphasizes that it has a wide spectrum of entertainment and other material available for use, including the "fast" Universal Picture film library. It also noted that it intends to produce a variety of new programs especially tailored for the video disk.

On the dotted line. Completing negotiations between MCA Inc. and N. V. Philips on the marketing of the Philips-MCA optical video-disk player and compatible disks, announced last week, are (I to r): Sid Shienberg, MCA president; Rudy Bom, Philips general manager, and John W. Findlater, president of the MCA subsidiary, MCA Disco-Vision Inc.
These are the top songs in air-play popularity on U.S. radio, as reported to Broadcast.com by a random sample of stations presenting pop music, “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**

<table>
<thead>
<tr>
<th>Weeks</th>
<th>Title (Artist)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Can’t Get Enough Of Your Love Babe (Sandi Shaw)</td>
</tr>
<tr>
<td>2</td>
<td>Downtown Train (Paul Anka)</td>
</tr>
<tr>
<td>3</td>
<td>I Shot the Sheriff (Eric Clapton)</td>
</tr>
<tr>
<td>4</td>
<td>I Hope I Don’t Lose Your Love (Olivia Newton-John)</td>
</tr>
<tr>
<td>5</td>
<td>Roll Me Gently (Cat Stevens)</td>
</tr>
<tr>
<td>6</td>
<td>Bet You’re Doin’ It Backwards (Billy Preston)</td>
</tr>
<tr>
<td>7</td>
<td>Nothing From Nothing's (The Who)</td>
</tr>
<tr>
<td>8</td>
<td>The Night the Chicago Died (Bob Dylan)</td>
</tr>
<tr>
<td>9</td>
<td>You Haven’t Done Nothin’ (Steely Dan)</td>
</tr>
<tr>
<td>10</td>
<td>Wonder Woman (Rufus)</td>
</tr>
<tr>
<td>11</td>
<td>You Can’t Even Win (Aretha Franklin)</td>
</tr>
<tr>
<td>12</td>
<td>Beach Baby (Tony Orlando &amp; Dawn)</td>
</tr>
<tr>
<td>13</td>
<td>Can’t Get Enough (Phil Collins)</td>
</tr>
<tr>
<td>14</td>
<td>Chicago (Chicago)</td>
</tr>
<tr>
<td>15</td>
<td>Sweet Home Alabama ( Lynyrd Skynyrd)</td>
</tr>
<tr>
<td>16</td>
<td>Let Me Leave You Alone (Neil Young)</td>
</tr>
<tr>
<td>17</td>
<td>Hang On In There Baby (Johnnie Birchle)</td>
</tr>
<tr>
<td>18</td>
<td>You And Me Against the World (The Who)</td>
</tr>
<tr>
<td>19</td>
<td>Can’t Get Enough (Bad Company)</td>
</tr>
<tr>
<td>20</td>
<td>Jazzman (Warner Brothers)</td>
</tr>
<tr>
<td>21</td>
<td>Skin Tight (Osibisa)</td>
</tr>
<tr>
<td>22</td>
<td>I’ll Put It All Together (Stylistics)</td>
</tr>
<tr>
<td>23</td>
<td>You Little Trustmaker (Tymes)</td>
</tr>
<tr>
<td>24</td>
<td>Stop &amp; Smell the Roses (Mac Davis)</td>
</tr>
<tr>
<td>25</td>
<td>The Hitch Is Back (Little River Band)</td>
</tr>
<tr>
<td>26</td>
<td>Love Me for a Reason (Ozzy Osbourne)</td>
</tr>
<tr>
<td>27</td>
<td>Steppin’ Out (Gonna Boogie Tonight) (Tony Orlando &amp; Dawn)</td>
</tr>
<tr>
<td>28</td>
<td>Do It (Baby) (Miracles)</td>
</tr>
<tr>
<td>29</td>
<td>Taking Business (Bachman-Turner Overdrive)</td>
</tr>
<tr>
<td>30</td>
<td>Tin Man (The Jimi Hendrix Experience)</td>
</tr>
<tr>
<td>31</td>
<td>Life Is The (Radio Birdman) (The Ruts)</td>
</tr>
<tr>
<td>32</td>
<td>Reaching Out (Santana)</td>
</tr>
<tr>
<td>33</td>
<td>Earache My Eye (The Rolling Stones)</td>
</tr>
<tr>
<td>34</td>
<td>You Ain’t Seen Nothin’ Yet (Bachman-Turner Overdrive)</td>
</tr>
<tr>
<td>35</td>
<td>California (Carolesdaughter)</td>
</tr>
<tr>
<td>36</td>
<td>Let’s Live For Today (Deacon Blue)</td>
</tr>
<tr>
<td>37</td>
<td>All Shook Up Again (Elvis Presley)</td>
</tr>
<tr>
<td>38</td>
<td>When Will I See You Again (Three Degrees)</td>
</tr>
<tr>
<td>39</td>
<td>Rock Your Baby (George McCrae)</td>
</tr>
</tbody>
</table>

**Weeks**

<table>
<thead>
<tr>
<th>Title (Artist)</th>
<th>Rank by artis</th>
</tr>
</thead>
<tbody>
<tr>
<td>21 Everlasting Love (Carly Simon)</td>
<td>40</td>
</tr>
<tr>
<td>22 Back Home Again (Johnny Cash)</td>
<td>40</td>
</tr>
<tr>
<td>23 Rolling Stone (Rolling Stones)</td>
<td>40</td>
</tr>
<tr>
<td>24 Whatever Gets You Thru the Night (Tom Petty &amp; The Heartbreakers)</td>
<td>40</td>
</tr>
<tr>
<td>25 John Lennon &amp; Yoko Ono</td>
<td>40</td>
</tr>
<tr>
<td>26 Joni Mitchell &amp; Asylum</td>
<td>40</td>
</tr>
<tr>
<td>27 John Denver &amp; RCA</td>
<td>40</td>
</tr>
<tr>
<td>28 Bruce Springsteen &amp; E Street Band</td>
<td>40</td>
</tr>
<tr>
<td>29 Aretha Franklin</td>
<td>40</td>
</tr>
<tr>
<td>30 John Denver &amp; RCA</td>
<td>40</td>
</tr>
<tr>
<td>31 The Beach Boys</td>
<td>40</td>
</tr>
<tr>
<td>32 Art Garfunkel &amp; Columbia</td>
<td>40</td>
</tr>
<tr>
<td>33 John Denver &amp; RCA</td>
<td>40</td>
</tr>
<tr>
<td>34 Buffalo Springfield</td>
<td>40</td>
</tr>
<tr>
<td>35 The Bee Gees &amp; Motown</td>
<td>40</td>
</tr>
<tr>
<td>36 The Isley Brothers</td>
<td>40</td>
</tr>
<tr>
<td>37 The Carpenters</td>
<td>40</td>
</tr>
<tr>
<td>38 Chicago &amp; Arista</td>
<td>40</td>
</tr>
<tr>
<td>39 The Beach Boys</td>
<td>40</td>
</tr>
<tr>
<td>40 EXILE &amp; Capitol</td>
<td>40</td>
</tr>
<tr>
<td>41 Steve Miller Band</td>
<td>40</td>
</tr>
<tr>
<td>42 Emmylou Harris &amp; Atco</td>
<td>40</td>
</tr>
<tr>
<td>43 The Beach Boys</td>
<td>40</td>
</tr>
<tr>
<td>44 The Beach Boys</td>
<td>40</td>
</tr>
<tr>
<td>45 The Beach Boys</td>
<td>40</td>
</tr>
<tr>
<td>46 The Beach Boys</td>
<td>40</td>
</tr>
</tbody>
</table>

---

**Over all rank**

<table>
<thead>
<tr>
<th>Weeks</th>
<th>Title (Artist)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Can’t Get Enough Of Your Love Babe (Sandi Shaw)</td>
</tr>
<tr>
<td>2</td>
<td>Downtown Train (Paul Anka)</td>
</tr>
<tr>
<td>3</td>
<td>I Shot the Sheriff (Eric Clapton)</td>
</tr>
<tr>
<td>4</td>
<td>I Hope I Don’t Lose Your Love (Olivia Newton-John)</td>
</tr>
<tr>
<td>5</td>
<td>Roll Me Gently (Cat Stevens)</td>
</tr>
<tr>
<td>6</td>
<td>Bet You’re Doin’ It Backwards (Billy Preston)</td>
</tr>
<tr>
<td>7</td>
<td>Nothing From Nothing's (The Who)</td>
</tr>
<tr>
<td>8</td>
<td>The Night the Chicago Died (Bob Dylan)</td>
</tr>
<tr>
<td>9</td>
<td>You Haven’t Done Nothin’ (Steely Dan)</td>
</tr>
<tr>
<td>10</td>
<td>Wonder Woman (Rufus)</td>
</tr>
<tr>
<td>11</td>
<td>You Can’t Even Win (Aretha Franklin)</td>
</tr>
<tr>
<td>12</td>
<td>Beach Baby (Tony Orlando &amp; Dawn)</td>
</tr>
<tr>
<td>13</td>
<td>Can’t Get Enough (Phil Collins)</td>
</tr>
<tr>
<td>14</td>
<td>Chicago (Chicago)</td>
</tr>
<tr>
<td>15</td>
<td>Sweet Home Alabama ( Lynyrd Skynyrd)</td>
</tr>
<tr>
<td>16</td>
<td>Let Me Leave You Alone (Neil Young)</td>
</tr>
<tr>
<td>17</td>
<td>Hang On In There Baby (Johnnie Birchle)</td>
</tr>
<tr>
<td>18</td>
<td>You And Me Against the World (The Who)</td>
</tr>
<tr>
<td>19</td>
<td>Can’t Get Enough (Bad Company)</td>
</tr>
<tr>
<td>20</td>
<td>Jazzman (Warner Brothers)</td>
</tr>
<tr>
<td>21</td>
<td>Skin Tight (Osibisa)</td>
</tr>
<tr>
<td>22</td>
<td>I’ll Put It All Together (Stylistics)</td>
</tr>
<tr>
<td>23</td>
<td>You Little Trustmaker (Tymes)</td>
</tr>
<tr>
<td>24</td>
<td>Stop &amp; Smell the Roses (Mac Davis)</td>
</tr>
<tr>
<td>25</td>
<td>The Hitch Is Back (Little River Band)</td>
</tr>
<tr>
<td>26</td>
<td>Love Me for a Reason (Ozzy Osbourne)</td>
</tr>
<tr>
<td>27</td>
<td>Steppin’ Out (Gonna Boogie Tonight) (Tony Orlando &amp; Dawn)</td>
</tr>
<tr>
<td>28</td>
<td>Do It (Baby) (Miracles)</td>
</tr>
<tr>
<td>29</td>
<td>Taking Business (Bachman-Turner Overdrive)</td>
</tr>
<tr>
<td>30</td>
<td>Tin Man (The Jimi Hendrix Experience)</td>
</tr>
<tr>
<td>31</td>
<td>Life Is The (Radio Birdman) (The Ruts)</td>
</tr>
<tr>
<td>32</td>
<td>Reaching Out (Santana)</td>
</tr>
<tr>
<td>33</td>
<td>Earache My Eye (The Rolling Stones)</td>
</tr>
<tr>
<td>34</td>
<td>You Ain’t Seen Nothin’ Yet (Bachman-Turner Overdrive)</td>
</tr>
<tr>
<td>35</td>
<td>California (Carolesdaughter)</td>
</tr>
<tr>
<td>36</td>
<td>Let’s Live For Today (Deacon Blue)</td>
</tr>
<tr>
<td>37</td>
<td>All Shook Up Again (Elvis Presley)</td>
</tr>
<tr>
<td>38</td>
<td>When Will I See You Again (Three Degrees)</td>
</tr>
<tr>
<td>39</td>
<td>Rock Your Baby (George McCrae)</td>
</tr>
</tbody>
</table>

**Weeks**

<table>
<thead>
<tr>
<th>Title (Artist)</th>
<th>Rank by artis</th>
</tr>
</thead>
<tbody>
<tr>
<td>21 Everlasting Love (Carly Simon)</td>
<td>40</td>
</tr>
<tr>
<td>22 Back Home Again (Johnny Cash)</td>
<td>40</td>
</tr>
<tr>
<td>23 Rolling Stone (Rolling Stones)</td>
<td>40</td>
</tr>
<tr>
<td>24 Whatever Gets You Thru the Night (Tom Petty &amp; The Heartbreakers)</td>
<td>40</td>
</tr>
<tr>
<td>25 John Lennon &amp; Yoko Ono</td>
<td>40</td>
</tr>
<tr>
<td>26 Joni Mitchell &amp; Asylum</td>
<td>40</td>
</tr>
<tr>
<td>27 John Denver &amp; RCA</td>
<td>40</td>
</tr>
<tr>
<td>28 Bruce Springsteen &amp; E Street Band</td>
<td>40</td>
</tr>
<tr>
<td>29 Aretha Franklin</td>
<td>40</td>
</tr>
<tr>
<td>30 John Denver &amp; RCA</td>
<td>40</td>
</tr>
<tr>
<td>31 The Beach Boys</td>
<td>40</td>
</tr>
<tr>
<td>32 Art Garfunkel &amp; Columbia</td>
<td>40</td>
</tr>
<tr>
<td>33 John Denver &amp; RCA</td>
<td>40</td>
</tr>
<tr>
<td>34 Buffalo Springfield</td>
<td>40</td>
</tr>
<tr>
<td>35 The Isley Brothers</td>
<td>40</td>
</tr>
<tr>
<td>36 The Carpenters</td>
<td>40</td>
</tr>
<tr>
<td>37 The Isley Brothers</td>
<td>40</td>
</tr>
<tr>
<td>38 Chicago &amp; Arista</td>
<td>40</td>
</tr>
<tr>
<td>39 The Beach Boys</td>
<td>40</td>
</tr>
<tr>
<td>40 EXILE &amp; Capitol</td>
<td>40</td>
</tr>
<tr>
<td>41 Steve Miller Band</td>
<td>40</td>
</tr>
<tr>
<td>42 Emmylou Harris &amp; Atco</td>
<td>40</td>
</tr>
<tr>
<td>43 The Beach Boys</td>
<td>40</td>
</tr>
<tr>
<td>44 The Beach Boys</td>
<td>40</td>
</tr>
<tr>
<td>45 The Beach Boys</td>
<td>40</td>
</tr>
</tbody>
</table>
The ballad's back on top-40 radio

Dominating the charts are records with a softer sound than those of a year ago; programers point to continuing cycle in pop music

An increase of ballads and a reduction of rockers seems to be the trend in top-40 airplay as indicated by this week's "Playlist" in comparison to the one of a year ago.

Barry White's Can't Get Enough of Your Love Babe (one) seems to typify the mood of the top songs on the chart, with Paul Anka's (You're) Having My Baby (two), Olivia Newton-John's I Honestly Love You (four), Andy Kim's Rock Me Gently (five), Dionne Warwick and the Spinner's Then Came You (six), and Bo Donaldson and the Heywoods' Who Do You Think You Are (nine) all featuring a light, smooth tone. The trend in ballads singles, by Eric Clapton, Billy Preston, and Rufus, also make the top 10, with Paper Lace's The Night Chicago Died as the only rocker at the top of the "Playlist."

A year ago, the Oct 1 "Playlist" showed five of the top 10 songs were rockers, including hits by Grand Funk Railroad, The Allman Brothers Band and Stories, and four of the remaining five records were uptempo, with Helen Reddy's "Delta Dawn" (one) as the only exception.

Although the trend need not represent a change in audience tastes, the success of slower, more lyric-oriented music is likely to affect the type of record product distributed to, and played by, stations in the future.

Program directors often expect some mellowing in new record releases after a summer, but some music-watchers, including Dick Springfield, program chief at WPUP(AM) Hartford, Conn., feel that the trend in ballads singles or "lyric" records is more than a seasonal phenomenon. While contending that interest in "lyric" records is a long-time feature of the Hartford market, Mr. Springfield sees the lack of a strong trend elsewhere in popular music as a sign that the success of ballad stylists may provide the direction record companies are looking for. Jim Smith, music director at WLS(AM) Chicago, also notes an increasing softness in many hit records, a trend which he sees as major but not necessarily indicative of any real shift in audience tastes. In fact, the trend may be part of a cycle, as Jay Cook, program director at WFIL(AM) Philadelphia, notes out: a similar trend, keyed by the rise of The Carpenters, Bread and other artists, was detected three or four years ago.

Several factors now work against the success of rockers as well. Principal among these is the increase of "day-parting"—giving airplay to certain records only at certain times of the day—which has hurt sales and airplay on even the most successful of recent rock songs. Two of the leading rockers of recent months, Golden Earring's Radar Love and Bad Company's Can't Get Enough, have lost some play on stations which program them only after 3 p.m.

Program directors in some cases seem more wary of records not in the demographic center of their market, as the number of FM rock and MOR stations playing popular hits becomes greater and competition within markets becomes more intense; harder rock singles may suffer.

Without any definite indications of changing tastes, Mr. Smith notes, stations will also tend to avoid too much "lyric" music, and thus may be more receptive to new rock singles with which to balance their sound. The tendency toward a softer sound may be self-adjusting, then, but the success of Barry White and others should affect what is heard this fall.

Breaking In

Whatever Gets You Thru the Night—John Lennon (Apple) * It has been almost a year since the introduction of John Lennon's Mind Games, successful both as an album and a single. His latest is an energetic rocker written and produced by the former Beatle, with keyboard help from Elton John. It jumps onto the "Playlist" at 43 this week.

Mr. Lennon, in the news recently as a producer rather than as a performer (for Harry Nilsson's latest LP) will also have a new album of his own, entitled Walls and Bridges, released in October on the Apple label.

Radio reaction to the single was immediate, with WABC(AM) New York leading the stations adding it; others in the record were KHJ(AM) Los Angeles, KUPD(AM) Phoenix, KYA(AM) San Francisco, and WFIL(AM) Philadelphia.

U.S. Blues—The Grateful Dead (Grateful Dead Records) * A long-time album and concert standby on the rock scene, the Dead appear ready for their first

Tracking the 'Playlist.' A relatively static top 20 characterizes this week's chart, with Barry White's Can't Get Enough of Your Love Babe the notable exception, jumping from eight to one. Gordon Lightfoot appears due for a continued run at the top of the "Playlist" with his latest, Sundown, on the latter's Capitol label. The Grand Funk Railroad, the Carpenters, and the Bee Gees are all back at the top. But the taste of the times is clearly softer as Barry White and the Allman Brothers Band are also charting.
successful single on their own label. U.S. Blues is a light, bouncy rocker with topical lyrics and highlighted by Keith Godchaux's piano and Jerry Garcia's guitar and vocal.

FM airplay on the album version of the song has been good all summer, and with its recent release as a single, AM play is starting to follow, with WPKN (AM) Hartford, Conn., WPPJ (AM) Pittsburgh, and WACO (AM) Waco, Tex., all playing it.

The battle is joined over WMCN format

Listeners organize, petition FCC to prevent Starr station from dropping classical for rock

Classical music lovers who on several occasions in the past have proved that their loyalty to a radio station's classical music format is intense are proving it again in the case of WMCN (FM) New York. Within a month of an announcement by William F. Buckley Jr., chairman of the licensee, Starr Broadcast Group, that the station's round-the-clock classical music format would after 17 years be dropped on Oct. 5 in favor of one featuring popular music, the FCC received two petitions to block the change, one of them asking the FCC to strip the station of its license.

The commission should either revoke the license or direct Starr to file an early renewal application so that a hearing could be held on it, said the WMCN Listeners' Guild, an organization that says it was established on Sept. 10 and now claims the support of "several hundred persons residing in and near New York City." The Guild also asked the commission to stay any change in the format or the station's call letters (WMCN is to become WQIV) pending a hearing.

Classical Radio for Connecticut, composed of Connecticut listeners of WMCN, also asked for a stay to preserve the status quo pending an inquiry. Both petitions ask for commission action by Oct. 1.

Format-change issues are not new at the commission. But in the past they have involved station sales in which proposed buyers intended to drop classical music (or rock, in some cases) for something they felt would be more commercially successful. In some instances, the stations' fans have managed either to block the sale or to force the buyer to retain the format they prefer.

WMCN's listeners are said to be outraged because of what they consider a breach of faith on the part of Starr. The group owner—it is the licensee of 15 radio and television stations—acquired WMCN in April 1973 from the National Science Network after promising, in the transfer application, to program classical music at least 70% of the broadcast day. And it is the only 24-hour classical music station in New York; the city is served by "at least 40 stations with a 'popular music' format, according to the Guild. Mr. Buckley attributed the proposed change in format to heavy financial losses (BROADCASTING, Sept. 2).

Starr is now conducting an on-air campaign—with messages by Mr. Buckley, the conservative columnist—aimed at raising money that would be used to continue the WMCN format—but not on WMCN. The money would be donated to a noncommercial station that promised to follow the WMCN format; WMCN's music library, valued at $75,000, would also be donated (BROADCASTING, Sept. 9).

The campaign thus far has produced pledges (including some cash) of $500,000 from the public and $100,000 from a foundation. If nothing else, the Guild contends, that kind of response indicates the classical music format is viable.

But it is Starr's activities in acquiring the station and since that merit action to revoke or deny renewal of WMCN's license, according to the Guild. First, it said, Starr's promise to maintain the classical music format was apparently not made in good faith. And Starr has not demonstrated how the proposed change would serve the public interest; indeed, the guild notes that Starr would be eliminating a "unique service" and substituting for it one that is already provided by "over half of the 70 radio stations" serving New York.

Then, there are allegations that Starr removed from the station's public file letters protesting the proposed format change and claims that Starr violated the fairness doctrine in refusing to grant time to those who wanted to rebut Mr. Buckley's on-air contention that the "Save WMCN" plan was the only solution to the problem of preserving the station's format. The plan itself, the Guild contends, constitutes a "fraud or deceit" on the public.

Peter Starr, president of the company, last week denied the charges. He rejected as groundless a published report that, when Starr acquired WMCN, he had told a station official the station would "probably lose a year so that Starr could 'plead poverty' in announcing a format change.

As for the charge that the "Save WMCN" plan is not sincere, Mr. Starr said he had contacted five noncommercial stations on the matter, and that negotiations with one of them, Fordham University's WFUV (FM) are still under way. Furthermore, he noted, Mr. Buckley has set up a special blue ribbon committee to assist in the project, and is negotiating with another noncommercial station.

He also denied the station had violated the fairness doctrine or any other commission rules. "WMCN did not give time to anyone to respond to the Save WMCN spots because "a fund drive is not controversial," he said. "Our lawyers agreed on that." And the letters that were removed from the public file were pledges—some 16,000 of them, according to Mr. Starr. Station officials wanted to remove them from an area where they could be read and tabulated. Besides, Mr. Starr said, "we did not think we had to make public the names of people who make pledges."

Meanwhile, the station plunged ahead with plans for the switch. Allan J. Eisenberg was brought in from the general manager of Starr's KUDL (AM) Fairway and KUDL-FM Kansas City, Kan., to be vice president and general manager of WMCN in its progressive-rock incarnation. He announced last week that the station commences operation as WQIV (FM) on Oct. 5 it will be New York City's first 24-hour-a-day quadraphonic FM station.

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

- Ain't Nothing Like the Real Thing, Aretha Franklin (Atlantic)
- DORAVILLE: Atlanta Rhythm Section Band (Capricorn)
- I Did What I Did For Maria, Errol Sober (ABC/Dunhill)
- JAMES DEAN, Eagles (Asylum)
- My Country, Jud Strunk (Capitol)
- Pencil Thin Mustache, Jimmy Buffett (ABC/Dunhill)
- Pretzel Logic, Steely Dan (ABC/Dunhill)
- Ride 'Em Cowboy, Paul Davis (Bang)
- Surfin' U.S.A., Beach Boys (Capitol)
- U.S. Blues, Grateful Dead (Grateful Dead)

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—
Richard C. Crisler, Ted Hepburn, Alex Howard
36 East Fourth Street, 45202, phone (513) 381-7775

TUCSON—
Edwin G. Richter Jr., Frank Koil
POB 4008, 85717, phone (602) 795-1050

Broadcasting Sep 30 1974
## Broadcasting

### Broadcasting’s index of 137 stocks allied with electronic media

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. Sept. 25</th>
<th>Closing Wed. Sept. 18</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1974 High</th>
<th>1974 Low</th>
<th>P/E ratio</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

### Broadcasting with other major interests

- Adams-Russell
- AVCO
- Barrett Media
- John Blair
- Campground Industries
- Chris-Craft
- Combined Comm.
- Cowles
- Dun & Bradstreet
- Fairchild Ind.
- Fudia
- General Tire
- Global Traders
- Gray Commun.
- Hart-Hecks
- Jefferson-Pilot
- Kaiser Industries
- Kansas State Net.
- Kingstrom
- Lambruck,***
- LEE Enterprises
- Liberty
- Media General
- Meredith
- MultiMedia
- New York Times Co.
- Outlook
- Post Corp.
- PSA
- Reeves Telecom
- Ridder Publications
- Rollins
- Rust Craft
- San Juan Racing
- Schering-Plough
- Sondering
- Technical Operations
- Times Mirror Co.
- Turner Comm.***
- Washington Post Co.
- Wometco

### Cablecasting

- AMECO**
- ACQ
- Amer. Elect. Labs
- American TV & Comm.
- Athena Comm.
- BURNUP & SIMS
- Cablecom-General
- Cable Funding
- Cable Info.,**
- Citizens Fin.,**
- COMCAST
- Communications Prop.
- Cox Cable
- Comtron
- General Instrument
- General TV
- Scientific-Atlanta
- Tele-CableCommunications**

---

Broadcasting Sep 30 1974
## Programming

<table>
<thead>
<tr>
<th>Network</th>
<th>Call Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COLUMBIA PICTURES</strong></td>
<td>CPS</td>
</tr>
<tr>
<td><strong>DIS</strong></td>
<td>DIS</td>
</tr>
<tr>
<td><strong>FILMWAYS</strong></td>
<td>FWY</td>
</tr>
<tr>
<td><strong>FOUR STAR</strong></td>
<td>FS</td>
</tr>
<tr>
<td><strong>GULF</strong> + <strong>WESTERN</strong></td>
<td>GW</td>
</tr>
<tr>
<td><strong>MCA</strong></td>
<td>MCA</td>
</tr>
<tr>
<td><strong>MG M</strong></td>
<td>MGM</td>
</tr>
<tr>
<td><strong>TELE-TAPE</strong></td>
<td>TEL</td>
</tr>
<tr>
<td><strong>TELEVISION INTERNATIONAL</strong></td>
<td>TELI</td>
</tr>
<tr>
<td><strong>TRANSCOMERICA</strong></td>
<td>TA</td>
</tr>
<tr>
<td><strong>20TH CENTURY-FOX</strong></td>
<td>TF</td>
</tr>
<tr>
<td><strong>WALTER READE</strong></td>
<td>WALT</td>
</tr>
<tr>
<td><strong>WARNER</strong></td>
<td>WCI</td>
</tr>
<tr>
<td><strong>WREATHER</strong></td>
<td>WCO</td>
</tr>
</tbody>
</table>

## Service

<table>
<thead>
<tr>
<th>Service</th>
<th>Stock Code</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BASSO INC.</strong></td>
<td>0</td>
</tr>
<tr>
<td><strong>COMSAT</strong></td>
<td>CO</td>
</tr>
<tr>
<td><strong>CREATIVE MANAGEMENT</strong></td>
<td>CMA</td>
</tr>
<tr>
<td><strong>DOYLE DANE RENFREICH</strong></td>
<td>DOY</td>
</tr>
<tr>
<td><strong>ELKINS INSTITUTE</strong></td>
<td>ELKN</td>
</tr>
<tr>
<td><strong>FOOTE CONE &amp; RISING</strong></td>
<td>FCR</td>
</tr>
<tr>
<td><strong>GREY ADVERTISING</strong></td>
<td>GREY</td>
</tr>
<tr>
<td><strong>INTERPUBLIC GROUP</strong></td>
<td>IPG</td>
</tr>
<tr>
<td><strong>MCI COMMUNICATIONS</strong></td>
<td>MCI</td>
</tr>
<tr>
<td><strong>MOVIELAR</strong></td>
<td>MOV</td>
</tr>
<tr>
<td><strong>MTP VIDEOTELEGRAPH</strong></td>
<td>MTPV</td>
</tr>
<tr>
<td><strong>NERDMAN &amp; HARPER</strong></td>
<td>NDMH</td>
</tr>
<tr>
<td><strong>A. C. NIELSEN</strong></td>
<td>NIELR</td>
</tr>
<tr>
<td><strong>OLSTY &amp; MUTH</strong></td>
<td>OLG</td>
</tr>
<tr>
<td><strong>PKL CO.</strong></td>
<td>PKL</td>
</tr>
<tr>
<td><strong>J. WALTER THOMPSON</strong></td>
<td>JWT</td>
</tr>
<tr>
<td><strong>UNIVERSAL COMM</strong></td>
<td>UCV</td>
</tr>
<tr>
<td><strong>WELLS, RICH, GREENE</strong></td>
<td>WRG</td>
</tr>
</tbody>
</table>

## Electronics

<table>
<thead>
<tr>
<th>Electronics</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AMPEX</strong></td>
<td>APX</td>
</tr>
<tr>
<td><strong>CCA ELECTRONICS</strong></td>
<td>CCAE</td>
</tr>
<tr>
<td><strong>COHUN, INC.</strong></td>
<td>COH</td>
</tr>
<tr>
<td><strong>COMPUTER EQUIPMENT</strong></td>
<td>CEC</td>
</tr>
<tr>
<td><strong>CONTRAC</strong></td>
<td>CKN</td>
</tr>
<tr>
<td><strong>GENERAL ELECTRIC</strong></td>
<td>GEN</td>
</tr>
<tr>
<td><strong>HARRIS CORP.</strong></td>
<td>HRS</td>
</tr>
<tr>
<td><strong>INTERNATIONAL VIDEO</strong></td>
<td>IVC</td>
</tr>
<tr>
<td><strong>MAGNAVOX</strong></td>
<td>MAG</td>
</tr>
<tr>
<td><strong>3M</strong></td>
<td>MMM</td>
</tr>
<tr>
<td><strong>MOTOROLA</strong></td>
<td>MOT</td>
</tr>
<tr>
<td><strong>OAK INDUSTRIES</strong></td>
<td>OEN</td>
</tr>
<tr>
<td><strong>RCA</strong></td>
<td>RCA</td>
</tr>
<tr>
<td><strong>ROCKWELL INTL.</strong></td>
<td>ROX</td>
</tr>
<tr>
<td><strong>RSC INDUSTRIES</strong></td>
<td>RSC</td>
</tr>
<tr>
<td><strong>SOKO CORP.</strong></td>
<td>SOK</td>
</tr>
<tr>
<td><strong>TEKTRONIX</strong></td>
<td>TFX</td>
</tr>
<tr>
<td><strong>TELEVISION COMMUNICATIONS</strong></td>
<td>TIVO</td>
</tr>
<tr>
<td><strong>WESTINGHOUSE</strong></td>
<td>WX</td>
</tr>
<tr>
<td><strong>ZENITH</strong></td>
<td>ZN</td>
</tr>
</tbody>
</table>

## Stock Market Data

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Trade Date</th>
<th>Closing Wed</th>
<th>Closing Sep. 25</th>
<th>Closing Wed in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shs-orange (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TEL**</td>
<td>2</td>
<td>2 1/2</td>
<td>1/2</td>
<td>-5.88</td>
<td>1/4</td>
<td>1/4</td>
<td>1/2</td>
<td>4.93</td>
<td>273,364</td>
<td>32,026</td>
</tr>
<tr>
<td>TIME INC.</td>
<td>34</td>
<td>33 1/2</td>
<td>1/2</td>
<td>1.49</td>
<td>30 3/4</td>
<td>7</td>
<td>8</td>
<td>1.82</td>
<td>9,986</td>
<td>339,524</td>
</tr>
<tr>
<td>TOCCO</td>
<td>2</td>
<td>2 1/2</td>
<td>1/2</td>
<td>2.94</td>
<td>3 3/4</td>
<td>10</td>
<td>1</td>
<td>1.82</td>
<td>1,222</td>
<td>1,602</td>
</tr>
<tr>
<td>UA-CABLE</td>
<td>4</td>
<td>4 1/2</td>
<td>1/2</td>
<td>2.94</td>
<td>3 3/4</td>
<td>10</td>
<td>1</td>
<td>1.82</td>
<td>1,222</td>
<td>1,602</td>
</tr>
<tr>
<td>UNITED CABLE TV CORP</td>
<td>1/5</td>
<td>1/5</td>
<td>1/5</td>
<td>1.87</td>
<td>3 0/5</td>
<td>33</td>
<td>3</td>
<td>1.87</td>
<td>3 0/5</td>
<td>33</td>
</tr>
<tr>
<td>VISOAM</td>
<td>3</td>
<td>3 1/2</td>
<td>1/2</td>
<td>-41.66</td>
<td>7/8</td>
<td>4</td>
<td>2 354 2</td>
<td>5,543 2,717</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIKO**</td>
<td>7</td>
<td>7/8</td>
<td>1/2</td>
<td>5/8</td>
<td>7/8</td>
<td>4</td>
<td>2 354 2</td>
<td>5,543 2,717</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

** Total: 85,609, 54,364, 2,717, 2,717 **

## Standard & Poor's Industrial Average

<table>
<thead>
<tr>
<th>Industry</th>
<th>Index Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-West Coast Stock Exchange</td>
<td>75.7</td>
</tr>
<tr>
<td>N-New York Stock Exchange</td>
<td>76.2</td>
</tr>
</tbody>
</table>

---

** Note: **
- 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 as published by Standard & Poor's Corp. Earnings are calculated through broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.
- * Stock did not trade on Wednesday; closing price shown is last traded price.
- ** P/E ratio computed with earnings last four quarters as published by Standard & Poor's Corp. 20 months or less months published by company. For a limited time, no annual earnings figures are available.
- *** No P/E ratio is computed; company registered net losses.**

---

**Broadcasting Sep 30, 1974**

42
Media
Leo M. MacCourtney, VP, Gateway Communications Inc., Cherry Hill, N.J., and general manager of group's WLYH-TV Lancaster, Pa., named general manager, WHTN-TV Charleston-Huntington, W. Va., following transfer of station's license from Reeves-Telecom to Gateway. Robert D. Willis, promotion manager, WIC-TV Pittsburgh, returns to WHTN-TV in same capacity.
Edward M. Sleighel, VP-general manager, KBDC-TV El Paso, elected president, Portal Communications Inc., new owner of KBDC-TV.
Carl E. Hirsch, general manager, WKH-(AM)-WMMS(FM) Cleveland, elected VP of parent Malrite Broadcasting.
Michael P. Cefaratti, marketing and sales development manager, WBKF-TV Cleveland, named business manager, WLVI-TV Boston. Both are Kaiser Broadcasting stations.
Thomas Tishey, program director, WBZV-(AM) New Castle, Pa., named operations manager.
Garth Hintz, director of community relations, KNXT(TV) Los Angeles, named to newly created position of assistant to general manager. Joseph Dyer, manager, community relations, KNXT, succeeds Mr. Hintz.
Gordon Pentz, general manager, KWBE-AM-FM Beatrice, Neb., elected president, Nebraska Broadcasters Association. Also elected: Joe Stavas, KTMT-AM-FM Columbus, president-elect; Norman Williams, KMVT(TV)Omaha, VP; Larry Walklin, noncommercial KNNU(FM) Lincoln, treasurer.
Richard Estel, promotion director, KJEO-(TV) Fresno, Calif., named promotion-research director, KSaw-TW Salinas-Monterey, Calif., and KSBY-TV San Luis Obispo, Calif.
Robert Fulkerson, director of engineering, noncommercial KPTS(TV) Hutchinson-Wichita, Kan., named to Kansas Public Television Commission, succeeding Loyal Gould, who resigned.

Broadcast Advertising
Thomas J. Glynn, VP and media director, J. Walter Thompson Co., Chicago, named senior VP and director of U.S. media operations, JWT, New York.
Thomas G. Johnson, who headed own

by Chuck Bodenhorn, station operations and traffic manager.
Paul R. Porvaznik, national sales manager, WBBM(AM) Chicago, named sales manager, CBS Radio Spot Sales, Chicago.
Dale Salley, account executive, WMPS-(AM) Memphis, named sales manager.
Paul A. Burtak, production manager, WBBZ(AM) New Castle, Pa., named sales manager.
Larry Baum, account executive, KCPX-TV Salt Lake City, named national sales manager.
William Neary, local sales manager, WTVR-TV Richmond, Va., named regional sales manager.
Charles Strickland, general sales manager, WIXA-TV Atlanta, named to same position, KFDX(FM) Dallas-Fort Worth.
Ken Hawkins, general sales manager, WDLV-TV Terre Haute, Ind., joins Don
McCarty and Associates, Terre Haute agency, as partner and executive VP.


Earl Sarris, associate creative director of N. W. Ayer & Son, New York, elected VP.

Robert J. Olsen, creative director, N. W. Ayer, New York, elected VP.

Denise Froelich, creative supervisor, Cunningham & Walsh, named to same post, Clyne Dunabeny Inc., New York, on America Home Products account.

Thomas W. Hanlon, VP-director of account services, Campbell-Ewald, New York, joins Chester Gore Co., New York, as VP-group account supervisor.

Pamela Ridder, sales-proposals assistant, ABC-TV network sales, Detroit, appointed manager, sales proposals and service.


Nancy O'Donnell, broadcast supervisor, Mindshare, broadcast supervisor, American Home Products account.

Robert N. McCarty and John F. Murray Advertising, New York, named director, WJZ TV. Monica F., named production manager, WJZ TV.

Vincent Tobey, production manager, WJZ TV, named operations manager.

Jerry Hooper, producer-director, WLS-TV Roanoke, Va., named production manager, WJZ TV.

Henry H. Briggs, producer, KYW-TV Philadelphia, named production manager, WPHT-TV in same city.

Debra K. Zeyen, director, WBZ-TV Boston, named production manager, WJZ TV Baltimore. Both are Group W stations.

Thomas B. Edwards, producer-director, WLWC(TV) Columbus, Ohio, named to same post at WJZ TV. Andrea Kirby, sports director, WXTL-TV Sarasota, Fla., named weekend sportscaster, WJZ TV.

Donald Cunningham, program director, WTAJ-TV Altoona, Pa., named to same post, WHTN-TV Charleston-Huntington, W. Va. Both are Gateway Communications stations.

Bill Willkerson, news reporter, KMOX(AM) St. Louis, joins KMOX sports staff.

Stephen Gilmartin, sports director, WMAL-TV Washington, named weekend sports editor, KHOU-TV Houston, in addition to duties as sportscaster, KTRH(AM) Houston. Nancy Carney, editorial director, KXYZ(AM) Houston, named writer-producer, KHOU-TV.

Lanny James, announcer, sportscaster, KNOE-TV Monroe, La., named sports director.

Broadcast Journalism


Marilyn Baker, police and political reporter, noncommercial KDQD(AM) San Francisco, joins KPIX(TV) San Francisco as investigative reporter.

Gene Allen, community relations director, WKY-TV Oklahoma City, named managing editor. WKY-TV news.

Jim Swinehart, assistant news director, KTXT(AM) Tucson, Ariz., named to same post, KGUN-TV Tucson.

Tom Crosby, news reporter and anchorman, WSPA-TV Spartanburg, S.C., named assistant news director. Suzy Dutton, weather reporter, WSPA-TV, named public-affairs director.


Jack Hawkins, reporter-anchorman, KGNC-TV Amarillo, Tex., named anchorman, WNGE-TV Nashville.

Carol Hall, reporter, WHBQ-TV Memphis, appointed feature reporter, news department, WOVR-TV New York.

Peter Schmidt, anchorman, WVIR-TV Charlottesville, Va., joins WRLV-TV Roanoke, Va., as news reporter. Rosa Lee West, on news staff, KBMT-TV Beaumont, Tex., joins WRLV news department.

Nancy Tait, news researcher, WCAT-TV Philadelphia, named city hall reporter, WTVR-TV Richmond, Va.

Dick Doty, president, Dick Doty and Associates, Fort Lauderdale, Fla., public relations-advertising firm, named anchorman, WAVS(AM) Fort Lauderdale.

Associated Press Broadcasters Association board of directors elected as regional VP's: Harry McKenna, WRA(AM) Providence, R.I., Eastern Hemisphere; Dick Harris, WBA(AM) Fort Worth, Southern district; Curtis Beckmann, WCCO-AM-FM Minneapolis, Central district, and Robert Tobey, KOTS(AM) Deming, N.M., Western district.


Bette BonFleur, regional sales and marketing manager, Estee Lauder Co. (cosmetics), named reporter-producer, WFTV(AM) Orlando, Fla.
James M. Vickers, general manager, Portage Telerama Inc., Kent, Ohio, named manager, Cox Cable Communications Inc. systems in Lewiston, Lock Haven and Tyrone, all Pennsylvania, headquartered in Lewiston.

Ernest R. Olson, VP-general sales manager, Field Creations, direct sales subsidiary of Field Enterprises, Atlanta, named director of marketing, Cox Cable Communications, Atlanta.

Sandra E. Landau, member of law department, Viacom International Inc., New York, elected assistant secretary of company.

Equipment & Engineering

Fred A. Martin, VP-marketing, precision materials group, GTE Sylvania, Stamford, Conn., named regional VP-marketing in newly created northeastern sales area.


William C. Hittinger, executive VP, RCA Corp., New York, named to board of directors of company.

Allied Fields

Sebastian A. Lasher, senior program manager, White House Office of Telecommunications Policy, named consultant to FCC Commissioner Abbott Washburn.

Edwin B. Spievack, attorney with Washington law firm of Keller & Heckman, named partner in Cohn & Marks, Washington. Victor J. Toth, also with Keller & Heckman, named associate, Cohn & Marks.

Kenneth R. Morgensen, A. C. Nielsen Television Index sales-service staff member, elected president, Nielsen's media research division, New York. Donald E. Haselwood, chief engineer, media research division, elected VP.

David C. Acheson, senior VP and general counsel of Communications Satellite Corp., Washington, resigns to become partner in Washington law firm, Reavis, Pogue, Neal & Rose.

Deaths
Frank Silvernail, 79, long known as dean of agency timebuyers, died Tuesday (Sept. 24) at Bennington, Vt., nursing home where he had been patient since last November. After Mr. Silvernail retired in 1958 as manager of station relations for BBDO, New York, Station Representatives Association named its top timebuyer award, "Silver Nail," in his honor. He and wife, Ruth, have lived at Bennington for past several years. Other survivors include son, John, of New Orleans.

Jack Leonard Wood, 51, ABC-TV technical operations supervisor in Hollywood since 1966, died Sept. 23 in crash of light plane in Newhall, Calif., area. Surviving are his wife, Valerie, and daughter, Mrs. Jacqueline Ramshissel.


Cliff Arquette (Charley Weaver), 68, radio, television and stage entertainer, died Sept. 23 of heart attack, at St. Joseph hospital, Burbank, Calif. He is survived by one son, Michael.

Walter Brennan, 80, star of four television series including The Real McCoys, and three-time Academy Award winner, died Sept. 21 in Oxnard, Calif., of emphysema. Survivors include his wife, Ruth, two sons and one daughter.

Claudia Morgan, 62, radio and stage actress best known for role in 1940's The Thin Man radio series, died Sept. 17 in New York. She is survived by her husband, W. Kenneth Leone.

James J. Flood, 73, VP and director of marketing, J. Walter Thompson Co. before retiring in 1965, died Sept. 17 at Nassau Community hospital, Oceanside, N.Y. Survivors include his wife, Marguerite, one son and two daughters.

George C. Wetmore, 55, manager of Post-Newsweek Stations Central Frequency License Bureau, died Sept. 22 while vacationing in The Hague, Netherlands. He is survived by his wife, Marion, a son and a daughter.

Arthur J. Casey, 75, retired station manager, KD(AM) St. Louis, died Sept. 22 at St. Joseph's Hill Infirmary, St. Louis, after suffering a stroke. He is survived by his wife, Celeste.

Earl Pollock, 70, retired last year as western and southern representative for SESAC, died of cancer at his home in Riverside, Calif., Sept. 21. He leaves wife, Dorothy, and three daughters.

For the Record

As compiled by BROADCASTING, Sept. 16 through Sept. 20 and based on filings, authorizations and other FCC actions.

Abbreviations: AJL—Administrative Law Judge. ast.—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. MEOY—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presummate service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM start

*KZUL Parker, Ariz.—Authorized program operation on 1380 kHz, 1 kw-D. Action Sept. 6.

AM licenses


FM applications

*Hanford, Calif.—Kings Broadcasters, Limited Partnership seeks 107.3 mhz, 50 kw, HAAT 375 ft. P.O. address: 1615 E. Lacey Blvd., Hanford 93250. Estimated construction cost $2,000; first-year operating cost $32,948; revenue $60,000. Format: temp. Principals: Leroy C. Smith (30%), Glenn L. Frickert (10%), Nick Corenacchia (60%), et al. Mr. Smith, former sales manager for KJED-TV Fresno, Calif., is general partner of Kings. Mr. Frickert has interest in trucking and construction companies. Mr. Corenacchia has interest in finance, import and furniture store. Kings owns KNKS(AM) Hanford. Ann. Sept. 20.


FM actions


*Prescott, Ariz.—Broadcast Bureau returned application of Southwest Broadcasting Co. for 98.3 mhz, 3 kw, HAAT 300 ft., because unnecessarily filed. Ann. Sept. 19.

Broadcast Bureau granted Parkell Broadcasting 98.3 mhz, 3 kw, HAAT 174 ft, P.O. address: Box 151, Prescott 86301. Estimated construction cost
Continental's 317C is the best measure for any 50 kW AM transmittor. Performance, 125% positive modulation and reserve power capabilities are unbeatable. Today's best sound in 50 kW AM is Continental.

Continental Electronics

**APPLICATIONS**

**New TV**

KSCI Global Television, San Bernardino, Calif.

**New FM's**

1. WLK Community College Dist. 5/17, Matteson, Ill.
2. WYCT-FM Coast Real Community College, Panama City, Fla.
3. WJVS Great Dikes Joint Vocational School, 5/17, Cinncinnati, Ohio.
4. KBHL Sound Experiences Broadcasting Co., Lincoln, Neb.
5. KDUV Media East, Brownsville, Tex.

Existing AM's

1. WRCQ WRCH New Britain, Conn.
2. WFTP WBNF Fort Pierce, Fla.
3. KNYN KKNV Las Vegas, Ariz.

Existing FM's

1. WDMT WELM-FM Cleveland
2. WLOY WBNF Fort Pierce, Fla.
4. KFAR-FM KMAP Albuquerque, N.M.

**Grants**

**Assignments**

1. WRNJ Radio 710, Jersey City, N.J.
2. WAD Intgrated Broadcasting Co., Jacksonville, Fla.
3. WNBN Savannah State College, Savannah, Ga.
4. KUSEB Crisswell Institute, Dallas, Texas

**Ownership Changes**

1. KHSI-AM-FM Hemet, Calif. (AM: 1320 kHz, FM: 91.5 MHz) - KHSI Inc. seeks assignment of license from Ramona Broadcasting Corp. to KHSI Inc. (100.0%). President: James C. Richards, president and general manager. Buyer: Continental Broadcasting Co., 1319 S. Main St., Suite 100, Oklahoma City, OK 73104.

2. KCRB-AM-FM Council Bluffs, Iowa (AM: 1500 kHz, FM: 98.5 MHz) - Seeks transfer of control of KRCB Inc. from KCRB-Michigan Inc. (40% before, none after) to John Widmer, president and general manager. Buyer: Continental Broadcasting Co., 1319 S. Main St., Suite 100, Oklahoma City, OK 73104.

3. KCMT-AM-FM-TV Walker, Minn. - Seeks transfer of control of Central Minnesota Television Co. from Donald B. Barmat, 400 South University Ave., St. Cloud, Minn. (80% before, 95% after). Buyer: WJLK-AM-FM-AM-AB Park, N.J. - Seeks transfer of control of Asbury Park Broadcasting Co. (100% before, none after) to Abilene Radio and Television Co. (100% after). Buyer: Continental Broadcasting Co., 1319 S. Main St., Suite 100, Oklahoma City, OK 73104.

4. KJMI-AM-FM Shreveport, La. - Seeks assignment of license to Continental Broadcasting Co. (100% before, none after) to WJLK-AM-FM-AM-AB Park, N. J. - Seeks transfer of control of Asbury Park Broadcasting Co. (100% before, none after) to Abilene Radio and Television Co. (100% after). Buyer: Continental Broadcasting Co., 1319 S. Main St., Suite 100, Oklahoma City, OK 73104.

**FM Stations**

1. WAYD-FM Ozark, Ala. - Authorized program operation on 103.9 MHz. Buyer: Continental Broadcasting Co. (100% before, none after). Buyer: Continental Broadcasting Co., 1319 S. Main St., Suite 100, Oklahoma City, OK 73104.

2. KBRF Lake Havasu City, Ariz. - Authorized program operation on 95.9 MHz. Buyer: Continental Broadcasting Co. (100% before, none after). Buyer: Continental Broadcasting Co., 1319 S. Main St., Suite 100, Oklahoma City, OK 73104.

**FM Transmitters**

1. WDMT WELM-FM Cleveland
2. WLOY WBNF Fort Pierce, Fla.
4. KFAR-FM KMAP Albuquerque, N.M.
Facilities changes

**TV actions:**

- **WFSU-TV Tallahassee, Fla.—Broadcast Bureau granted authority to operate, by remote control from Westampton, Tallahassee (BRTCETV-66).** Action Sept. 13.
- **KTVI-SiouxFall City, Iowa—Broadcast Bureau granted authority to operate, by remote control from KDST, Sioux City (BRTCETV-210).** Action Sept. 13.
- **WDBQ-TV Erie, Pa.—Broadcast Bureau granted mov. of CP to change type transf. (BFET-481).** Action Sept. 13.
- **WBBM-TV Chicago—Broadcast Bureau granted CP to change type transf. (BFET-481).** Action Sept. 13.
- **WJW-TV Cleveland—Broadcast Bureau granted CP to change type transf. (BFET-481).** Action Sept. 13.

**AM applications:**

- **KIOA Des Moines, Iowa—Seeks CP to decrease CP.** Action Sept. 29.
- **WICK Bogalusa, La.—Seeks CP to change radia- tor to folded unipole.** Action Sept. 19.
- **WGGY Bangor, Me.—Seeks CP to change trans- fer of control of the station.** Action Sept. 19.
- **WKKY Burnsville, Minn.—Seeks CP to change trans- fer of control of the station.** Action Sept. 19.
- **KOBY Alice, Tex.—Seeks CP to increase ant. height to accommodate FM ant.** Action Sept. 19.

**AM actions:**

- **KKIS Pittsburg, Calif.—Broadcast Bureau granted mov. of license to operate, by remote control from 230 E. Fourth St., Pittsburg (BRTCETV—3721).** Action Sept. 13.
- **KGMZ Sacramento, Calif.—Broadcast Bureau granted mov. of license covering change of main station (20.1 mile south of Oceano, Calif., on State Route 41).** Action Sept. 19.
- **WNNI—Atlantic City, N.J.—Broadcast Bureau granted direct-measurement; trans. location Donges Dr., 0.5 mile east of Maryland Ave., Atlantic (B2-826).** Action Aug. 30.
- **WIRD Peoria, Ill.—Broadcast Bureau granted CP to increase height of northwest tower of day- time CP, to change FM ant.; condition (BP-1976).** Action Sept. 9.
- **WOCB West Yarmouth, Mass.—Broadcast Bureau granted mov. of license covering change of main station, by remote control from 278 South Sea Ave., West Yarmouth (BRTCETV—3726).** Action Sept. 13.
- **WRAD Savannah, Ga.—Broadcast Bureau granted CP to install new alt. main.** Action Sept. 19.
- **KOGA Osage Beach, Neb.—FCC granted application by Ogala Broadcasting Co. to add nighttime FM ant.** Action Sept. 19.
- **WFMQ Fairmount, N.C.—Broadcast Bureau granted CP to increase ant. height and add FM
Summary of broadcasting

FCC tabulations as of Aug. 31, 1974

<table>
<thead>
<tr>
<th>Commercial AM</th>
<th>Licensed on air</th>
<th>CPs on air</th>
<th>Total on air</th>
<th>Total CPs on air</th>
<th>Total on air authorized*</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,290</td>
<td>24</td>
<td>4,471</td>
<td>58</td>
<td>8</td>
<td>4,471</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2,530</td>
<td>0</td>
<td>2,530</td>
<td>160</td>
<td>2,540</td>
</tr>
<tr>
<td>Educational FM</td>
<td>677</td>
<td>16</td>
<td>693</td>
<td>90</td>
<td>783</td>
</tr>
<tr>
<td>Total</td>
<td>7,597</td>
<td>30</td>
<td>7,627</td>
<td>306</td>
<td>7,657</td>
</tr>
<tr>
<td>Commercial TV</td>
<td>687</td>
<td>11</td>
<td>708</td>
<td>37</td>
<td>759</td>
</tr>
<tr>
<td>VHF</td>
<td>506</td>
<td>7</td>
<td>514</td>
<td>5</td>
<td>521</td>
</tr>
<tr>
<td>Educational TV</td>
<td>221</td>
<td>14</td>
<td>235</td>
<td>15</td>
<td>251</td>
</tr>
<tr>
<td>UHF</td>
<td>84</td>
<td>0</td>
<td>84</td>
<td>0</td>
<td>84</td>
</tr>
<tr>
<td>Total TV</td>
<td>918</td>
<td>25</td>
<td>944</td>
<td>10</td>
<td>1,010</td>
</tr>
</tbody>
</table>

*Special temporary authorization

Includes off-air licenses

---

In recent broadcasting developments:

**AM stations**
- Following stations were authorized program operations:
  - WAOK (Atlanta) for program operation.
  - KKOQ (St. Louis) for program operation.
  - WSAI (Albuquerque) for program operation.
  - KQGS (Galveston) for program operation.

**FM stations**
- WNDA (Huntsville, Ala.) for program operation.
- WQCV (Northfield, Minn.) for program operation.
- WQXJ (Maryland) for program operation.
- WBOI (Bloomington, Ind.) for program operation.
- WHLU (Chicago) for program operation.
- WQAM (Miami) for program operation.
- WQXJ (Maryland) for program operation.

**Review board decision**
- Harriman, Tenn., FM proceeding: Folksways Broadcasting Co., Inc., competing for new FM (Docs. 1981-2-3) — Review board denied mutually exclusive applications of Folksways Broadcasting Co., Inc., and for state representative for state Department of Commerce to review for July 19 Broadcast Bureau ruling. Bureau denied Fim's contention that he was entitled to broadcast frequencies to respond to opponent's broadcast on WLS-TV. The Commission said it had repeatedly stated that it would not review licensees' news judgment. Action Sept. 19.

---

**Complaint**
- WLST-AM Chicago: Commission denied application for license for station at 1495 kHz, Chicago, for state Department of Commerce to review for January 19 Broadcast Bureau ruling. Bureau denied Fim's contention that he was entitled to broadcast frequencies to respond to opponent's broadcast on WLS-TV. The Commission said it had repeatedly stated that it would not review licensees' news judgment. Action Sept. 19.
Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
5900 Cherokee Ave.
Alexandria, Va. 22314
(703) 354-2400
Member AFCCE

EDWARD F. LORENTZ & ASSOCIATES
Consulting Engineers
(formerly Commercial Radio)
1314 G St., N.W., Suite 500
Washington, D.C. 20005
Phone: (202) 347-1319
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Muniy Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1711 N St., N.W.
296-2315
WASHINGTON, D. C. 20036
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCCE

LOHNE & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 604
Washington, D.C. 20005
(202) 296-3222
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
Box 7004
DALLAS, TEXAS 75209
(214) 631-8560
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic 7-6466
Washington, D.C. 20005
Member AFCCE

STEEL, ANDRUS & ADAIR
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8735
(301) 780-7470
(202) 223-4664
Member AFCCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl., Hilland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D.C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-256-4386
Member AFCCE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd., 80206
(303) 333-5561
DENVER, COLORADO
Member AFCCE

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 330
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER TELEVISION SYSTEMS
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
9516 Pinkey Court
Potomac, Maryland 20854
201-299-3900
Member AFCCE

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3121—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

John H. Mullaney
CONSULTING RADIO ENGINEERS
9516 Pinkey Court
Potomac, Maryland 20854
201-299-3900
Member AFCCE

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone: (816) 244-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone: (617) 876-2810

SPOT YOUR FIRM'S NAME HERE
To be seen by 120,000 readers—among them, the decision makers—purchasing managers, chief engineers, and technicians—applicants for AM-FM-TV and facsimile facilities.
1970 Readership Survey showing 3.2
readers per copy.

DAWSON & ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3121—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

Oscar Leon Cuellar
Consulting Engineer
1563 South Hudson
(303) 756-8456
DENVER, Colorado 80222
Member AFCCE

contact
BROADCASTING MAGAZINE
1735 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 638-1022
Fines

- WKID(TV) Fort Lauderdale, Fla.—Broadcast Bureau license, by letter, notified Channel 31, Inc., licensee that application for license for $1,000 for operating with its visual transmission equipment was withdrawn from its authorized frequency. Action Sept. 4.

- KDJ(O(AM) Orvieto, Minn.—Commission dis- nection of 397, Garfield Communications, for liquidation of Shortlease of 500 for making or remission of $700 forfeiture assessed against KDJ(O, for repeated overt-power operation during June and July, 1973. Commission said there was no explanation of computing error was considered prior to disconnection. Commission also made clear agreement that violation was not repeated. Action Sept. 19.

Other actions

- KPIX(AM) San Francisco—Commission denied petition by Marcus Garvey Wilhjol, individually and as President, Board of Directors, Oakland-Medical-Media Group, for denial of application of 30, against AM, for changed the proposal and application of license and requested that application be reopened and the public notice of publication for AM, and continuing operation of license during public notice, to be effective immediately. Action Sept. 19.


- WSCP(AM) Wadesboro, N.C.—Commission disallowed application of 4, against AM, for operating with 4, and repeated overt-power operation during Oct. 15 and 16, 1973. Commission said there was no explanation of computing error was considered prior to disconnection. Commission also made clear agreement that violation was not repeated. Action Sept. 19.

- KGW-HO Hopi, New York.—Commission granted application of 7, against AM, for operating with 7, and repeated overt-power operation during Oct. 15 and 16, 1973. Commission said there was no explanation of computing error was considered prior to disconnection. Commission also made clear agreement that violation was not repeated. Action Sept. 19.

- Action Seq. 17.

- KGW-HO Hopi, New York.—Commission granted application of 7, against AM, for operating with 7, and repeated overt-power operation during Oct. 15 and 16, 1973. Commission said there was no explanation of computing error was considered prior to disconnection. Commission also made clear agreement that violation was not repeated. Action Sept. 19.

- KGW-HO Hopi, New York.—Commission granted application of 7, against AM, for operating with 7, and repeated overt-power operation during Oct. 15 and 16, 1973. Commission said there was no explanation of computing error was considered prior to disconnection. Commission also made clear agreement that violation was not repeated. Action Sept. 19.

- KGW-HO Hopi, New York.—Commission granted application of 7, against AM, for operating with 7, and repeated overt-power operation during Oct. 15 and 16, 1973. Commission said there was no explanation of computing error was considered prior to disconnection. Commission also made clear agreement that violation was not repeated. Action Sept. 19.

- KGW-HO Hopi, New York.—Commission granted application of 7, against AM, for operating with 7, and repeated overt-power operation during Oct. 15 and 16, 1973. Commission said there was no explanation of computing error was considered prior to disconnection. Commission also made clear agreement that violation was not repeated. Action Sept. 19.

- KGW-HO Hopi, New York.—Commission granted application of 7, against AM, for operating with 7, and repeated overt-power operation during Oct. 15 and 16, 1973. Commission said there was no explanation of computing error was considered prior to disconnection. Commission also made clear agreement that violation was not repeated. Action Sept. 19.

- KGW-HO Hopi, New York.—Commission granted application of 7, against AM, for operating with 7, and repeated overt-power operation during Oct. 15 and 16, 1973. Commission said there was no explanation of computing error was considered prior to disconnection. Commission also made clear agreement that violation was not repeated. Action Sept. 19.

- KGW-HO Hopi, New York.—Commission granted application of 7, against AM, for operating with 7, and repeated overt-power operation during Oct. 15 and 16, 1973. Commission said there was no explanation of computing error was considered prior to disconnection. Commission also made clear agreement that violation was not repeated. Action Sept. 19.

- KGW-HO Hopi, New York.—Commission granted application of 7, against AM, for operating with 7, and repeated overt-power operation during Oct. 15 and 16, 1973. Commission said there was no explanation of computing error was considered prior to disconnection. Commission also made clear agreement that violation was not repeated. Action Sept. 19.

- KGW-HO Hopi, New York.—Commission granted application of 7, against AM, for operating with 7, and repeated overt-power operation during Oct. 15 and 16, 1973. Commission said there was no explanation of computing error was considered prior to disconnection. Commission also made clear agreement that violation was not repeated. Action Sept. 19.
### Help Wanted Management

9% of gross sales could be your income. Must have sales management background and figures to prove it. This is a top sales position. Sales potential $750,000. Midwest medium market. Station No. 1. All replies confidential. Send resume, other important information. Box J-180, BROADCASTING.

Top station in thriving southwestern market needs selling, motivating leader to be sales manager. Excellent benefits, supervisory positions all replies answered. Box J-179, BROADCASTING.

Top-rated AM/FM in top 35 market desires sales manager. Strength necessary in local sales and motivation of sales force. Box J-180, BROADCASTING.

Sales Manager Wanted WRAC-WRB, Racine, Wisconsin. Needs a sales manager or an experienced salesperson ready to be sales manager. Bright future for right person. Send resume to 2200 N. Green Bay Road.

Young, energetic salesperson with air experience. Manage your own small market station in N.C. Organization expanding, room for personal growth. Excellent base pay with bonus plan that sets no limits on income. Need located near ski and recreation area. Send resume to 301-222-2322.

Position: Sales manager, ten years minimum radio sales experience. $200 per week plus override. Address resumes: John Parker, Box 1000, Barstow, CA 92311.

### Help Wanted Sales

South Dakota—Fulltime AM needs salesperson with management goals. Replace man moving within organization. Work with established list, base plus commission and profit sharing. Your people know. Box J-152, BROADCASTING.

Community of 15,000 AM/FM station. Opening for a salesperson and part-time DJ. Room to grow and we offer a number of important extras. Seeking applicants from the Mountain West or Southwest. Good housing for small family. Salary requirements, phone number and background. Write Box J-185, BROADCASTING.

Modern Country small market station in Arizona needs aggressive salesperson, good base and liberal commission. Send resume, photo, and track record to Box J-178, BROADCASTING.

Major market rapid growth FM in Tennessee needs young but experienced soft sell account executive. Good local list and tremendous growth potential. Box J-241, BROADCASTING.

Major market Midwest medium market station offers excellent starting sales position to right Radio/TV graduate. Some sales experience is helpful but we’re looking for someone who can grow. Box J-254, BROADCASTING.

Leading broadcast company now adding experienced salesperson. Excellent opportunities in our radio stations and company owned rep division. All replies confidential. Send resume to Box J-256, BROADCASTING.

Salesperson wanted. WRAC-WRB, Racine, Wisconsin need two salespeople (men or women). Booming market—good opportunity. Send resume to 2200 N. Green Bay Road.

Los Angeles area station accepting applications from experienced salespeople. Brad Martin, P.O. Box 100, Corona, CA 92870, 714-737-1370.

Immediate opening for creative, experienced young account executive with growing organization. Top account list includes major name and important area in beautiful Colorado. Fast growing market. Send resume to Barry Turner, General Manager, Box 340, Grand Junction, CO 81501.

### Help Wanted Announcers

Midwest medium market MOR wants proven person- ability for afternoon, serving as Music Director and have production responsibilities. Real opportunity for individual growth. Pay and benefits. Complete resume. Reply Box J-205, BROADCASTING.

Production Knowhow: Fully automated, rocker, rapidly expanding. J-1 promotion to double in size in four years; number one since 1962; combo production engineer considered. Dan Libeg, KSNN-AM-FM, Pocatello, ID.

### Help Wanted Technical


Central Indiana non-directional AM and FM stereo combination needs chief engineer who can assume responsibility quickly. Full requirements to David Butler, WHUT, P.O. Box 151, Anderson, IN 46014.

Chief engineer, for long established midwest 5000 watt directional AM and 3 kW FM. Excellent permanent position either for individual with chief experience or qualified staff person willing to move up to chief position. Contact General Manager, WPAG, Ann Arbor, MI.

Transmitter engineer, some maintenance. WPIM, P.O. Box 911, Port Hope, MI.


Help wanted for AM-FM, capable of 3 hour MOR air shift, immediately. Call Jim Vernon, 606-528-6617.

### Help Wanted News

News Director—Experience news professional needed to supervise department and air top-rated morning news. Authoritative delivery, aggressive reporting. Some editorial and public affairs research. Important MOR in Great Lakes market. Exceptional benefits for well-qualified individual. EOE. Box J-134, BROADCASTING.

Medium sized eastern news department wants news- caster/reporter to join a dynamic team, dominant in local news. Good pay and fringe. Send resume and salary requirements to Box J-246, BROADCASTING.

Wanted Washington Stringer for All-News Station. Knowledge of Capitol Hill a must. Send resume and fees requirements to Box J-274, BROADCASTING.

Sports director, Metro. Experience in football and basketball play by play. Club team, university network. Tape and resume to Mike Buser, P.O. Drawer 450, Baraboo, WI 53913.

Wanted—Drive-time newscaster; number one contemporary rock music station. Number one news, needs serious individual with authority, writing abili- ties and sound judgment. Salary based on experience and ability. Great opportunity with growing Southern Broadcasting Company. Excellent working conditions. Send resume and tape. Immediate opening. Contact Pete Taylor, WSCN Radio, City Federal Building, Birmingham, AL 35203.

News people wanted for million plus market all-news news. If you’re never satisfied in news, don’t waste our time and yours. Bruce Dadd, News Dir., 3130 SW Freeway, Houston, TX 77006.

### Help Wanted Programing, Production, Others

Radio-TV person to handle radio-TV contacts for university in Washington, D.C. Produce a two-minute radio ad daily. Must be good writer and have at least two years experience. Send resume and salary requirements to Box J-251, BROADCASTING.

Program director. Knowledge and experience in country music. Medium S.E. market. Send resume to Box J-209, BROADCASTING.

Program director & combo morning person for top rated contemporary operation. Part of aggressive group of good staff and resume and tape to Bryce Cooke, G/M., WTAC, Box 600, Mint, MI 49041.
Situations Wanted Management

Attention: Major Market Radio, Dynamic Sales Personality desires position as General Sales Manager for group or individual station, strong credentials, personal, highly creative with unusual sales techniques, build your National and Local Sales with a fresh, energetic, upbeat working talent. Write Box J-214, BROADCASTING.

Manager/Sales Manager. Exceptional ability to get top billings out of limited commercial-beautiful music operations. My combined rate card, research, and traffic approach gets billings up on limited commercial formats to your ratings. Excellent record of owning stations, running sales department, and increasing profits. Top industry references. Box J-228, BROADCASTING.

Sales make it gig! Bigger profits with wasteful expenses alleviated. Experienced general manager knows FCC, community needs, professional formats, contract negotiable, western single station market. Box J-242, BROADCASTING.

Looking for successful GM/ Sales oriented manager who can work in station in south or Texas. Will consider areas. Present station 25% increase over last year. Experienced in all phases. Box J-267, BROADCASTING.

Major mkt. gen. mgr. with exceptional performance record in sales and expense control. Desires management position with equity 35% minimum. Reply Box J-270, BROADCASTING.

Professional manager-sales manager desires working responsibilities same capacity. Small to medium market, preferably 3rd phone, Bob. Professional minded. Call/write Jerry Peterson, 1440 Cha rres, LaSalle, IL 61340, 815-224-1457.

Young aggressive professional, six years experience in communications including production, copy, sales, announcing, promotion. Seeks GM position in small market, Pa., N.J., or Del. Box 158, Winfield, PA 17369.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Experienced FM album-rock personality looking. Tapes, resume, interview on request. Box J-107, BROADCASTING.

Contemporary country personality seeking position in medium or major market. Box J-164, BROADCASTING.

The rocker I'm at is just a toy for the boss' wife. I'm tired of being played with. 4½ years experience, 1½ commercial, college broadcasting degree, third, single. Box J-211, BROADCASTING.

Know MOR. 10 years experience, all phases. First phonie announcing, record work, PD medium-to-large market. Adult MOR or good music. Prefer New York type market. Available now. Box J-220, BROADCASTING.

D.J. has 3rd phone, have little experience, will go anywhere. Box J-221, BROADCASTING.

Top ten market FM personality with first phone looking for progressive, hit album, beautiful music operation. Excellent, Box J-222, BROADCASTING.

Rock or MOR. 2 yrs. experience in Chicago, third endorsed, presentation/competition. Box J-224, BROADCASTING.

Rested Jack. Now at contemporary medium market seeking good with the pros. Personality, good production, 1st phone. Box J-227, BROADCASTING.

Ohio area: Professional, now large market sales, wants smaller market. Experienced morning man, morning drive phone. Moving expenses. Box J-229, BROADCASTING.

Situations Wanted Technical

Director of engineering seeks group or Chief major A&M/FM. Thorough administration, labor negotiation, directional, stereo, recording, remote control, etc. Box J-163, BROADCASTING.

Attention medium and smaller markets, northwest and southwest. Here's a real pro talkie with sales background and good announcer, too Directionals, proofs, automatics, AM/FM, etc. 855-947-4260. Box J-194, BROADCASTING.

Experienced CE looking for ownership opportunity or growth position. Business contacts in eastern U.S. Box J-225, BROADCASTING.

Hard-working CE wants job with growth potential. Experienced all areas. Reliable family man. Box J-226, BROADCASTING.

Chief engineer, 5 years in AM directional FM stereo, automation, sports, music, etc. Position in Illinois, Indiana, Michigan, Wisconsin. Can handle tight air shift. Box J-240, BROADCASTING.

13 years high level experience as chief. Extensive experience in all phases of AM and FM, including proofs, construction, solid-state, automation, STL, directional, etc., studio and transmitter. Specialize in loud-clean AM sound. Knowable FCC rules and regs. First phone, Management & Sales experience, too. Desire permanent position with good, stable company. Prefer New York State, but will consider other areas, interested? Contact Richard M. Kane, R.D. #1, Box 525, Mooresville, NC 28117, 516-866-3946.


Situations Wanted News

Sports director, small market, 2 years experience pbs, weekend play action. Want a challenge. Let's talk! Box J-178, BROADCASTING.

First phone, 3 years TV, 2 years radio, desires opportunity in news. Experienced in TV directing and most phases of production. AA degree. Box J-195, BROADCASTING.

Take charge news director. Highly experienced. 1st phone. Consider telephone talkshow, sports. Medium or major market. Box J-196, BROADCASTING.

Four years experience, news director, music director, two years; B.A. degree, third endorsed, seeking position in music and news, California preferred. Box J-223, BROADCASTING.


Creative, experienced, political reporter in major state market. Consider station with innovative station. Box J-234, BROADCASTING.

Business writer, five years with Business Week, three with metro daily, seeks reporting position. Richard Hines, 13 Coral Drive, Pittsfield, MA. Call 413-928-0601.

Sportscaster with entertaining ability to bring the people to the sports events. Experience in football, basketball, hockey, baseball. Vast, diversified knowledge for talk shows, interviews or news. College grad., will relocate, available now. Commercial. Peter Condon, 36 Tenager Rd., Alteboro, MA 02703 or call 617-227-4795 immediately today. Nine years experience, from the street to the desk. Market-medium ND available. 602-326-2895.

Ohio, 7 years solid news background. BA English. Cliff Beebe, 602 Lafayette, Bradley Beach, NJ 07720. 201-947-4073.

Reporter/producer with four years excellent experience, master's degree and awards. Looking to relocate in news and/or public affairs or allied field. Box J-283, BROADCASTING.


Broadcasting Sep 30 1974 52
Help Wanted News

News Director. On Air Professional Top 75 station needs fresh look and new voice. Must have experience as a multi-market leader. Must have excellent rapport with salespeople. Send resume and salary history to: Box J-89, BROADCASTING.

We need a great weathercaster to replace this market’s top act. Must have at least 15 years experience. Send complete resume and have your tape ready to send when you get our call. Meteorological qualifications may make the difference. Box J-202, BROADCASTING.

Worlperformer needed by south Texas television station. Must have at least three years experience with a southern accent. Contact Bob Richardson, KSVG, 512-963-3131.

Help Wanted Programming, Production, Others

Wanted: Experienced television lighting person. Must know commercial and location work. Must have sample reels when requested. Box J-121, BROADCASTING.

Promotion Copywriter for New Orleans "V". Experience and enthusiasm in writing and producing radio and television advertising. Send resume, writing sample, to: Box J-218, BROADCASTING.

Wanted: Director of Graphic Arts at a large Northeastern station. Must have at least five years experience in graphic design for television. Will also be responsible for supervising two Graphic Artists. Salary negotiable depending on qualifications and practical experience of the candidate. Equal opportunity employer. Job available as of September 26, 1974. Box J-724, BROADCASTING.

Promotion Manager, CBS affiliate in top 30 market. Stress on creative programming and public service. Send complete resume, in strict confidence to: Box J-248, BROADCASTING.

Experience Prod.-Dir. for prod. ABC VHF great place to live. Send resume to Operations Manager, KIVI, 1800 E. Chisholm Dr., Nampa, Idaho 83681.

Help Wanted Technical

Are you qualified to assume position as chief engi- neer? Send details to: C. H. Baldegger, KXXI-TV, P.O. Box 1715, Sherman, Tex.

Transmitter engineer needed immediately, experience preferred but not necessary. Contact Robert L. Pick- cum, chief engineer, WGTU-TV, Traverse City, Mich. 49684, 616-465-2900.

TV Technician with First Class license for operation of television equipment and on-air, available for immediate em- ployment. Send resume to: Director of Engineering, KVIU, 1800 E. Chisholm Dr., Nampa, Idaho 83681.

Chief Instructional Media Operations Engineer—Chief TV Engineer. Requires a 2-year degree in Electronic Engineering and three years experience in a combination of: media systems engineering and operations; video production systems engineering and operations. Three years of experience in an ad- ministrative or supervisory capacity. Responsibilities include direct supervision of technical staff involving: daily studio productions, remote, campus RF distri- bution system maintenance, videotape playback and television systems design and technical guidance. Excellent benefits and working conditions. Please contact the Personnel Office, Northern Illinois University, 615 Lincoln Highway, De Kalb, Ill. 60115 or phone 815-753-0455. An Equal Opportunity Employer.

TV Engineer HFD, Conn. Strong video or videotape editing skills required. Excellent contact person. Contact: Tony Doody, Conn. Public TV, 24 Summit St., Hartford, CT 06106. 203-578-3316.

Experienced UHF Transmitter and Microwave Main- tenance Engineer. Must have experience in transmit- ter installation. Good working conditions, and excellent fringe benefits. Send complete resume to: Director of Engineering, New Hampshire Network, Box 2, Durham, NH 03824. An equal opportunity employer.

Transmitter Technician immediate opening excellent working conditions and fringe benefits. 1st class re- quired, experience not essential, others considered. Send complete resume to Director of Engineering, New Hampshire Network, Box 2, Durham, NH 03824 an equal opportunity affirmative action employer.


Situations Wanted News

Broadcasting Sep 20 1974

Help Managed Programming

Wanted: Experience in broadcast or production. In- clude radio, TV, film news, documentary and programming. Send resume to: Box J-316, BROADCASTING.

Cable Help Wanted

Help Wanted News

3 years directing, switching 6-11 p.m. news, desire- ed to move into larger market. Seeking sales manager team as street reporter. Box J-196, BROADCASTING.

Executive Producer, or Producer/Director for news. Two "EMATS," highly creative, weekday 7-9 a.m. for a top 30 market. Box J-247, BROADCASTING.

Dynamic hardworking attractive female broadcast- er wanted to replace a top-rated personality. Excellent references. Box J-252, BROADCASTING.

Young market radio newsmen seeks career op- portunity in TV news. Solid experience. A real pro. Box J-261, BROADCASTING.

Aggressive News Director, 19 years varied experience in radio, TV, public affairs, local government. Excellent editorial sense, top references, author- itative, fast delivery, perfect pronunciation in six lan- guages. Would like to talk with someone who will see a real opportunity for a top job. Box J-265, BROADCASTING.

Situations Wanted Programming, Production, Others

Caribbean Broadcaster, experienced in production, news, announcing, switching, desires moves, after 3 years to stateside broadcasting with pro- gressive firm. Hard working, conscientious—asset to any firm. 1st phone: VTR, resume on request. Box J-263, BROADCASTING.

Graduate school seeks experience in TV/film production. Will consider any job, anywhere. MacAllister, 67y Summer St., Monpellier, Vt. 05602.

Of cinematographer, Art Director, 8 years experience. Look at my slides and call me for reference number. Box J-228, BROADCASTING.

Production manager/director with UHF independent outlook. Heavy on remote/studio local origination. Mornings, 1-402-988-8072.

Situations Wanted News

Correctional facility seeks sales rep. Must be a quick study, and have a good sense of humor. Box J-297, BROADCASTING.

Cable Help Wanted

Help Wanted News

Bright, aggressive recent college graduate with strong interest in cable television sales, marketing and pro- motion should reply at once. It is your chance to learn the cable television business inside and out. The opportunity is a real one and you could be now a general manager and marketing director in our company. Send confidential resume to Box J-127, BROADCASTING.

Executive search is an expanding field and our na- tionally known firm can offer an excellent opportunity to a mature, recent college graduate interested in our Cable Television Division. Position involves consider- able contact with corporate officers both in soliciting new clients and in "searching" for qualified execu- tives. Attractive income, surroundings and benefits. Fredericks, Ron Curtis & Company, 5725 East River Road, Chicago, Ill. 60631.
WANTED TO BUY EQUIPMENT


Wanted: B/W broadcast quality camera that can be run off external sync for use as an insert camera. Editel Inc., 1920 N. Lincoln, Chicago, IL 60614.

Eastman, RCA, and Bell & Howell TV projectors wanted. Also Eastman model 25's and 40's, large supply of cameras and projectors for sale. Send for free listing. Cinevision, 204 16th St., N.W., Washington, DC 20036.

RCA TEA or 4 Lo Band Color VTR. Must have ATC. Call MAZE 305-591-4800.

FOR SALE EQUIPMENT

Equipment for sale: 16mm TV projectors Hokuhcin 1C 5100. Perfect condition. $7200. Box J-244, BROADCASTING.

TIE Tone Burst Generator, $50, Presto 6N, $250, Tektronix 5335, B plug and 9600 probe, $499. Set of three FM transmitters 855C0, 856 A1 1.1 MHz, 1/300 db steps, 500 ohms, $40, 600 ohms, $50. Box J-266, BROADCASTING.


STL-3 transmitter/receiver units, 2 dishes, combiners, cable, $2500. KNXT, Box 609, Jackson, CA 95642.


Synchro Q-generator system with two reader units, extra cable and hand controls. Four position control box. Charles Schuher, WGBH Channel 2, Boston, MA 02134, 617-868-3600.

Save on brand-new, never used, Andrews Coax. 280 feet. 1 inch wide Stripline Transmission Line, plus fittings. Call Jerry Graham, WRGG, Pittsfield, MA 314, 499-1531.

Martl. Immediate delivery from our inventory, conditions remotely remote storage units and studio transmitter links. Terminology: ES85, 8585 Stripline Freeway, Suite 924, Dallas, TX 75247, 214-303-3600.


like-new "TIM 400 Telestrator (animated TV-graphics overscoped), $4,000. Only two years old, and except to test itself again, no wear. DZ. Zanetti, Scott-Engineering Sciences, Pompano Beach, FL 33069-4470.

Complete Monochrome broadcast mobile unit—2 TKO cameras, zoom lens, 2-sync gen., audio, director’s console, etc. Price open. Must sacrifice. 312-738-1022.


COMEDY


Comedy Continued

Jackson Shorty Two-months-Contemporary comedy for top decks. Free issue. Liberry, 3804-B Twinning, Dallas, TX 75227.


MISCELLANEOUS

Prizes Prize! Prizes National brands for promotions, contests, prizes giveaway. No purchase or trade necessary. For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call direct: 312-944-3700.

"Free" Catalog . . . everything for the deal! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy and more. Write: Comment, Box 26348, San Francisco, CA 94126.

Biographies on hundreds of rock groups. Free samples. Write Rock Box's Unlimited., Box 978, Deloit, WI 53511.

Paperback Openings The Chuckler 1 yr. $30; 1/2 yr. $18; 1 yr. $10; samples 50¢; 249 North St., Buffalo NY 14201.

INSTRUCTION


In Chicago, Omega Services has the best price for a First Class License. Day or evening. Guaranteed results! Omega Services, 333 East Ontario, 312-649-0927.


FCC license the right way, through understanding. at a price you can afford. See catalogs. Gen Tech, 5540 Hollywood Blvd., CA 90028.


Help Wanted Sales

SALES—HEAVY WEIGHT!!

You want to make money . . . we want to sell time! It's that simple! You've got the experience and ability already and we've got the hottest contemporary station around. We want the bro who's good and who knows it . . . the kind of person who can produce, and get into promotion, and the fun of selling a great radio station! We're a new England resort market and we're looking for the big time producer for the big market buck. If you're good and you know it . . . contact us immediately. We're ready to move and we're ready to pay for the right person.

You want to make money and we want to sell time! It's that simple! Call Box J-199, BROADCASTING.

ACCOUNT EXECUTIVE

Group owned Chicago radio station has immediate opening for ambitious, young account executive ready to move up to a large market. Interview with executive position available. Income: $30,000 to $35,000, depending on performance. Send resume to: Box J-263, BROADCASTING.

Help Wanted Announcer

PERSONALITY JOCK

Midcontinent rock station seeks real live personality jock. Salary commensurate with ability but not less than $12,000.

Box H-155, BROADCASTING

21F adult contemporary country needs morning person. Must be able to ENTERTAIN. Character voices a plus—imaginative production a must. Resume, desired salary to: Box J-265, BROADCASTING

An Equal Opportunity Employer

Help Wanted News

NEWS: Need heavy, powerhouse newscaster, writer, reporter. Must have resume, news background and desire to dig into local scene. A rare opening at number one AM/FM-TV Ohio outlet. An equal opportunity employer. Send resume, salary requirements to: Box J-175, BROADCASTING

You belong in

Broadcasting

The newspaper of broadcasting and allied arts

RADIO

Help Wanted Management

SALES MANAGER

Number one AM/FM in desirable Midwest medium market. Income $18K to $20K plus numerous fringes. Must have degree and one to three years competitive sales experience. Send resume, with salary requirements to: Box J-233, BROADCASTING

Looking for Challenge

Currently rated solid #1 teens and adults 18-34 in top 3 market. Interested in contemporary drive time slot where creativity, personality count.

Box J-233, BROADCASTING

Broadcasting Sep 30 1974

54
Errors in the page make it difficult to provide a clear and accurate transcription. However, some sections are readable and can be transcribed as follows:

**Help Wanted News**

**GEORGIA POWER COMPANY**

**TV JOURNALIST**

Journalist needed to head small operation in providing news clips to stations and producing in-house films. Degree in Journalism and three years experience required. Good working conditions. Send resume and writing samples including educational and experience background, salary requirements and availability to:

L. D. Eubanks

Employee Relations Department

P. O. Box 6542

Atlanta, Georgia 30302

EQUAL OPPORTUNITY EMPLOYER

**Miscellaneous**

**GROSS OVER $1,000.00 Monthly with our "SHOP-AT-HOME" Radio promotion. For medium and small markets. Inexpensive. For complete details call collect 765-342-2176.**

Hayden Maddox Productions, Inc.

Suite 305, Shenandoah Building Roanoke, Virginia 24011

**100% ID TRADE**

Medium & Metro, 100% trade for GWIN-SOND PROMOTIONS in top consumers category, 30 minute Sunday, Church broadcast. Outline format in letter. Will send details & demos. No obligation.

DeMunck SimmsLink & Co. 411-564-2001

514 Center Avenue

Oshkosh, Wisconsin 54907

**COLLECTORS ITEM**

Authentic Replica of RCA Microphone mounted as men's tie bar in ladies pin

(gold or silver finish)

All American Enterprises

P.O. Box 141

Pomona, CA 91769

**Funding Available**

$100,000.00

Over the next ten years, The Wheatstone Bridge Engineering Company, The Regional A. Possenden Educational Fund, and allied organizations will make available $100,000 to needy commercial broadcasters, either through outright grants, or purchase/lease-back of equipment or outright equipment. If yours is a bone 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:

Cesa McGowan

President

229 University Avenue

Los Gatos, California

**Wanted to Buy Stations**

Top major market sales/management/programming team seeks equity in Class B or C FM station with unrealized potential. We will manage and program with option to buy. Unusually impressive credentials. Owner and broker replies invited, all markets.

Box J-234, BROADCASTING

**Books for Broadcasters**

301. *1975 BROADCASTING YEARBOOK*, the one-book library of radio and television-indispensable reference work of the broadcast business world. $17.50, or $15.00 prepaid

302. *1975 BROADCASTING CABLE SOURCEBOOK*, the most complete and comprehensive listing for every operating system in the U.S. and Canada. $10.00, or $8.50 prepaid

303. *THE LIGHTER SIDE OF BROADCASTING*, a selection of 124 Sid Hix cartoons reprinted from BROADCASTING Magazine. An excellent gift item. $6.50

304. TO KILL A MESSENGER by William Small. From his vantage point as News Director and Bureau Manager of CBS News in Washington, Mr. Small thoughtfully and thoroughly examines the role of television news in our society. He tells of the inside, factual problems of the day-to-day decision-making process of selecting and presenting news. "Engrossing and valuable ... excellent scholarship."—Washington Post. 396 pages, $4.95

335. *BROADCAST JOURNALISM*, An Introduction to News Writing by Mark W. Hix. Covers all basics of radio-television news writing style, techniques—for student and practicing professional. 100 pages, 6/6 x 9/6. $4.95

306. *BROADCAST MANAGEMENT*, Radio and Television by Ward L. Quesal and Lee Martin. A comprehensive exploration of all of the management aspects of U.S. broadcast stations. 278 pages, 6/6 x 9/6, charts, index. $6.95

308. *COLOR FILM FOR COLOR TELEVISION* by Rodger J. Ross. Currently available color films and processes which enable television producers to meet different program requirements. 200 pages, 6/6 x 9/6, 75 diagrams, 7 photos. $12.50

309. *COLOR TELEVISION: The Business of Color-casting* edited by Howard W. Coleman, A. Nielsen Co. Seventeen experts in the field give a thorough appraisal of this important medium emphasizing the business angle. 288 pages, 6/6 x 9/6, color pages, index. $12.50

310. *DOCUMENTARY FILM* by Paul Ronks, S. Road and R. Griffith. This reprint of the third (revised) edition again makes available this classic book on the world documentary film movement. 476 pages, 6/6 x 8/6, with 64 pages of photos. $12.50

311. *DOCUMENTARY IN AMERICAN TELEVISION*—Farm—Feature—Market by A. William Blume. A critical examination of the documentary movement in American TV. 212 pages, 6/6 x 9/6, illustrated, appendices, notes. $8.95

312. *FACTUAL TELEVISION* by Norman Swallow. The role of television in public affairs, the arts, education, examined by distinguished British producers. 216 pages, 6/6 x 9/6, index. $7.90

313. *THE TELEVISION ENCYCLOPEDIA* by Franklin A. Foss. 620 pages, 8/6 x 10/6, 1,124 pages, 6/6 x 9/6, 1,000 diagrams, index. $37.50

314. *THE WORK OF THE MOTION PICTURE CAMERA-MAN* by Freddie Young and Paul Perzold. Details the working environment of the day-to-day routine and equipment used by the film cameraman. Also covers-at length—the part played by the director of photography. 245 pages, 20 pages of diagrams, 32 pages of halftones, glossy. $15.00
WANTED TO BUY STATIONS CONTINUED

2 knowledgeable young Broadcasters seek first ownership experience, FM, AM, or both in medium to large market.
Box J-249, BROADCASTING

FOR SALE STATIONS

CLASS A—FM
One Million Plus Coverage
Religious format—northern California.
$295,000. Principals only.
Box J-230, BROADCASTING

Fulltime Country AM Station
N.W. Florida
$385,000.00 CASH
Principals only—No Brokers...include financial qualifications first letter.
Box J-250, BROADCASTING

Exclusive NBC MOR Fulltimer in healthy Texas Metro Market. Fine acceptance. Real estate. Billings on $300,000.00 level. Cash flow over $70,000.00. Debt assumption provides very liberal terms and low interest rates.
$600,000.00

FOR SALE STATIONS CONTINUED


LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington
Contact: William L. Walker
Suite 506, 1729 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
(P.O. Box 945) • (607) 733-7138
New England office-St. Albans, Vermont 05478
(P.O. Box 270) • (802) 524-5903

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 makegoods 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.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or state 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, group of figures or letters at a word. Symbols such as $500,000, COO, 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:

MAJOR MARKET FULLTIMER

Total Price $1,000,000
Maximum Down Payment $100,000
To Qualified Buyer AT YOUR SERVICE WITH 20 YEARS EXPERIENCE.

RICHARD A. SHAHEEN, INC.
Media Brokers
433 N. Michigan Ave. Chicago, Ill. 60611
312/467-0040

...about two months ago we ran several larger ads in your classified section of BROADCASTING advertising for a Regional Sales Manager for our Southeastern area. After the ad ran,...we received applications from 24 well-qualified applicants, and were able to make our selection from an unusually fine field of candidates. It is our opinion that the response from BROADCASTING was truly phenomenal. At the same time, we would recommend to other advertisers using classified to buy enough space to screen their responses effectively. Certainly, our use of that relatively substantial ad saved us a lot of effort, and also a lot of money in finding the proper applicant. We really appreciate the tremendous response that this ad got in seeking to fill a tough position.”
AP Radio's Bob Benson: conditions are go

The room looked strangely sterile. Three black leather chairs stood vacant against a newly painted wall. An unobtrusive carpet smelled vaguely of the factory. Otherwise, the room was empty. Workmen in blue coveralls moved about casually, adjusting a door hinge here, a light fixture there.

At the far end of the room, which would soon become a reception area, a heavy door had been pushed wide open. From within, the clutter of news tickers competed persistently against the voice of a young, bespectacled man in shirt-sleeves. Around the table before him, a small group of well scrubbed but informally attired men and women sat and listened attentively. Bob Benson was conducting one of his first staff meetings and there was much to say.

"We're living in the middle of a lot of confusion," Bob Benson pointedly observed. "Let's ask questions; you'll find I ask the dumbest ones of all. . . . The AP is looking at us very hard. We're the single largest growth area in the entire organization. If there's any way we can make it better, let's get it out. Don't leave it as a private thought."

For Mr. Benson and his audience, the hour of reckoning was fast approaching.

12 days, AP Radio—the Associated Press's first venture into audio news service—would emanate from within those walls. Displayed on a table in Bob Benson's office, the only thing showing signs of a permanent resident was a small ashtray, already filled to capacity despite the mid-morning hour.

Back at his desk, Mr. Benson looked restless. So much remained to be done. It was a bad time for an interview.

"It's been a fun summer to be here," Mr. Benson recalled of the weeks since he had moved his small family across the country (from San Francisco, where he had been operations director of KGF(AM) to Washington, where the new job as AP Radio's managing editor awaited him. "Fun, but a little frustrating, having the biggest story of the century going on and us not on the air yet."

For Bob Benson and APR's nuclear staff of 23, the frustration ends tomorrow (Oct. I) when the first feeds go out to an initial line-up of 180 stations. It will be replaced by the glaring reality of being the newcomer in a marketplace that presumable is already supplied by the competition. With several national radio news services already plying their wares, why does the Associated Press, after more than a century of secure operations as a wire service, opt to enter the fray?

"AP has 126 years behind it of trying out new things," Mr. Benson says. "I think they're known for the fact that when they get into something, they're doing it after pretty careful analysis. . . . The AP will be in this business from this point on. We're in it with both feet. . . . I don't see this as a move toward overpopulation. Do you see any parallel between the fact that there has been a great increase in the number of radio news services and the fact that formats have been splitting like crazy? The spectrum is there. . . . People seem to want a concise report of what is going on, and they want it to be updated as frequently as possible. All-news stations, particularly, "have seen that it is almost impossible to get too much material into the shop."

What APR will provide, Mr. Benson insists, is informative, diverse news material in a manageable, flexible format. Hourly newscasts (21 each day), heavily laden with actualities, will be available in formats of 90 seconds, or 3:30 (with a one-minute station cutaway) or five minutes (with a total of 90 seconds for local filler). Ninety-one 90-second sportscasts (six in morning drive time, five in the afternoon and 36 on weekends) will be offered, as will 10 one-minute business reports and three national agricultural transmissions each day. Regional newscasts, augmented by AP-member stations and several AP-subsidiary regional news operations, are planned shortly. A weekly anthology of in-depth public affairs reports is also contemplated.

"That's a lot of feeds—enough to make AP Radio a highly inflexible operation internally, but one that can be quite accommodating to the membership, or so Mr. Benson hopes. "Anytime you're formatting," he notes, "you're serving a variety of needs. It's impossible for any service like ours to go completely free form. The function of editors is to edit, and we have to live by that."

Notwithstanding the inherent impediments and far-sighted goals (with 3,220 stations—all subscribers to the AP broadcast wire—still eligible for the audio service, there's a lot of sales ground to cover), Bob Benson is pursuing his new job with a demeanor that can only be described as zealous. At the relatively tender age of 32, the Washington assignment is a major career opportunity—but one for which Mr. Benson has been preparing since age 16, when he joined the staff of WIZZ(AM) in his native Streator, Ill.

"Like everyone else," he said, "I wanted to be a DJ." As a junior high student, he had heard that announcers of the time were making $150 a week in Chicago. "What a salary! How could I have wanted anything else?"

That answer eluded him until 1962, when he began seeing service in the news department at WIRE(AM) Indianapolis. In that year, 76 persons died in an explosion at a local ice show. Bob Benson was on the scene. He saw the blood, the bodies, and "from that day on I was no longer afraid of being a spot news reporter." Later, while serving as national news coordinator for Don Burden's Star Stations, he filed reports from Vietnam, and in 1968, as news director at ABC-owned WLS(AM) Chicago, he was on the street during the disorders that befell the Democratic convention there.

The ramifications were sobering. News, Mr. Benson now realizes, can be a cruel business. It can also be an ego trip. But it never fails to excite, to haunt one's heart, and to gratify its participants. "Any broadcast newsroom," Bob Benson insists, "can feel damn proud of what he's doing for a living."

Back in the newsroom, the AP Radio staff was buzzing. A Washington policewoman had just been gunned down in an alley across the street—a national news story, albeit a macabre one. Bob Benson was due to start his first day, and a receptionist was due to start after the weekend. "You know," Mr. Benson beamed, "I'm beginning to think this thing's going to work."
People of the press
When President Ford chose Ron Nessen, NBC White House correspondent, as his press secretary (Broadcasting, Sept. 23), it was more than a tribute to the individual. It was a tribute to broadcast journalism.

The appointment was accepted by the entire press corps. Apparently no one gave a second thought to the selection of a broadcast correspondent as the dispenser of the White House news.

That was not always the case. Nearly 30 years ago, when Vice President Harry Truman assumed the Presidency upon the death of Franklin Roosevelt, one of his first acts was to name his friend, J. Leonard Reinsch, of the Cox Broadcasting stations, as his press secretary — a post Mr. Reinsch hadn't sought. But the elite Gridiron, Washington's limited-membership club (50 newspaper bureau chiefs and correspondents), openly resisted the appointment of a broadcaster. Mr. Reinsch made it easy by stepping aside to become broadcast adviser to the President while continuing to direct the expansion of the Cox Broadcasting organization.

We hope Mr. Nessen becomes a star in his White House slot, which is one of the toughest in the capital. He is the news dispenser for all the press — broadcast, magazine, newsletter, as well as the daily newspapers and press associations.

This unequivocal recognition by competitive media is proof that the last vestige of prejudice against the broadcast press has vanished. The next step, obviously, is full First Amendment protection for radio and television and that can be accomplished by eliminating Section 315 of the Communications Act and its demeaning fairness doctrine.

Staying in the kitchen
The commercial television networks took an overdose of criticism from members of the Senate last week for omitting live coverage of Nelson Rockefeller's confirmation hearing.

Senator Marlow Cook (R-Ky.) hinted at dark conspiracies and talked of antitrust investigations.

Senator Hugh Scott (R-Pa.) came out for increased federal funding for noncommercial broadcasting (which carried taped coverage in prime time on PBS television affiliates and live coverage on radio). That was after he had announced his "intense disagreement" with the news judgment of the commercial networks.

Senator Howard Cannon (D-Nev.), chairman of the Rules Committee, which was holding the hearings, expressed "shock" at the "deplorable and unconscionable misconception of what I conceive to be the freedom of the press and the public service requirements of the Communications Act."

What all of this really meant of course was that Republicans wanted a respectable member of the party to be put on national view for a change and that Mr. Cannon was remembering with envy the attention received by chairman of other committees that did get live coverage in recent times. Whoever heard of Peter Rodino, outside New Jersey, before the impeachment hearings in the House?

This kind of political pressure is accepted by broadcast journalists as one of the hazards of their trade, and it is to the credit of the networks that they stuck with their editorial decisions through it all last week. We include in that the noncommercial networks. Live noncommercial radio, delayed but full-text noncommercial television and news coverage of significant parts of the testimony on commercial TV and radio added up to just about all the American public needed to know about Mr. Rockefeller, Senator Cannon and the hearing.

Progress
The report adopted by the Senate Commerce Committee last week to accompany its license renewal bill puts things in somewhat clearer perspective than they had been a week before. On balance, the report seems to suggest that the Senate thinks licensees are entitled to renewal if they abide by FCC rules and make substantial efforts to serve their communities.

Read with the bill that came out of the committee, the report provides at least some of the protection that broadcasters had legitimately sought against the piecemeal dismemberment of multimedia ownership. It is not as certain a shield as the House provided in the renewal bill it passed. It is considerably better than nothing.

In its present form, the Senate package deserves support. There may be an outside chance for final action in this congressional session.

Lynch law
If a tentative vote taken two weeks ago holds, the FCC will strip the Alabama Educational Television Commission of all nine stations and the network it operates. Whatever the crime, that is cruel and unusual punishment, more in the tradition of the hanging judge than the rehabilitation center.

The Alabama noncommercial system is accused of discriminating against blacks in its programing and employment. It has admitted transgressions and has set about correcting them. The same transgressions could be charged to almost any other institution in Alabama or, for that matter, the United States.

If the FCC goes through with this, it will set precedents of grave consequence. No licensee that is made the target of a petition to deny renewal can be given credit for an effort to upgrade programing or practices. The incentive will be lost to make wrongs right.

A dissenting member has privately said that the majority in the tentative vote was more interested in revenge than in compliance. That kind of justice should have disappeared with the conditioned discrimination against blacks.

Editorials

Drawing for Broadcasting by Sidney Harris
WGN Television?
It’s my family’s station.
There are so many different kinds of programs... but they always seem to have something that someone in the family wants to watch.
NOW USED BY ALL 4 NETS AND A LARGE GROUP OF INDEPENDENTS

IKEGAMI

HL-33 Mini-Portable Camera For Electronic News Gathering

JULIUS BARNATHAN,
Vice President in charge of Broadcast and Engineering, ABC says:

“We selected the IKEGAMI Portable Camera because we believe it is state-of-the-art and has excellent reliability so essential for electronic news gathering.”

The HL-33 is completely self-contained; can operate a VTR from the back-pack. No CCU is required. The camera head weighs only 12 pounds, the back-pack 23 pounds including batteries. Its NTSC video signal can be used directly on the air, directly tape recorded or a combination of the two modes.

For further information and/or demonstration, call or write:
IKEGAMI ELECTRONICS INDUSTRIES INC. OF NEW YORK
35-27 31st Street, Long Island City, New York 11106/Telephone: (212) 932-2577