Light at end of FCC tunnel on children's TV
FM: Better and better for more and more

AP RADIO

The quality of the service is exceptional. The cuts from overseas were clean and sharp. We're surprised. The amount of material on the line the first hours of the beginning day made APR sound like they had been in business for years.
—KPDQ, Portland, Oregon

“It's as comprehensive an audio service as exists. It's really impressive.”
—XKOX, Tulsa, Oklahoma

“APR’s studio quality has enhanced our news sound far beyond expectations, placing the world at our fingertips with a massive amount of variety and quantity.”
—KVET, Austin, Texas

“The format is short but informative, very versatile and fits our own needs. The line quality is excellent for something brand new.”
—WIBW, Topeka, Kansas

“...down here in Tennessee, it's the greatest sound around.”
—WBMG, McMinnville, Tennessee

“Y'all are sounding mighty good.”
—W MAG, Forest, Mississippi

“It's good, good quality. The cuts are smooth. It sounded just beautiful.”
—WMIR, Lake Geneva, Wisconsin

With more than 200 radio members on line, APR makes broadcasting history with its quality news content and sound. Join the growing list of APR member stations by contacting your AP regional representative or (212) 262-4015—

AP BROADCAST NEWS DEPT.
50 Rockefeller Plaza, New York, N.Y. 10020
Can't see the forest for the trees?

If the few proverbial trees bearing certain names are hiding the many broadcast equipment possibilities from you, we urge you to step out and examine the whole forest. These days none of us can afford to buy by maker's name alone. The woods are full of brand names, old and new, and we again invite you to glance through a few published features of high powered FM transmitters bearing popular names...

<table>
<thead>
<tr>
<th>Manufacturer &amp; Model</th>
<th>CATER</th>
<th>CCA</th>
<th>COLLINS 831C-1B</th>
<th>RCA ITT/2051</th>
<th>SPARTA 625A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power Output</td>
<td>21.5Kw</td>
<td>27.5Kw</td>
<td>22.5Kw</td>
<td>20Kw</td>
<td>25Kw</td>
</tr>
<tr>
<td>Driver as Auxiliary Capability</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Automatic Power Control</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>VSWR Protection</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Size of Largest Cabinet</td>
<td>42&quot; W</td>
<td>38&quot; W</td>
<td>68-15/16&quot; W</td>
<td>48½&quot; W</td>
<td>34&quot; W</td>
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<tr>
<td>Size of Cabinet</td>
<td>78&quot; H</td>
<td>76&quot; H</td>
<td>71½&quot; H</td>
<td>77&quot; H</td>
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<tr>
<td></td>
<td>32¼&quot; D</td>
<td>34&quot; D</td>
<td>27¾&quot; D</td>
<td>32½&quot; D</td>
<td>25½&quot; D</td>
</tr>
</tbody>
</table>

Note the considerations that even a quick comparison can reveal. For instance the Sparta 25 kw FM transmitter, due to its modular construction in smaller cabinets, is easier to transport and install in any location, yet through thoughtful design it offers far superior accessibility. APC and VSWR protection may be available at extra cost on some models listed, but on our 625A they are standard.

Making equipment decisions today can be more difficult than ever, with such a thicket of names and claims to choose among. Only careful, detailed comparison should guide your choice, and surely our brief chart above gives reason for you to inquire further of all manufacturers. Evaluation of claims in depth will best serve your interests. And ours.

Start now by getting full, exact specifications on Sparta FM transmitters, AM transmitters, audio equipment and Spartamation systems and components. We want you to write or call us collect, today, for the Sparta equipment information you need.

We're in the business of You.

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Closed Circuit®

Mr. Sam, DSA. Among nominees for 1975 Distinguished Service Award of National Association of Broadcasters will be Senator Sam J. Ervin Jr. of North Carolina. Hailed as Senate's most distinguished constitutional authority, 75-year-old Democratic chairman of Judiciary Committee has endeared himself to broadcasters for fostering full First Amendment protection for radio and television. At last session he was ramrod in marshalling Senate forces for deletion of provision that would have imposed performance royalty on broadcast stations. Victory was by overwhelming 8-to-1 margin against stalwart opposition (Broadcasting, Sept. 16).

Among others nominated for 1974 award (which went to Richard Chapin, of Stuart stations, former joint board chairman) who presumably will be on 1975 list are: J. Leonard Reinsch, retired chairman of Cox Broadcasting; Julian Goodman, chairman of NBC; Walter Cronkite, CBS Evening News managing editor, and Jack Benny, veteran comedy star.

War chest pains. Anti-pay TV-cable committee of National Association of Broadcasters, at its meeting in Washington last week (story page 5), didn't stop with decision to put on new drive. After committing itself to fund - $400,000 is goal (half from station membership to be matched by major network funding) - committee turned to futures and how best to build contingency fund without resorting to emergency drives.

Wilson C. Wearn, president of Multimedia Broadcasting, Greenville, S.C., and chairman of NAB's television board, will appoint committee to explore subject, with report to be delivered to winter board meeting next January in Cerromar, Puerto Rico. Among suggestions were special assessments as against across-board increases in membership dues, with latter apparently favored. Meanwhile, with original $400,000-plus war chest nearly exhausted, pressure is on new drive to defray upcoming oral argument costs as well as continuing campaign.

Price conscious. Although there's some hope that House will adopt Commerce Committee's all-channel radio bill before election recess, strong sentiment against it is reported. Resistance comes from congressional wariness of action that public would think inflationary. Bill would require AM-FM capacity in all factory-installed auto sets at obvious increase in price over AM-only receivers.

High cost of compliance. How much will it cost cable industry to comply with FCC rules by March 1977 deadline? Anywhere from $100 to $500 million, says National Cable Television Association staff — perhaps half again as much as total system investment over past 25 years. Preliminary estimates indicate as many as 400 systems will require extensive renovation, if not complete rebuilding. Present 180,000 miles of cable plant nationwide has cost $700 million to $1 billion since 1948. With tight money situation, many are worrying about how new construction can be financed.

Under rules, operators would have to offer at least 20 channels — only half broadcast — and provide two-way capability. Hypothetically, for 3,000-subscriber system with 100 miles of plant, renovation could cost about $700,000 for new construction plus $120,000 for converters (at $40 each). If hardware costs continue to rise, tab could go out of sight. NCTA, accordingly, is contemplating asking commission for total rewrite of present rules.

Pro bono. Help may be on its way for those who are in trouble with FCC but lack funds for legal defense. Legal aid program developed by Federal Communications Bar Association is expected to be announced soon by FCC, which would cooperate in and help implement it. Program would involve panel of lawyers who would provide aid on volunteer basis. FCC contribution of $25,000 would be used to defray volunteers' out-of-pocket costs during fiscal year ending June 30, 1975.

Lawyers note that program will not be designed to aid citizen groups with complaints against stations; they are generally aided by public interest attorneys. Rather, it might help shrimp-boat captain accused of broadcasting obscenities on his ship-to-shore radio, or DJ accused of payola.

Peaked. Television's so-called commercial clutter situation appears to have leveled off. Count made by Television Bureau of Advertising shows average TV station last year carried exactly same number of commercial minutes per day (177) as it did in 1972, and that its daily commercial units, counting piggybacks as two units, increased only 1% (from 326 to 329). Nonnetwork commercials increased slightly in each case; network messages declined or held unchanged.

Over longer haul, daily totals showed five-year gain of seven commercial minutes (up 4%) and 53 commercial units (up 19%), with both network and nonnetwork commercials contributing to increases. TVB's count was based on estimates from monitoring of Broadcast Advertisers Reports.

Leveling of commercial load does not reflect business slowdown, by any means. TV revenues in 1973 were up 9% from 1972, up almost 24% from 1969.

'Pension' pondering, puzzling. FCC last week was still pondering question of whether to appeal 'Pensions' ruling it lost week before (Broadcasting, Sept. 30), either to full nine-judge bench of D.C. circuit court or to Supreme Court. Indications are it won't. If not, Accuracy in Media, which brought original complaint against NBC, probably will.

Among puzzles left in wake of court's decision: Why did it take seven months for ruling after going to court on expedited basis that did not allow time for written briefs? Was court's security on decision breached in advance? Rumors of 2-to-1 outcome had circulated in Washington for weeks preceding release.

In the wings. One of hottest properties in development for NBC-TV's 1975 season is contemporary situation comedy co-produced by Norman Lear and Don Kirshner. Called Hereafter, it's about rock group that is killed and then reincarnated. Cast is still to be determined.
Top of the Week

Long wait for little. It's been nearly five years since Action for Children's Television urged FCC to crack down on TV for the younger set. Now, commission is on verge of closing book on issue, and it appears that ACT's protestations have gone virtually for naught. Rather than issue rules, it's reported, agency will opt for policy statement encouraging voluntary cooperation from broadcasters. How industry will react to that invitation remains to be seen. Page 15.

Flop. Senate sounds death knell for year-round daylight saving time. Its unanimous decision to return November-February to normal hours emulates House action. All that's needed now is Ford's signature. Page 18.

Which way? FCC wants licensees to negotiate with dissatisfied citizen groups. It also wants them to maintain discretion over what their stations broadcast. Sometimes, it's difficult to figure out which direction deserves the higher priority. Witness the case of KCST(TV) San Diego. Page 20.

Behind the lines. With all the talk about media crossownership, sometimes one basic aspect of controversy is forgotten: Do media combinations really do public a disservice? Rand Corp. thinks not. Berkeley law professor thinks so. A debate ensues. Page 22.


Transition. Ron Nessen has suddenly found a new purpose in life as President Ford's press secretary. And, the former NBC correspondent has quickly discovered, the folks in the press room now look at him quite differently. Page 26.

MOR. FCC Commissioner James Quello isn't the ogre in broadcasters' clothing that many cable interests had feared. In fact, Mr. Quello claims to be a moderate as far as cable policy is concerned. He so tells Northwest cablemen. Page 33.

Puberty passed. Yes, Virginia, there is an FM. It's a big business and getting bigger all the time. Those once feeble AM companions have grown into productive entities in their own right. A Broadcasting "Special Report" tells how and why. Page 41. Growth equals wabiability equals salability. That's the contemporary equation in FM station trading, a companion piece finds. Page 41. In the midst of the renaissance stands the National Association of FM Broadcasters, which heads for New Orleans convention this week with numerous AM people along for the ride. Page 34.

Goals. TVB has a mission: $8 billion in television sales by 1980. It's one of 13 policy objectives cleared by bureau's board of directors. Cash successor also given high priority. Page 54.

Order of the day. New comparative ad guidelines, go-ahead for OTB advertising head list of code board recommendations. Page 61.

New frontier. Advertising for disposable douches is finding new home on television — but not on CBS. Page 61.

At home. Is Hollywood any place for a boy from Brooklyn? Sure, says Dave Gerber, who's worked hard to get there. Page 91.

A grudging FCC issues notice of inquiry on TV reruns, offers no solutions of its own

With obvious reluctance, FCC last week issued notice of inquiry in matter of network reruns in prime time. Vote was unanimous, but four commissioners issued total of three concurring statements expressing doubt as to whether commission should or legally could involve itself in question of how many reruns networks may air.

Notice does not propose rules, and makes it clear that commission is unsure that action would be appropriate. It says that commission is simply seeking help in making judgment "as to the next appropriate step (or no step at all) in the public interest."

Commission asks for facts on trends as to use of prime-time reruns, whether they serve public interest, and extent to which welfare and viability of U.S. program production industry affords basis for commission action, as well as extent to which government regulation is needed or appropriate. Commission also wants to know economic and programming consequences of rerun restriction.

Inquiry, in preparation for months, is result of petition for rulemaking filed in May 1972 by Richard A. Balmuth, Hollywood film editor, who complained that networks' increasing use of reruns was seriously affecting economic strength of program production industry. Later, then-President Nixon expressed sympathy for Hollywood production workers' position, and directed Office of Telecommunications Policy to attempt to come up with solution to problem. OTP sought to persuade networks to -curtain reruns voluntarily, but failed. It then urged commission to undertake inquiry.

Mr. Balmuth urged rule that in effect would require networks to return to "39-13" schedule, in which 75% of each season's programs would be new. Schedule now is closer to 50-50. Networks, in opposing petition for rulemaking, said rising costs had forced them to abandon 39-13 schedules and that if they were forced to return to them, profits would be wiped out. They also said any restrictions on reruns would force them to turn to less expensive types of programing or to foreign sources of supply — practices that would adversely affect domestic production industry.

Chairman Richard E. Wiley, in concurring statement joined by Commissioners Charlotte Reid and Glen O. Robinson, said he remains to be convinced that rerun problem is one of "legitimate regulatory concern." He said he fears "governmental intrusion in what essentially may be a market-place determination."

Commissioner Robinson, in concurring statement of his own, said that "the public interest, convenience and necessity is not an all-embracing mandate to remedy theills of the world." And Commissioner James H. Quello, in another concurring opinion, expressed similar doubt as to wisdom or legality of commission involving itself "in matters of program content which, traditionally, have been the responsibility of each licensee."

Moore in news again re Watergate

Richard A. Moore, one-time president of KTTV(TV) Los Angeles who became special counsel to President in Nixon White House, last week figured in conflicting reports as to whether he would be named unindicted co-conspirator in Watergate coverup trial. Reports that he would be named grew out of prosecutors' statement that unnamed individual will be added to list of 20 unindicted co-conspirators in case. They began appearing in broadcast and press accounts on Wednesday evening, few hours after White House announced Mr. Moore's resignation, effective Oct. 9.

But Mr. Moore's attorneys denied their client would become involved in case. And by Thursday, prosecutors were
backing off their original definite statement about addition of new name to be added to unindicted co-conspirators' list, they said one "may" be added.

Mr. Moore said resignation was not related to reports — or to resignations of five other White House aids announced at same time as his. He said he had planned to resign two months ago, at same time President Nixon stepped down, but that, along with other top aids, was urged by President Ford to stay on during transition. About month ago, he said, he told White House's then-chief of staff, Alexander Haig, that he wanted to quit, and two weeks ago finally drafted letter of resignation and submitted it to President.

Unindicted co-conspirator is not target of prosecution, but his alleged acts or statements could be used against others charged with conspiracy. Mr. Moore feels it would be ironic if he were named in cover-up, since he regards himself as "uncover-up man." He noted his testimony at Senate Watergate hearing to effect that, on March 20, 1973, he had advised then-presidential counsel John Dean III to tell President everything about growing scandal.

Mr. Moore plans to remain in Washington at least through June and, in meantime, take his "first vacation in five years." He is thinking of returning to communications business, but has nothing definite in mind. Besides experience as broadcast executive, he is lawyer.

No tapes on air, Judge Sirica rules

U.S. District Judge John J. Sirica has turned down request of three networks for permission to broadcast White House tapes that are to be played during Watergate cover-up trial. Judge Sirica, in letters to networks, noted memorandum from Chief Judge George L. Hart Jr. expressing consensus of judges in district as being opposed to disclosure. Judge Hart's memorandum indicated concern over precedent that would be set if permission were granted. "We have staunchly opposed, as you know, any broadcasting of court proceedings," Judge Hart said. "In a sense, if we allow replay of what occurred in court, it will be very difficult to explain why we will not let a tape recorder be used by a court reporter to replay the entire proceedings." Judge Hart left decision in matter to Judge Sirica, who said he agreed with other judges.

Finally: Renewal bill goes to Senate floor

Tomorrow (Oct. 8) Senate will take up license renewal bill, Senate Commerce Committee's substitute for House-passed H.R. 12993. Amendment to restore House version's provision for five-year license term will be offered by Senator Lloyd Bentsen (D-Tex.). Senate bill leaves term at current three years. Observers say five-year amendment is likely to pass, though some members may try to chip it down to four.

Bentsen has 17 co-sponsors, including Majority Leader Mike Mansfield (D-Mont.), Minority Leader Hugh Scott (R-Pa.) and Senators John Tunney (D-Calif.), Ernest Hollings (D-S.C.), Marlow Cook (R-Ky.) and J. Glenn Beall (R-Md.). Latter four are members of Senate Commerce Committee, which never seriously discussed extending license term in markup sessions last month (Broadcasting, Sept. 16, 23).

Other possible amendments discussed but without sponsors at week's end included one for five-year license terms, but staggered so stations in same market would not fall due at same time, as they do now. Another would grant five-year terms as rewards only to those stations that demonstrate superior service during preceding term. Rest would keep three-year terms. There was also talk of amendment to change "substantially met" performance standard called for in Commerce Committee bill.

There may be new ball game on format changes: Court remands WEFM sale to commission, stays Starr's WNCN switch at 11th hour

U.S. Court of Appeals, in what may be landmark opinion regarding format changes, has overruled FCC decision permitting sale of WEFM (FM) Chicago without hearing on proposed purchaser's plans to substitute rock for classical music format station had employed since going on air in 1940. First impact of decision was on Starr Broadcasting's plans to drop its classical format for rock. Court, acting on last-minute pleadings in case that has stirred considerable controversy in New York, stayed format change for WNCN (FM), and asked for additional briefs in case by Thursday (Oct. 10).

Court directed parties — commission, WNCN Listeners' Guild (which was organized to oppose format change) and Starr — to discuss effect of WEFM decision on WNCN case. Court also asked for comment on relation between proposed change in station's call letters — to WQIV — and change in programing format.

Ten judges of circuit court heard case after three-judge panel — by 2-0-1 — had originally affirmed commission decision approving Zenith Radio Corp.'s sale to GCC Communications of Chicago Inc. Opinion to overrule was adopted by 8-2-0 vote. Two citizen groups organized "to save WEFM" had opposed sale before commission and fought issue through courts on ground that it had raised questions concerning sale that, at minimum, merited consideration in hearing. Court agreed. It cited two factors FCC should consider — financial losses Zenith said it had suffered as result of maintaining classical music format, and whether GCC was guilty of misrepresentation in connection with its community leader survey.

But opinion also reaches out beyond WEFM case. Court says commission erred in holding in its opinion that entertainment program format matter is best left to discretion of broadcaster because, as matter of economic necessity, he will tend to program to meet preferences of his area and fill whatever void is left by other stations. That approach, court said, is inconsistent with commission's duty to secure maximum benefits of radio to all people of U.S. "We think it axiomatic that preservation of a format that would otherwise disappear, although economically and technologically viable and preferred by a significant number of listeners, is generally in the public interest," court said, in opinion written by Judge Carl McGowan.

Court, in WNCN case, acted on request filed by listener guild's public interest lawyers to maintain status quo at station pending commission action on guild's petition to revoke WNCN license (Broadcasting, Sept. 30). Absent stay, format change and call letter switch would have become effective at 12:01 a.m. last Saturday (Oct. 5).

FCC, Robinson views no help to OTP cable bill

Office of Telecommunications Policy received little support for its proposed cable television bill in two documents, emerging from FCC on Friday, both addressed to Office of Management and Budget. One was commission's letter discussing basic philosophical differences between FCC and OTP on cable regulation. Other was separate statement by Commissioner Glen O. Robinson, who found proposed bill "major step in the evolution of regulatory policy" but, nevertheless, "somewhat confusing," and he indicates, disappointing in not discussing some issues, including ultimate role of cable.

Commission position, which incorporates previously reported views of staff ("Closed Circuit," Sept. 16), is that proposed bill would remove cable from regulatory scheme that now includes all other communications industries. Matters that now come before commission would become
Pastore congressional responsibility, according to FCC letter. And it would be unwise, it says, to impose on Congress function of regulating dynamic industry.

Commissioner's statement, more general in approach, points out that although proposed bill is designed to deal with regulatory framework, it deals also with matters of substance — but only selectively — with result that is "somewhat confusing." (For instance, he notes, draft deals with crossownership, permitting it in some cases, forbidding it in others.) "Certainly, it projects a most unclear vision of the role of cable in, say, 20 years," he says. "Without some outline of this role, it is difficult to appraise the soundness of the regulatory framework which it proposes."

Statement contains some insight into Commissioner Robinson's views of cable regulation. For instance, he notes that "over-all tenor" of bill is that cable regulation should be reduced — "and with that goal I agree" — although he does not think it practical to discuss wholesale curtailment at this time. Commissioner agrees with OTP that it is not necessary or desirable to impose on cable type of content regulation now imposed on broadcasting. He also doubts it would be constitutional. He also agrees on ban on free access channels, and says he cannot understand why OTP would require minimum channel capacity.

Drawing up battle order against pay cable

National Association of Broadcasters pay TV committee assembled last week to talk strategy for upcoming FCC oral arguments on pay cable antiphonning rule (Oct. 23-25). NAB testimony will be delivered by Vincent Wasilewski, NAB president, and John Summers, general counsel. Also testifying will be Wilson Wearn of Multimedia stations, chairman of NAB TV board, and Willard Walbridge of Capital Cities Communications, chairman of NAB anti-pay TV committee. NAB will also coach other broadcasters who seek help with their testimony. Association anticipates big broadcaster turnout, noted increased interest on part of small-market and independent stations which in many cases use old movies as primary programming staple.

Pay TV committee also discussed funding for campaign against alleged siphoning by pay cable, has mailed letters to all TV stations that have not contributed to fund. Next step will be to hit again ones that have contributed. Committee has raised $480,000 so far, is shooting for another $400,000 or more.

Campaign compromise postpones 315 repeal

Compromise on measure to reform political campaign spending has gelled, with House and Senate conference to hold wrap-up session today (Oct. 7) to review finished product before sending back to both houses for passage. Among actions last week was decision to put off until next year Senate-passed provision to repeal Section 315 — equal-time provision of Communications Act — for candidates for President, Vice President and Congress. Senator John Pastore (D-R.I.), chairman of Senate Communications Subcommittee, and Representative Harley Staggers (D-W Va.), chairman of House Commerce Committee, have said they will introduce separate measure in respective houses early next year to repeal equal time for presidential and vice presidential candidates.

On the verge. Sources at Television Bureau of Advertising appeared confident Friday (Oct. 4) that new president of TVB would be selected and set "within a week." They would not speculate on identity. Two reported earlier to be in contention — before Edwin Pfeiffer of WPTV-1 Providence, R.I., was offered job and turned it down (Broadcasting, Sept. 30) — were Roger Rice of Cox Broadcasting and Don Durgin of NBC (early story page 59).

Sitting this one out. Seven scheduled sponsors and four ABC-TV affiliates have disassociated themselves from tomorrow night's (Oct. 8, 10-11 p.m.) Marcus Welby, M.D. episode dealing with sodomy and pedophilia. Sponsors: Sterling Drug, Colgate-Palmolive, Lever Bros., Shell Oil, American Home Products, Breck shampoo and Gillette. Affiliates: WPVI-TV Philadelphia, WCVB-TV Boston, WHYN-TV Springfield, Mass. and KATC-TV Lafayette, La.

Resuscitation. ABC-TV, which earlier announced pre-emption on Oct. 11 of three of its regular Friday shows for John Wayne movie "True Grit" (Broadcasting, Sept. 23), will also cancel entire Friday night schedule on Oct. 18 for blockbuster movie "The Guns of Navarone" and on Oct. 25 for another John Wayne movie "Hatari." ABC's regular Friday lineup comprises Kodiak (8-8:30), The Six Million Dollar Man (8-9:30), The Texas Wheelers (9:30-10) and The Night Stalker (10-11).

Another nail. Rocky Mountain Broadcasters Association wrote National Association of Broadcasters last week opposing NAB TV board decision to make TV code subscription mandatory for all members by April 1, 1976. Regional association took action after all four of its member state associations voted NAB board in opposition ("Closed Circuit," Sept. 30). Those four: Montana, Wyoming, Utah and Idaho. TV board may amend or could repeal rule at regular meeting next January.

Looking for trouble. U.S. Consumer Products Safety Commission, Washington, in open meeting last Thursday (Oct. 3), formed steering committee to develop model communications program to be adopted by companies in face of product recall such as last month's "trouble light" (which resulted in three-network notice of defective product). Ron Eisenberg, public information officer for commission, will chair committee comprising: Norman Cash, Television Bureau of Advertising; Carl Hawver, Public Relations Society of America; Lou Shollenburger, Advertising Council; Terry McGuire, National Newspaper Alliance; William Heimlich, Association of National Advertisers; Sanford Ullman, National Association of Broadcasters, and Lawrence Reedy, American Association of Advertising Agencies.

Attorney general fingers TV. Attorney General William Saxbe cited "violence on television" as one of two possible causes for current 15% increase in crime reported by FBI for first half of 1974. Mr. Saxbe said he could do nothing about people watching television — "If that's what sells soap that's what they'll watch" — but added he is taking steps to "turn around" what he believes is second factor: people thinking they can get away with crime and succeeding.
Only one TV station in Minneapolis-St. Paul caught these big stories on film.

ACCUSED KRONHOLM KIDNAPPER TALKS!  LITTLE KELLY JO FOUND SAFE IN BASEMENT!

POLICE FIND $50,000 WAVERLY RANSOM!  CIRCUIT COURT CONSIDERS FATE OF RESERVE!  FBI CAPTURES KRONHOLM INTRUDER!

Are we just lucky?

No. It's more than luck when an accused kidnapper grants WCCO-TV a 4-hour filmed interview when he won't even talk to anyone else. Or when WCCO-TV is the only Minneapolis-St. Paul TV station who cares enough to cover the joyful reunion of a lost child with her parents after a harrowing night-long search.

It's more than luck when only WCCO-TV has a news team thorough enough to be there when the police discover a $50,000 ransom in another kidnap suspect's apartment.

Or when WCCO-TV has the only TV cameras on hand to witness a dramatic FBI capture of a mysterious intruder into the home of a recently released kidnap victim.

It's more than luck when only WCCO-TV thought it was important to send a news team to St. Louis to cover, live, the circuit court decision on the Reserve Mining Company, a company employing and affecting thousands of Minnesotans.

No wonder both ARB and Nielsen* have named us Number 1 in news for 6 years in a row. No wonder we received 3 out of 4 Midwest Regional RTNDA Awards for 1974.

Luck? That many coincidences would have put Las Vegas out of business years ago.

P.S. Speaking of luck, if you need some—give a call to the WCCO-TV Sales Staff. Or Peters, Griffin & Woodward, Inc.

*Check any ARB or Nielsen since Jan. '68. Audience ratings are estimates only and subject to the limitations thereof.
WHAT IS A CONSULTANT?

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

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

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

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

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

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

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Area Code 703
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M&B

This week
Oct. 7—Deadline for reply comments to FCC in prime-time access proceeding (Docket 1962), extended from Sept. 15.
Oct. 7—Media Advertising Agency Network national meeting. Chase Park Plaza, St. Louis.
Oct. 8—Georgia Association of Broadcasters Southern Broadcast Day. Fairmont Colony Square hotel, Atlanta.
Oct. 9—Illinois Broadcasters Association fall convention. Hyatt Regency O'Hare hotel.
Oct. 9—Ohio Association of Broadcasters annual convention. Hyatt Regency hotel, Columbus.
Oct. 9—Two day meeting of New York and Pennsylvania S & E Chapters, Owego Treadway Inn, Owego, N.Y.
Oct. 15—Institute of Electrical and Electronics Engineers broadcast symposium. Philip Runk, chairman (202) 293-6100. hotel, Washington, D.C.
Oct. 15—North Dakota Broadcasters Association fall convention. King of the Road motel, Grand Forks.

Major meeting dates in 1974-75

Oct. 25—New York chapter, Society of Broadcast Engineers meeting. Hyatt Regency O'Hare hotel.

Additional meeting dates

April 8-9, 1975—National Association of Broadcasters annual convention. Las Vegas convention center, Las Vegas.
April 13-17, 1975—National Cable Television Association annual convention. Rivergate convention center, New Orleans.
**OCTOBER**

**A BANNER MONTH FOR YOU AND PSI!**

October is the month for a lot of chances to see the exciting “BAT” Billing, Accounting, Traffic, and payroll systems for broadcasting.

BAT Systems and PSI Personnel will be on hand at the IBFM in St. Louis, the Illinois Broadcasters in Chicago, the NAFMB National Radio Conference in New Orleans, the Indiana-Ohio Broadcasters in Mason, and the CCBA in Montreal. And we’ll be near most NAB Regionals, too.

Why not take the time to visit one of these important meetings and see why stations all over the continent are saving time and getting the job done better with these modern Systems. It could make October a milestone month for your station’s growth.
Give it up
EDITOR: Your editorial of Sept. 23 ("Short of First Down") hits the mark. The Pastore bill in its second version is another example of how broadcasters have been jerked around by Congress the past 10 years. We hope the National Association of Broadcasters will let the bill disappear with the 93rd Congress. After all, the original idea was to extend the term of licenses to five years and make it probable that broadcasters will concentrate on serving the public.—Don C. Dailey, vice president, KGBX(AM) Springfield, Mo.—KOMO(FM) Hannibal, Mo.

The automated special
EDITOR: Your feature article on automation in the Sept. 23 issue is certainly the most comprehensive survey of the subject to date. Congratulations on a fine job and a beautiful piece.—Howard Greenlee Jr., president, Fun Music Radio, Scottsdale, Ariz.

Miffed
EDITOR: Am shocked and appalled—and not only that but I am angry, too—at your publication’s continuing policy of excluding my reviews of the new season from your review of the reviews. This is my favorite part of your magazine, and I look forward to reading your excerpts. It tells the critic what was significant in all the thousands of words the writer has also need this valuable insight.—Marvin Kitman, Newsday, Garden City, N.Y.

Misplaced chair
EDITOR: We were very pleased to see the detailed story in your Sept. 16 issue, covering the hearings on foundation support of public broadcasting before the chairman of the Senate Commerce Committee’s subcommittee. There is just one small error we would like to call to your attention—the wording of the chairmanship of this subcommittee (in the last paragraph) to Philip Hart.—George W. Baker, executive associate-communications, Council on Foundations, New York.

Point of view
EDITOR: I probably have to get in a queue to bring your attention to the error in the third paragraph of your “Finance” column of Sept. 16. With profits up and market prices off, price-earnings ratios have never been worse, not better. You can see the sad news in that third-from-the-end column in your own stock index, where single digits have replaced practically all of the double-digit P/E’s of yesteryear.—Fred W. Baker, director of Senator’s corporate relations, Harris Corp., Cleveland.

(Worse from the companies’ point of view: better from the stock buyers’.)

Information inflation
EDITOR: For many years, I’ve been subscribing to the FCC Reports issued by the U.S. Government Printing Office. A few years ago, this annual subscription cost $6. Then, a year or two ago it went to, I believe, $12. A short while ago, I received a renewal notice from the government for this subscription, with the price now stated as being $37.40 annually. Can you envision the cost being increased over 900% in a matter of three or four years? Sic semper inflationus.—Murray Arnold, Palm Springs, Calif.

No change
EDITOR: In your Sept. 23 “Media Briefs,” subhead “Switch,” you have included a story concerning NBC News promotional announcements appearing on KIRO-TV Seattle “as result of station’s [KIRO(AM)] affiliation switch to NBC Radio.” KIRO has not switched to NBC Radio. It still remains the basic Mutual Broadcasting affiliate in Seattle. It is my understanding they added an NBC Radio affiliation because of the extensive news blocks they are now doing.—Gary J. Worth, executive vice president, Mutual Broadcasting System, Washington.

He said it
EDITOR: In your Sept. 30 report on the license renewal bill you erroneously attributed to me language in the Senate Commerce Committee report which directs the FCC to process renewals and proceed with renewal hearings as “expeditiously as possible.” Although I contested the directive, the language was not suggested by me.—Senator Howard W. Cannon (D-Nev.), Washington.

The (language should have been attributed to Senator Robert C. Griffin (R-Mich.) when the Commerce Committee debated and passed its renewal bill Sept. 17.)

Thanks
EDITOR: You have had a great deal to do with the growth of broadcast news and all of us in the field are in your debt.—Peter S. Willett, vice president, broadcast services, United Press International, New York.

EDITOR: My thanks for the nice mention and kindly treatment in your recent “Closed Circuit,” “Rockefeller Friends.” Your paragraphs flushed out some old friends from other parts of the country, including Burton Paulus of the University of Minnesota, with whom I traveled to the U.S.S.R. on behalf of NBC in 1958 as part of a State Department cultural exchange mission on radio and TV. Dr. Paulus is now an authority on eastern European radio and TV and has a new book coming out on the subject.—Jerry A. Dunzig, New York.

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Broadcasting Oct 7 1974 10
Nothing ordinary about this Gates antenna...

Here's a diplex television antenna broadcasting two VHF signals simultaneously. We custom-built it for WTOP-TV and WMAL-TV in Washington, D.C. This Channel 7 and Channel 9 antenna was built and tested on Gates antenna range in Syracuse, New York. During the last five years more than 100 television antennas have been built and tested on this range.

We customize antennas to fit the specific needs of our customers. No matter how complex. And thoroughly test your antenna before delivery.

Call or write for more information on how Gates can custom-design an antenna for your operation.

HARRIS
GATES DIVISION
Quincy Illinois 62301 U.S.A.
Opportunity and recognition.

For nearly a decade, the American Women in Radio and Television (Cornhusker Chapter) has recognized the outstanding senior woman student in broadcasting at the University of Nebraska. The recipient this year is now on the news staff of the Fetzer television station in Lincoln. But that's nothing new for Fetzer. Of the nine outstanding women cited so far, seven have been associated with the station.

Several of the winners had been recipients of Fetzer scholarships. Others had benefited from the station's summer intern program, where students actually work with broadcasting professionals. And today, as in the past, women are holding responsible positions with Fetzer.

Insuring that opportunity exists on an equal basis is part of Fetzer's total community involvement.
Monday Memo

A broadcast advertising commentary from Sally Ann O'Brien, director of market research, Colgate-Palmolive, New York

Colgate looks with a new eye at women

Once upon a time, when television was young, innocent and (comparatively) inexpensive, full-program sponsorship was the way to go. Today, you do it only if a whole variety of reasons makes sense.

Colgate-Palmolive thought it made great sense. In January when we sponsored Colgate's Women's Sports Special on ABC-TV in the primetime of 10-11 p.m. This special was an exciting, often-lyrical tribute to women in sports—Billie Jean King, Princess Anne, golfer Susie Berning and Olympic medalist Cheryl Toussaint, among others.

And Colgate, to put it mildly, is interested in women. Women buy the household and personal care and convenience and laundryroom products made by our company. They certainly are the dominant purchasers of the 11 products featured in commercials in the special.

Through extensive market research and focus-group communication, we know that the women we're talking to on the tube today is definitely not the same woman we talked to 10—even five—years ago. Increasingly, our commercials reflect this. But—and this was the big but—when Colgate signed for our women's sports special on the basis of a pilot we commissioned, we didn't know if women would really want to watch a show about women athletes. And, even if they did, we didn't know if commercials would be more, less or equally as effective as similar Colgate commercials in another TV environment, notably prime-time programming.

So, we commissioned a major research study to find out.

We learned some interesting facts about how women become aware of specials as the countdown toward airdate approaches. We found that 40% of the women we interviewed were aware of the special; 60% were not. More than two-thirds (67%) heard about it through TV promo spots. Publicity stories, features, interviews, listings, etc. in newspapers were the source for "awareness" among 23% of the women. Only 3% of the women respondents heard of the special via word-of-mouth.

There was a definite "awareness skew" among younger (18-34) women; 55% of this group had heard of the special before it went on the air. Compared to the demographics of the total women, these younger women tended to be single, better-educated, readers of sports magazines or sports participants, and better-off financially or with higher incomes. And, they tended to be involved in sports (44%) themselves.

Sally Ann O'Brien joined Colgate-Palmolive in 1961 as a junior statistician in its market research department. From then until 1964, she held positions of increasing responsibility in that department including statistician, senior analyst and section head. At that time she was appointed manager of household products, market research. She assumed her present position, director of market research, in 1968.

The study also found that the viewing decision was made by a female most of the time (57% by female respondents; 5% by a daughter). In some cases (9%) the decision was made by both the female respondent and her husband. A purely male decision happened in 15% of the sample's homes, and in 7% by a "family" decision.

And a pre/post attitude study in more than three dozen major metro areas found that the special generated definite increases in interest among women in watching TV programs dealing with women's sports. In fact, among viewers, all of the sports listed in the survey showed attitude gains, some more than others.

Horseback riding cleared the hurdles with the highest positive attitude shift among women viewing the special, jumping from a score of 35% before to 48% after the telecast. Tennis made a gain of 10 percentage points, track a gain of nine points and gymnastics a gain of eight points.

Then, in order to compare effectiveness of advertising on Colgate's Women's Sports Special against week-to-week normal prime-time programming, another special test was arranged. Approximately 200 respondents who watched the special were interviewed for commercial awareness and recall on the next day. A separate group of 200 was induced to watch The Rookies (selected as "typical" of Colgate's prime-time vehicles) in which the Colgate dental cream and Palmolive Liquid commercials appeared.

The results underline the value of commercial exposure in a special in which audience interest is high even before it's aired. For the Colgate dental cream commercial in the special, "total awareness" (unaided awareness plus aided) was 61%; for the same commercial in The Rookies, it was 34%. For the Palmolive Liquid commercial in the special, the awareness level was 60%. For the identical commercial in The Rookies, the score was 39%.

It wasn't simple "awareness," either. Viewers of the special recalled copy and message points and the dramatic situation of the commercials much more strongly than they did when the same commercials were seen in The Rookies. (Not, incidentally, that there's anything wrong with the latter show; it's a solid "regular" show. But it just didn't have the kind of involvement for women that the special had to spare.)

Even more important, we discovered that recall levels for all our commercials were higher among viewers who were really "attuned" to the special than among the total viewer sample that saw the hour-long special. In other words, the more women found themselves in harmony with the special, the more they tended to absorb—and remember—the commercials that appeared in it.

Further research showed that women were interested in more programming along the lines of Women's Sports. Specifically, we found that 74% of those queried were "very interested" in a show on the "training of a woman athlete." That was the strongest reaction. Close behind were stories on "women's competition with other women" and "human-interest stories" about women sports personalities. But, despite the celebrated Billie Jean King, Bobby Riggs tennis match, "women competing with men" as a program theme drew the highest negative comment from women. So, you're not likely to see us sponsoring a "battle of the sexes" program.

Reaching today's outward-bound woman is a marketing must, since her collective economic clout is enormous. But we know now that we can't do it with commercials that portray her in some never-november land, or where she's in that tacky old role that some marketers still think women are playing, or where a product is positioned as some kind of father figure. Housework isn't fun and games. We know it. She knows it.

The programming we will buy to reach this woman may not be revolutionary. But it's certainly going to be evolutionary.
We want kids to learn that “You don’t always get what you pay for,” before they pay for it.

In California, a student can finance his technical education with a federally insured loan. And the law says he must honor that loan. About nine hundred students of West Coast Trade Schools had taken out loans of between $1500 and $2500. Then, all six branches of the school closed. Because of the quick collapse, students couldn’t get the balance of their loans refunded.

Unfair? We thought so. So we launched a six week investigation. And followed it up with an in-depth series of reports on the schools’ closing.

We pointed out short-comings in the actions of both the state and federal agencies charged with regulating trade schools. We revealed suspect financial dealings of the corporate offices of West Coast Trade Schools. Three weeks after the schools’ collapse, nearly $300,000 of the schools’ operating funds was converted to cashier’s checks payable to one of the school’s officers.

As a result of our probe, things began to happen. The state bureau charged with supervising trade schools is under review, and proposals are being made to prevent other surprise closings.

The Los Angeles County District Attorney has launched an investigation, and preliminary findings indicate there may be a criminal case of theft.

On the federal level, California Congressman Barry Goldwater Jr. is proposing legislation to correct inequities in the government insured loan program. Recommendations are being made that will protect future students from having to pay for something they never get.

It’s seldom when in-depth broadcast reporting invokes such quick action. When it happens, it’s a very gratifying thing. Particularly when it means a kid can be guaranteed the education he’s paid for.

KPOL Los Angeles.
One of the stations of Capital Cities Communications.
We talk to people.
ACT won't get what it asked from FCC on television for children

The FCC this week will move toward a resolution of its children's television programming proceeding, which has been pending since February 1970 when a group of Boston-area mothers calling themselves Action for Children's Television visited then-Chairman Dean Burch with a request for major changes in children's TV.

The commission, which considered the matter last Thursday, may be ready to act when it meets tomorrow (Tuesday) on a six-point policy statement calling on broadcasters to move voluntarily in the direction ACT had urged the commission to set by rule—to provide a "reasonable amount" of children's programing, including material of an educational nature, to distribute it throughout the week, and to exercise special restraint in the advertising they direct at children.

But the commission is not expected to adopt any rules. Indeed, a draft of the proposed policy statement, prepared by a group of staffers assembled as the Children's Television Committee, is said to express the view that the broadcasting industry should reform itself, that self-regulation is the industry a kind of "flexibility" that would not be possible if rules were adopted.

But the draft is also understood to leave open the possibility of rules being adopted at some future date. It says, reportedly, that the commission will assess the adequacy of the improvements in programing and advertising the broadcasting industry is "expected" to make. The proceeding would not be terminated.

The commission, which had been bogged down in the proceeding, reached its present perch on the edge of action largely through the jawboning of Chairman Richard E. Wiley. Last May, in a speech in Atlanta, he warned that the commission would adopt its own remedies for the problems it saw in children's programing and advertising unless the broadcasters acted voluntarily to deal with those problems (Broadcasting, May 27).

The National Association of Broadcasters acted a month later. It ratified recommendations of its code review board restricting both advertising time and content of children's programing (Broadcasting, July 18). Nonprogram time in Saturday and Sunday children's programing was reduced to 10 minutes per hour in 1975 and nine and a half minutes in 1976; nonprogram time in weekly programing was limited to 14 minutes per hour in 1975 and 12 minutes the next year.

The board also approved provisions requiring that program and advertising content be clearly separated by an "appropriate device."

Three weeks later, the Association of Independent Television Stations fell into line. The INTV plan calls for an upper limit of 14 minutes per hour, Monday through Friday, and 12 minutes per hour on weekends, beginning Jan. 1, 1975. The maximum will drop to 12 minutes per hour during the week and to nine and one-half minutes on weekends beginning on Jan. 1, 1976.

Since commercial practices was the only area in which commission officials were considering rules, Chairman Wiley last summer was free to proceed with a document that would be limited to a policy statement and would rely on exhortation and possibly warnings rather than on specific rules.

One of the six points in the commission staff's draft statement reportedly calls on broadcasters to set their levels of advertising in children's programs in accordance with the limits established by the NAB and INTV. Commission studies, the draft says, show such limits are "feasible."

The other points are said to call on television broadcasters to:
- Provide a "reasonable amount" of programing for children—a "significant portion" of it "educational in nature."
- Meet the "special needs" of preschool children.
- Air children-oriented programing throughout the week, not only on weekends.
- Avoid "host selling" and "other tech-

### ABC off to races in weekend children's ratings

**Network leads Saturday morning field; CBS tops weekday daytime schedule; NBC's Carson still late-night king**

ABC may be off to a weak start in the prime-time ratings race (see next page), but in the stiff Saturday-morning children's competition, it's finishing first.

National Nielsen's for the first three Saturdays of the season (Sept. 7 through Sept. 21), covering the period from 8 a.m. through 12:30 p.m., give ABC a 6.8 rating and 31 share, compared to CBS's 6.5 and 29 and NBC's 6.1 and 28. (From 12:30 to 1 p.m. every Saturday, CBS has the high-rated Fat Albert and the Cosby Kids, but ABC by choice opts for a teenage rather than a children's audience in that time period with American Bandstand.)

In the nine time periods when all three networks are carrying children's shows ABC is winning five, CBS two and NBC two, based on the composite ratings for the first three weeks.

In Monday-through-Friday daytime, when game shows and soap operas rule the airwaves, CBS is the over-all leader. It starts off with a clean sweep of the time periods from 10 a.m. to 11:30 a.m. when it goes head-to-head with NBC.

### ABC does not program the network in this period because of low composite audience levels.

The next two half-hours, when all three networks are competitive, NBC picks up the marbles with Hollywood Squares and Jackpot, its strongest game shows. With the long-running Search for Tomorrow, CBS comes in with the winner at 12:30 p.m. At 1 p.m., ABC's strongest drama, All My Children, soars in the ratings because CBS and NBC don't service the network in that half-hour, and during the next 30 minutes CBS is first with its strongest drama, As the World Turns.

From 2 to 3:30 p.m., NBC dominates the competition, with, respectively, Days of Our Lives, The Doctors and Another World. CBS gathers in the last hour of the day against its rivals with the popular game shows Match Game '74 and Tattle Tales.

In Monday-through-Friday late-night, Johnny Carson is still unbeatable, with a season-to-date rating (based on 202 shows through Sept. 14) of 9.3 and a 34 share.

Over the same period, the Late Night CBS Movies were averaging a 6.6 rating and 29 share. ABC's various Wide World of Entertainment mysteries and variety shows were getting 5.4 ratings and 19 shares, on the average.
techniques that confuse the distinction between programming and advertising content.

ACT initiated one of the most controversial FCC rulemakings—and one that drew an avalanche of mail from the public—a simple proposal calling on the commission to perform radical surgery on children's programming. It asked the commission to ban all sponsorship of children's programming, to prohibit performers in children's programs from using of the NAB code, and to require broadcasters to broadcast specified amounts of programming weekly for children of different age groups (2-5, 6-9, and 10-12).

The commission staff's draft would reject this proposal. Reportedly, the document contends the proposed programming requirement would not only be unnecessary but would raise serious First Amendment questions. And it is said to note that the NAB code, if adopted, would be enforced by a public interest review board meeting next week to consider the adoption of language dealing with violence on television and with broadcasters' responsibilities for providing educational material (see story page 61).

The draft is also said to contain a considerable amount of hortatory language—noting, for instance, that television as an industry cannot live up to its responsibility in children's programming unless individual broadcasters are prepared to put children first and profits second.

Although listed as a staff document, the draft is tied to Chairman Wiley's success at jawboning not end with the adoption by NAB and INTV of new restrictions on advertising in children's programming. It points out that the NAB code review board was meeting last week to consider the adoption of language dealing with violence on television and with broadcasters' responsibilities for providing educational material (see story page 61).

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**$200,000,000 COMMERCIAL & INDUSTRIAL EXPANSION IN MACON, GEORGIA**

and we're right in the middle of it!

205-ACRE INDUSTRIAL PARK WILL HAVE AN INITIAL INVESTMENT OF $146 MILLION . . .

<table>
<thead>
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<th>Company and Product</th>
<th>Initial Investment* [Approx.]</th>
<th>Initial Employment</th>
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<tr>
<td>Government Employees Insurance Co. (GEICO)</td>
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<td>YKK Co. of Japan (major zipper manufacturer)</td>
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*In millions of dollars  **Total investment $21.0 million

AND A $30 MILLION-PLUS SHOPPING CENTER . . .

To be completed in 1975, the 1.2-million square foot shopping center will have four major department stores (Belk's, Davison's, Penney's, and Sears) and 120 other shops.
Mexico bans imports it considers violent

Outbreak of crimes in Americas said to be reason for ouster of 37 series

Mexico last week put into effect a directive banning from television 37 imported series — mainly from the U.S. — that are considered "violent" in content.

Among the series are Ironside, The Fugitive, The FBI, Draguet, Combat, Rat Patrol, Kung Fu and Mannix from the U.S. and The Champions and Ultraman from Britain and Japan, respectively.

Industry sources here say this is the first time a country has pulled a large number of series it considers "violent" off the air once they have started telecasting. They said Argentina is veering in that direction. They attributed the action to the rash of kidnappings and other violent crimes that have swept Mexico and South America in recent months.

According to U.S. exporters of TV programs, the effect of the Mexican ban will be to substitute the so-called violent series with imported product other than action-adventure. They do not believe that Mexican production will increase because of its high cost vs. the import programing, which is dubbed locally.

Latin America as a whole, including Mexico, accounts for an estimated $20 million in U.S. exports, about 15% of the total international business.

Program Briefs

To Fox. Jack Webb and has Mark VII Productions have joined 20th Century-Fox Television as independent production company to develop new projects for Fox. Mark VII currently is producing three NBC network series: Adam 12, Emergency, and Sierra, all with Universal TV.

Golden specials. Golden West Broadcasters, Los Angeles, group broadcaster, announces formation of Golden West Television Productions to develop, produce and market TV program specials for regional and network sale. Gary Blair, producer of former Smothers Brothers Comedy Hour and Glen Campbell Show, named executive producer; Steve Eckstone, formerly vice president-sales, Entertainment Media Productions, named general sales manager. Already sold, GWT announced, is group of specials for International Diamond Queen, Minneapolis, to be syndicated in 85 markets; single special for midwestern food channel to run in 100 markets, to be produced in Hawaii, and co-production venture with Human Behavior magazine for series of specials on psychological themes. First is Psychology of Rock and Roll, to air in December.


Turnabout. Paramount Pictures Corp., New York, has final distribution of its feature films intended for theater showing in Iran until price for each movie is raised 400%. Company noted Iran has boosted price of its oil exports by 400% over past five years, while price it has asked for films has remained same for ten years. In response to query, spokesman said Paramount also will seek 400% increase for its TV programing. Iran buys about $2 million annually in TV programing, including feature films.

Quit. Minnesota Broadcasters Association is coordinating campaign of public relations executive's letters that urge audiences to give up smoking for at least today (Oct. 7). Effort grew out of "Don't Smoke Day" held last January in Monticello, Minn., that was covered nationally by CBS News.

Rebuked. National Labor Relations Board has ruled that Writers Guild of America, West, acted illegally when it attempted to restrain "hyphenate" members (producers, directors, story editors) from crossing picket lines during last year's WGA strike against TV program producers and networks. These hyphenate members perform supervisory duties unrelated to writing and may not be prevented from performing them, board said. Guild also must rescind any fines or penalties imposed on hyphenates during strike.

Irrked over access. Noncommercial whyy-TV Philadelphia reports receipt of more than 100 calls most negative — following Sept. 11 airing of public-access series featuring members of National Socialist White People's Party (formerly American Nazi Party). Philadelphia chapter of Anti-Defamation League of B'nai B'rith called program "glaring example of irresponsible broadcasting." Station officials, however, said program, Take 12 (which has been opening whyy-TV's facilities to nonprofit groups since May 1973), violated no license provision and, while deplorable in content, advanced First Amendment principles.

Melting-pot of gold. Department of Health, Education and Welfare's $811,000 grant to noncommercial WTTW (TV) Chicago to produce ethnic/racial diversity public service announcements has yielded Be Yourself package. University of Chicago task force, Grey-North Inc. and Leo Burnett U.S. TV spots are to be distributed to 500 commercial and public TV stations nationally.

DST being pared to eight months

U.S. is to revert to former six-six split in fall of 1975, barring action by Congress in wake of hearings set by Magnuson for next year

The Senate passed by unanimous voice vote last week a measure (H.R. 16102) that would end the nation's experiment with year-round daylight saving time. The bill would restore standard time for four months this winter, starting the last Sunday in October until the last Sunday in February 1975. It has now passed both houses and proceeds to President Ford who is expected to sign it into law.

The bill amends the Emergency Daylight Saving Time Energy Conservation Act, passed in December 1973 as an energy-saving measure. All other provisions of the emergency law will remain in effect until it expires the last Sunday in April 1975. That includes the section from which the FCC derived the authority to grant emergency relief to daytime radio stations which suffered from the loss of a morning hour of broadcast time. In all, about 1,165 daytime stations were given emergency authority to sign on in the early-morning darkness last winter while many people were on their way to work or school. That relief will continue during March and April next year when daylight saving will again be in effect.

When the 1973 emergency act expires the country will return to the former system of six months standard time and six months advanced time. Barrer further legislation, March and April will again come under standard time.

Many daytime stations those on Canadian clear channels — did not receive emergency relief last winter because of treaty arrangements with Canada. An FCC spokesman said a tentative agreement has been reached between the U.S. and Canada to allow some 200 of those stations to sign on before sunrise during winter daylight saving. The spokesman did not know, however, how that agreement would be affected by the new bill. The spokesman said an agreement has been signed by the Bahamas so that American stations on the Bahamian clear channel can sign on before sunrise during winter daylight saving as long as they do not interfere with the signals of Bahamian stations.

One broadcaster who was outspoken last winter against the adoption of yearround daylight saving, Clint Formby of KPAH-AM-FM Hereford, Tex., said the reinstatement of standard time for four months would be good, but would not solve the whole problem created by the emergency act. He would prefer a return to the old system of six months standard time. KPAH is a daytime station on a Canadian clear channel and was one that did not receive emergency relief last winter.

Mr. Formby, who retired two months ago from a broadcasting career, said he is "irritated" with the direction in which television is going and those who control it. For financial reasons, he said, he would not have returned to his old job had it not been for a new policy under which the station is now operated by a development corporation. The agreement with the syndication house that operates the station under the old owner's name, he said, was "a perfect set up for everything that's wrong with the industry."
KGO-TV's news scene at 6 pm is the number one local news in the San Francisco Bay Area.

Based on the May, 1974 NSI, KGO-TV's lively News Scene at 6 is the top local news with a 33% advantage over KPIX and a 20% advantage over KRON-TV.

We're also number one according to May, 1974 ARB.
It even outscores CBS network news with the 18-49 group, according to Nielsen.
If you're buying this big Bay market, don't ignore the books.

Before you buy the San Francisco market, talk to the owners.

Percentages cited are May, 1974 NSI. Audience information subject to qualifications available on request.
ago as radio board chairman for the National Association of Broadcasters, said the added daylight hour in the evening last winter did not compensate for the lost morning hour, which his station needed to broadcast weather and market information to early-rising farmers. KPN is the only AM, he said, in one of the most agriculturally productive counties in the nation. "Sometimes Washington misses the point . . . of that one hour in the morning," he added.

Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) has said his committee will hold hearings next summer to study the merits of continuing a system of four months standard time and eight months daylight saving. That meeting, according to a committee aide, will follow a report the Department of Transportation is to make to Congress by next Aug. 1 assessing the successes and failures of the daylight savings experiment.

FCC warns NOW on KCST buyer's concessions

Commission, approving sale to Storer, reminds that discretion of licensee supersedes all such agreements

The FCC is treading a tight line between continuing to encourage broadcasters to reach agreements with local groups and at the same time warning them that they retain ultimate responsibility for the operation of their stations. But if the commission falls over on either side, it is on the side of licensee responsibility; for it makes clear that it will not enforce agreements that "improperly" hobble licensee discretion.

The preference, reflecting the kind of concern that FCC Chairman Richard E. Wiley expressed in a Sept. 27 speech to the California network affiliates in Phoenix (BROADCASTING, Sept. 30), was evident in the position the commission took in approving Storer Broadcasting's purchase of KCST(TV) San Francisco.

At issue were agreements by which Storer had persuaded the National Organization for Women and the Ethnic Community Coalition of San Diego to withdraw petitions opposing the $12-million sale by Bass Brothers Enterprises.

The agreements provided for the creation of advisory councils, the presentation of certain types of programing, and the broadcast of certain amount of public service announcements. (The NOW agreement, for instance, includes the pledge to devote at least 12 prime-time programs to women's issues in the first two years it operates the station.) Employment practices are also prescribed in the agreement.

Generally speaking, the commission said in a unanimously adopted letter to NOW's counsel, Tracy Westen, agreements that call for the creation of an advisory council or that seek the presentation of programing material aimed at a particular segment of the community come within the discretion of the licensee in meeting the needs and interests of the public.

But, it said, "the ultimate responsibility with respect to the selection and presentation of programing matter and other station operations must rest upon the licensee" and "cannot be delegated.

"As we understand it," the commission added pointedly: "the agreement reached expresses what the transferee believes would serve the public interest under current circumstances. Should those circumstances change, it would be [Storer's] right and, as a public trustee, its duty to effect programing and operational changes which it believes will better serve the public interest."

The commission added that a licensee's view of what serves the public interest must "always be paramount." As a result, "any provision of the agreement that would operate to curtail improperly [Storer's] discretion to make programing and operational judgments in the public interest would have no force and effect before this commission."

Chairman Wiley, in his address in Phoenix, said he understood the problems that licensees may have in meeting their obligations to confer with local groups while retaining ultimate responsibility for their stations' operations. He said the commission should in the near future issue a statement indicating the kind of provisions that it would consider contrary to the public interest and that it would feel obliged to reject.

Commissioner James H. Quello also has expressed concern about the direction that he sees talks between community groups and stations taking. In an address to the Pacific Northwest Cable Association, in Boise, Idaho, last week (see page 33), he said he was disturbed by the fact that the commission policy of "encouraging is sometimes perverted to force some broadcasters to abandon their responsibilities in programing." He said he is opposed to nationally affiliated legal groups setting themselves up as experts on programing as he was to commission assuming the role of arbiter of taste and propriety in programing.

One agreement on which the commission has been unable to reach a judgment was signed by Metromedia's KTTV(TV) Los Angeles and local groups there. At issue are specific children's programs the station has agreed to keep from its schedule on the ground they are too violent. The staff had recommended approval but with a statement—not unlike that contained in its letter on KCST—that Metromedia is not foreclosed from programing the station as it sees fit ("Closed Circuit," July 8). However, a majority of the commission at least was still uncomfortable with the agreement, and asked the staff to reconsider the matter and suggest different language for a statement on the agreement.

Macdonald reportedly talks of hearings on CPB money supply

They could be held after election; no chance seen for bill this year

A possibility of House consideration of a proposed long-range funding bill for public broadcasting—which had been considered all but nil—was revived last week.

Congressman Torbert Macdonald (D-Mass.), chairman of the Communications Subcommittee, reportedly remarked at a Monday (Sept. 30) meeting that the subcommittee might take up the legislation after Congress returns from the election recess Nov. 11.

Only two weeks beforehand, Mr. Macdonald was said to have told Henry Loomis, president of the Corporation for Public Broadcasting, that hearings on the bill could be unlikely. Mr. Macdonald's reported change of heart was attributed to the continued efforts of public broadcasting interests to get the bill moving in the House during the current session. The
No. It's not a retired newsman living on a pension.

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Senate Commerce Committee has already approved the legislation. Meanwhile House and Senate conferers continued to haggle last week over the fiscal 1975 appropriation for the Departments of Health, Education and Welfare and Labor, in which CPB's federal allocation is contained. The House has allocated $60 million for CPB, plus $10 million for facilities. The Senate has approved $65 million and $17 million, respectively. Additional consideration is being given to an extra allocation to the U.S. Office of Education which, among other things, would help finance the production of the Children's Television Workshop's Sesame Street and The Electric Company.

**Lebanon denial back to FCC**

The U.S. Court of Appeals has reversed an FCC order of March 6, 1973, which denied a petition by Lebanon Valley Radio for construction permits for AM stations to operate at Lebanon and Catonsville, respectively. The Lebanon denial was proposed by Hearing Examiner Millard French who had found the transmitter sites listed in the application were no longer available and alleged that Lebanon Valley was guilty of misrepresentation.

Later, in a civil law suit between the owners of site and Lebanon Valley, a local court directed Lebanon Valley to execute a deed to the land in question. The review board then reopened the record but affirmed Examiner French's denial on grounds that the group's principals had failed to meet FCC standards of truthfulness and integrity.

In the case to FCC, the appeals court questioned the hearing examiner's findings and said the review board's findings were not supported by substantial evidence.

**Houston bottom line**

The National Association of Broadcasters made 54 cents on the dollar at this year's annual convention in Houston. Its final audit shows a net of $328,186 against a gross of $608,842. The numbers flesh out preliminary figures reported earlier ("Closed Circuit," June 24).

The total income breaks down into $412,500 from exhibit space sales and $196,342 from registration fees. There were 2,479 management registrations and 1,407 engineering for a total of 3,886 paid registrations. Free attendance was 717, for a total attendance of 4,603.

In total, $85,754 was spent on exhibits, $13,428 for the engineering conference and $211,474 for the over-all convention. The last category is an umbrella for expenditures on printing, speakers, exposition hall rental, exhibit manager, management luncheons, shuttle buses, guards and staff expenses.

**Media Briefs**

Sportscaster leads runoff. Jeff LaCaze, news reporter and sportscaster, WBRZ (kv) Baton Rouge, turned politician, defeated U.S. Representative John Ranier for Democratic nomination for Louisiana's 6th congressional seat. Mr. LaCaze, 29, left his job of four years to enter race against ultra-conservative incumbent.

Tiernan defeated. Representative Robert Tiernan (D-R.I.), sometime critic of broadcast industry, lost his re-election bid in Rhode Island primary. Representative Tiernan, who has served two years, was defeated by Edward Beard, Rhode Island state legislator, by 22,023 to 23,787 vote. Until early 1973, Mr. Tiernan was member of House Communications Subcommittee, then moved to Appropriations Committee.

**Crossownership and the evidence**

Rand and Barnett add odds over whether there is any valid proof of harmful multimedia combines

As the FCC moves toward the conclusion of its long-pending rulemaking concerning the break-up of multimedia holdings in individual markets, a behind-the-scenes dispute has broken out between some think-tank thinkers and a law school professor over a fundamental question involved in the proceeding: Is the effect of such crossownership harmful to the public?

Rand Corp. staffers have been studying the literature on the subject since 1973 and have drafted two reports in which they conclude that there is "no concrete evidence of harm"—or of benefits either—resulting from crossownership.

Neither report has been formally released (both may be out this week). But in draft form they have been distributed to various interested parties for comment. And one of these, Stephen R. Barnett, professor of law at the University of California at Berkeley, who spoke in favor of the commission's proposed rule at the oral argument the FCC held on the subject in July, disagreed strongly.

Now, with the help of a grant from the John and Mary Markle Foundation, he has studied the issue from the other perspective and is expected to present his views in a 64-page report of his own—"A Critique of, and Supplement to, the Prospective Reports of the Rand Corp." (The foundation thus helped air both sides of the debate. Although the National Science Foundation funded Rand's first study, an assessment of the state of knowledge on the question, the Markle foundation funded the second, which deals with options for federal action.)

One of the teams whose authors include Walter S. Baer, Henry Geller (a former FCC general counsel), Joseph A. Grundfest and Karen B. Possner, cited the difficulty of the research problem as a reason that the "evidence relating media ownership to economic or content performance is weak and unconvincing. . . To yield valid results, studies must control for many other variables that are likely to have far stronger effects than ownership—market size, circulation and audience shares, competitors in the market and so forth."

But Professor Barnett, in his report, contends there is "a considerable amount of concrete evidence of harm from crossownership" which in the aggregate "demonstrates not only substantial and widespread harm but a clear tendency to produce it." Rand, he said, has ignored the evidence he has found in a variety of published sources.

These include national and local journalism reviews, broadcast and newspaper industry trade journals, "city" magazines, weekly and "alternative" newspapers which he said, "tend to be the only local publications that are not controlled by the newspaper-broadcast combines and
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27 of the 39 San Francisco Bay Area FM stations have purchased Jampro FM antennas. Of the top 9 stations with 50 KW or more ERP, 8 have Jampro antennas. And for many good reasons! Better stereo performance due to lower VSWR. High power corona-free operation in foggy San Francisco mountain top transmitter locations. Join the majority of FM broadcasters in the 5th largest market in the country, serving over 1.6 million homes, with 3.3 million adults*. Buy a JAMPRO antenna, if you don't already have one! Choose from four different types to meet your particular power and coverage requirements. Phone or write us. Our experienced antenna engineers will be happy to discuss your requirements.

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Federated Media set to disappear

Former group owner will distribute proceeds beginning next month
from sales of its three stations

Federated Media Inc., one-time multiple
station owner, plans to liquidate the com-pany at a value of about $5.5 million,
said to be more than triple its market
value of one year ago.

A company spokesman said last week
that prior to the announcement in Au-
gust 1973 of the intention to liquidate,
FMI stock was quoted in the over-the-
counter market as approximately $2.50
per share for a market value of about
$1.8 million, based on 701,000 shares
outstanding. The $5.5 million liquidation
value is based upon sales of its prop-
eties (WBNB-TV St. Thomas, V.I., for
$821,000 in cash and a long-term note;
WKJG-TV Fort Wayne, Ind., for $4 mil-
lion in cash and a short-term note and
KNWA [FM] Fayetteville, Ark., for $140,-
000 in cash), certain closing adjustments
and cash on hand of $500,000.
Since the liquidation plan was an-
nounced last year, FMI shares have
risen in value and have been quoted re-
cently in the $7 range. The distribution
of proceeds, totaling about $7.75 per
share, will begin in November with an
initial payment of more than $7 per share).

John F. Dille Jr., president of the
Communicana Group, Elkhart, Ind., has
been chairman of FMI and will continue
in his executive post with Communicana.
Paul E. Van Hook, who has been presi-
dent of FMI since 1972, will become
president of The Wyndmoor Co., a New
York investment management firm.
**Newspaper chain buys control of Jacksonville V**

It hopes to collect 100% of stock at total price of $10.7 million

Harte-Hanks Newspapers Inc. has begun the acquisition of WTLV(TV) Jacksonville, Fla. ("Miami-Fort Lauderdale Circuit," Aug. 26), by signing a contract to purchase 51% of the stock in the licensee corporation, Television 12 of Jacksonville, for $5.4 million. According to a sales contract filed with the FCC, Harte-Hanks hopes to buy all stock now outstanding. If more than 50% of the stock is acquired by the time of closing, the per-share price now set at $354 will increase to $358.33 for all shares traded. Acquisition of all the stock would cost Harte-Hanks a grand total of $10.7 million.

Television 12 is owned by 74 stockholders, holding a total of 30,000 shares. Among those making up the 51% designated in the present contract are: Wometco Enterprises (12%); Frank Pellegrin, former partner in H-R Representatives (3.3%), and former Florida Governor Farris Bryant (3%).

Television 12 resulted from a merger of four competing applicants for the station — Florida-Georgia Television Co., The New Horizons Telecasting Co., Florida Gateway Television Co. and Community First Corp. (BROADCASTING, June 28, 1971). The merger ended a contest stemming from a 1960 investigation of off-the-record contacts with FCC members by winning TV station applicants. After a hearing, the original grant to Florida-Georgia, then owner of the station, was affirmed by the FCC. A new hearing was set after the FCC was reversed by the U.S. Court of Appeals.

The commission in 1967 designated for hearing the four applicants that later merged into Television 12, allowing Florida-Georgia to continue to operate the station on an interim basis. Again the court intervened, overruling the interim grant, proposing either to establish a new interim operator not involved in the comparative hearing or to let the station go dark. At that time the four applicants were granted interim authority as a joint venture, which later resulted in the formation of Television 12 of Jacksonville.

WTLV, an NBC-TV affiliate, is on ch. 12 with 316 kw visual and 60.9 kw aural and antenna height 940 feet above average terrain. Harte-Hanks stock is traded on the New York Stock Exchange. The firm owns 46 newspapers, including 21 dailies, and owns KENS-TV San Antonio, Tex.

### Changing Hands

**Announced**

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

- **WTLV(TV) Jacksonville, Fla.:** Control sold by stockholders of Television 12 to Harte-Hanks Newspapers Inc. for $5.3 million (see above).
- **KEEL(AM)-KMBQ(FM) Shreveport, La.:** Kaay(AM) Little Rock, Ark.; Waky(AM) Louisville, Ky.: FCC petitioned for approval of sale by LIN Broadcasting Corp. to Multimedia Inc. for $9.3 million (BROADCASTING, March 18). LIN, publicly traded, also owns WAND(TV) Decatur, Ill.; WBFF(AM)-WBFF(FM) Rochester, N.Y.; WPI(AM) Philadelphia; WLM(AM)-KFM(FM) St. Louis; WAVY-TV Portsmouth-Norfolk-Newport News, Va., and KILT-AM-FM Houston and has contracted to buy WBBF-TV Fort Worth for $35 million. Multimedia, publicly traded, is licensee of WBFC-AM-FM-TV Greenville, S.C.; WWNC(AM) Asheville, N.C.; WXXI(TV) Winston-Salem, N.C.; WBR-AM-FM-TV Knoxville, Tenn., and WMAZ-AM-FM-TV Macon, Ga., and owns newspapers in Greenville, Asheville, Montgomery, Ala., and Clarksville, Tenn. Keel is on 710 kHz with 50 kw day and 5 kw night. KMBQ(FM) is on 93.7 MHz with 100 kw and antenna 265 feet above average terrain. Kaay is on 1090 kHz with 50 kw. Waky is on 790 kHz with 5 kw day and 1 kw night.
- **KBIO-AM Boise, Idaho:** Sold by Boise Valley Broadcasters Inc. to Kbit Inc. for $850,000. Seller (Robert W. Ho- well, 10.9%); H. Western Willock, 5.3%; Mrs. Stanley King, 9.9%, others) will retain KBIO-TV Boise. Principals in buyer are J. Hobart Wilson (50%) and his son, Charles H. Wilson (24.3%), who will manage Kbit Inc. Buyer also owns KFNW-AM-FM Eugene, Ore., and 86% interest in KPAY-AM-FM Chico, Calif. J. Hobart Wilson has 5.9% interest in KEIZ(TV) Eugene and KVDO-TV Salem, both Oregon, along with interests in several CATV systems. KBIO is on 670 kHz with 50 kw day and 25 kw night. FM is on 97.9 mhz with 17.5 kw and antenna 2,510 feet above average terrain.
- **WNLK(AM)-WLN-FM Norwalk, Conn.:** Sold by Norwalk Broadcasting Co. to Han- son Communications Inc. for $705,050. Principal in seller is estate of late James C. Stolz, which also owns WBUX(AM) Doylestown, Pa. Principal in buyer is Michael F. Hanson II, former director of news and public affairs for WRFR(AM) New York. WNLK is on 1350 kHz with 1 kw day and 500 w night. WBN-FM is on 95.9 mhz with 3 kw and antenna 130 feet above average terrain. Broker: Hamilton-Lands Associates.
- **WUM(AM) Atlanta:** Sold by WUM Inc. to Georgia Network Inc. for $600,000. Principal in seller is I. T. Cohen, Atlanta attorney. Principals in buyer include Donald C. Kennedy, president (19.5%), and Lawrence Meier, vice president (13.7%). Mr. Kennedy has 30.5% interest in Briarcliff Communications Group Inc., permittee of WATL-TV Atlanta. WUM is daytimer on 970 kHz with 5 kw.
- **KLO(AM) Ogden, Utah:** Sold by Radio Ogden Inc. to KLO Broadcasting Co. for $500,000. Principal in seller, which runs Kspo-AM Spokane, Wash., is Richard
Broadcast Journalism

Man in the News

A little over two weeks ago, President Gerald Ford reached again into the ranks of Washington journalists to find a news secretary—and came up with a broadcast newspaper. For 40-year-old Ron Nessen, it meant a fast and hard lesson in what it means to function between the rock of the Presidency and the hard place of the profession he left behind.

Back in January 1965, when Vietnam was the big story, the NBC press-relations department put out a picture of one of its correspondents, 32-year-old Ron Nessen, in action over there. Dressed in fatigues and lying in a water-filled hole scratched out of the dirt and reeds, he was talking into a portable tape recorder, apparently describing action at which he seemed to be peering. A Hollywood view of the television war correspondent at work, it seemed. About 18 months later, reality intruded into the picture. Grenade fragments entered his chest and punctured a lung as Mr. Nessen covered a battle between the 101st Airborne and North Vietnamese troops in the Central Highlands.

Two weeks ago, President Ford had just announced Mr. Nessen's appointment as White House news secretary, and Mr. Nessen, now 40, was describing his vision of the job in a statement in the White House briefing room. His role was to get the news out, and he would never lie or mislead his former colleagues. A veteran newsman's view of a news secretary's job, it seemed. Eleven days later, some of his former colleagues were questioning his integrity; reality had intruded again.

The question of Mr. Nessen's integrity had arisen over his reporting of a telephone conversation between former President Nixon and President Ford. Mr. Nessen had said that the former President made "a passing reference" to the public reaction to the presidential pardon he had received. But it was not until Hugh Sidey's column appeared in Time

P. Wheeler, president. Principal in buyer is Robert E. Davis who owns and manages KWKJ (AM) Pocatello, Idaho. KLO operates full time on 1430 kHz with 5 kw.

- KBVY (AM) Big Spring, Tex.: Sold by Howard County Broadcasting Inc. to Tentex Broadcasting Inc. for $221,000. Principals in seller are John H. and Madelyn G. Hicks (46.6% each) who own KLVY (AM) and KBPO (FM) Beaumont, Tex., and have interests in KLUF (AM) Lufkin, KRRV (AM) Sherman and KLAR (AM) Laredo, all Texas. Principals in buyer, which owns KTFS (AM) Texarkana, Tex., are Hugh D. Frizzell, president (33.3%), and Robert Williams Jr., treasurer (33.3%). KBVY is on 1400 kHz with 1 kw day and 250 w night.

- WWFL (AM) Clermont, Fla.: Sold by J. Olin Ticc Sr. and Jr., to Leisure Time Communications Inc. for $165,000. Sellers also own WCAY (AM) Cayce, S.C. Principals in buyer are Joseph F. McNerney, Henry A. Berlinger Jr., and Richard M. Messina (one-third each), who also own WDMV (AM) Pomocomke City, Md., and WIVI-FM St. Croix, Virgin Islands, and have contracted to buy KGLR-FM Reno (see below). WWFL is on 1340 kHz with 1 kw day and 250 w night during specialized hours.

- KGLR-FM Reno: 80% interest sold by Pendor Communications to Leisure Time Communications Inc. for $128,000. Principals in seller are Philip D. and Penny Doersam. Mr. Doersam will continue as station's general manager and Mrs. Doersam as sales manager and together will retain 20%. Principals in buyer are Joseph F. McNerney, Henry A. Berlinger Jr., and Richard M. Messina (see above). KGLR-FM is on 105.7 mhz with 31 kw and antenna 390 feet below average terrain. Broker: Blackburn & Co.

Approved

The following transfers of station ownership were approved last week by the FCC (for other FCC activities, see page 71):

- KAUV-TV Wichita Falls, Tex.: Sold by Bass Brothers Telecasters Inc. to Wichita Falls Telecasters for $4,250,000. Parent of seller, Bass Brothers Enterprises Inc., owns KANT-AM-FM Denton, Tex.; WSLC-AM-WSLO (FM) Roanoke, Va., and has 48.42% interest in KFDW-TV Clovis, N.M.; KFDQ-TV Sayre, Okla., and KFDA-TV Amarillo, Tex. Buyer is partnership of Wichita Falls Television Inc. (80%) and White Fuel Corp. (20%). Wichita Falls TV is new company headed by William Hobbs, president, who is general manager of KAUV-TV. Principal in White Fuel is W. Erle White, president (49%), who also owns KOAP-AM-FM Gainesville, and KORC (AM) Mineral Wells, both Tex., as KAUV-TV is CBS affiliate on ch. 6 with 100 kw visual and 20 kw audio antenna 1,020 feet above average terrain.

The night before . . .

A Bar & Grill is scheduled from 5:30 to 7:30 the evening before the Conference so you can meet informally with program participants. It’s a great opportunity to discuss your specific problems with experts from the FCC, RAB, NATPE, Chuck Blore Creative Services, equipment manufacturer representatives and NAB personnel.

The first day . . .

Engineering Conference
(9:00-11:00)

Interconnection of Program Facilities
Is Quad in Your Future?

New Advancements in Audio/Video Switching Techniques

Radio (9:30-11:00)

Let’s Create a Commercial
Chuck Blore Creative Services will show you how to utilize creative thinking and production techniques to create highly effective spots at your station. All delegates will be involved in making a spot from scratch.

Television (9:30-11:00)

The Product is Programming
Spokesmen for the National Association of Television Programs Executives will debate and take questions on the prime time access rule, children’s programming, and locally-originated and syndicated programs.

Joint Session (radio, TV, engineering) (11:00-12:00)

NAB Playbook
Join NAB at the conference table for an informal discussion of the major areas of concern for today’s broadcaster. President Wasilewski will preside and you will participate.

Joint Luncheon (radio, TV, engineering) (12:00-2:00)

Creativity Can Work in Your Station
Dr. Herb True shows how creativity and motivation can help you at your station. He makes learning fun and ideas come alive.

Engineering Conference
(2:30-4:30)

FCC Rules and Regulations
Transmitter Maintenance
Principles of Microphone Utilization

Radio (2:30-4:30)

Legal/Management Workshop
A free-wheeling discussion to bring you up to date on current problems in both legal and management fields.

Sales Workshop
RAB will provide some proven tips on how you can increase income by 10% in January and February.

Television (2:30-4:30)

Television Today and Tomorrow

• Children’s Television and Broadcast Self-Regulation . . . What the industry is doing about children’s programs and commercials and how it affects you.

• Dangers of Siphoning . . . Pay-cable is after those top programs . . . including sports and block-buster movies. Where will you be if it happens?

• Direct Transmission by Satellite . . . The implications satellites have on commercial TV and how far away is direct-to-home satellite-TV.

A red carpet reception for all delegates from 6:00-7:30. (Denver only from 5:00-6:30.)

The second day . . .

Joint Session (radio, TV, engineering) (9:00-11:00)

The Buck Stops Here
Your chance to answer questions about specific situations facing the local broadcaster and to check your answers against the experts.

The View from the Commission
A Commissioner’s views on what you can expect from the FCC with plenty of time for your questions.

Adjournment (11:00)

How to pre-register . . .

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last week that the world learned that the
former President had offered to return
the pardon.

Why didn’t Mr. Nessen volunteer
that information, the reporters wanted to
know, at the news briefing on Monday?
Didn’t he, as a former reporter, realize
the newsworthiness of the offer? “You
said,” one reporter recalled, “you
wouldn’t mislead us.”

Mr. Nessen, who despite a reputation
for being short-tempered has thus far at
least demonstrated considerable coolness
in his new job, did not spend much time
brooding on the challenge to his integrity.

Back in his office in the west wing of
the White House, near the President’s.

in the first half

hours after the confrontation, he seemed
more concerned with getting on top of
new responsibilities, which were greater
than he expected.

Asked how he felt, he said: “Almost
whipped. I leave the house at 7 a.m.,
read the papers in the car coming down,

breakfast in the office—at that table
over there—lunch, too, and get home at
8:30 or 9 p.m. And I have one or one
and a half hours of work to do at night.

Yesterday [Sunday] I had the first half
day off since I took the job. The Presi-
dent was visiting his wife at the hospital,
so I asked if I could take some time
off if he didn’t need me.”

Mr. Nessen, who lives in suburban
Bethesda, Md., took his wife, the former
Young Hi Song, a native of Korea, and
their 18-month-old son, to the park.

(An 18-year-old daughter by an earlier
marriage is at the University of Iowa.) How-
ever, it was not the beeper-

paging unit he wears began sounding
off; his office said he was in demand.
The Sidew piece was circulating, and

correspondents wanted clarification and

comment.

Mr. Nessen sees his job, like Gaul,
divided into three parts. The most vis-
ible part of it is the daily 11 a.m. (or
later) news briefing, for which he spends
about four hours preparing, some of that
time in conference with the President. He

is also a presidential adviser, consulting
on such matters as how various actions or
decisions should be announced. And,

finally, there is the part that would terrify
most men who had never had to worry
about administering the work output of
a larger group than that consisting of him-
self, a cameraman and a soundman—
administration. He found he was the boss
of a 45-member staff. There is also the
usual harvest of daily problems and the
time spent talking to reporters.

“But there are compensations,” he

says of the heavy load. “It’s very interest-
ing, very exciting to be on the inside, to

see how the White House works.”

As for the sharp and hostile question-
ing that morning, he said he did not
expect favored treatment. “I wouldn’t let
up if I were in their position,” he said.

“It’s the legacy of five years. I wouldn’t
give anyone the benefit of the doubt. I
would hope they’ll do their job, and I
hope that after seeing me for a while, they’ll believe what I said about not
lying.”

Mr. Nessen’s defense of his handling
of the Nixon-Ford telephone conversa-
tion was that the offer was not con-
considered to be a serious one. But probably
more important was the policy reason he
gave: “I didn’t feel I should paraphrase
or quote observations between the Presi-
dent and the former President.”

Thus, he was demonstrating the
accuracy of an observation that Bill Moyer,
one of the former presidential news sec-
retaries on whom Mr. Nessen has said
he would try to model himself in his

new job (Pierre Salinger and Gerald F.

terHorst, his immediate predecessor,
were the others) made in a column in

Newsweek: “The reporter in him [Mr.
Nessen], will tug one way while the
President’s interest will tug another, and

he will feel the acute symptoms of being
cought between a President and press
corps both trying to do their duty while
his duty is to serve them both.”

White House reporters generally say

it. The feeling among White House re-

porters concerning Mr. Nessen per-

sonally appear to be mixed. Some network

reporters who have known him over the
years are generous in their com-

ments. They say he was a “good” re-

porter. “He’s very personable; he looks ter-

Horst’s background and experience.

Of course,” the correspondent added, “we
don’t know how much depth you need
to be a press secretary to Jerry Ford.”

Another correspondent, who otherwise
speaks well of Mr. Nessen, says: “The

question is to be answered, how much
does Nessen have; he lacks ter-

Horst’s background and experience.

Of course,” the correspondent added, “we
don’t know how much depth you need
to be a press secretary to Jerry Ford.”

Then there are those who, as one veteran

reporter put it, feel that “public-

relations wise, the Nessen appoint-

ment was a mistake,” that Mr. Nessen
has been something of an “opportunist.” In

part, at least, some correspondents suggest,

that feeling stems from jealousy and re-

sentment, for the White House press
corps is not without its prima donnas.

And Mr. Nessen, despite almost 20 years

in journalism, is not an established
member of the White House press corps.

But the publicity Mr. Nessen received

in connection with the party at his home

that President and Mrs. Ford attended

(Broadcasting, Sept. 2) did nothing to

improve Mr. Nessen’s popularity with

his colleagues. For while the party was

conceived as one to be given by and for

all the reporters who had covered then-

Vice President Ford in his travels aboard

Air Force Two, some of them felt it

emerged in the public mind as the Ron

Nessen party. And Mr. Nessen’s

former traveling companions appreciate

the presence at the party of Mr. Nessen’s

NBC colleagues—John Chancellor, an-
An Open Letter to Radio and TV Station Managers

I'm going to challenge you to get the kind of “all risks” insurance coverage your station should be carrying at this very moment, but isn't, to get it at an estimated 25% to 40% savings, and to get it through your present agent or broker.

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The broadcasting industry isn't the only one where I felt a specially tailored insurance program was needed.

For the past 4 years one of our programs has covered most of the largest advertising agencies in America.

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What was wrong with 99% of the broadcasters' policies I saw?

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What we discovered was that nearly all broadcasters were paying for inadequate coverage.

More important, most stations weren't getting the coverage they needed. A reasonably priced major catastrophe plan (5 to 10 million dollars), for example.

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Chairman for the Nightly News; Lester M. Crystal, executive producer of that program, and White House correspondent Tom Brokaw.

There was a little resentment over the fact that Mr. Ford picked a broadcast journalist for his news secretary. Times have changed since President Truman tried it with Cox Broadcasting’s J. Leonard Reinsch. (That appointment—which was neither sought nor made known to Mr. Reinsch before the President announced it—lasted about as long as it took the newspaper reporters to clear their throats and emit howls of protest.) Indeed, UP’s Helen Thomas even feels Mr. Nessen is entitled to a “honeymoon period.”

But changing times aside, Mr. Nessen’s experience as a journalist is rich and varied. As a native of Washington, D.C., his first media jobs were in small-town radio and newspaper work in the region—WEPN(AM) Martinsburg, W. Va., WAVA(AM) (then WARL) Arlington, Va., and the Montgomery County Sentinel, a weekly, in Rockville, Md. Then he was a Washington correspondent for UP for five years before hooking on with NBC News in 1962.

If he did not become one of the network’s superstars, Mr. Nessen drew the kind of assignments journalism students fantasize about. There were wars in Vietnam (five tours of duty), Bangla Desh, Biafra, and the Congo; the anti-american riots in Panama, the track of Che Guevara in Bolivia, a tribal uprising in Borneo. In addition, he covered the White House in the early Johnson years and, over the next decade, the presidential campaigns of President Johnson, Richard Nixon and George Wallace, the vice presidential campaign of Sargent Shriver. He was a member of the NBC News teams that reported from the Democratic and Republican conventions of 1964, 1968 and 1972. And he anchored NBC’s coverage of the shooting of Governor Wallace in Laurel, Md., in 1972, and helped cover the investigation and resignation of Vice President Spiro T. Agnew. The Special offers that contributed to Mr. Nessen’s rise. For when Representative Gerald Ford of Michigan emerged as Mr. Agnew’s successor, Mr. Nessen was assigned to cover him. He was there for the nomination, for the confirmation hearings and for the inauguration of the new Vice President. And when Mr. Ford became President, Mr. Nessen went back on the White House beat.

President Ford has said that in the many hours he spent aboard Air Force Two with Mr. Nessen, he came to respect him for his “skill and objectivity” as a reporter, and to “enjoy his company.” So when Mr. terHorst quit as Mr. Ford’s first news secretary over the Nixon pardon, Mr. Nessen went back to the Detroit News. Mr. Nessen’s name was among those that came to the presidential mind as a possible successor.

One of the questions that Mr. Nessen was asked when he appeared with the President in the briefing room for the announcement of his new job was why he was leaving journalism to become news secretary. “I’m interested in being a participant in events as well as an observer,” he said. Last week, the fire he took in briefing his former colleagues indicated he had indeed become a participant in events.

FOI compromises may not satisfy Ford

Conosos alter bill in attempt to meet President’s objections

A compromise on legislation to strengthen the Freedom of Information Act has been reached in a House-Senate conference, but faces a veto threat from President Ford. The legislation, intended to make it easier and less costly to gain access to government documents and files under the 1966 act, repassed the Senate last Tuesday and was expected to pass the House late last week or this week.

There is a division of opinion within the executive branch over whether the President should veto the package, according to a Senate aide who participated in its drafting. Earlier, in an exchange of letters with the conress, the President said he objected to a provision placing the burden of proof on the government to satisfy a court that a document has been properly classified because it concerns military or intelligence secrets.

Said Mr. Ford: “My great respect for the courts does not prevent me from observing that they do not ordinarily have the background and expertise to gauge the ramifications that a release of a document may have upon our national security.”

The conferees attempted to soften the impact of the section with an explication in the conference report, but it is uncertain whether this satisfied Mr. Ford.

Investigatory files for law enforcement purposes, exempt from mandantory disclosure under the present act, would be required to be disclosed under the new legislation with a few exceptions. One of those was added in response to another objection from President Ford, permitting the withholding of information given by a confidential source in a criminal investigation.

In response to another objection from the President, the conferees agreed to soften a Senate provision which would have permitted courts to suspend or otherwise penalize federal employees found to have withheld documents without reasonable basis in law. Instead, the compromise provides that the Civil Service Commission shall discipline such employees.

Shield protects Farr

A California state judge ruled last week that reporter William Farr could not be held in contempt of court for refusing to answer questions in the perjury trial of a lawyer who had been the prosecutor in the 1970 Manson murder trial. The judge ruled that Mr. Farr was protected...
under the state's newsmen shield law.

The lawyer was one of two attorneys who had been involved in the Manson trial and were indicted by a local grand jury on charges of perjury. The two, as well as others involved in the Manson case, had sworn they had not given Mr. Farr the information he used for his news story that the Manson "family" plottied to kill Hollywood celebrities. All parties in the case were under a gag order imposed by the case trial judge at that time.

Mr. Farr served 46 days in jail under a contempt citation before being released. He had been under the threat of further jailings but another state judge, under a state appeals court order, found that he could not be punished ad infinitum for refusing to identify his sources. Mr. Farr had said he got the information from two of the six lawyers involved in the Manson case.

AP Radio airborne to plaudits of 210

Another 20 stations indicate interest in new service that started Oct. 1

With minimum problems, AP Radio, the broadcast arm of the Associated Press, commenced operations last Tuesday, Oct. 1. The first cut—an agricultural report by newsmen John Holliman—went down the line to 210 stations at 9:30 a.m.

NYT. It was one of 198 reports filed on opening day. "Everything went better than we had planned," said APR Managing Editor Bob Bensen of the first day's results. The complimentary calls were running about 10 to 1 against the problem calls.

Another plaudits to the service were particularly complimentary about the technical quality of the APR transmission. "The line quality is excellent," said Ron Tyrell of KCIM-(AM) Carroll, Iowa. "A good line," echoed Paul Maze, WYND(AM) Sarasota, Fla.

APR uses what it claims to be a revolutionary "spoke-and-hub" transmission system, in which signals are fed from Washington to 12 regional reception centers—each serving four or five states. From those points, the amplified signal is sent to local AT&T test boards for transmission to the member stations. The arrangement, Mr. Bensen claimed, "has given us a definite advantage in signal quality.

On the first day of service, APR fed 141 international and national cuts and 57 regional reports. Anchorman for the first five-minute newscast was Tom Martin.

APR is available to any station subscribing to the AP broadcast wire. Its cost is based on a formula depending on several variables, and is tacked on to the sum stations are already paying for the wire service.

Mr. Benson reported that some 30 stations signed up for the service in the last week prior to the initiation of service, bringing the total line-up to 210. Another 20 stations are said to have expressed intentions to join the network.

RTNDA backs KEYT

The Radio and Television News Directors Association has protested to the Santa Barbara, Calif., city council over alleged attempts to control news coverage of the council on KEYT(TV) Santa Barbara. The city council twice has passed resolutions condemning KEYT's local news coverage and forward them to the FCC. RTNDA President Tom Frawley wrote the city council, saying: "The resolution and its transmission to the FCC can only be viewed as an attempt by the council to intimidate and coerce KEYT into presenting a governmentally approved version of news concerning controversial issues before the council.

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AIM's off target again

Accuracy in Media has lost another fairness doctrine case involving NBC, this time before the FCC. The commission affirmed its Broadcast Bureau ruling denying AIM's complaint that NBC violated the doctrine in connection with two programs dealing with the Peoples Republic of China.

AIM had held that China Lost and Found, broadcast on Feb. 15, 1972, had contained as its theme "the highly controversial line" that the U.S. had erred in supporting the Nationalist government of China following World War II.

And it had complained that The Forbidden City broadcast on Jan. 16, 1973, contained portions that were "largely Communist propaganda" and failed to show the actual conditions inside China—both controversial issues of public importance.

But the staff ruling upheld by the commission asserted that, as far as China Lost and Found was concerned, NBC did not appear to be unreasonable in concluding that the historic events portrayed were not currently the subject of controversy.

And in disposing of the complaint regarding The Forbidden City, the staff held that AIM had not shown that NBC was unreasonable in its judgment that the program did not contain a "message" that everyone in China was living comfortably.

The ruling, announced last week, was issued on Sept. 24—three days before the U.S. Court of Appeals had overturned the commission decision that NBC had violated the fairness doctrine in connection with its documentary, Pensions—The Broken Promise. (Broadcasting, Sept. 30). The commission had issued that ruling on a complaint brought by AIM.

Proxmire keeps after fairness

Senator William Proxmire (D-Wis.) is continuing his foray against the FCC's fairness doctrine.

In his third speech on the issue in two months (Broadcasting, July 27 et seq.), Mr. Proxmire told his Senate colleagues that "the public's right to turn the dial must be the ultimate arbiter of the electronic media as its right not to buy controls the print media." There is no reason, he maintained, why the First Amendment should not apply to broadcasters as it does to publishers. Freedom of the press is defended for newspapers. Why cannot it be defended for radio and television?

Mr. Proxmire noted that of 1,309 fairness complaints received by the commission last year, 94 were pursued through inquiries to stations, and five received sanctions. "A reasonable assumption is that such power, although infrequently used, must affect the way broadcast news- men do their jobs."
Quello positions himself on cable policy

He steers for middle course—less regulation of medium, but not at expense of broadcast interests

FCC Commissioner James H. Quello, who joined the commission in April after a lifetime career in broadcasting, last week began spelling out his views on cable-television regulation. And the cable operators who heard them—he spoke to the Pacific Northwest Cable Association, in Boise, Idaho—had no reason to see Mr. Quello with horns.

Pay cable, network exclusivity, access-channel requirements—on these and other matters Commissioner Quello appeared sympathetic.

As for the pay cable rules the commission is reconsidering, he said he is "not particularly in favor" of the rule restricting the showing of films to those that are less than two years old, or, if more than 10, for only one week each month.

Without committing himself to any position, he said it "seems reasonable" that cable operators should be allowed to obtain film for pay cable showing in advance of its eventual release for over-the-air viewing. "This seems to me to be nothing more than an additional box office for those who wish to pay for the privilege of seeing a film before it finally appears on over-the-air television"—an argument the Motion Picture Association of America makes in urging abandonment of all pay cable rules (see story page 34).

When it comes to sports on pay cable, however, the commissioner is more cautious. He said he sympathizes with the need "to protect the spontaneity and competition engendered by a full stadium in attendance." But, he is also concerned about sports events that are not broadcast and, without pay cable, would be unavailable to viewers.

In discussing network program exclusivity, he said that although he cannot agree there is no need for such protection, "I am beginning to realize that our exclusivity requirements are, in effect, an artificial barrier between competing television signals." He said he is not convinced of the need to provide exclusivity as between local stations based on signal strength when the signals are available over the air. Furthermore, various problems confronting cable systems in connection with exclusivity—notification requirements and last-minute changes in programing, among others—cause cable operators "no end of grief," he said.

Commissioner Quello said he feels the commission needs more data on the degree of use being made of the public, governmental and educational access channels that are required by commission rules. The commission's Cable Tele-

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Now heard in 80 markets, growing success is attributed to low cost, superb production... and a unique format tailored to use Doremus' talent to make local announcements.

Simplicity itself.
Like most ideas that work, the key ingredient to the success of the John Doremus Radio Show is simple: use John Doremus himself to announce ID's, station promo's, cross-plugs, weather and news intro's—even the commercials. The result is a show that sounds as if it were put together by your station, in your town, for your listeners.

Listenable.
Designed for audiences 25 years and older, the John Doremus Show provides not merely the finest in MOR music, but also companionship. This singular effect—an intimacy rare in syndicated shows—emerges from a format conducive to Doremus' almost-lyrical narrative style. Each show consists of four segments during a 55-minute program—with up to 30 hours available each week. The four segments in each show are:
Commentary
3 related uninterrupted musical selections
Commentary
3 minutes open for local segments

The musical selections are based on themes, such as girls' names, countries, flowers, etc. And Doremus' low-key approach to the commentary sounds as if he is talking to only one person rather than an entire audience. Unlike much of today's radio, it is not easy to "tune out."

Affordable.
Perhaps the most remarkable feature of this show is its cost: most radio stations can buy it for less money than it would cost them to fill the time themselves. Yet the show is a hallmark of good taste. Impeccably produced on tape at Doremus' own studio (one of the finest recording and duplicating facilities in Chicago), the John Doremus Show is ideal for automated stations.

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John Doremus has long been recognized as one of the finest voices in radio. Doremus has also been the commercial spokesman for dozens of national advertisers, including Sun-Kist,

John Doremus, award-winning radio personality... and his writer-producer Al Bland, former VP of Programming at CBS and AVCO; veteran performer/producer, and former President of the Quality Radio Network. "We've found that even skeptics who have listened to the audition tape have been interested," the Doremus-Bland team says. They add, "The show works because it's appropriate in any size town, at any time, and for any sponsor. That's because—like any successful show—it's an idea."

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Valenti downplays threat of pay cable to over-the-air TV

Jack Valenti, president of the Motion Picture Association of America, called on the FCC last week to repeal the rules that "effectively bar" movies from being shown on pay-cable systems in the U.S. Speaking at a luncheon meeting of the International Radio and Television Society on Tuesday (Oct. 1), Mr. Valenti also urged the FCC to throw out the prime-time access rule as a "proven failure"—proven because the rule's "underlying economics" encourage game shows and discourages drama and comedy programs.

On the pay-cable matter, he said that because, by the most "optimistic" pro-
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"the American
next 20 years, maybe
Godfather," "Gone
more than 3%
published estimate that
cable companies in
would be able to muster "no
more than 3% of the network-program-
purchasing capacity," a factor that
would put expensive movies like "The
"Gone With the Wind" and
"The Poseidon Adventure" "beyond the
capacity" of pay cable "for at least
the next 20 years, maybe forever."
Mr. Valenti refers to pay cable as
"family choice cable" on the ground that
the American family has a right to de-
cide whether or not it wants to pay for
entertainment" by cable. "That family
decision should not be pre-empted by
a government agency," he said.
The MPAA position on "family
choice cable" is being presented in an
11-minute film featuring Charlotte Heston.
Mr. Valenti, who showed it to a group
of reporters last week, said the purpose
of the film is to inform congressmen and
others that the industry sees catchwords like 'siphoning' or 'the collapse of tele-
vision.'"

NCTA, AT&T still
at loggerheads
Neither side budges in negotiations
on increase in pole-attachment fees
Despite a renewal of negotiations, AT&T
and the National Cable Television Asso-
ciation have reached a stalemate in their
attempts to reach a private accord in the
CATV pole attachment controversy.
The two sides sat down for the second
time last Tuesday (Oct. 1) since AT&T
lifted a lengthy negotiation embargo on
the issue. However, as one cable official
present at that meeting morosely re-
ported afterward: "I would say that we
didn't get very far."
At present, neither side has relented from their positions over the basic philos-
ophy to be employed in determining a nationwide formula for determining cable
pole-rental fees. AT&T last month in-
formed NCTA that it views a rate in-
crease as justified under any circum-
stances. But NCTA negotiators are op-
erating under an edict from its board of
directors which precludes any proposal of
the telephone interests without cost
justification. AT&T, it was reported, has
decided to open its books. "Something's
got to give," an NCTA official said.
While reporting that the association is
"still in the ballpark" in its ongoing
negotiations with General Telephone, the
second national telco interest involved in
the talks, the same NCTA official pro-
fessed little optimism over the situation
with AT&T. Further meetings with Bell
System representatives have been sched-
uled for Oct. 15 and 29. But, said he,
"there's obviously the possibility that
those two meetings could be canceled if
it appears that they would be fruitless."
While the negotiations with the tele-
phone interests have come to an impasse,
cable observers are expressing concern
over what is being alleged as a "possible
conspiracy" among local and regional
electrical utilities to raise their pole fees.
Attorneys close to the situation have
counted at least nine instances of electric
companies raising their rates in recent
months. Among the companies named
were California's Pacific Gas & Electric
and Southern California Edison; Arizona
Power and Light (serving much of the
Southwest); Florida Power & Light; West
Virginia's Monongahela Power and Mich-
igan's Consumers Power.
Reportedly, a number of regional class
action suits charging the affected utilities
with conspiracy and abuse of monopoly
power are being contemplated.

Cable Briefs
Policy statement. "Pay cable is a new
alternative—an electronic box office—
which deserves the opportunity to test
and establish its appeal, based on actual
marketplace experience." That's thrust
of new brochure, "The Case for Pay
Cable: Freedom of Choice," published
by National Cable Television Association.
Booklet is being distributed among media
and government officials in preparation
for FCC hearings on antисiphoning rules.
Its argument rests on allegation that
broadcast interests would deprive public
of freedom to choose among electronic media
under guise of protecting public
from inundation of pay TV.

Newcomer. Ximark Corp., new market-
ing firm based in Cazenovia, N.Y., is
offering to cable systems range of sales
packages in areas of subscriber growth,
newdevelopment of commercial
time and programming. Sanford M. Free-
man, formerly executive with Tele-
prompter and Warner Cable, is president
of new firm, which expects to open
branch office in either Denver or Dallas.

Crash course. Practicing Law Institute,
New York, will be offering lawyers two
two-day sessions on "Current De-
velopments in CATV" (Dec. 5-6 at
New York's St. Regis hotel; Dec. 19-20 at
San Francisco's Sir Francis Drake hotel).
Topics range from copyright to basic
cable TV contracts. Staff, led by Wash-
ington attorney (and former National
Cable Television Association's general
counsel) Gary Christensen, includes Con-
tinental Cablevision's Amos Hostetter,
FCC Cable TV Bureau Chief David Kin-
ley, NCTA General Counsel Stuart Feld-
stein, New York Cable Commission's C.
Lynn Wickwire, others. Fee is $175.

Transferred. Hutchinson Cablevision Inc.,
owner of system in final stage of
completion in Hutchinson, Kan., has
been sold by AT&T to Intertie Inc. for
undisclosed amount. When completed,
system will have 141
miles of plant and pass 15,000 homes.
Intertie, based in Los Angeles, owns
several cable systems with total of 21,000
subscribers. Broker was Daniels & As-
sociates.
Migrating. Catel division of United Sci-
cific Corp., Sunnyvale, Calif., manufac-
turer of CATV signal-processing equip-
ment and data communication systems,
announced it is moving to larger quar-
ters in Mountain View, Calif. New add-
dress: 1400-D Sitterlin Road, Mountain
View, Calif. 94043. Telephone (415) 965-
9003.
Sold. Suburban Propane Gas Corp. has
sold assets of 12,000-subscriber cable
operation serving Whippy area of
northern New Jersey to Madison Com-
munications Inc., New York. Terms were
not disclosed.

Turnaround. Paducah, Ky., has award-
ed cable franchise to Comsat Corp., Bala
Cynwyd, Pa. Award for $1.5-million system
came as surprise—it had been ex-
pected to go to Cox Cable Communica-
tions.

Price going up. Los Angeles City
Council has approved on first reading price
hike for Theta Cable of Calif., serving
70,000 customers in greater Los Angeles
area. Firm, jointly owned by Teleprompter
Corp. and Hughes Aircraft Co., now
charges $5 monthly; new fee will be
$6.95. Installation charge will be reduced
from $19.50 to $10, in new schedule.
This is first raise since Theta began oper-
ations in 1967.

Building. C-COR Electronics, State Col-
lege, Pa., will build 66-mile turnkey system for Shelby County Cable TV Inc., Shelbyville, Ind. Contract, for facility with 27-channel capacity, is to pass over 5,000 homes, cost $300,000.

Weather warnings. Storer Cable TV's new Sarasota, Fla., cable facility is providing one of nation's most advanced television weather services. Weather channel combines input from National Oceanic Atmosphere Administration, Tampa (Fla.) Weather Service, Sarasota County Office of Civil Defense and Storer's own facilities. Service, running 24 hours per day, was inaugurated last month.

FCC delays tariff hike by United Video

Protest lodged by two of 14 affected customers in Midwest

The FCC has suspended until Dec. 30 a proposed tariff increase by United Video Inc. for microwave service to 14 CATV systems in Illinois and Iowa. The tariff, to have become effective Oct. 1, would have increased United's revenue approximately 35%.

Liberty TV Cable Inc. and Quint-Cities Cablevision Inc., two of United's customers which receive microwaved signals of seven Chicago television stations, contended that United was contractually bound not to increase its rates and had failed to show how the new rate structure had been devised. The commission rejected the cable groups' argument that United was bound by its former contract, since the rates were governed by the tariff and not the contract. However, the FCC noted the proposed tariff does raise questions of lawfulness and has asked for suggestions whether the commission should prescribe tariff regulations.

The FCC deferred establishing procedures for United's investigation because of a similar case pending, which involves rate revisions for microwave service filed by American Television Relay Inc.

Instead, the commission delayed the tariff schedules until Dec. 30 and ordered United to keep an accurate account of all amounts received by reason of any increases, since the commission might later find it necessary to order refunds with interest.

Vikoa-Comcast merger gets a step closer

Letter of intent spells out common interests of each

Vikoa Inc., New York, and Comcast Corp., Bala Cynwyd, Pa., last week said they had signed a letter of intent "setting forth preliminary agreement on arrangements for a merger . . ." The transaction is subject to the execution of a definitive agreement and the approval of both boards of directors and the respective stockholders.

Comcast, the nation's 33rd largest multiple system cable operator with 44,
Rocking the ratings.

WQDR's album rock stereo is obviously what the Raleigh-Durham market was waiting for.

We've got 53% more men 18-34 than #2. More men 18-24 than all other stations combined. We're also a solid #1 in adults 18-24. And we've got more teens than the next five stations combined.

Between the fall and spring surveys, we doubled our 18-34 men, nearly tripled our 18-24 men, doubled our 18-49 men, and doubled our 18-24 adults.

So we're twice as good a buy—at almost the same cost!

Potential bad news for cable accounting

Under proposed rule, public firms would not be able to defer costs of starting up systems

A proposal by the Financial Accounting Standards Board for an across-the-board reformation of accounting procedures could shed a negative light on the past achievements of publicly owned cable television firms, analysts are warning.

In essence, the new proposal, which would take effect October 1975, would prohibit internal auditors from deferring a firm's pre-operating costs to the next fiscal year. In addition, it would require that all such deferred costs from previous years be re-stated to make them apply to the year in which they were realized.

Historically, cable firms have carried forward all costs incurred in running systems from the time they become operational until the time that they achieved a level of penetration (usually about 25%) in the market—or until a fixed period of time (usually between 18 months and two years) has expired. The deferred costs are subsequently amortized over a period of years. This practice has had the effect of making corporate income appear more attractive, since the pre-operating expenses would have otherwise been subtracted directly from revenues.

For cable firms which have undergone significant construction in recent years, it is reported, the new arrangement would have the effect of significantly lowering previously reported net income. American Television & Communications Corp., for instance, would have to deduct about $900,000 from its 1974 pretax earnings. Its pre-operating costs for the year were estimated at $1.1 million while its amortization charges were approximately $200,000. The net effect would be to reduce ATC's fiscal 1974 per share earnings from 46 cents to 30 cents. Cox Cable, with $1.11 million in deferred costs and $114,000 in amortization charges, would see its 1973 earnings decreased from 53 to 39 cents per share.

Teleprompter's reported 1973 pretax in-
Nuts and bolts at Philadelphia Expo

Issues such as copyright, pay cable and other national political actions—usually the dominant items on regional Cable Expo agendas—will be grouped in a single workshop at the Oct. 13-16 Northeast Expo in Philadelphia. Separate sessions, however, will be conducted on state regulation, on leased-channel operation and on the process of bringing a system into compliance with the FCC cable rules by the March 1977 deadline.

Speaking at the meeting will be Representative Charles Sandman (R-N.J.), FCC Commissioner Glen Robinson (making his first appearance before a cable group), and National Cable Television Association President David Foster.

The Philadelphia meeting also will emphasize relationships between cablemen and their hardware suppliers. Some 35 exhibitors will display their wares, and the equipment show will feature daily roundtable discussions for manufacturers and delegates in the exhibit hall.

NCTA mulls Foster contract request

The executive committee of the National Cable Television Association will meet Oct. 17 to consider NCTA President David Foster's request for a long-term contract.

Mr. Foster three weeks ago advised NCTA's board of directors that he needs at least a two-year—perhaps a four-year—employment arrangement to insure continued stability at the association.

The matter was discussed briefly at the board's meeting two weeks ago (Broadcasting, Sept. 30), at which time NCTA Chairman Bruce Lovett said he would appoint a special committee to sound out Mr. Foster. Mr. Lovett said last week that he had chosen Continental Cablevision's Amos Hostetter and Cox Cable President Henry Harris—both members of the executive committee—to begin talks with the NCTA president.

Mr. Lovett also denied reports that he had intentionally excluded himself from the special committee due to past differences with Mr. Foster.

If you're serious about cost... be serious about quality.

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

Be Serious about Schafer. The people who invented automation.

SCHAFER ELECTRONICS CORPORATION
75 Castilian Dr.
Santa Barbara Research Park
Goleta, California 93017

Beautiful Music

RPM Contemporary Beautiful Music is a truly exciting blend of contemporary tunes, performed by popular orchestras and groups. Selected vocals by soft MOR artists are also included. RPM is a format that is hard to turn off.

As with all RPM services, complete flexibility is the rule. Contemporary Beautiful Music is blended at your station with a reel to reel sequencing system. Spot placement and news are regulated by the needs of your format and market situation. Your RPM format will be custom-designed to make a dramatic competitive impact on your market.

RPM has more for you where it counts, on the air quality and continuing service at the fairest possible rate. We have full information and demonstration tapes for you. Write us or call collect for your copy. Also, ask about the other Automated Programming services, Progressive MOP, Rockin' Gold, and the Quadraphonic Concert.

RPM, THE AUTOMATED PROGRAMMING PEOPLE

Broadcasting Oct 7 1974

39
ARB RATING SUMMARY—SRP CLIENTS

April/May 1974

The following SRP client station rankings are based on Persons 18+, 6 a.m.-Mid., M-S, Total Area Av. ¼ Hr. and/or Metro Share for all AM and FM radio stations in each market:

<table>
<thead>
<tr>
<th>Overall Position 18+ Am or FM</th>
<th>Overall Position 18+ AM or FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque KOB-FM 1</td>
<td>Lincoln KLIN-FM 3</td>
</tr>
<tr>
<td>Appleton WROE 2</td>
<td>Los Angeles KJOI 4</td>
</tr>
<tr>
<td>Atlanta WPCH 2</td>
<td>Louisville WVEZ 3</td>
</tr>
<tr>
<td>Baltimore WLIF 2</td>
<td>Memphis WEZI 5</td>
</tr>
<tr>
<td>Binghamton WQYT 4</td>
<td>Miami WLYF 1</td>
</tr>
<tr>
<td>Boston WJIB 4</td>
<td>Milwaukee WEZW 1</td>
</tr>
<tr>
<td>Buffalo WBNY 3</td>
<td>New Orleans WBYU 3</td>
</tr>
<tr>
<td>Cedar Rapids WMT-FM 3</td>
<td>Norfolk WTAR-FM 5</td>
</tr>
<tr>
<td>Charleston WPXI 4</td>
<td>Oklahoma City KKNG 3</td>
</tr>
<tr>
<td>Charlotte WBT-FM 3</td>
<td>Omaha KEZO 4</td>
</tr>
<tr>
<td>Chicago WLAK 6</td>
<td>Orlando WDBO-FM 1</td>
</tr>
<tr>
<td>Cincinnati WVEZ 2</td>
<td>Pensacola WMEZ 1</td>
</tr>
<tr>
<td>Colorado Springs KRDO-FM 1</td>
<td>Peoria WSWT 4</td>
</tr>
<tr>
<td>Columbus WBNS-FM 3</td>
<td>Philadelphia WSWH 3</td>
</tr>
<tr>
<td>Dallas KOAX 3</td>
<td>Pittsburgh WSHH 2</td>
</tr>
<tr>
<td>Denver KLYR 3</td>
<td>Raleigh WYYD 2</td>
</tr>
<tr>
<td>Des Moines KLYF 3</td>
<td>Rockford WROK-FM 3</td>
</tr>
<tr>
<td>Detroit WWJ-FM 4</td>
<td>Sacramento KEWT 1</td>
</tr>
<tr>
<td>Ft. Lauderdale WLYF 1</td>
<td>San Antonio KQXT 3</td>
</tr>
<tr>
<td>Fresno KKNU 2</td>
<td>Syracuse WEZG 2</td>
</tr>
<tr>
<td>Grand Rapids WOOD-FM 1</td>
<td>Topeka KSWT 3</td>
</tr>
<tr>
<td>Hartford WKSS 2</td>
<td>Trenton WWSH 1</td>
</tr>
<tr>
<td>Houston KYND 2</td>
<td>Tulsa KVEN 3</td>
</tr>
<tr>
<td>Huntington WHEZ 2</td>
<td>West Palm Beach WEAT-FM 1</td>
</tr>
<tr>
<td>Indianapolis WXTZ 3</td>
<td>Wichita KBRA 4</td>
</tr>
<tr>
<td>Jackson WLIN 4</td>
<td>Youngstown WKBN-FM 1</td>
</tr>
</tbody>
</table>

There are: 12 overall NUMBER ONE stations
13 overall SECOND
17 in THIRD position
9 in FOURTH and
2 ranking FIFTH
among all AM or FM stations in each market.

For rankings by Persons 12+ see our advertisement on page 32 of the September 23rd Broadcasting, or write SRP.

Stereo Radio Productions Ltd 36 East 61st Street New York NY 10021 212-980-3888
The upbeat tempo of FM 1974

More stations, more listeners, bigger profits, bigger prices for time, bigger prices for stations

Ten years ago Howard Grafman and his Century Broadcasting Corporation, KSHE(FM) Crestwood, Mo., near St. Louis, for $5,000 down. That first October, he recalls, the station billed $1,800. This October he estimates it will bill in the neighborhood of $70,000—which incidentally is also in the neighborhood of the 1964 total purchase price of $72,000—and for the full year 1974 he expects the station to gross around $750,000.

And that, more or less, is the way things have been going for scores if not hundreds of FM stations across the country in recent years. The dollar figures vary from station to station, but business has gradually been getting better and better for more and more. In the last decade, FM's annual revenues have increased from $19.7 million to a projected $224 million this year, and its share of radio revenues has risen from about 2.5% to an anticipated 14% in 1974. Nationally FM is credited with a third of all radio listening, and in some markets it does a good deal better than that. And, though there are still more losers than winners at the bottom line, the number of profitable stations—and the extent of their profitability—has been growing steadily.

For these reasons—and others—FM broadcasters have more to get excited about today than they've ever had. They have FM's-ning with established AM's for top positions in the ratings in market after market. Although their rates generally don't yet compare with those of established AM's, the FM rate trend is up while AM's are often static and in some cases down. They have expanded their program formats till they offer something for everybody, just as AM does. They have won advertiser acceptance along with audience acceptance, and they can claim a somewhat more affluent, somewhat better educated audience than AM's. They know they have better fidelity of reception, to which more than half of them have added stereo, and they are currently into quadraphonic transmission, although quad is still regarded mostly as a plaything. In short, they're riding a growth medium and they know it.

Behind the growth is a momentum that shows no signs of any market slowdown. An analysis completed last month by an independent management consulting firm, the Business Equities Corp. of Boston, projects total FM revenues of $732 million, representing 30.8% of all radio revenue in 1980.

BEC's conclusions, which have the apparent endorsement of FM operators who have examined the report, anticipate FM revenues of $224 million this year, $277 million next year, $314 million in 1976, $410 million in 1977, $495 million in 1978 and $595 million in 1979.

For the top-25 markets, BEC projects for FM a 35.4% share of the audience and 18.4% share of radio revenues this year, rising to 37.1% of the audience and 23.8% of the revenues in 1976, and to 47.5% and 35.1%, respectively, in 1979. That growth is evident in every direction. Take formats. If KSHE's sales growth was symptomatic of industry growth, its programming history is even more reflective of industry changes. When Century bought the station in 1964, it was playing classical music. The new owners switched it first to middle of the road, then to top 40—or a looser version that Howard Grafman calls top 41—and finally to its current format, progressive rock. FM's own evolution has been even more extensive, taking it from an almost universal format of classical, semiclassical and jazz music in the early days to a diversity that now embraces every significant music format. A study by the N. W. Ayer & Son advertising agency in the top-10 markets a couple of years ago produced this profile of the similarities already reached in AM and FM formats:

Program Formats—Stations In Top 10 Markets

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>%</th>
<th>AM</th>
<th>FM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contemporary-top 40</td>
<td>25</td>
<td>18.3</td>
<td>32</td>
<td>25.6</td>
<td></td>
</tr>
<tr>
<td>Middle of road</td>
<td>25</td>
<td>18.3</td>
<td>13</td>
<td>10.5</td>
<td></td>
</tr>
<tr>
<td>Standard</td>
<td>30</td>
<td>22.4</td>
<td>24</td>
<td>19.4</td>
<td></td>
</tr>
<tr>
<td>Classical/semi-class.</td>
<td>7</td>
<td>4.6</td>
<td>13</td>
<td>10.5</td>
<td></td>
</tr>
<tr>
<td>Country and western</td>
<td>14</td>
<td>9.2</td>
<td>4</td>
<td>3.1</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>46</td>
<td>29.4</td>
<td>12</td>
<td>9.6</td>
<td></td>
</tr>
</tbody>
</table>

The explosion in programming has been accompanied by an even bigger one in facilities. Almost two out of every five commercial radio stations today (37%) are FM, and since the mid-1960's, FM has increased its share of AM only in rate of growth, but in actual number of stations added.

Thus the 4,416 commercial AM's on the air today represent a gain of 391 since 1965, while the 2,580 commercial FM's now in operation are almost double the 1,343 that were on the air in 1965. And the facilities explosion is continuing. In the 12 months up to Aug. 31 of this year, 130 new commercial FM's went on the air (as compared with 26 new AM's).

And stations multiplied and their programming diversified, listenership has soared. The latest national research figures indicate that FM currently accounts for about one-third (33%) of all radio listening. That estimate comes from the 1979. SRII found that 25% of all radio listening was to FM; a year later, 28%. Thus in two years FM has increased its share by only one-third—and AM radio's share has dropped from 75% to 72% to 67%. And that's on a national basis. In many larger markets, FM's share runs substantially above the national average.

To help run up these increases, Americans have bought FM sets and AM-FM combinations on a scale that has almost matched their purchases of the less-expensive AM-only sets in recent years. FM's sales have increased by half (from 50% to 59%) of all radio sets bought annually for the home have had FM capability. AM-only sales peaked in 1965; FM and AM-FM sales are still climbing. But FM's total annual unit count has been kept just below the 50% mark (around 44-49%) by the relative rarity of FM in automobile radios—a deficiency that happily is being corrected in substantial leaps, with FM's in new cars going from less than 10% of 1967's models to 13.85% in 1970 to 19.36% of the following year's models, 23.7% of 1972's new cars and 28.26% of last year's. (Correction of the auto deficiency will presumably come even faster if the all-channel law is enacted by Congress in its pending form, which would require that all new-car radios incorporate both FM and AM.)

With all these purchases, an estimated
90% of U.S. homes are currently FM-equipped, up from about 85% in 1972. And close to 80 million listeners—about half of all listeners—tune to FM during an average day.

So with all those sets and with all those listeners doing all that listening, what is FM's problem? Why, as an industry, is it still losing money? More specifically why, if it has one-third of all radio listening, does it have only an estimated 14% of all radio revenues? FM broadcasters are not the only ones suffering. Many AM operators are aggravating themselves and 90% of those listening set their tuners to AM.

The first point that some enthusiasts make is that there are too many AM-FM owners who are treating FM as a stepchild, giving the AM half of their combinations favored treatment. In this line of reasoning, the industry is composed of (1) those who aggressively program and sell FM and (2) those who ride their AM's and give FM short shrift, with the former group largely responsible for FM's profits, the latter for much of its losses. As one FM advocate puts it, "FM as an industry is not the loser, it looks like—we'd probably have to be if everybody was trying to. To a great extent it's a loser by default.

To many, however, that explanation sounded a bit too simple a few years ago at the then newcomer to the AM-FM world. But it is not the only answer. Both winners and losers have been increasing in number, as have the sizes of their profits and losses (see table). When the FCC added AM-FM combinations to the list of stations that must file reports, the separately reported FM results from 275 AM-FM combinations, it reached a grand total for the year 1972 of 330 FM stations whose profits totaled $11.9 million, and 535 FM stations whose losses totaled $143 million.

By comparison, 1,167 out of 4,221 other AM-FM's and FM-only stations reported losses for the year, but the AM-AM-FM group as a whole had profits totaling $143 million.

Is there any comfort to be drawn from losses, since there may be found in the probability that FM's are partly traceable to the still steady start-ups of new stations, which under the best of circumstances usually lose money before they start to make money. In addition, the FCC's figures show that, at least for the last three years, the number of independent profit-makers has increased faster than the number of losers. In 1972 there were two new profit-makers for every new loser.

The profit-makers include such successful FM groups as the Woody Sudbrink stations and the Century Broadcasting group, along with other leading multiple FM operators and individual stations, while those still taking losses include some of the best AM-FM investors in FM. It's understood that ABC's FM division is expected to become profitable next year if not this year, but in the past has operated in the red despite some individually profitable stations: WPLJ New York, KLZS Los Angeles and WRRF Detroit reportedly were profitable in 1973 and are expected to be joined by WBT in Chicago in the profit column this year. CBS's FM stations are also said to be still in the red despite profitable performances by three stations: WNCB-FM New York, KNX-FM Los Angeles and WCAU-FM Philadelphia.

"But we're on target," one CBS source said, the target for group profitability? "If we make it in 1975 we'll be ahead," the source replied.

Experienced operators insist that FM really has no significant problems that AM doesn't have. However, if FM broadcasters generally could be granted one wish, most would probably ask for stronger morning drive time. "From 10 a.m. on, FM can take care of itself," says Bob Cole, vice president in charge of CBS-FM operations in New York. That notwithstanding, it increasingly is showing its ability to take care of itself during the 6-10 a.m. period too. For many FM's, however, the broadcast day starts at 6 and the commercial day, for practical purposes, at 10.

The reason is a combination of fact and fantasy: Morning cars have AM but relatively few have FM; therefore drive time is AM time, not FM time—at least in the minds of many advertisers and agency buyers. What this reasoning ignores is sizable in-home audiences between 6 and 10. Harold L. Neal Jr., president of ABC Radio, is one of those who denounce the "no FM drive time" notion as a myth and a canard. True, he says, FM's share in those hours isn't as big as in other day parts, but the audience is still sizable and significant— and ABC stations, he adds, are having success in selling it to local retail advertisers in particular.

Though drive time is the biggest competitive problem area for most FM's, it is becoming less important for many FM operators—and, apparently, almost no problem at all for some stations. Officials of the Woody Sudbrink group report, for instance, that their WLYF Coral Gables-Miami is number one in the market in combined morning and afternoon drives, and that they have others in top-side contention too. Many other stations can claim 6-10 a.m. as well as 3-7 p.m. ratings ranging from dominant to good.

If the all-channel bill is passed, of course, some of FM's drive-time problem will be automatically eliminated as future cars come off the assembly lines with FM built in along with AM—unless car manufacturers choose to omit radio altogether. Some sources think they might do just that, on grounds that adding FM is too expensive, but FM leaders for the most part seem disposed to believe that, if the bill becomes law, car makers will drop their objections and begin to comply immediately, probably without waiting for the legalities.

In the meantime, many FM stations individually and through the National Association of FM Broadcasters have been promoting the sale and installation of FM converters in cars at prices well below the factory-installed level. Thousands of low-cost converters have been sold to listeners by stations participating in the NAFMB's Project FM Auto Radio. A study by ABC-FM Spot Sales earlier this year reported estimates that the total auto radio aftermarket—the sale of units for installation in cars not radio-equipped at the factory—averages some 200,000 FM units a month, totaling about $400 million in volume last year and may reach $450-$475 million this year.

While acceptance as an all-channel law would be, many FM broadcasters look upon it more as a bonus than as a necessity. This doesn't mean they don't want it or are not working for it. But they regard it as essentially a long-term blessing, not...
THE OWNED FM STATIONS OF ABC RADIO

NEW YORK WPLJ • PITTSBURGH WDVE • DETROIT WRIF • CHICAGO WDAI
HOUSTON KAUM • SAN FRANCISCO KSFX • LOS ANGELES KLOS

"YOUNG AMERICA LISTENS"

*ESTIMATES FROM LATEST AVAILABLE ARB DATA (6 AM-12 MIDNIGHT, MON.-SUN., TSA). QUALIFICATIONS UPON REQUEST.
INTRODUCING THE NEW ECONOMICS OF BROADCAST TELEVISION... AND A PRODUCT LINE THAT BREAKS WITH TRADITION

Here are two important new broadcast television products that make sense for today and the years ahead. They are the result of fresh creative thinking and the belief that today’s broadcast environment demands a substantial reduction in equipment operating costs, lower initial purchase price—plus performance that exceeds the best the industry has known. The IVC-9000 Broadcast Videotape Recorder accomplishes these goals by challenging and surpassing existing quad concepts. The IVC-7000 Camera offers performance that equals or exceeds that of the best cameras now in use yet at a mid-range camera price. That’s what we mean by “the new economics.” Let us help you break with tradition.
Beautiful Music

There is a difference... just listen.

Master-Tape I
A program system for success

Visit our hospitality suite at the Fairmont Hotel
NAFMB Convention

Master Broadcast Services, Inc.
1185 Avenue of the Americas, New York, N.Y. 10036
Telephone: (212) 687-7040

an instant panacea. "It will help, but it won't be a dramatic thing," says Century's Howard Grafman, and one way he thinks it will help is in creating a greater awareness of FM on the part of buyers as well as listeners. Allen Shaw Jr., vice president in charge of ABC-owned FM stations, also regards the all-channel measure as a long-term help. "Listeners who're interested in what we offer will seek us out," he says. "But many people don't listen to FM because it isn't available to them. If it's available they will try it and use it. So in the long run the all-channel law will be helpful."

Another place where FM's drive time differs from AM's is in the station personality department and in the extent of services rendered. By and large, FM has not yet developed the kind of personality that dominates early-morning radio on countless AM stations across the country. Nor has it developed the strong flow of news, traffic and weather reporting that these AM personalities dispense.

One of the reasons undoubtedly is cost, and as stations become more profitable they tend to expand these services, but since FM's service is essentially music there is some question as to how far they will want to go. Some think they don't need to go far at all. Woody Sudbrink's people say their drive-time rise has been accomplished with only the barest nod toward AM drive-time conventionality: "A little heavier news—but not excessive news—in the morning." Woody Sudbrink himself says FM doesn't need AM-type personalities and approaches. As things are, he says, "we're eroding AM superiority every day."

Bob Cole says the CBS-owned FM stations devote 5% of their time to news and 5% to public affairs, making at least 10% nonmusic, but that he's found that "if you go much longer than three or four minutes at a time with nonmusic, you've got a tune-out factor." This does not discourage some FM's from offering a specialized service a la AM, but for the most part the most successful ones stick essentially to what FM has always been best known for: music.

FM billings, though still a fraction of AM's, have been increasing steadily. From 1970 through 1972, for example,

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Stations</th>
<th>Revenues (Millions)</th>
<th>Average Revenues per Station (Millions)</th>
<th>Average Net Profit</th>
<th>Average Net Profit Per Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>580</td>
<td>$77.4</td>
<td>$131,557</td>
<td>$43,935</td>
<td>$43,935</td>
</tr>
<tr>
<td>1971</td>
<td>527</td>
<td>55.3</td>
<td>182</td>
<td>26,598</td>
<td>40,200</td>
</tr>
<tr>
<td>1972</td>
<td>484</td>
<td>40.6</td>
<td>144</td>
<td>22,381</td>
<td>29,509</td>
</tr>
<tr>
<td>1973</td>
<td>440</td>
<td>33.4</td>
<td>126</td>
<td>16,874</td>
<td>25,541</td>
</tr>
<tr>
<td>1974</td>
<td>433</td>
<td>28.3</td>
<td>148</td>
<td>15,308</td>
<td>21,599</td>
</tr>
<tr>
<td>1975</td>
<td>430</td>
<td>23.6</td>
<td>115</td>
<td>9,386</td>
<td>21,599</td>
</tr>
<tr>
<td>1976</td>
<td>381</td>
<td>19.4</td>
<td>111</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>1977</td>
<td>336</td>
<td>13.7</td>
<td>102</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>1978</td>
<td>305</td>
<td>12.6</td>
<td>93</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>1979</td>
<td>294</td>
<td>11.4</td>
<td>86</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>1980</td>
<td>279</td>
<td>9.3</td>
<td>71</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

Source: FCC reports.

NA—Not available. FCC apparently did not compute profit and loss averages before 1968.
*with one exception...

And that, of course, is WSB-AM. Both are nationally respected for their aggressive, award-winning news coverage...their often-copied bright, melodic music...their community-minded public affairs programming...AND their service to advertisers. Associating with WSB...AM or FM...means adding the Midas Touch to anything, whether it's a fund drive, a new record release, or a sales campaign. And this unprecedented success story has been repeated year after year...since 1922 for WSB-AM and 1934 for WSB-FM. Together they deliver more adult listeners during morning drive than the next five stations combined.* That's some success story, and you can be a part of it. Just call WSB...AM or FM...or phone the Christal Company.
FM's demographic advantages

<table>
<thead>
<tr>
<th>Income</th>
<th>Women FM</th>
<th>AM</th>
<th>Men FM</th>
<th>AM</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15,000-</td>
<td>22%</td>
<td>18%</td>
<td>27%</td>
<td>22%</td>
</tr>
<tr>
<td>$10,000-14,999</td>
<td>26</td>
<td>24</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>$5,000-9,999</td>
<td>38</td>
<td>39</td>
<td>36</td>
<td>38</td>
</tr>
<tr>
<td>$5,000--</td>
<td>14</td>
<td>19</td>
<td>9</td>
<td>12</td>
</tr>
</tbody>
</table>

Education

| College       | 34% | 22% | 46% | 34% |
| High school   | 61  | 58  | 49   | 57  |
| Grade school  | 5   | 10  | 5    | 9   |

Source: Pulse LOR 1970 as quoted in N.W. Ayer & Son FM report.

FM's demographic advantages

- FM stations have not reached their full potential.
- Most FM stations have not reached their full potential.
- FM's share of the market is still growing.
- FM salesmen and executives are also agreed that advertisers and agency people, by now, are virtually free of negative bias.
- They speak of traces of "marginal" prejudice, or "covert" prejudice, but they seem to regard most of it as unconscious rather than willful.

FM's share of total radio revenues grew by about 10% to 12% a year while FM's advanced on the order of 32% to 33% annually. If FM reaches the projected $224 million this year, that total will be more than double—almost triple—its total 1970 revenues, and its share in the same span will have virtually doubled, from 7.5% to 14.2%.

In some markets it's doing even better. CBS-FM officials estimate that in New York, for example, FM accounted for 11% of 1971 radio revenues, 12% of 1972's, 15.7% of last year's and thus far is up to a 16% share of 1974's.

National radio business has been flat this year, holding pretty close to year-ago levels, according to radio sales authorities. But market after market—and rep after rep—reports FM sales up.

Examples: Martin Percival, vice president in charge of ABC-FM Spot Sales, projects that his firm's 1974 sales will exceed last year's—for substantially the same list of stations—by 24%. He attributes the gain to a combination of FM audience growth, aggressive salesmanship and his firm's concentration on—and reputation as specialists in—stereo album rock stations (34 currently) aimed at the 12-34 year-old audience.

Jack Baker, general manager of CBS-FM Spot Sales, which represents the seven CBS-owned FM stations and eight others that together encompass all formats except classical and country, says that "almost all of our 15 are outperforming the national average." The increases, he feels, "can be ascribed to the fact that FM is still a growth medium—most FM stations have not reached their full potential."

Peter Greenwald, Eastern sales manager of Century Broadcasting's Century National Sales, which represents the parent company's four FM stations and some 26 other outlets, mostly FM, says business at his shop is running 29% ahead of last year, again with substantially the same number of stations. Along with FM's continued growth, he figures tight money may be working to FM's competitive advantage: "Maybe the dollar squeeze has helped, because FM's are less costly [than AM]."

FM salesmen and executives are also agreed that advertisers and agency people, by now, are virtually free of negative bias—or at least conscious negative bias—against FM. They speak of traces of "marginal" prejudice, or "covert" prejudice, but they seem to regard most of it as unconscious rather than willful. If anything, they say, what buyers need is to retune their thinking, or what Century National's Peter Greenwald calls buying "FM strengths, instead of by the clock."

What he means, he says, is that many media planners are so used to thinking of radio's strengths in clock terms—morning and evening drive times for AM, for example—that they ignore solid audience opportunities at other hours. In FM's case, he notes, they usually concentrate on 10 a.m. to 7 p.m. even though good audience values are available at other times, especially at night. Or, he adds, "if an FM station has as much audience from 7 to 11 p.m. as an AM has from 6 to 10 a.m., chances are the AM would still get the order." But the situation is improving, he says, noting that "buyers win consider weekend time—now—a few years ago they wouldn't."

To Robert E. Richer, a pioneer FM rep who now is executive vice president of the Able Communications group, the change in advertiser/buyer acceptance is "the greatest change" that's occurred in FM in his time. "Buyers now have grown up with FM in their ears," he says. "You don't have to explain what it is any more. It's a joy."

(The preceding section of this "Special Report" on FM was written by Rufus Crater, chief correspondent, New York. On the following pages: a look at recent FM station trading—and the high prices involved—and what's up at the NAFMB New Orleans convention.)
Use this media vehicle for the most direct route between 7 million “under 35” buyers and the point of sale.

There are several ways to reach our young adult and teen market. But magazines are not read on a regular basis. TV is viewed only 7% of an average week’s time, and daily newspapers are just skimmed. The one medium the 12-34 year old audience is most involved with is radio.

**Express Service**

Stereo Rock Radio is the media vehicle that takes your message directly to its destination immediately, repeatedly and efficiently. 34 stations in major markets across the country play programming similar music formats designed specifically for those important “under 35” buyers.

**Final Destination**

7 million affluent 12-34 year old listeners who spend an average of 22 hours per week with radio. That’s the receptive Stereo Rock audience! And their listening habits influence their product preferences.

The question is, are they buying your brand? We know they prefer the brand of radio we specialize in. The success of the Stereo Rock Radio concept is outlined in a recently completed 5-Year Growth Study. It’s a real eye-opener and it’s yours FREE on request.

**Point of Departure**

ABC-FM Spot Sales has developed a marketing plan that makes it easy to buy the Stereo Rock stations that deliver 7 million listeners each week. Those “under 35”s who want their music in stereo and quad and are listening to Stereo Rock Radio in ever-growing numbers.

We’re the one-stop you make before your message starts on a direct route to your market.

**Travel Arrangements**

We’ve helped many national advertisers who are presently enjoying successful sales trips via our Stereo Rock Radio media vehicle. Call us for reservations. We’ll show you the way.

---

We’ve helped many national advertisers who are presently enjoying successful sales trips via our Stereo Rock Radio media vehicle. Call us for reservations. We’ll show you the way.

---

**ABC-FM Spot Sales, Inc.**

The American way of radio

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Chicago (312) 372-2267
Detroit (313) 855-8200
Los Angeles (213) 892-1710
New York (212) 892-1710
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Representing:

- Atlanta WZGC
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- Buffalo WGGN
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- Cincinnati WZBC
- Cleveland WCLE
- Columbus WCLE
- Dallas WOSR
- Dayton WOSR
- Denver WBRR
- Detroit WRIF
- Fresno KPH
- Houston WJZ
- Kansas City KWKI
- Los Angeles KLOS
- Miami KXNE
- Milwaukee WLRN
- Minneapolis WCCO
- New Orleans WWL
- New York KPFW
- Philadelphia WRAT
- Phoenix WVO
- Portland WSTE
- Providence WZRH
- Rochester WNB
- Sacramento KZAP
- St. Louis WOSR
- San Francisco WRIF
- Seattle KISW
- St. Paul/Minneapolis WOSR
- Sarasota WOSR
- Washington, D.C. WMAL

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**Representing:**

- Atlanta WZGC
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- Boston WBZ
- Buffalo WGGN
- Chicago WDAI
- Cincinnati WZBC
- Cleveland WCLE
- Columbus WCLE
- Dallas WOSR
- Dayton WOSR
- Denver WBRR
- Detroit WRIF
- Fresno KPH
- Houston WJZ
- Kansas City KWKI
- Los Angeles KLOS
- Miami KXNE
- Milwaukee WLRN
- Minneapolis WCCO
- New Orleans WWL
- New York KPFW
- Philadelphia WRAT
- Phoenix WVO
- Portland WSTE
- Providence WZRH
- Rochester WNB
- Sacramento KZAP
- St. Louis WOSR
- San Francisco WRIF
- Seattle KISW
- St. Paul/Minneapolis WOSR
- Sarasota WOSR
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- Buffalo WGGN
- Chicago WDAI
- Cincinnati WZBC
- Cleveland WCLE
- Columbus WCLE
- Dallas WOSR
- Dayton WOSR
- Denver WBRR
- Detroit WRIF
- Fresno KPH
- Houston WJZ
- Kansas City KWKI
- Los Angeles KLOS
- Miami KXNE
- Milwaukee WLRN
- Minneapolis WCCO
- New Orleans WWL
- New York KPFW
- Philadelphia WRAT
- Phoenix WVO
- Portland WSTE
- Providence WZRH
- Rochester WNB
- Sacramento KZAP
- St. Louis WOSR
- San Francisco WRIF
- Seattle KISW
- St. Paul/Minneapolis WOSR
- Sarasota WOSR
- Washington, D.C. WMAL
THE ROCK OF AGES (18-34)

In Detroit, like all other American cities, FM Rock has taken hold. No longer do the AM Contemporary stations dominate that crazy, wonderful, wild spending 18-34 year old market.

In Detroit, the one that's packing them in, is WABX, the Progressive Rock Station, that's doing it with complex, creative, exciting, Contemporary sounds... sounds that have made WABX #1 among all FM stations, regardless of their format.

#1 AMONG ALL FM STATIONS IN ADULTS 18-34
MONDAY THRU SUNDAY 6 A.M. TO 12 MIDNIGHT*

P.S. WABX is also #3 among all AM & FM stations in Men, Monday thru Sunday, 6 A.M. to 12 Midnight.

WABX
Represented by:
Century National Sales

*All Areas: Total Survey Area

PROGRESSIVE MOR:

RPM PROGRESSIVE MOR is an exciting complete format service for automated and live radio stations. Progressive MOR combines the greatest easy listening and soft rock hits of the day with the top hits of the past ten years. This package is brought to you in brilliant stereo and matrix quadraphonic.

RPM PROGRESSIVE MOR includes music and updates, station production, promo's, graphic art, and even local spot production. As with all RPM services, actual speed duplication with the finest tape stock is standard.

Turn your market on with RPM PROGRESSIVE MOR. We have full information and demonstration tapes for you. Write us or call collect for Tom Krikorian. We'll show you why RPM delivers more where it counts, in on the air quality and personal service. Also ask about the other RPM Programming Services, Contemporary Beautiful Music, Rockin' Gold, and the Quadraphonic Concerts.

One sure indicator of FM growth: high price tags on stations

General Electric Broadcasting pays $3.6 million for WJIB(FM) Boston. Metromedia picks up WDHP-FM Chicago for $2.75 million. Cecil Heflin offers over $1 million each for three FM stations.

Times were when you couldn't give an FM away—when FM was nothing more than a stereo conduit for the signal of a sister AM. Today, a venturesome buyer must do no small amount of searching to come up with a good property from owners who are willing to part with it. And then he has to be ready to pay top dollar.

Media brokers look to FM as the broadcast service of the future, but add quickly that in many cases, the future is now. "If I had some money a while back," one broker observed last week, "I'd have put it all in FM. I'd be a millionaire today." Few were that optimistic "back then." As another broker put it: "It wasn't too long ago that a lot of people thought FM couldn't stand on its own two feet." But now, he adds, "they're making money hand over fist."

Economic viability, long an unused word in FM operations, has had a dramatic impact on the market value of those properties. A few cases in point: Back in 1970, when FM had just begun to turn the corner in most markets, the price for Cleveland's WJIB(FM) Boston. The Marriott family's First Media Corp. paid $5.8 million. On the surface, the price would seem impressive but not awe inspiring. The WPYC stations, after all, are the number-one rockers in the Washington market. But ask anybody who watches the Washington rating books and he'll tell you that without the strength of the FM signal at night, WPYC(AM)—a daytimer—would dominate nothing. "You'd have to say that at least three-quarters of the price would have to be attributed to the FM," one broker observed.

FM is coming of age. The question is why.

"The reason for it," offers Ted Hepburn of R. C. Crioler & Co., "is that the number of profitable FM-only operations is no longer isolated. There's not a single major market that doesn't have at least one, and many have two or three."

As Dan Hayslett, president of Hamil-
6 facts
every broadcaster should know:

1 Bonneville provides M-O-R music structures, including a new contemporary adult service, for use on AM or FM.

2 Bonneville programs 44 successful radio stations. Several are now beginning their fourth Bonneville year.

3 2/3 of the Bonneville stations are automated. The others operate live.

4 Each Bonneville subscriber is unique—programmatically tailored to best compete and meet individual market needs.

5 Affordable prices for your station using our quality tape music service.

6 Call Bonneville now for a format sampler and more information. The telephone number is 201-567-8800.

Visit our Hospitality Suite during the NAFMB Convention
In addition, following major FM transactions still await FCC approval: WDXX Clearwater, Fla., from Plough Broadcasting to John Rutledge and Joseph Field for $1.2 million; KEZT-FM Dallas from Crescent Communications to Service Broadcasting Co., for $750,000; KPID Fresno, Calif., from Universal Broadcasting to Pacific Western Broadcasting for $500,000; KFI Denver from Joseph McGee to Jefferson-Pilot Broadcasting for $450,000, and KOFM Oklahoma City from Lloyd Benefield and others to Robert D. Freeman and others for $425,000.

(1) Sale terminated after court challenge.
(2) KFOX-FM transaction was spin-off from larger deal involving Mr. Gloger and Sonderling Broadcasting Corp.

Price | Station | Buyer
--- | --- | ---
$3,600,000 | WTJB Boston | General Electric Broadcasting
$2,750,000 | WDH-FM Chicago | Metromedia Inc.
$2,550,000 | WLT-A FM Atlanta | Scruggs Broadcasting
$2,460,000 | KYND Pasadena, Tex. | Southern Broadcasting
$2,420,000 | WKF-MF Chicago | RKO General Inc.
$2,080,000 | WNDN New York | Star Broadcasting Group
$2,000,000 | (1) WROR Boston | HefTel Broadcasting
$1,600,000 | KFOG San Francisco | General Electric Broadcasting
$1,440,000 | WOCH-FM Miami Beach | Guy Gannett
$1,340,000 | WBLS New York | Inner City Broadcasting
$1,215,268 | KRFM Phoenix |
$1,200,000 | (2) KFOX-FM Los Angeles | Cosmic Communications Inc.
$1,100,000 | KDNA St. Louis | HefTel Broadcasting
$1,100,000 | KPLX Fort Worth | Radio Metropole Inc.
$1,090,000 | WMJR Pitt. Lafayette, Fla. | HefTel Broadcasting
$950,000 | WFWM-FM Baltimore | Nationwide Communications
$765,750 | KSJO San Jose, Cafl. | Comet Theatre Enterprises
$761,250 | WRFX Louisville, Ky. | Stoner Systems Inc.
$750,000 | WWWW Detroit | Starr Broadcast Group
$650,000 | WHPI Birmingham, Mich. | Greater Media Inc.
$650,000 | W29Y Buffalo, N.Y. | McCormick Communications
$591,154 | WHCN Hartford, Conn. | Beck-Ross Communications
$590,000 | WWOS Orlando, Fla. | R. W. Roundsaville
$500,000 | WTQX Tampa, Fla. | Southern Broadcasting
$461,500 | KOME San Jose, Calif. | Progressive Communications
$450,850 | KFMV Denver | Jefferson-Pilot Broadcasting
$450,000 | WFMM Newburgh, N.Y. | Media Horizons Inc.
$443,525 | WPBS Bridgeport, Conn. | Robert L. Williams
$440,000 | WLIJ London, Ont. | Charles Smithgall
$410,500 | WQFM Milwaukee | Shamrock Development Corp.
$400,000 | KLJS Portland, Ore. | Portland FM Inc.

The prices FM's are fetching these days

Source: ARB, April-May, 1974, total adults 18-49, average quarter hours, 6 am-midnight, Mon.-Sun. total area.

WASH WITH THE STARS, 971 FM

Metromedia Radio

Broadcasting Oct 7 1974 52

If you want the #1 FM station in Washington, D.C., you want WASH.

If you want the #1 FM station in Washington, D.C., you want WASH.

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WHO 
SAYS NICE GUYS
CAN'T 
FINISH FIRST?

Look where KLOS is to-day *ARB, PULSE, and 
THE SOURCE all show 
KLOS is the leading FM 
station in Los Angeles. 
And KLOS is No. 1 of all 
stations, FM or AM, in the 
market among the impor-
tant 18 to 34 adult audi-
ence according to all 
three rating services.**

KLOS has been bring-
ing Rock 'n Stereo to Los 
Angeles for almost three 
years.

Los Angeles listeners 
and advertisers love it.

And now radio station 
owners, general man-
agers, and program 
directors throughout the 
nation have honored 
KLOS with the Billboard 
Magazine Radio Station 
of the Year Award for 
performance in the pro-
gressive field.

We at KLOS thank our 
listeners, our advertisers, 
Billboard Magazine and 
our friends in the indus-
try for the recognition.
Think of us as your music department

When you choose KalaMusic for your station, you're buying a service with a proven track record in major, medium and small markets. We don't try and sell you equipment, jingles or half a dozen other services. We'll provide you with the beautiful music we use ourselves every day. Because it's so successful for us, and stations like yours, think of us as your music department. Write for a free demo tape or call Stephen Trivers or Bill Wertz collect at 616-345-7121.

NAFMB opens convention doors to all radio

Four-day gathering in New Orleans this week is geared to accommodate broadcasters on both sides of dial; nuts-and-bolts work sessions featured

Some 600 radio broadcasters are expected to convene in New Orleans this week for the National Association of FM Broadcasters' 14th annual convention and the first National Radio Broadcasters Conference and Exposition.

The sessions, Thursday through Sunday (Oct. 10-13), at the Fairmont hotel, will include nearly a score of workshops on subjects ranging from programing and sales to news, promotion, ratings and engineering, with a major session featuring FCC officials and Washington attorneys in an all-afternoon examination of "The Broadaster, FCC and the Law" on Friday.

FCC Commissioner James H. Quello will address the Major Edwin H. Armstrong FM awards luncheon, to be held Friday.

Jack G. Thayer, president of NBC Radio, will open the conference at noon Thursday with a keynote speech on "Sounds That Sell and Motivate." George Duncan, president of Metromedia Radio, will be Friday morning's keynote, on "The National Dollar Scene and What You Can Expect During the Next Few Months," and Edward Little, president of Mutual Broadcasting System, will do the keynote honors Saturday morning.

For the exposition phase of the meeting, more than 50 manufacturers and service organizations have arranged exhibit space or hospitality suites.

Abe Voron, NAFMB executive director, estimated attendance would reach about 600 and, based on early registrations, about 25% to 35% of these would represent AM-only operations, with most of the rest from AM-FM combinations. Some National Association of Broadcasters members have voiced suspicions that NAFMB, in conducting a general radio rather than strictly FM convention, is seeking to encroach on NAB's own radio activity. NAFMB leaders have denied...
Estimate the average ¼ hour audience of adults 18-34 years old for WQSR in the Tampa-St. Petersburg ARB Ratings for October - November 1974, fill in the coupon below and put it in the mail.

Some helpful hints:
— After just 3 months of 24-hour stereo rock programming, WQSR was 1st in Men 18-24 and 18-34
— WQSR’s average ¼ hour audience, Monday - Sunday, 6 AM-Midnight, all adults aged 18-34 was 7,100 in the Apr.-May ARB.
— WQSR’s average ¼ hour audience, Monday - Friday 7 PM-Midnight, all adults aged 18-34 was 9,200 in the Apr.-May ARB.
— WQSR’s average ¼ hour audience, Monday - Friday 10 AM - 3 PM, all adults aged 18-34 was 8,900 in the Apr.-May ARB.
— If WQSR’s audience growth for the six months between the Apr. - May and the Oct. - Nov. ARB’s continues at just half the rate of growth achieved between Feb. 1st and the Apr. - May ARB, the above figures would nearly double.

Contest rules:
1. Only advertising agency, media buying service and advertiser personnel are eligible.
2. All entries must be received by October 31, 1974.
3. In case of ties, the entry with the earliest postmark will be the winner.
4. Prize winner will be notified within 2 weeks of publication of the Tampa-St. Petersburg Oct. - Nov. 1974 ARB.
5. Offer void where prohibited by law.

TO: Contest Sarasota Radio Company Box 7700 Sarasota, Fla. 33578

Gentlemen:

My estimate of the average ¼ hour audience of WQSR, 6 AM - Midnight Monday - Sunday, Tampa - St. Petersburg ARB for Oct. - Nov. 1974, TSA, is:

Name ...........................................
Position ........................................
Company ........................................
Street & No. .....................................
City ...................... State ............. Zip .........
4 SOUND WAYS to reach your ‘specialized audience’

CLEVELAND / WLYT-FM
Solid Gold in Stereo. Cleveland's only total gold station delivering 18-34+ with the greatest hits of the 50's-60's-70's.
(216) 371-3534

BALTIMORE / WLPL-FM
Baltimore's Stereo Rock. #1 in teens . . . #2 for adults 18-34
(301) 358-4600

WASHINGTON / WFAN-FM
The only advertising medium in the nation's capital serving the vast Spanish speaking population.
(202) 722-1000

SAN FRANCISCO BAY AREA / KSOL-FM
Stereo Soul in the 6th market. “Black Rock” for the Bay Area, East Bay and the Peninsula.
(415) 347-6638

For Information, Contact
United Broadcasting Sales
New York City (212) 682-1833
Chicago (312) 467-1632
Los Angeles (213) 766-6161
Atlanta (404) 351-9288
America's Greatest FM Group

WRMF
CAPE CANAVERAL

WVBF
FRAMINGHAM – BOSTON

KVIL
HIGHLAND PARK – DALLAS

WNAP
INDIANAPOLIS

FAIRBANKS BROADCASTING CO., INC.
TVB elevates sales sights, reassesses its plan of action

Target of $8 billion set for 1980 with expenditure of more effort in building up underspending groups; search goes on for Cash successor

The Television Bureau of Advertising is announcing today (Oct. 7) that its board has unanimously approved a 13-point set of recommendations including one fixing $8 billion as TV's sales goal for 1980 and making newspaper advertising a prime target in that quest ("Closed Circuit," Sept. 30).

The recommendations had been drawn up by the board's steering committee, headed by Walter E. Bartlett of Avco Broadcasting, based on proposals submitted last summer by a select study committee in recommending that TVB change its focus from emphasis on selling national advertisers to developing new regional and local business (Broadcasting, June 10).

TVB's search for a successor to Norman E. Cash as president—another recommendation that emerged from the select study committee, leading to Mr. Cash's election as vice chairman—was reported meanwhile to be continuing last week. The assignment of coming up with a new nominee was handed back to the board's search committee, under William B. Faber of WFLA-TV Tampa, Fla., after the committee's first choice, Edwin Pfeiffer of WFRF-TV Providence, R.I., decided against acceptance (Broadcasting, Sept. 30).

The $8 billion set as goal for TV investments by 1980 represents a 77% increase from 1973's $4.5 billion. Assuming total advertising expenditures increase at current rates, it would lift TV's share now to just under 20%, according to TVB sources.

Another recommendation calls for TVB to "target its national spot sales calls on underspent categories" and said that "to further improve stations' revenue," it should allocate its personnel and materials "in this order of importance: (1) local accounts, (2) regional accounts and (3) underspent national spot accounts."

It was agreed that TVB "should encourage specialization and a diversity of expertise in different product categories" among members of its sales staff, and that the bureau's sales responsibilities should be "totally separated from other bureau areas." If that were the case, there would be two major staff divisions: sales and operations. Research and development of sales-support materials would be a part of the operations division.

Other approved recommendations included creation of two new committees—a "management audit subcommittee to see whether the bureau's activities and performance are meeting the board of directors' goals" and "an industry practices subcommittee to help identify and evaluate problem areas in which TVB should be active." William Walters, president of Peters, Griffin, Woodward, was named chairman of the practices subcommittee. Chairman of the other new panel has not been named.

The board also agreed that TVB should limit its Washington activities, which in the past have been relatively infrequent, "to areas involving only sales problems and then only after a two-thirds vote of approval by the board."

Its press activity is to be limited to "direct areas of the bureau's sales responsibility," except for continuing to answer "trade press requests" for information, but officials said this did not signify any plan to curtail regular publication of spot and network billings data.

Another approved recommendation called for TVB's current sales-training course to be continued and two new ones to be added: one for more experienced sales people and one for sales managers.

The board also approved a new-membership expansion plan presented by Bruce McGorrill of WTVT-Portland, Me., calling for greater involvement by the bureau's sales staff, a regionalized recruiting effort in which TVB members would assist and give emphasis on smaller markets. Mr. McGorrill is TVB's new membership committee chairman for 1975.

Broader membership involvement in TVB's direction was also called for, as was greater individual board member participation in bureau activities.

The recommendations presumably also reflect the thinking of McKinsey & Co., management consulting firm, which conducted a special study for the select committee, led by Marvin L. Shapiro of Westinghouse Broadcasting, during its deliberations last spring. The steering committee, which formulated the recommendations from the select committee's proposals, includes the following in addition to Chairman Bartlett: Kenneth M. Johnson of KTRK-TV Houston, who is TVB board chairman; Mr. Cash, Mr. Shapiro and Mr. McGorrill; Jack McGrew, KPRC-TV Houston; Arthur A. Watson, WNBC-TV New York; Richard C. Block, Kaiser Broadcasting; D. Thomas Miller, CBS TV stations division; James Rupp, Cox Broadcasting; Jack W. Fritz, John Blair & Co.; and Robert C. Wiegand, WKRC-TV Cincinnati.

A tale of retailers

ABC sales chief plugs local TV as key ingredient in expansion of retailer television buying

Television's rapid growth among both national and local retailers was underscored last week by James Shaw, vice president, sales, ABC-TV.

He told a meeting of the Arkansas Advertising Federation in Little Rock that only a few years ago, the giant retailers, traditionally print-oriented, be-

West Michigan's Adult Leader is WQLR

(and that's no minor statement)

We're West Michigan's leader in the adult 25 to 49 market. That means you'll be talking to the most profitable age group while having your spots highlighted and surrounded by our beautiful music. At WQLR we present only 7 commercials an hour. So, make a major decision. Talk to your Torbet Rep. He'll tell you, like everything else, that our rates are beautiful too!

*The Pulse, Inc., Kalamazoo-Portage, April-May 1974, Monday through Friday 6 a.m. to midnight average quarter hour estimates, subject to source limitations. Represented by Aiko Torbet Associates, Inc.
These stations and more than 100 others have used Dráke-Chenault formats for automation as a tool for success: increased audience, increased sales and decreased operating costs.

The Dráke-Chenault team is ready to go to work for you—at a price which in most markets is less than you would pay one good disc jockey.

Call us collect today at (213) 883-7400 so our experts can get started on an in-depth analysis of your station—free! Or drop in and see us at the Dráke-Chenault Penthouse Hospitality Suite on the Crown Floor of the Fairmont Hotel in New Orleans during the National Association of FM Broadcasters Convention October 10-14.

**Please rush me the new Dráke-Chenault demo album and details on your FIVE STEP PLAN FOR A BETTER BOTTOM LINE.**
gan to venture into television, mainly spot. By 1973, he recounted, Sears, Roe-buck & Co. spent $58 million in TV; J. C. Penny, $15 million and Montgomery Ward, $12 million.

Similarly, local retailers have been moving into TV, Mr. Shaw reported. He said Macy's-New York has doubled its 1974 TV advertising budget, raising it to $2 million; May Co., Los Angeles, upped its investment in the medium from $196,000 in 1972 to $500,000 in 1973. While Rich's, of Atlanta and Foley's in Houston, have bolstered their TV advertising substantially.

**Code review board adds more teeth to TV rules for comparison ads**

San Antonio session also discusses violence and children's programming, suggests review of wine-beer policy, votes to accept OTB advertising

New guidelines for TV commercials that compare competing products were adopted by the National Association of Broadcasters TV Code Review Board during a two-day meeting in San Antonio, Tex., last week. The guidelines, which regulate product identification, comparative claims and support of claims, will become effective April 1, 1975.

The code guidelines are in many ways similar to those adopted this year by NBC, ABC and the American Association of Advertising Agencies (Broadcasting, Feb. 4, March 25, April 8). The code guidelines provide that competitors be accurately and "clearly identified," that identification shall be "for comparison purposes only . . . not to be used solely to upgrade the advertised product(s) by association with the competitor(s)," that "disparagement of competitors' products" shall not be used, and that comparisons "must be significant and meaningful to the over-all performance of the product."

Regarding comparative claims, they shall be based on specified differences "directly related to the product's use," comparing similar properties "feature to feature." Comparative claims based on consumer or professional preference or on sales data implying "universally superior performance" shall not be made unless they are "supportable by adequate substantiation." Comparative claims must include "all information necessary" to be understood properly by the average consumer.

The burden of proof, according to the guidelines, will be on the advertiser to show he has "exercised diligence" to determine that the test of his claims of superiority is "fair and accurate." "Acceptable scientific and technical procedures" shall be applied to product testing and survey evaluation and "government, industry or other established standards" shall be used to determine how appropriate are the substantiation materials.

Competitive tests should be conducted by an "objective source, preferably an independent one." Furthermore, material used to substantiate competitive claims shall take into account: (1) the purpose for which products-services are intended, (2) the manner in which they are normally used by the consumer, and (3) individual label instructions.

Where claims are based on differences in compared products' performances the advertiser must provide substantiation demonstrating that these differences "provide material benefit to the consumer."

The code board also suggested new code language, subject to TV board approval, addressing the problem of violence in children's programs. According to the language, "the depiction of conflict, when presented in programs designed primarily for children, should be handled with sensitivity." It says further that programs for children should "help them achieve a sense of the world at large and informed adjustment to their society."

The board broadened the code's prohibition on children's program hosting delivering commercials during or adjacent to such programs to include all program personalities.

After screening a reel of beer and wine commercials, the board directed the Code Authority to review its alcoholic guidelines and make any changes "considered necessary." It has been reported that one board member, whose name was withheld, believes the industry might face a situation similar to the dispute that led to the banning of cigarette advertising on broadcasting if it does not tighten its standards for beer and wine advertising, particularly those ads directed toward youthful drinkers. He reportedly said beer and wine advertising can be safeguarded by requiring advertisers to minimize sex, athletic and glamorous appeals.

In still another action the board voted to accept off-track betting advertising in states where it is legal. Its proposed language, subject to TV board approval, would permit only "institutional type advertising which does not exhibit the public to bet." The action followed a presentation by Paul R. Screven, chairman and president of New York's Off-Track Betting Corp., and three of his staff.

**TV roll-outs seen for new douches**

Success of disposable Summer's Eve opens market for competitors though CBS still rejects commercials

Television's unmatched prowess for introducing new consumer goods or services is being demonstrated once again for a new and esoteric product—the disposable douche.

A steady stream of advertising for various of these personal hygiene products will move to the television screen in 1975, powered by a number of successful tests in TV markets and especially by the pioneering and effective TV effort of C. B. Fleet Co., Lynchburg, Va., on behalf of Summer's Eve. Fleet will spend at least $1 million in the medium by the end of 1974.

Pioneered to exploit this potentially lucrative market with powders, liquids, concentrates and sprays are such companies as Beecham Inc., Vick Chemical Co., Davol Inc. and probably Block Drug Co. Other firms are considering moves into the arena.

Marketers view the disposable douche market as one with explosive opportunities. They stress it has grown from virtually nothing 18 months ago to a $10 million volume with scant consumer advertising supporting it. They were wary to project TV spending for 1975, but on the basis of Fleet's initial investment for this year and full-scale campaigns envisioned by Fleet and other advertisers, a TV outlay of $5 to $6 million for next year seems reasonable.

Brian Duffy, vice president-marketing of Fleet, observed: "There must be something to our TV campaign. Sales have climbed and our competitors are going to move in. We made a TV test in January and February on a number of TV stations in New York and on the basis of the test, we moved into a regular campaign on ABC-TV and NBC-TV for eight weeks in May and June. We took a hiatus for the summer and we're back on NBC-TV and ABC-TV until the year-end, plus in spot TV in 15

---

**The Only station between St. Louis and Little Rock operating 24 hours a day**

Top ratings — Drake programed (Hitparade)

**KGC**

 stereo 105

PARAGOULD 501-239-8588

JONESBORO 501-935-7776

Broadcasting Oct 7 1974 61
markets. We use both daytime and night-time programs."

Mr. Brian said Fleet had conducted several studies before and after the TV test in New York to ascertain how women felt about advertising disposable douches and the effectiveness of the TV campaign. He termed the responses "very favorable." Cunningham & Walsh, New York, is the agency.

He reported that two Westinghouse Broadcasting Co. stations (WJB-TV Boston and KYW-TV Philadelphia) and CBS-TV declined to carry the commercials for Summer's Eve. A Westinghouse spokesman in New York said the company had no blanket policy on personal hygiene products today. But makes a decision on a case-by-case basis, depending on the nature of a specific commercial and the time the advertiser is seeking. CBS-TV, on the other hand, takes a more clear-cut position against accepting this type of advertising.

"We just don't think douche advertising on television is in good taste," asserted Jack Hinton, director of commercial clearance, CBS-TV. "We feel that a majority of our viewers would be offended with this type of commercial. Most of the complaining letters we get from viewers involve the personal hygiene area. We might consider opening up this area if we were convinced by studies that viewers actually are not offended by these commercials."

Commercials for Summer's Eve have been cleared by ABC-TV, NBC-TV and the National Association of Broadcasters Code Authority as have been those for Pure and Gentle (Daval Inc., Providence, R.I.) and Dismiss (Vick Chemical Co., New York, division of Richardson-Merrell Inc.). Pure and Gentle and Dismiss are in test markets.

Albert J. Bouchard, executive vice president for agency services for Creamer, Colarossi, Basford Inc., New York, said Pure and Gentle has just begun TV tests in Minneapolis, Hartford-New Haven, Conn., and Raleigh-Durham, N.C. Though ABC-TV and NBC-TV have approved the commercial, the present strategy is to expand market by market in 1975. Mr. Bouchard said this approach conforms to the anticipated production capacity of Davol until expanded facilities are added. (The agency for Davol is Creamer, Trowbridge, Case & Basford Inc., Providence, R.I., which, like Creamer, Colarossi, Basford is a Coordinated Communications Inc. company.)

Dismiss is being TV-tested in Indianapolis, Minneapolis, Dallas and Portland, Ore. A spokesman for Norman, Craig & Kummel Inc., New York, agency for Dismiss, said national distribution is scheduled to begin early in 1975. He would not reveal plans for network or spot TV for 1975 pending completion of the TV tests.

Beecham Products Division of Beecham Inc., Clifton, N.J., has been testing its Massengill line of disposable douches in magazines for the past two months and is expected to begin national distribution in a few weeks. Neither the company nor the agency, Dancer-Fitzgerald-Sample Inc., New York, would discuss TV plans, but industry sources said Massengill douches will be promoted on TV.

Block Drug Co., Jersey City, N.J., is testing Inner Rinse on the West Coast. An official of SSCIIB Inc., New York, would not disclose which media are being used in the test or the plans for the future, but other sources indicated TV would play a major role if Inner Rinse goes into national distribution.

Other companies said to be considering a move into the disposable douche market are Bristol-Myers Co., New York, Alberto-Culver Co., Melrose Park, Ill., and the Warner-Lambert Co., Morris Plains, N.J.

September, 1974

$500,000

Central Alaska Broadcasting, Inc.
Licensee of KIMO-TV, Anchorage, Alaska

Senior Secured Loan, due 1982

We acted as lender and financial advisor to the Company in this transaction. This advertisement appears as a matter of record only.

Becker Communications Associates

1800 North Meridian Street, Suite 410, Indianapolis 46202 • 317/923-2353
Chicago: 312/786-6093 • New York: 212/747-4440 • Los Angeles: 213/553-6231

Home insulation maker turns up heat with TV

Owens-Corning diverts main focus from builders to consumers and looks to television to do job

The energy crisis and the drop in new housing starts has provided the incentive for the first major television advertising campaign of Owens-Corning Fiberglas. The Toledo, Ohio, manufacturer of home insulation products has begun a $2-million spot TV effort through the first quarter of 1975 which specifies the dollar savings to consumers who install the company's insulation products.

Joseph J. Doherty, director of advertising for Owens-Corning, explained the reason for not using TV in the past and for its present emphasis on the medium: "Our business traditionally has been with the construction industry, the builders of homes and business establishments. We were heavily involved with business publications. We decided to test the consumer market two years ago using TV in Milwaukee and Peoria, Ill., and newspapers in Flint, Mich., and Youngstown, Ohio. Television proved to be more effective."

With the energy crunch and the slump in new construction, Mr. Doherty said, the company is channeling its advertising...
toward the consumer to fill the void. Ogilvy & Mather, Owens-Corning's agency, produced 66 30-second commercials, which name the city and give an approximate amount in savings if the firm's six-inch thick insulation is installed.

Empirin maker expands

Strictly local medical show to be bartered nationally

A major pharmaceutical company, more noted for its prescription drugs than its over-the-counter products, is preparing to spend up to $1 million to sponsor and syndicate a public service medical-health TV program that is now in its fourth broadcast year in Los Angeles.

The company is Burroughs Wellcome Co., principally of so-called ethical drugs, but also the manufacturer of Empirin Compound analgesic. It is going to underwrite Medix, a production of Dave Bell Associates Inc., Los Angeles, that has been appearing on network TV through Syndicast of Empirin Compound.

The 30-minute program will be offered through Syndicast Services, New York, to TV stations on a barter basis; Burroughs Wellcome will use two out of the five commercial minutes to sell its Empirin Compound and itself institutionally. Burroughs Wellcome last year was a co-sponsor of two TV specials, both from Reader's Digest Productions (based on that magazine's features). I Am Joe's Heart and I Am Joe's Spine. It was Burroughs Wellcome's first venture into TV. Agency will be Rolf Werner Rosenthal Inc., New York.

Medix, hosted by Mario Machado, covers a diversity of current health topics (dieting, alcoholism, acupuncture, venereal diseases, heart attacks, sexual problems, etc.). Executive producer is John Cosgrove. It has won among others a National Academy of Television Arts and Sciences, and the Howard Blakesley award of the American Heart Association.

Business Briefs

Renault shifts. Renault Inc., Englewood Cliffs, N.J. (car importer), has named McCaffrey & McCall, New York, as agency, replacing Gilbert Advertising, New York, effective Jan. 1, 1975. Although budget and media plans are not set, account is expected to bill more than $1 million, with substantial portion in TV-radio.

Assessing the problems. Senior executives of U.S. corporations have been invited by J. Walter Thompson Co. to "Consumer in Crisis" seminar, sponsored by agency's Chicago office and scheduled for Oct. 16-17 at Conrad Hilton there. JWT executives from around world will participate in discussions on consumer reaction to inflation, effect of government controls on sales, shortages and other current topics.

No dog days. Advertisers raised their Investment in network television to $140.8 million in August, a jump of 13.5% over August 1973, according to Broadcast Advertisers Reports figures released by the Television Bureau of Advertising. Compared to August 1973, weekend daytime television rose by 22% to $10.2 million; nighttime television grew by 13.5% to $94.4 million, and weekday daytime advanced by 11.2% to $36.2 million. Network TV spending in 1974 through August totaled $1.4 billion, an 11% increase over the comparable 1973 period.

<table>
<thead>
<tr>
<th>August</th>
<th>January-August</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$40,918.3</td>
</tr>
<tr>
<td>Mon.-Fri.</td>
<td>32,548.6</td>
</tr>
<tr>
<td>Sat.-Sun.</td>
<td>8,369.7</td>
</tr>
<tr>
<td>Nighttime</td>
<td>83,149.1</td>
</tr>
<tr>
<td>Total</td>
<td>$124,065.4</td>
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</table>

BAR reports television-network sales as of Sept. 22

ABC $453,787,500 (30.4%), CBS $542,418,200 (36.4%), NBC $495,407,200 (33.3%)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Sept. 22</th>
<th>Total dollars week ended Sept. 22</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>67</td>
<td>508,200</td>
<td>2,486</td>
<td>$16,918,100</td>
<td>$17,640,100</td>
</tr>
<tr>
<td>Monday-Friday Sign-on-10 a.m.</td>
<td>985</td>
<td>8,436,500</td>
<td>37,668</td>
<td>322,648,700</td>
<td>278,250,500</td>
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<tr>
<td>Saturday-Sunday Sign-on-6 p.m.</td>
<td>321</td>
<td>5,829,900</td>
<td>10,543</td>
<td>142,647,000</td>
<td>133,091,500</td>
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<tr>
<td>Monday-Saturday 6 p.m.-7:30 p.m.</td>
<td>97</td>
<td>2,056,700</td>
<td>3,716</td>
<td>76,415,700</td>
<td>68,473,600</td>
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<tr>
<td>Sunday 6 p.m.-7:30 p.m.</td>
<td>11</td>
<td>315,100</td>
<td>511</td>
<td>11,009,700</td>
<td>11,150,900</td>
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<tr>
<td>Monday-Sunday 7:30 p.m.-11 p.m.</td>
<td>385</td>
<td>24,969,700</td>
<td>14,859</td>
<td>814,591,600</td>
<td>751,385,500</td>
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<tr>
<td>Monday-Sunday 11 p.m.-Sign-off</td>
<td>184</td>
<td>3,750,500</td>
<td>6,545</td>
<td>107,381,700</td>
<td>92,801,900</td>
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<tr>
<td>Total</td>
<td>2,050</td>
<td>$45,905,600</td>
<td>76,328</td>
<td>$1,491,612,900</td>
<td>$1,352,794,000</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports

MID-SOUTH — EXCLUSIVE FM 1 1/2 x GROSS

Small Mkt. Good owner-operator opportunity. Gross $80,000/yr. Price including tower site—$120,000. Good terms with $30,000 down to qualified buyer.

CECIL L. RICHARDS, INC.

Radio- TV—Newspapers
Suite 817, 1625 Eye St., N.W., Washington, D.C. 20006
(202) 295-2310

Broadcasting Oct 7 1974
### Broadcasting’s Index of 137 Stocks Allied with Electronic Media

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exch.</th>
<th>Closing Wed. Oct. 2</th>
<th>Closing Sept. 25</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
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**Broadcasting**

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**Broadcasting with other major interests**

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### Cablecasting

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<th>Closing Sept. 25</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
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</table>

Broadcasting: Oct 7 1974

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**Note:** The table data includes various financial metrics for stocks allied with electronic media, broadcasting, and cablecasting. Each record contains information on the stock symbol, exchange, closing prices for October 2 and September 25, net change in week, percentage change in week, high and low stock prices, P/E ratio, approximate shares outstanding, and total market capitalization.
# Stock Indicators

<table>
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<tr>
<th>Stock Symbol</th>
<th>Exch.</th>
<th>Closing Wed. 2</th>
<th>Closing Wed. Sept. 25</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
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<th>Total market capitalization (000)</th>
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<tr>
<td>TELE-COMMUNICATION**</td>
<td>TCM</td>
<td>1 1/4</td>
<td>5 3/4</td>
<td>2 0.00</td>
<td>5 3/4</td>
<td>75.18</td>
<td>5 3/4</td>
<td>2.53</td>
<td>503,295</td>
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<tr>
<td>TELEPROMPTER**</td>
<td>TP</td>
<td>2 1/2</td>
<td>1 1/4</td>
<td>6 2.25</td>
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<td>16.01</td>
<td>14 1/2</td>
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<td>UA-COLUMBIA CABLE</td>
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<td>4 5/8</td>
<td>4 5/8</td>
<td>5 2.71</td>
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<td>1,795</td>
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<td>4 0.00</td>
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<td>7/8</td>
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<td>2 5/8</td>
<td>2.53</td>
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### Programming

- **COLUMBIA PICTURES**
- **DISNEY**
- **FILMWAYS**
- **FOUR STAR**
- **GULF & WESTERN**
- **MCA**
- **MGM**
- **TELE-TAPS***
- **TELEVISIONS INTL.*
- **TRANSAMERICA**
- **20TH CENTURY-Fox**
- **WALTER READ***
- **WARNER**
- **WRAITH**

### Service

- **RADO INC.**
- **COMSAT**
- **CREATIVE MANAGEMENT**
- **DOYLE DANE BERNBACH**
- **ELKINS INSTITUTE**
- **FOOTE CON & RELING**
- **GREY ADVERTISING**
- **INTERNATIONAL GROUP**
- **MARVIN JOSEPHSON**
- **MC COMMUNICATIONS**
- **MOTVELAR**
- **VIDEOTRONICS**
- **DIGIL & MATHER**
- **PRL CO.**
- **J. WALTER THOMPSON**
- **UNIVERSAL COMM.***
- **WELLS, RICH, GREEN**

### Electronics

- **ANPEX**
- **CCA ELECTRONICS++**
- **COM**
- **COMPUTER EQUIPMENT**
- **CONRAC**
- **GENERAL ELECTRIC**
- **HARRIS CORP.**
- **INTERNATIONAL VIDEO**
- **MAGNAVOX**
- **MOTOROLA**
- **OAK INDUSTRIES**
- **ROCKWELL INTL.**
- **RCA**
- **RSC INDUSTRIES**
- **SUN CORP.**
- **TEXTRON**
- **TELETRADE**
- **VARICAN ASSOCIATES**
- **WESTINGHOUSE**
- **ZENITH**

### Standard & Poor's Industrial Average

| Standard & Poor's Average | 70.8 | 75.7 | -4.8 |

- **A-American Stock Exchange**
- **M-Midstock Weekly Exchange**
- **N-New York Stock Exchange**

**Notes:**
- Over-the-counter bid prices supplied by
- Yearly highs and lows are drawn from
  trading days reported by Broadcasting.
  Actual figures may vary slightly.
- P/E ratios are based on earnings-per-share
  figures for the last 12 months as published
  by Standard & Poor's Corp. or as obtained
  through Broadcasting's own research. Earnings
  figures are exclusive of extraordinary
  gain(loss) items.
- **PPP** indicates split.
  *P/E ratio calculated with earnings figures
  for last 12 months published by company.
  **No earnings figures are available.
  ***No P/E ratio calculated with
  company registered net loss.
My Country—Jud Strunk (Capitol) * Comparisons to Gordon Sinclair’s Americas may be inevitable, but Jud Strunk’s country-tinged recital takes a much more personal, impressionistic approach to patriotism. With a background of American standards from the Civil War to the present, Mr. Strunk’s is a first-person recounting of what America what it is. Produced by Glen Campbell, the single has picked up airplay outside the C&W market, with WQXI(AM) and WQOB(AM) New York playing it, along with KULF(AM) Houston.

Doraville—Atlanta Rhythm Section (Polydor) * This rhythm- and blues-tinged rocker may be the latest in a string of hits from new Southern bands. It features the slide guitar accompaniment made familiar in recent hits by the Allman Brothers Band and Lynyrd Skynyrd. Early radio reaction has been strongest in the South, as might be expected, with WXRT(AM) Atlanta, WSGA(AM) Savannah, Ga., WHYY(AM) Montgomery, Ala., playing it, as well as WCOL(AM) Columbus, Ohio.

Give Me a Reason To Be Gone—Maurene McGovern (20th Century) * The strength of Ms. McGovern’s songs seems to be their potential for play on MOR and country-western as well as top-40 stations. Her production, as always, emphasizes the clear voice and rather lofty lyrics that characterize her material. Stations adding the single include WLEE(AM) Richmond, Va., WCOL(AM) Columbus, Ohio, and KQWB(AM), Fargo, N.D.

Together again
One of the more successful singer-composer teams of the last decade has been reunited, with the announcement this week of the completion of the album, Reunion, Glen Campbell’s new collection of Jimmy Webb songs. Messrs. Campbell and Webb had a string of popular hits in the late sixties including By the Time I Get to Phoenix, Galveston, and Wichita Lineman. Mr. Webb has taken to recording his own songs lately, while Campbell has scored a new success as a producer with Jud Strunk’s My Country (see “Breaking In”). The new album, to be released on Capitol Records, features Webb tunes exclusively (along with one by Webb’s wife Susan), all in the country-rock style Campbell has helped to popularize.

A better ‘74 for ASCAP
The American Society of Composers, Authors and Publishers took in $47,296,000 in receipts during the first eight months of 1974, Stanley Adams, ASCAP president, reported to western members at a Sept. 19 meeting in Beverly Hills, Calif. Receipts, up fractionally from 1973’s $47,240,000, included $45,691,000 from licenses, down slightly from last year’s $47,347,000, from investments, and $258,000 from membership dues. Available for distribution, after deducting salaries and other expenses, was $35,372,000, down slightly from last year’s $37,417,000. Not included in receipts, it was noted, was $190,000 for an escrow account established under a court order pending the outcome of rate negotiations with that network and CBS.

Tracking the ‘Playlist.’ Once again mobility in the upper end of this week’s ‘Playlist’ is slow, as Olivia Newton-John’s “I Honestly Love You” takes over the first position. Life Is a Rock (But the Radio Rolled Me), Reunion’s fast-talking novelty hit, moves closer to the top, bolted at 23. John Lennon’s Whatever Gets You Thru the Night, bolted at 29, continues its rapid climb. Latimore’s Let’s Straighten It Out and Billy Swan’s I Can Help, also gaining rapidly on R&B and country charts, respectively, rise to 45 and 47. Most dramatic of this week’s developments are the strong showings of a number of new releases, led by Al Green’s She’s a-fa-la (Make Me Happy), which marks the return of the Philadelphia singer to the chart after several months absence. The Air That I Breathe from the Hollies has seemingly gained a second wind in some markets, and is bolted at 50. Neil Diamond’s Longellow Serenade, Marvin Gaye’s Distant Lover, and Harry Chapin’s latest musical drama, Cats in the Cradle, all make strong first week showings. Perhaps the biggest surprise on the “Playlist” is the appearance of Frank Zappa’s Don’t Eat the Yellow Snow at 70: rock iconoclast Zappa’s trademark, which has been “no commercial potential” for many years, may have to be amended.

Extras. The following new releases, listed alphabetically by title, are making a mark in Broadcasting’s “Playlist” reporting below the first 75:

- CANDY’S GOING BAD, Golden Earring (MCA).
- COLD HIGHWAY, Elton John (MCA).
- COUNTRY SIDE OF LIFE, Wet Willie (Capricorn).
- DORAVILLE, Atlanta Rhythm Section Band (Polydor).
- EASY STREET, Edgar Winter (Epic).
- GIVE ME A REASON TO BE GONE, Maurene McGovern (20th Century).
- I DID WHAT I DID FOR MARIA, Errol Sober (ABC/Dunhill).
- JAMES DEAN, Eagles (Asylum).
- MY MELODY OF LOVE, Bobby Vinton (ABC/Dunhill).
- PENCIL THIN MUSTACHE, Jimmy Buffett (ABC/Dunhill).
- PRETZEL LOGIC, Steely Dan (ABC/Dunhill).
- SURFIN’ U.S.A., Beach Boys (Capitol).
- SUZIE GIRL, Redbone (Epic).
Satellites are called counter to inflation

Hawkins cites telecommunications' benefits to business world

Satellites and other telecommunications services were lauded by Howard R. Hawkins, RCA executive vice president, for improving business efficiency and lowering costs despite the pressure of inflation.

He told the annual conference of the Tele-Communications Association in San Diego, Calif., on Sept. 25 that as larger and better systems come into operation, costs will decline even more sharply. He noted that the monthly charge for leasing a voice-record circuit between New York and Paris has decreased 54% over the past decade while domestic satellites have reduced the cost of a circuit between New York and San Francisco from $2,200 to $1,000.

Mr. Hawkins noted that the Early Bird Satellite, launched in 1965, had 240 voice-grade circuits and an estimated design capacity of 360 circuit years at a cost per circuit of more than $35,000. In contrast, he continued, the RCA SatCom, scheduled to be launched in 1975, will have a capacity of 240 full color television channels or 12,000 voice-data circuits each, and an estimated 16,000 circuit years at a cost of about $300 per year.

"Transcontinental and transocean video conferences are a coming reality," he declared, "so is the use of video for sales, marketing and training purposes."

He proposed an annual conference be held at which all segments of the industry would examine problems of common interest. He said these meetings could be instrumental in establishing realistic goals, means, costs, priorities and time-tables.

It stands. U.S. Court of Appeals has upheld April 23 FCC order requiring AT&T and 22 Bell System companies to provide certain communication services and facilities to other carriers. Involved are MCI Telecommunications Corp., MCI New York West Inc. and all other specialized common carriers which provide private line services to subscribers.

Tiny answer. Ampex Electronics Corp. has developed a two-thirds-inch version of Plumbicon color TV camera pick-up tube, capable of performance similar to that of Monochrome. According to Ampex, several manufacturers are developing hand-held color cameras to use new tube. Electro-Optical Division (Ampex), Slaterville, R.I. 02876.

Automating breaks. RCA reports that RKO General is completing installation of RCA TCR-100 video-tape cartridge recorders to automate station breaks at three of its stations—WNAC-TV Boston, WOR-TV New York and WHBO-TV Memphis. RCA machines are used for sequential "on-air" playback of commercials, station identifications, program promotions and other short taped segments.

Tape machine. Otari Corp., San Carlos, Calif., announces new compact professional tape recorder. Designated MX-5050 mini-pro, price is $1,345.

Moves. National sales office for AM and FM transmitters, CCA Electronics Corp., Garden City, N.Y., has been moved to Fresno, Calif., where Robert Sidwell, VP-sales manager, is in charge. New transmitter sales office is 1568 North Sierra Vista Avenue, Fresno.

New rulemaking. FCC has adopted rulemaking inquiry into use of wireless microphones on unsignaled television channels. Proposed rulemaking came in response to Vega Electronics' request to permit operation of low-power broadcast auxiliary stations, and particularly wireless microphones, in 174-216 MHz bands.

Gaw's newest. Gaw Co. has introduced FM signal generator; model 1012, priced at $1,540. Generator features digital frequency readout, eight frequency ranges, low frequency output for I.F. alignment, internal-external modulation—DC coupled, double trace sweep modulation, automatic output leveling, external control beyond 8 volts. Proposed rulemaking inquiry into use of wireless microphones on unsignaled television channels. Proposed rulemaking came in response to Vega Electronics' request to permit operation of low-power broadcast auxiliary stations, and particularly wireless microphones, in 174-216 MHz bands.

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FCC to study AT&T refusal to interconnect

Networks join smaller carriers to protest 'unreasonable' terms

The FCC has ordered an investigation to determine if refusal by AT&T to interconnect its facilities with CPI Microwave Inc. and Midwestern Relay Co. violates the commission's rules. Both CPI and MRC are common carriers that provide interexchange service to the major network. They contend that AT&T has imposed "unreasonable and restrictive" conditions on providing local exchange facilities to interconnect AT&T's interstate transmission facilities with similar facilities of CPI and MRC.

CPI and MRC, joined by ABC and NBC, requested the FCC to issue a show cause order to AT&T.

AT&T argued that the commission's rules cover only specialized common carriers, domestic satellite common carriers and Western Union Telegraph Co., but do not include miscellaneous common carriers—those that do not provide either a public landline message telegraph service or broadcast message telegraph service—such as CPI and MRC.

The FCC has asked for parties to the proceeding to file comments within 45 days on whether the commission should compel AT&T to furnish interconnection services and, if so, should the FCC establish specific routes and applicable charges.
Media

Alan Bennett and Herb Victor, general managers, Kaiser Broadcasting Co.'s WKBV-TV Cleveland and KBKB-TV San Francisco, respectively, elected VP's.

Dwight Case, Western regional VP, RKO General Radio, New York, elected executive VP. Jerry R. Lyman, VP-general manager, WGMS-AM-FM Washington, elected to additional post of senior VP of RKO General.

Donald F. Snyder, operations manager, WBBG-TV Binghamton, N.Y., named general manager, WLYH-TV Lancaster, Pa., replacing Leo MacCourtney, named general manager of WHTW-TV Charleston-Huntington, W. Va. (Broadcasting, Sept. 30). All are Gateway Communications stations.

Eric R. Lindquist, news director, KSXW (AM)-WTOF (FM) Skowhegan, Me., named station manager, WMCS(AM) Machias, Me.

George Wilson, national programming director, Bartell Media Corp., New York, elected executive VP-broadcast division, succeeding Louis Faust, who resigned.

Russell Wittberger, VP-general manager, KCBQ(AM) San Diego, Calif., named senior VP-broadcast division, Bartell Media.


Charles H. Warner, executive VP, WWSW (AM)-WPEZ(FM) Pittsburgh, named general manager, WMAQ(AM) - WJOJ(FM) Chicago, NBS-owned stations, replacing Lee Davis, who has resigned.

Leonard H. Goldenson, board chairman of ABC Inc., received 1974 Gold Medal of The Hundred Year Association of New York in recognition of his "outstanding contributions to the achievement of New York."


Eliot Keller, president, Communicators Inc., Iowa City, named general manager, KRNA(FM) Iowa City.

Jack Sallaska, program manager, KXTV-TV Oklahoma City, named to newly created post of administrative assistant.

Jerry Dalrymple, production manager, KWTY, named operations manager.

Thomas Robertson, program director, WEXI(AM) Providence, R.I., named operations supervisor, WEXI and WPJB-FM Providence.


Mary Jo Trenkler, assistant to production manager, WKJX-TV Jacksonville, Fla., named promotion manager.

Peter Allen, music director, WWOX-FM New Rochelle, N.Y., named director of sports and promotion.

James Langford, assistant director of advertising and press information, WXYZ-TV Detroit, named promotion manager, WXYZ-TV Indianapolis.

John T. Schmuhl, assistant general manager, WICL(FM) Indianapolis, named assistant general manager and program promotion manager, WSFA-TV Montgomery.


Dick Dunlap, freelance writer-producer, Waterbury, Conn., joins WNAB(AM) Bridgeport, Conn., as commercial copy director and press information editor.

Broadcast Advertising

John A. Gellatly, account supervisor, Grey Advertising, New York, elected VP.

Michael B. Schiffer, copy supervisor, Gaynor & Ducas, New York, elected VP.


Paul Orlo, part owner, WMMW(AM) Meriden, Conn., named local sales manager, WFSB-FM Hartford, Conn.

Gordon Hall, sales manager, KWS(AM) Baytown, Tex., named to same post, WHZ(AM) Troy-WGNA-FM Albany, both New York.

Austen G. Smithers, director of sales, WEEI-AM-FM Boston, named general sales manager, WEZE(AM) Boston.

David Hoehne, sales manager, WIIW(AM) Rockville, Md., named sales manager, KRNA(FM) Iowa City.

Dave Sankovich, sales manager in Detroit-Cleveland-Pittsburgh markets for Avco Television Sales, named regional sales manager, WIXX-TV Omnondaga, Mich.

Charles Powell, VP, Buddemeier Advertising Inc., Baltimore, named local sales manager, WPOC(FM), there.

Dalton Lawrence, weekend sales manager, WTOP(AM) Washington, named assistant sales manager.

Arthur O'Connor, sales staff, WAGA-TV Atlanta, named local sales manager, WXIA-TV Atlanta.

Larry States, WWIN(AM) Canton, Ohio, named sports director, WHLO(AM) Akron, Ohio.

Charles Fleschman, on staff, WCAF(AM) Toledo, Ohio, joins WTUU(AM) Toledo, as general sales manager.

Ed Lyle, on staff, KZZZ(AM)-KOTE(FM) Lancaster, Calif., joins KNJO(FM) Thousand Oaks, Calif., as sales manager.

Pete Watkins, VP-marketing and administration, Winters-Rosen Distribution Corp., New York, named general sales manager, WRLU-TV Roanoke, Va. Jerry Holm, sales manager, WLRG(FM) Roanoke, named to same post, WRLU-TV.

Sherwood Hayden, account executive, KING-FM Seattle, named local sales manager.

Carol E. Cohen, director of sales development, WOR-TV New York, named director of research and sales development.

Paul W. Fiddick, account executive, WEZW(FM) Milwaukee, named to newly created position of sales marketing director.

Don Pressman, senior copy editor, Chalek & Dreyer, New York, named broadcast copy chief, Jack Byrne Advertising, New York.

Lee Gleason, art director, McCann-Erickson, Chicago, rejoins Needham, Harper & Steers, Chicago, as art supervisor.

Programming

Ronald E. Bain, director of sports, CBS-TV, New York, named to new post of director of sports administration and planning. Clarence Cross, director of communications, CBS-owned WBBM-TV Chicago, succeeds Mr. Bain. Jane Chastain, sports reporter, WTVJ(TV) Miami, named sports reporter, CBS-TV, based in New York.
Dan Goodman, executive VP, Brut Productions, New York, resigned to form independent motion picture production firm to make films for TV and theaters, operating out of New York and Hollywood.


Leigh Morgan, program director, WZUU-TV Milwaukee, named to same post, WEAN(AM) Providence, R.I.

Simeon Smith, sports director, WKGK-TV Mobile, Ala., joins KOAT-TV Albuquerque, N.M., in similar capacity.

Bill Kobrin, West Coast photo editor, CBS Television Network, named to newly created position of supervisor, photographic operations, West Coast, ABC Inc.

Chet Coppock, voice and director, National Skating Derby, joins WISH-TV Indianapolis, as sports director.

Towle Tompkins, morning show host, WVOS-AM-FM New Rochelle, N.Y., named production manager.

Robert K. Norton, program director, WQWX(AM) Herndon, Va., named program director and chief engineer, KNRA(AM) Iowa City.

E. Michael Nair, director of sports and news, KUHY-TV Joplin, Mo., joins KWTX-TV Oklahoma City, as sports reporter.

Marian Barnett Philips, June graduate of New York University law school and legal trainee with New York firm of O'Melveny & Myers, joins ABC Entertainment as contract negotiator.

Tim Quinn, newsmen, WNAB(AM) Bridgeport, Conn., named sports information director.

Jim Jenkins, production manager, LBJ Productions, Chattanooga, named assistant VP. Harold Cooe, producer-director, named production manager.


Ron D. Giles, producer-director, WBNSTV Columbus, Ohio, named executive producer, WCPO-TV Cincinnati.

Bob Hower, anchorman, KTUL-TV Tulsa, Okla., named to additional duties as executive producer.

Broadcast Journalism

Richard Roth, CBS News, Chicago, named CBS News Moscow correspondent; he succeeds Murray Fromson, named CBS News Hong Kong correspondent (BROADCASTING, Sept. 23). Mr. Fromson succeeds Don Webster, named CBS News Beirut correspondent; Mr. Webster succeeds Bill McLoughlin, named CBS News Paris correspondent with current Paris correspondent Peter Kalischer, who is expected to remain there.


Miles Resnick, news producer, WWL-TV New Orleans, joins KOAT-TV Albuquerque, N.M., as news director.

Bob Ray, producer and assignment editor, KWTX-TV Oklahoma City, named managing editor for news.

Tom Hughes, newsmen, WNAB(AM) Bridgeport, Conn., named news director.

Jeff Ross, newsmen, KDFW-TV Dallas, named news director, KTUL-TV Tulsa, Okla.

Dave Lieberth, news editor, WHLO(AM) Akron, Ohio, appointed news director succeeding Steve Fullerton who becomes producer and anchorman of three-hour morning news show. Thomas Mitchell, WTRV(AM) Troy, N.Y.; Jim Carney, WCAW(AM) Toledo, Ohio; Scott Thomas, WHLO(AM) Canton, and Bill Jasso, WAPU-FM(AM) Akron, join WHLO news staff.

Joseph Cottam, assignment editor, KTVH-TV Wichita, Kan., named news producer, WBBV-TV Rock Island, Ill.

Jen Bradbury, newscaster, KRON(AM) San Francisco, named news director. He succeeds Don Fulsom, who was named public affairs director.

Frank Alan Philpot, producer, KBHK-TV San Francisco, promoted to news and public affairs director, continuing children's programing duties.

Sylvia Black, reporter, WMPS(AM) Memphis, joins WMC-TV Memphis as field reporter.

Dick Gosselin, announce-weatherman, WSCH-TV Portland, Me., named anchorman.


Melanie Myers, director of public information, noncommercial WVIZ-TV Cleveland, named one of two public affairs specialists, WKYC-TV Cleveland.

C. Burke Moras, announcer, WFBN(AM) Newburgh, N.Y., joins news staff, WPBC-FM Baltimore.

William H. Willson, producer for National Public Affairs Center for Television, Washington, appointed news director, noncommercial KCET-TV Los Angeles, succeeding Larry Howe who resigned in July to return to graduate school.

Antonio Ruiz, trainee, WTOP-TV Washington, joins news department as general assignment reporter.

Paul Thompson, on news staff, WTVM-TV Columbus, Ga., Ron Olsen, with KBOI-TV Boise, Idaho, and Charles Ely, reporter, WREX(AM) Cleveland, join WBSN-TV Columbus, Ohio, as general assignment reporters.

Cable

Timothy P. Neher, assistant loan officer, New England Bank of Boston, named regional operating manager, Continental Cablevision of Michigan, based in Lansing.

Franklin S. Leiter, technical director, Coaxial Communications, Sarasota, Fla., named manager, Fort Benning, Ga., cable system being constructed for Wometco Enterprises.

Gayna Miltate, marketing and customer services coordinator, CableData Inc., Sacramento, Calif., data processing supplier, named assistant to VP, marketing and customer services.

Paul Gillert, labor relations counsel, Teleprompter Corp., New York, named to newly created post of director of industrial relations.

Equipment & Engineering

Bert Wolf, general manager, distributor sales division, Jerr- rold Electronics Corp., Horsham, Pa., named VP-general manager.

Paul L. Caffrey, Jr., senior systems engineer, Prodelin Inc., elected VP, to head central division, Bridgeview, Ill.

Floyd Weber Jr., director of video-tape service operations, Byron Motion Pictures, Washington, elected VP-engineering.

Allied Fields


Roy H. Anderson, VP, A. C. Nielsen Station Index, New York, appointed Eastern regional manager, agency and advertiser sales/service, Nielsen Station Index, New York.

Walter C. Miller, attorney, hearing division of FCC's Broadcast Bureau, Washington, named administrative law judge.

Sharon L. Pope, secretary to FCC Commissioner Robert E. Lee, Washington, named his confidential assistant.

Paul Rand Dixon, completing seven-year term on Federal Trade Commission, confirmed by Senate for second term.

Austin O. Furst Jr., chief operating officer, Computer Television Inc., pay-TV company in New York, adds title of president, replacing Paul Klein, who becomes chairman of board and will continue to serve company on advisory basis. J. Richard Munro, VP in charge of Time Inc.'s Video Group, New York, adds title of vice chairman/chief executive officer, Computer Television. Time Inc. is Computer Television's major stockholder.

Norman Wayman, in consumer electronics, named senior VP, Electronic Industries Association, Consumer Electronics Group, Washington. Eugene Koscib-
For the Record

As compiled by Broadcasting, Sept. 23 through Sept. 27 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge, alt.—altitude, am.—announced, au.—antenna, aur.—aural, aux.—auxiliary, ch.—channel hours, CP—construction permit, D—day, DA—differentiation, eff.—effective, gr.—grant, Hertz—frequency, hertz, kHz—kilohertz, kw—kilowatts, MEGV—maximum operating voltage, mhz—megahertz, mod.—modification, N—nonconstruction service category, SH—specified hours, trans.—transmitter, TPO—transmission power output, U—unlimited hours, viz.—visual, w—watts, *—noncommercial.

New stations

TV application

AM start
- KENSN Portales, N.M.—Authorized program operation on ch. 16 (574.600 mhz): ERP 100 kw vis., 20 kw aur., HAAT 1150 ft.; ant. height above ground 1988 ft. Action Aug. 29.

TV starts

TV license
- WSLA Selma, Ala.— FCC granted application of Central Alabama Broadcasters, for license to cover construction of WSLA. Commission also reaffirmed its 1971 grant of CP and dismissed petition by WCWO, licensee of WCV-TV Montgomery, Ala., seeking reconsideration of this action. Commission said WCWO-TV's charge that WSLA was guilty of unfair representation or lack of candor was not supported by fact. Action Sept. 23.

AM applications
- Dillingham, Alaska—Dillingham City School District seeks ch. 670 (1.5 kw, 5 kw-L-F, unlimited. P.O. address: Box 302, Dillingham 99796. Estimated construction cost $100,000; first-year operating cost $97,000. Principal: Leo Luchatschny Jr., manager. Ann. Sept. 27.

Deaths
Van Patrick, 58, director of sports, Mutual Broadcasting System, owner of WSRF(AM) Fort Lauderdale, Fla., and voice of Notre Dame football, died Sept. 29 in South Bend, Ind., after cancer surgery earlier this year. He is survived by his wife, Evelyn, and one son.


Frank Kowcenuk, 45, manager of United Artists Television in Canada, died in Toronto, Sept. 26, after drinking contaminated water. He is survived by his wife, Joy, and four children.

ABC News Radio - 1974

Note New Address

Edwin T. Nenberg & Company, Inc.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

Washington — 5530 Wisconsin Avenue, Washington, D.C. 20015
West Coast—P.O. Box 218, Carmel Valley, Calif. 93924
301-652-3766
408-375-3164

Broadcasting Oct. 7, 1974

71
erion on 102.9 mhz, ERP 30 kw, HAAT 1150 ft. Action Sept. 17.

Ownership changes

Application

KLO(AM) Ogden, Utah (1430 kHz, 5 kw-DA-1) — Broadcast Bureau granted assignment of license from Ingrid Broadcasting Inc. to KLO Broadcasting Co. for $500,000. Sellers: Robert E. Davis, Lila A. Davis and Wally Davis (FMP); Kathleen Emery (SPK). Action Sept. 17.

KTVN-TV Bend, Ore. (UHF) — Broadcast Bureau granted assignment of license from Southern Oregon Broadcasting Co. to KTVN Broadcasting Co. for $260,000. Seller: John B. Jackson. Action Sept. 17.

KSNV-TV Las Vegas, Nev. (Ch 10) — Broadcast Bureau granted assignment of license from Television Associates Inc. to KSNV Broadcasting Co. for $5,240,000. Seller: Texas Television Inc. (FMP); James A. Wing. Action Sept. 17.


Applications

Call: New AM

WLO — West Georgia Broadcasting Co., GA. — New AM’s

Call: New FM’s

WNRC — Nichols College, Dudley, Mass.

WIBS — Arroyo and Figueroa Associates, Los Angeles, Calif. — New FM’s

KMEZ — Grand Island Broadcasting Co., Grand Island, Neb.

WIBS — Arroyo and Figueroa Associates, Los Angeles, Calif. — New FM’s

KMIT — R. M. Broadcasting, Mitchell, S.D.

WFMF — WBRO-Baton Rouge

Grants

Assign to

Call: New AM

KMD — Sturgis Radio, Milbank, S.D.

New FM’s

WGGN — Christian Faith Broadcasting, Castalia, Ohio

KYAK-FM — Blue Sage Radio, Anchorage, Alaska

WLBM-FM — Frank Alvin Delle Jr., Lincoln, Ne.

KKB — KXPL-FM Carson City, Nev.

Call letters


Facilities changes

TV actions

KMU-TV Fresno, Calif. — Broadcast Bureau granted request for authority to change antenna to 63 ft., to change transmitter to 12 kw, to change tower to address 6300 N. Laurel St.; remote by control from 1534 Van Nors, Fresno (BRTC-203). Action Sept. 20.

WPLA-TV Atlanta, Ga. — Broadcast Bureau granted mod of CP to change studio location to 1810 Briarcliff Rd., Atlanta (BMC-574). Action Sept. 23.

KJPA Oak, Tower--Broadcast Bureau granted mod of CP to change ERP to 490 kw (vis.), 49 kw (aur.); change type trans. and ant.; make changes in ant. structure; and height 1560 ft. (BMPET-422). Action Sept. 20.


WTYW Tupelo, Miss.—Broadcast Bureau granted CP to install all trans. (BFC-4769). Action Sept. 20.

KIVA-TF Farmington, N.M.—Broadcast Bureau granted CP to install alterations to tower (vis.); height 158 ft.; control. Action Sept. 20.

WDAE--Broadcast Bureau granted CP to install transmitters to change tower to address 1516 N. 20th St.; condition Randy, N. (BET-38-C). Action Sept. 20.

KAUX Victoria, Tex.—Call letters deleted, pursuant to commission order. Action Sept. 20.

WHIT-TV Huntington, W. Va.—Broadcast Bureau granted CP to change ERP to vis. 123 kw, aur. 44.5 kw; change type trans., ant.; height 1270 ft. (BFC-4747). Action Sept. 13.

KTIV Colfax, Wis.—Broadcast Bureau granted CP to install aux. trans, exciter (BPET-495). Action Sept. 20.


AM applications

KLYZ Hamilton, Mont.—Seeks CP to change frequency to 1250 kHz, change hours of operation to unlimited with 250 W-NN. Action Sept. 24.

WNJR Newark, N.J.—1430 Associates requests conform operating authority of WNJR. Action Sept. 27.

AM actions

KAIR Tucson, Ariz.—Broadcast Bureau granted mod of license to change antenna to approx. 700 ft. southeast of Tucson intersection of Grant Rd. and Houghton Rd.; condition, none (BMP-13850). Action Sept. 16.

KWKW Youngstown, Ohio — Broadcast Bureau granted CP to make changes in ant. system; conditions (BMP-13850). Action Sept. 16.

WKLN Canonsburg, Pa.—Broadcast Bureau granted CP to change operating condition of station to one carrying news, information and weather, and make changes in ant. system; conditions (BMP-13850). Action Sept. 16.

KIRR Richmond, BC—Broadcast Bureau granted mod of license to change operation of station to one carrying news, information and weather, and make changes in ant. system; conditions (BMP-13850). Action Sept. 16.
Summary of broadcasting

**FCC tabulations as of Aug. 31, 1974**

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* Special temporary authority

**In context**

**Designated for hearing**

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<td><strong>KVTL (TV)</strong> Sacramento, Calif., TV proceedings: Cancellation of city telev. casters seeking facilities changes (Doc. 20112)—Chief ALJ Arthur A. Gladstone canceled hearing presently scheduled for Nov. 11; matter will remain in abeyance until applicant's renewal application is designated for hearing. Action Sept. 23.</td>
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**Ben Hill Broadcasting Co.** at Fitzgerald and Oliva Broadcasting Co. at Ocilla, competing for 95.3 MHz (Doc. 13334)—ALJ Chester F. Naumowicz Jr., scheduled hearing for Dec. 10. Action Sept. 23. |

**Entertainment Communications** (Doc. 20113)—Chief ALJ Arthur A. Gladstone canceled hearing presently scheduled for Nov. 11 in Atlanta, on Nov. 18, in lieu of Oct. 16 in Macon, Ga. Action Sept. 19. |

**Chicago, Ill., FM proceedings: Prairieland Broadcasters, WBIZ, Inc., Superior Media, Decatur Broadcasting and Soy Communications Co., competing for 157 mhz at Decatur (Doc. 20053)—ALJ Thomas B. Fitzpatrick ordered remaining applicants to submit without delay stating whether or not they directly or indirectly paid or promised to pay Broadcast Bureau for involvement in disposition of Decatur Broadcasting application. Action Sept. 19. Judge Fitzpatrick ordered hearing to commence Nov. 6, 1974. Review board granted motion by Prairieland Broadcasters to dismiss application on financial issue against WBIZ Inc. Action Sept. 25. |

**WSWG-AM-FM Greenwood, Miss., FM license proceedings: Legal Radio Co. (WWSG—AM) and Dixie Broadcasting Co. (WSWG-FM) (Doc. 20005)—ALJ Rueben Lonner denied without prejudice motion by licensees to dismiss proceeding. Action Sept. 20. |

**Avalon, N.J., FM proceedings: WAVV Communications and Avalon Broadcasting Co., competing for 94.3 MHz at Avalon (Doc. 20006)—Review board added issues against WAVV Communications not having a response to Avalon Broadcasting. Board enlarged issues against WAVV to determine whether it is financially qualified; has conducted random sample of public in its ascertainment efforts and whether these efforts were adequate; and whether it submitted complete and accurate information in its application. Action Sept. 20. |

**New York, TV proceedings: RKO General (WOR-TV) and Multi-State Communications, competing for channel 4 in New York (Doc. 19959)—Commission denied request by Multi-State Communications for stay of ruling (Doc. 20011) denying applicant's petition. ALJ Charles F. Naumowicz Jr. ordered that hearing on issues concerning Multi-State's proposed bank loan be held in advance of hearing on competing applications. Commission said it was not persuaded that failure to grant stay would irrevocably harm Multi-State or public interest. Action Sept. 20. |


**Burlington, Vt., AM proceedings: Harry R. Peyton and VAW Inc., competing for 1570 kHz at Burlington (Doc. 20036)—ALJ Thomas B. Fitzpatrick granted request by band 5 applicants to suspend hearing to allow Peyton to amend his application to transform application from for-profit to nonprofit. Commission ordered that partnership consisting of Harry R. Peyton (70%) and Ben Peyton, his son (30%) .Action Sept. 19. |

**Dismissed**


**Milan, Fla., AM proceedings: Radio Santa Rosa, Aaran-Wright Communications Inc., competing for 1330 kHz at Milan (Doc. 19853)—ALJ John H. Conlin ordered applicants to file joint request for approval of agreement by Radio Santa Rosa for 100% ownership. Applicants dismissed with prejudice application of Radio Santa Rosa; ordered all parties disbarred for 6 months. Applicants awarded reimbursement for expenses incurred in prosecuting its application, and retained Wells application in hearing. Action Sept. 23. |

**Joint agreement**

**Vail, Colo., FM proceedings: Vail Broadcasting Corp. and Radio Vail, competing for 104.7 MHz at Vail (Doc. 19804)—ALJ John H. Conlin, on his own motion, canceled conference presently scheduled for Oct. 4 and by separate action granted joint agreement to be filed for approval, subject to condition that reimbursement for legal and filing expenses not exceed $1,121; dismissed with prejudice application of Radio Vail; Radio Vail granted application for 104.7 MHz, 75 watt facility at 6,116 ft. O.D., address 816 Red St. Lakehild, Colo. 80451. Estimated construction cost $76,226; first-year operating cost $35,000; revenue $80,000. Principal: John H. Conlin, president (55%), et al. crashing chair and managing director, San Diego, Calif.; John H. Conlin, president, San Diego, Calif. He also is president (50%) of Bt Country Radio. Agreement for new AM in Steamboat Springs, Colo. Action Sept. 23. |

**KMLB (AM) Monroe, La.—Commission rescinded the proposed station's license authorization to operate at 1580 kHz, changed to 1640 kHz. Action April 28, 1971 to KMLB Inc, formerly licensee of KMLB, with revoked station license for violation of rules by failing to make weekly logs.
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Allocations

Applications

Alston, Minnesota—Seeks ch. 8 at Anchor Point (BPPTV-5105), ch. 11 at Home and Sildovia (BPPTV-5106) and ch. 60 at Sterling Highway from Central Alaska (BPPTV-5107) to retransmit KYTV Anchorport. Sept. 27.

Radio Medford, Alturas and Likely, Calif.—Seek ch. 37 (BPPTV-5103), ch. 44 (BPPTV-5104) and ch. 39 at Shelter Cove from KNOX-TV, Inc., to retransmit KTVB Anchorport. Sept. 27.

Circle, TV Booster Club, Circle and Brockway, Montana; Action Committee, Dr. Howard B. Worley—Seek ch. 24A at Meade County, to retransmit Kalispel Community College. Sept. 10.


Actions

W76AD Vero Beach and W8A1 Melbourne and Ft. Pierce—Broadcast authorization canceled and call letters deleted. Sept. 27.

KW4Q Redwood Falls, Minn.—Broadcast Bureau granted CP for translator to change frequency from ch. 50 to ch. 60; change type of trans. and make changes in permit. Sept. 4. Call letters to K6AO (BPPTV-2659). Action Sept. 11.

WBBN-FM Clinton, Iowa—Broadcast Bureau granted CP for translator in Clinton, to change call letters to KW5Y (BPPTV-5031). Action Sept. 11.

WBBY Chicago—Seek ch. 33, license to cover converted to local signal. Aug. 20. Action Sept. 11.

KLW-FM Vancouver, Wash.—Broadcast Bureau granted CP for translator in north Vancouver, to change call letters to KLO2Y (BPPTV-5031). Action Sept. 11.


K898A Beaver Dam Creek Valley, Elk Mountain and Wooland, Calif.—Broadcast Bureau granted CP for translator to change frequency from ch. 9 to ch. 19; to change call letters to W9FPB (BPPTV-5032). Action Sept. 11.

W12BAA Safford, Ariz.—Broadcast Bureau granted CP for translator in Safford, to change call letters to W1BBB (BPPTV-5033). Action Sept. 11.

W444B Yakima, Wash.—Seek ch. 6; to make changes in translator. Sept. 4. Action Sept. 6.

K0TVF Hillsboro, Ore.—Seeking CP for translator in Hillsboro at ch. 6; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K944A Anchorage, Alaska—Seeking CP for translator in Anchorage at ch. 7; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K965A Anchorage, Alaska—Seeking CP for translator in Anchorage at ch. 4; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K984A Anchorage, Alaska—Seeking CP for translator in Anchorage at ch. 2; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K995A Anchorage, Alaska—Seeking CP for translator in Anchorage at ch. 7; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K0TVF Hillsboro, Ore.—Seeking CP for translator in Hillsboro at ch. 7; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K930A Anchorage, Alaska—Seeking CP for translator in Anchorage at ch. 4; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K917A Anchorage, Alaska—Seeking CP for translator in Anchorage at ch. 5; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K914A Anchorage, Alaska—Seeking CP for translator in Anchorage at ch. 6; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K900A Anchorage, Alaska—Seeking CP for translator in Anchorage at ch. 5; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K965A Anchorage, Alaska—Seeking CP for translator in Anchorage at ch. 6; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K964A Anchorage, Alaska—Seeking CP for translator in Anchorage at ch. 6; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K967A Anchorage, Alaska—Seeking CP for translator in Anchorage at ch. 6; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K968A Anchorage, Alaska—Seeking CP for translator in Anchorage at ch. 6; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K969A Anchorage, Alaska—Seeking CP for translator in Anchorage at ch. 6; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K970A Anchorage, Alaska—Seeking CP for translator in Anchorage at ch. 6; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K971A Anchorage, Alaska—Seeking CP for translator in Anchorage at ch. 6; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K972A Anchorage, Alaska—Seeking CP for translator in Anchorage at ch. 6; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K973A Anchorage, Alaska—Seeking CP for translator in Anchorage at ch. 6; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.

K974A Anchorage, Alaska—Seeking CP for translator in Anchorage at ch. 6; to change call letters to W4AY (BPPTV-5031). Action Sept. 11.
Help Wanted Management

5% of gross sales could be your income. Must have heavy sales management background and figures to prove it. Will need to build sales staff. Sales potential $5,000 per month. Minimum No. 1. All replies confidential. Send resume, other important indication. BROADCASTING.

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If you are a sales manager with a good shirt-sleeve-sales approach, hard working sales tactics, instinct, you might qualify to become general manager of an outstanding AM/FM combination in a very pleasant New England community. It is a career opportunity with strong challenges, heavy responsibilities and outstanding winning opportunities. Tell us everything you can in total confidence. Equal Opportunity Employer. Box K-19, BROADCASTING.

Wanted: Manager of small market radio station in the south. $300 per week plus opportunity for part ownership. Box K-29, BROADCASTING.

Sales Manager wanted for small market station in beautiful N.E. Texas. Absentee owner. Small salary. Right individual can earn part ownership. Box K-45, BROADCASTING.

Midwest University based public FM needs two announcing-operators for classical format. $3, 3rd experienced, experience required. Send resume and to WCBU/FSM, 1501 W. Bradley Ave., Peoria, IL 61625. Ph. 309-673-7100. Immediate opening for announcer/jock at Indiana AM/FM. First phone call, 2200 AM, Earl Newman, KVOV, Box 14414, Evansville, IN 87051.

Wanted: Experienced AM, FM Radio Station. Send resume and references to: John Smith, General Manager, WJYO, Box 36, Green Bay, WI 54301.

Help Wanted Announcers

Top rated 5 KW Southeastern Rocker in medium market is in need of a strong dynamic morning personality, heavy personnel and community orientation. Must. Good opportunity for the right individual. Send resume and picture. Box K-17, BROADCASTING.

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Production Knowhow. Fully automated, rocker, rapidly expanding market predicts to double in size in four years; number one since 1962; combs production engineer considered. Dan Libby, KNNH-AM/FM, Pocatello, ID.


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Wanted experienced news oriented morning person with third endorsed for MOR full power FM. Tape and resume to Bob Davis, WAND, Box 461, Moline, IL 61265.

Wanted person for night duty. Good voice, tape and photo to WMJS, Sylva, NC 28779.


Wanted, professional disc jockeys. Good voice, articulate, strong production. $200.00-$320.00 per week. Equal opportunity employer. Send tape to Box 14414, Oklahoma City, OK 73114.

Top Ad: Contemporary station. $11 in market needed. Daytime personality. Send tape and resume to Box 36, Green Bay, WI 54301.

Wanted Tech Enginee

Western firm seeks motivated technician/junior engineer capable in broadcast installations, phasing and audio systems. Full 5 day week. Excellent conditions. Send resume to Chief Engineer. Box J-273, BROADCASTING.

Chief Engineer for AM & FM in competitive SE market. Excellent equipment. Contemporary background. Complete knowledge of backup systems and recent photo first letter. Box J-273, BROADCASTING.

Multistation group seeks Chief Engineer knowledgeable in all phases, including five kilowatt, four-tower directional array, 100,000 watt stereo FM with SCAs, complete microwave S1, stabilizer and automation systems. Top pay, excellent facilities, profit sharing plan, group and individual incentives. Contact Bob Russell, General Manager, KEWJ/KSWT, P.O. Box 4401, Toppenish, WA 98944. Please send full resume and brief description of your goals.

Wanted News Director

Immediate opening for news director with a minimum of 2 years experience in broadcasting and production. Strong writing and editing abilities. Good experience with Contemporary News, a well known broadcasting network. Send resume to: Personnel Services, WHRO, 430 Atlantic Ave., Norfolk, VA 23508. Salary $3,000 plus benefits. Send resume.

Help Wanted Technical Continued

Help Wanted Programing, Production, Others

Program director. Knowledge and experience in country music. Medium S.E. market. Send resume to Box J-347, BROADCASTING.

Program director & combo morning person for top rated contemporary operation. Part of aggressive growth group. Send resume to: Program Director. WHRO, Route 1, Box 1187, Taos, NM 87571.

Bachelor's degree and 1 year experience required for position of Engineering Manager. Send resume to: Personnel Manager, KVMA-FM/VNV, Magnolia, AR, 501-234-5862.

Contact Ed McKenna, Station Manager, KVOE, Emporia, KS 66801. Phone 316-342-1400.

Transmitter engineer, some maintenance. WPHM, P.O. Box 247, Port Murray, NJ.

Collegiate Radio Station Professional Advisor/Chief Engineer. To provide professional technical directions for the operations of a student run FM college radio station. BA degree required. First Class Broadcast license with endorsement preferred. Second Class license required; familiarity with FCC regulations, experience working in a radio station. Salary $10,715-$13,660.

Send resume and tape to Personnel Services, University of Montana, Missoula, MT 59801.

Sports director. Must be experienced in football and basketball play by play. Chance to work on major university network. Tape and resume to Mike Buxter, P.O. WCGT, Box 1187, Huntington, W.V.

Fastest growing station in New England is anxious to hear from qualified contemporary MOR personality with minor voice. Experience in large markets is a must. Send resume to: Personnel Manager, WMJU, Box 220, Rockport, MA 02166.
Help Wanted Programing, Production, Others Continued

Super hip country station needs exotic production, including a communication person. The station is laid back, the market is no hassle, and the company is a WFTC, Ken Stephens, Huntington, WV. 606-924-6244.

California State University, Long Beach is seeking a faculty member with a strong radio-TV journalism background. An advanced degree is preferred. The person should also be able to teach broadcast production. CSULB is an equal opportunity/affirmative action employer. Send complete resume to: M. L. Stein, Chairman, Dept. of Journalism, Calif. State University, Long Beach, CA. 90840.

Situations Wanted Management

Manager/Sales Manager. Exceptional ability to get top billings out of limited commercial-beautiful music. Excellent people skills and knowledge of sales and group operations. Seeking a person who is imaginative, excellent, and has progressive, hit album, and major market engineering experience. Resume and tape. Contact: Box K-5, CASTRAMIC.

Female First Phoe, announcer, Sporty, sports, news, East Coast. 763-8577. Evenings 212-673-5557 or Box K-11, CASTRAMIC.

First Phoe, announcer, Nine years experience, including production, music directing, studio engineering. Seeking top market, top group station. Top ten sales. Box K-15, CASTRAMIC.

Girts Gia! This personality joke in medium market can produce. Your audience needs you. Good men want good people. Box K-20, CASTRAMIC.

Numerous Entertainer, serious programmer, admin- 
istrator. Solid references for creative challenge, good pay. Box K-27, CASTRAMIC.

Announcer, looking for first break, tight board, good news and sales.stable, ready now, will relocate. Box K-29, CASTRAMIC.

Rock Jock Pre, first class license. Box K-44, CASTRAMIC.

Highly Recommended Morning personality with super production seeks moves. Nine years experience, dependable and easy-to-work-with pro. Medium or major New England markets preferred. Box K-47, CASTRAMIC.

First Phone, will relocate medium market, 28, college graduate, 4 years experience, Ready and willing and able. Box K-58, CASTRAMIC.


Looking for a stable station that will allow me to communicate with its audience. Young, dedicated, single; P.D.; DJ. Prefer modern country. Box K-57, CASTRAMIC.

Experienced Country Jock ready to move up to medium or major markets. Box K-60, CASTRAMIC.

Eight year Pro wants chance to grow. Write Steve, 403 North Webster, Saginaw, MI.

First phone with major market engineering experience. Western state. 415-922-6466. Lee.

First phone, 23-year-old MOR dj looking for small medium market. Commercial experience. Anxious to work and learn. Tape and resume on request. Steve Snider, 213-839-4796. 4363 Motor Ave, Culver 
City, CA.

First phone available nites, weekends. Experienced Country-AM, FM and more. Mature approach. Box K-73, CASTRAMIC.

F.M. G. M., 7 years broadcast experience, BBA, 30. Exceptional management ability. General sales manager with major broadcast corp. Top 10 market, "We Knell of with major stations now! It's worth a letter to find out why. Box K-41, CASTRAMIC.

Salesman-Station Manager. Age 43 with 20 years broadcasting experience. Top references. West or Midwest required. Box K-33, CASTRAMIC.

An old pro can make money for you. A modest salary with stock option will make us both happy. 219-363-3682. P.O. Box 531, La Porte, IN 46350.

22 Years in Radio, including 9 in TV, Experienced in broadcasting, music, programming, music production, license renewal, broadcasting, FM. Top FM group or MOR group station. Seeking place on management team. Offer maturity (30), strong MOR program ability, community involvement, stability. Top references. Midwest preferred. 419-893-7210.

Situations Wanted Announcers Continued

Female First Phoe, announcer, Strong sports, news, East Coast. 212-673-5557 or Box K-11, CASTRAMIC.

First Phoe, announcer, Nine years experience, including production, music directing, studio engineering. Seeking top market, top group station. Top ten sales. Box K-15, CASTRAMIC.

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Situations Wanted

Experienced, Wanted, meteorologist or weather person TV opportunity. Video technician. Norfolk, VA. Sales 8964. 833-08 Haskell. Communications graduate, Contemporary. Excellent board management. Experiences in sales, management, communications. Excellent communicator. Jerome P.D., 3, 108, 121, 1600, 1866. First Commercial Station. Send resume to: Gary Skardina, Lincoln, Chicago, IL. ABC -VHF experience, available now. Can be medium market with a strong leadership capabilities. Network direction. If you feel you can fit the bill, send an pertinent information to the undersigned market specialist, including resume, and experience with tape, or, to tape writer. B. G. Robertson, vice pres. mgr., KTHV TV, Box 109, Little Rock, AR 72203.

Help Wanted

Help Wanted Sales

Sales representative for tele-production services. Commission paid on part time. D.C. area. Box C-59, BROADCASTING.

Help Wanted Technical

First phone technicians for switching and MC operations. Applicant must also work hard. Send resume to: Director of engineering, KIVI, 1866 E. Chisholm Dr., Nampa, ID 83681.

Beginner with first phone to train in television control room operation. Good working conditions and fringe benefits. Contact Program Director, WHIO-TV, Norfolk, VA 23508. Phone 804-489-4476.

TV Technician with First Class license for operation of transmission equipment. Send resume to: Equal opportunity employer. Send resume, Assistant Chief Engineer, WJTK-TV, P.O. Box 17000, Jacksonville, FL 32216.

TELEVISION

Help Wanted Sales

Sales representatives for tele-production services. Commission paid on part time. D.C. area. Box C-59, BROADCASTING.

Help Wanted Technical

First phone technicians for switching and MC operations. Applicant must also work hard. Send resume to: Director of engineering, KIVI, 1866 E. Chisholm Dr., Nampa, ID 83681.

Beginner with first phone to train in television control room operation. Good working conditions and fringe benefits. Contact Program Director, WHIO-TV, Norfolk, VA 23508. Phone 804-489-4476.

TV Technician with First Class license for operation of transmission equipment. Send resume to: Equal opportunity employer. Send resume, Assistant Chief Engineer, WJTK-TV, P.O. Box 17000, Jacksonville, FL 32216.

Help Wanted

Help Wanted News

We need a great weathercaster to replace this market's top act. If you can compete in a top 15 market, send complete resume and have your tape ready to send when requested. Meteorological qualifications may make the difference. Box J-202, BROADCASTING.

Wanted, meteorologist or weather person for Mid West medium-sized network affiliate. Prefer some broadcasting experience. Should have pleasant personality and be able to relate weather to people and their activities. Send resume and salary requirements. Box K-49, BROADCASTING. Live, send resume and tape to: Anchor, Mid West medium sized network affiliate.

Experience direct to direct award-winning news and public affairs programs. Must know news, switching and have strong leadership capabilities. Network affiliate. Midwest market. Send full details and salary requirements. Box K-24, BROADCASTING.

Anchor. Midwest news oriented group operation needs working anchor. Experience preferred but will consider weekend anchor or radio news experience. Send all details first letter. Box K-33, BROADCASTING.

Situations Wanted

News Continued

1974 M.S. from Columbia. Seeks job as reporter or writer. Experience major college radio news and sports. Prefer major market but would consider others. Call Edward Schimmel, 212-538-4375, or write 1005 Jerome Ave., Bronx, NY 10452.

Help Wanted News Continued

Anchorperson for weekday early and late news. Young, aggressive, dynamic personality for action news 8 PM to 11 PM. Must be able to gather the most and the best. Also reporter to learn newscasting and anchoring. Send resume to: General Sales Manager, WJZ, BROADCASTING.

Midwest Market wants News Producer. An organizer who knows news. Must be able to work well with others. Send resume and salary requirements to Box K-49, BROADCASTING.

Needed Immediately, experienced reporter/photographer. Send resume to News Director, KEGG Radio and TV, 104 First Street Southwest, Cedar Rapids, IA, 52404. No phone please. This is an equal opportunity employer.

Weatherperson needed by south Texas television station. Meteorologist not required, but must have air time experience. Must be willing to relocate. Contact Bob Richardson, KKVQ, 512-480-3811.

Expanding our News Department. Need good writer, voice for reopy work looking for an eventual copy or anchor 6 and 10 block. If you feel you can fit the bill, send all pertinent information to the undersigned market specialist, including resume, and experience with tape, or, to tape writer. B. G. Robertson, vice pres. mgr., KTHV TV, Box 109, Little Rock, AR 72203.

Foreign correspondent to cover Africa. Headquarters in Nairobi. $18,000 salary. Send film, tape and resume to: Mark Woodlinger, 508 Delaware, Kansas City, MO 64103.


Commercial Production Director needed for small market, quality production station. Must be good on the board and at the tape machines and work well with clients. Excellent experience and in the studio. Equal opportunity employer. Send resume and salary requirements to Box K-8, BROADCASTING.

Experienced Prod. Dir. for prod. ABC VHF Network. KIVI, 1866 E. Chisholm Dr., Nampa, ID 83681.

Film buyer/program director. TPS (TeleMation Program Services) expects to hire an experienced, bright, aggressive TV film buyer. Bob Weisberg, TPS (TeleMation Program Services), 50 East 42nd Street, New York, NY 10017.


Situations Wanted

Management Continued

General Manager—Sales Manager—Program Director, etc., for large to medium market. Thoroughly experienced in successful all-teen ownership, management, sales—management—sales (national, regional and local), programming, network news—viewron announcing (CBS), promo—community involvement. Outstanding credentials! Excellent references! 28 years, age 45. Since 1944 have built and train men and function best in trouble market and/or station situations, while building a sales department to function for the long-term. West or Southwest market. Degree, 3 years experience to major market. Box K-10, BROADCASTING.

Troubleshooting General Sales Manager. I've had four successfully completed troubleshooting in markets and/or stations. Since results were dramatic and lasting, I build and train men and function best in trouble market and/or station situations, while building a sales department to function for the long-term. West or Southwest market. Degree, 3 years experience to major market. Box K-10, BROADCASTING.

Situations Wanted Technical

17 yrs. TV, Strong in design, maintenance, super- transmission, E.C. or top studio group, 35, family, looking to future. Box K-26, BROADCASTING.

Situations Wanted News

Aggressive Deputy News Manager, 19 years varied experience in news and public affairs, diplomatic administrator, excellent copywriting skills, admin. exceptional tape, or versatile bass delivery, perfect pronunciation in six languages. Would like to talk with manager who considers a saleable entertainment product. Results: increased promotion—byproduct. What can you offer? Box J-262, BROADCASTING.

Anchorman-Producer-Reporter currently anchoring medium market desires competitive news department in major market. Box K-12, BROADCASTING.

Young, dedicated news director/anchorman seeks next challenge. Box K-37, BROADCASTING.

Reporter/Anchorman desires same in medium-large market. Degree, 3 years experience, excellent writer. Box K-36, BROADCASTING.


Situations Wanted

Programing, Production, Others

Producer/writer: Award winning, young, hard working, in market expansion. Send resume, books, etc., for consideration. Excellent references. Box J-174, BROADCASTING.

Producer, director, production manager. Creative ideas with practical approaches. Broad background in all phases of television production. Box J-189, BROADCASTING.

Promotion director. Creative production, print, sales knowledge. Seeking progressive, realistic operation vying for attention in their market. Box J-190, BROADCASTING.

Caribbean Broadcaster, experienced in production, news, announcing, writing, desires moves, after 3 years to state side broadcasting mainstream with progressive firm. Hard working, conscientious—an asset for any firm. 1st phone, VTR, resume on request. Box J-203, BROADCASTING.

Young man with B.A., 1st phone, film and TV experience, relocate. Box K-108, BROADCASTING.

Top twenty PTV producer-director, masters seeks management/administrative position in medium market. Box K-34, BROADCASTING.

Available now, experienced graduate who accomplishes quality and creativity in television production. Will relocate. 612-729-5546.

Broadcasting Oct 7 1974
CABLE

Help Wanted Management

If you are a sales oriented problem solver with a recent undergraduate or graduate degree we would like to talk with you. We offer you an opportunity to deal with top corporate executives and a limited amount of travel. Confidentially reply to Box K-2, BROADCASTING.

Executive search is an expanding field and our nation's known firm can offer an excellent opportunity to a mature, recent college graduate interested in our Company. Position involves considerable contact with corporate officers both in soliciting new business and "looking" for qualified executives. Attractive income, surroundings and benefits.

Fred Harms, Ron Corvette Company, 5725 East River Road, Chicago, IL 60613.

Help Wanted Technical

Installers and Technicians wanted. Top pay and benefits, salary commensurate with experience. For interview, call Mr. Underwood 201-561-2288, or send resume to Plantfield Cablevision, Inc., P.O. Box 1069, Plainfield, NJ 07080.

WANTED TO BUY EQUIPMENT


Wanted: B/W broadcast quality camera that can be repaired or sold as is for use as an inserted camera. Edsel I., 1929 N. Jackson, Chicago, IL 60614.

Eastman, RCA, and Bell & Howell TV technicians wanted. Also Eastman model 25% and 40% large screen color television technicians for sale. Send for free listing. Clinchview, 206 1st St., N.W., Atlanta, GA 30318.

Will buy a 10 watt transmitter or exciter, or a small box. Box 601, 1111sville, FL.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No Junk. Guarantee Radio Supply Corp., 1314 tirkbale St., Laredo, TX 78040.

FOR SALE EQUIPMENT

Used record library, 350 albums country, gospel, some rock. Over 1,100 45's. KSUZ Radio, 505 Porte Neches, TX 77657-2177.


Methil. Immediate delivery from our inventory, recon- ditioned remote pickups and studio transmitter links. Terms available. BESCO, 8535 Summerfield Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

Helixa-styreflex, Large stock—bargain prices—tested and certified. Write for price and stock list. Denwitch Western Electric, Box 23672, Oakland, CA 94628.

Elegant, formica finished, cartridge storage systems. Dyme Engineering, Route 1, Box 51, Taos, NM 87571.


For sale by State of Wisconsin Educational Communications Board, Dunn county, Wisconsin. 450 foot self-support steel tower and 3100 square foot building located 8 miles northwest of Eau Claire, WI. Other important sites, apparently zoned and located on highest elevation in the vicinity. The property is offered for sale by the State of Wis- consin. Bids were solicited and received up to 2:00 P.M., C.D.T., 29 October 1974. For additional informa- tion contact Art McClure (608-266-3360), Bureau of Facilities Management, Department of Administration, Madison, WI 53702.

For Sale Equipment Continued


PC-70, new plumbcombs, w/remote panel. 4 Ampex AV-1000's (allennized. 2" VTR). Call: PA 215-821-7829.

RCA Broadcast Console 7482 RCA Jr. Velocity Microphones and 1 RCA Type 44A. Evenings 614- 276-2546.


LikeNew T/M 1000 Telestrator (animated-TV-graphics over unit), $8,000. On sale, and never used except to test another system. Mr. Zanetti, Scott- Engineering Sciences, Pompano Beach, FL 33062.

Complete Monochrome broadcast mobile unit. 2— TK30 cameras, zoom lens, 2-sync., gen., audio/drp., con- trol, etc. Price open. Must sacrifice. 312-733-1023.

INSTRUCTION

Broadcast Technician: Learn advanced electronics and earn your degree by correspondence. Send brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for a First Class License, Day or Evening. Guaranteed re- sults OMEGA Services, 333 East Ontario. 312-649- 0979.

Job opportunities and announces—I—first class F.C.C. license training at Announcer Training Studios, 25W 45th St., N.Y.C., licensed and V.A. benefits.

First class FCC License in 6 weeks. Veterans ap- proved. Day and Evening Classes. Ervin Institute (formerly Erkin Institute) 8010 Blue Ash Road, Cincinnati, OH 45242, Telephone 312-791-2770.


Chicago or Milwaukee. FCC license. Results guaran- teed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 44-546-2090.

FCC license the right way, through understanding, at a price you can afford. Home study. catalog. Gencom Tech., 5490 Hollywood Blvd., CA 90028.

BET teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Nov. 1, Jan. 6, Sept. 30, Dec. 61 N. Pineapple, Sarasota, FL 33577. Phone 815-596-9722. Secretary, 5637 W. 63 Avenue, West- ericksburg, CA 92201. Phone 703-373-1411.


Need a 1st phone and practical training? The DMS intensive training course will give you with both. Add to your income-potential with your 1st phone and the capability to maintain a station equipment. Don't ability. Test Q&A or no second best courses. Our next class starts on November 4, 1974. For informa- tion call to Dr. Martin School of Communication, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-642-3281.

You belong in

Broadcasting

The newsmakers of broadcasting and allied arts.

RADIO

Help Wanted Management

Outstanding general management opportunity with large group ownership. College graduate preferred, sales and program oriented, with knowledge of FCC procedures. Midwest loca- tion. Salary commensurate with ability. Apply: Box K-9, BROADCASTING

General Manager wanted for top radio facility. New England medium market. Write in confidence to: Box K-18, BROADCASTING

Equal Opportunity Employer

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. Call John Klosk or Mike Walker at (312) 693-6171.
Help Wanted Sales

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

Help Wanted Announcers

24 adult contemporary country needs morning person. Must be able to ENTERTAIN. Character voices a plus—Imaginative production a must. Resumes, desired salary to:
Box J-265, BROADCASTING
An Equal Opportunity Employer

LIVE—WORK—PLAY
BIG WYOMING
Minimum 1 year experience. Anncrs.—News—Sales. Photo-tape resume to: Ray Lansing, P.O. Box 1873, Cheyenne, WY 82001.

Help Wanted Programming, Production, Others

PRODUCTION DIRECTOR
$15,000 PER YEAR
For Los Angeles area AM. To qualify you must have: copywriting and production experience; major market experience; good voice. An equal opportunity employer. Send tape and resume to: John Wickstrom, KCWF Radio, S. Mills/Olive, Pomona, Calif. 91768.

Situations Wanted Management

ATTENTION NORTHERN WISCONSIN OWNERS MANAGERS
Box K-6, BROADCASTING

FM GENERAL MANAGER
Network O & M sales mgr. w/experience in all areas of station operations desires G.M. position. Affordable. Piece of action considered. Write:
Box K-40, BROADCASTING

Help Wanted News

You're a top 30 market manager who's followed the all-news success stories—Chicago, Philly—but the not-so-majors, too—Phoenix, Seattle, San Diego. I'm a proven, employed, All-News Programer/News Director. Ready when you are. Write:
Box K-53, BROADCASTING

CHARLES RENWICK
... recently and voluntarily concluded 12 years' distinguished management service with Storer Radio. Positions included:
- Vice-president and General Manager, WHN, New York
- General Manager, WJLW & WCJF(MF), Cleveland
- National Program Director, Radio Division... currently seeks challenging new broadcast assignment with heavy—committed, profit-motivated program group or major market property. Blue-chip credentials and references.
23 Canterbury Lane
- 90200 to $35,000
- (201) 467-2948
- or contact at Royal Sonesta Hotel, New Orleans, during NAMF 97. 9-13.

Situations Wanted Sales

EXPERIENCED RADIO SALESMAN
3 years experience—presently S.M. of small market AM/FM. "I am no desk jockey." I'm a salesman. Excellent references and track record. Prefer Ohio-Ind.-Ky. All inquiries from all areas will be answered with truthful resume or phone call.
Box K-1, BROADCASTING

TELEVISION
Help Wanted Management

CREATIVE JOURNALIST
Person with educational and practical command of television news to immediately become involved on national level. Growing company has management position for intelligent, energetic, ambitious person with Master's Degree. Send resume and photograph to:
Box J-177, BROADCASTING

CONSULTANT TRAINEE
Would you enjoy working with top communications industry executives? Our company specializes in executive search for the broadcasting, newspaper and CATV industries, and we are looking for candidates for management consultant trainee positions in all three areas. We are located in recent sales-oriented college graduates with radio, television, newspaper or CATV experience. We want candidates with roots in the Midwest who are interested in a career opportunity with substantial income potential. Northwest suburb Chicago office, only 25 minutes from downtown area. Limited travel. Send resume to Mike Walker, Ron Carkens & Company, 5725 East River Road, Chicago, IL 60631.

THE BIG BANDS
THE JAZZ GREATS
IN 4-CHANNEL "QUAD SOUND"

See our August 26th BROADCASTING ad on page 22. . . Package programs are ready.

"JOURNEYS IN MUSIC"
910 Pershing Road
Chicago, IL 60609

Funding Available

$100,000.00
Over the next ten years, Tho Wheatonlo Bridge Engineering Company, The Regional A. Fessenden Educational Fund, and allied organizations will make available $100,000 to needy community broadcasters, either through outright grants, or purchase/lease-back of expensive transmitting equipment. If yours is a bona fide community radio station, with open access and absolutely no racial, ethnic, or sexual barriers—or if you are planning to put such a radio station on the air, please contact:
Cees McGowan
President
222 University Avenue
Los Gatos, California

For Sale Equipment

COMPLETELY EQUIPPED TV MOBILE UNIT FOR SALE

Unit available less cameras. 39' x 12' x 8' 27,500 GW Built by F & M Systems
For complete equipment list contact:
(312) 645-0310
A SUCCESSFUL CAREER IN BROADCASTING Starts With A Subscription To

Employment Services

Jol Leads
Box 61, Lincolndale, N.Y. 10540
Number "One" in Weekly, Nationwide Employment Listings for TV, FM, TV, FM, News, Sales and Engineers.

$5.00 per month (4 issues); $12.00 3 months (12 issues); $35.00 12 months (54 issues)

Remit Cash Order, Please!

For Sale Stations

NEW ENGLAND

Deficit radio station. Can be turned around.

For quick sale.

Profitable station. Convenient terms.

Fred H., M. Maeg, Broadcast Brokers and Consultants, 495 Walnut St., Newlonsville, MA 0160. 617-537-3740

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisals

Los Angeles Washington

Contact: William L. Walker
Suite 700, 1725 DeSales St., N.W.
Washington, D.C. 20036

202-273-1522

For Sale Stations

NAFMB—New Orleans, Louisiana

October 10th-13th, 1974

Associates in attendance.

J. William Chapman—Atlanta

G. Paul Crowder—Nashville

William A. Hammond—Dallas

John A. King—Cleveland

Robert R. Mckendrick—Detroit

Donald W. Miller—Harrsburg

Robert D. Noel—Atlanta

Arthur H. Simmers—Boston

Eric Ktel Watters—San Francisco

WANTED TO BUY STATION

I WILL BUY YOUR STATION

I am an individual who will trade my lovely farm (that is paid for) and cash or will use the cash for a down payment for a station in any location. All replies will be answered. Box K-4, BROADCASTING.

Two young sports wish to diversify investments quickly by adding a radio station to their portfolio. Major market Class B or C FMs in distress preferred. H. D. White, 5880 Monroe St., Sylvania, Ohio 43560.

MONEY MACHINE!

Outstanding Southern Kentucky AM/FM, $750,000.00; cash preferred; terms considered. For information, submit proof of financial ability.

Box K-4, BROADCASTING

For Sale by Owner. Fulltimer in diversified growing single market. Southeast mountain area. $140,000 gross, $50,000 cash flow. No real estate but good lease on fabulous facility. $400,000. 25% down, balance 10 years under prime rate.

Write Box K-21, BROADCASTING

For Sale Stations

Trade:

GUADALAJARA, MEXICO

LUXURY HOME

For California AM or FM station. Price range $300,000 to $700,000. Trade new, fully furnished, 7 baths, 5 bedrooms plus servants’ quarters, heated pool. Luxury home over 7,000 square feet with appraised value $225,000 U.S. as down payment on California station. Call 415-254-8999 or write to Tom Porter, P.O. Box 417, Orinda, California 94563.

RATES

Payable in advance. Check or money order only.

BROADCASTING'S CLASSIFIED

When placing an ad indicate the EXACT category desired: Television or Radio. Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy.

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

—Help Wanted, 50¢ per word—$10.00 weekly minimum. (Billings charged to stations and firms: $1.00)

—Situation Wanted, 40¢ per word—$5.00 weekly minimum.

—All other classifications, 50¢ per word—$10.00 weekly minimum.

—Add $2.00 for Box Number per issue.

Rates, classified display ads:

—Situation Wanted (personal ads) $25.00 per inch.

—All other $45.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address, Name of city (Des Moines) or state (New York) counts as two words. Zip Code or phone number including area code counts as one word. Publisher reserves the right to omit ZIP code and/or abbreviate words (if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $3mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

For Sale Stations Continued

FAR WEST NORTHWEST: 1 KW regional with low dial position that dominates market. Gross in excess of $225,000 with one roof operation on extremely valuable real estate. Good growth area and ideal for owner-operator or well controlled absentee owner. Priced at $495,000 with 20% down and 10 years on balance at 81/2%.

William A. Eads, Inc.
31 Carroll Court
San Rafael, CA 94903

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BROADCASTING

20 years experience.

RALPH R. SHAHEEN, INC.

Brokers Media

435 N. Michigan Ave. Chicago, Ill. 60611

312/467-0040

Thinking about buying a radio station?

Copy our experience to your advantage.

At Your Service with 20 Years Experience.

RICHARD A. SHAHEEN, INC.

BROKERS & CONSULTANTS

SUITE 217

11300 NORTH CENTRAL EXPRESSWAY

DALLAS, TEXAS 75231

(214) 369-6545

For Sale Stations Continued

MW Small FM 200M 25%
SE Metro Daytime 315M 29%
SE Metro FM 125M 34M
NE Meter Fulltime 325M 25%

Atlanta—Boston—Chicago—Detroit—San Francisco

Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

BROADCASTING's Classified works for YOU!

"...I thought you might be interested in the response to an ad which appeared in two issues of BROADCASTING Magazine. We are looking for a public relations man and the ad resulted in close to 100 resumes."

YOU BELONG IN BROADCASTING!

1735 DeSales Street, N.W.
Washington, D.C. 20036
A man for all new TV seasons:
CPT's Dave Gerber

It's a tough life in Hollywood—one that produces the town's own special characters. One of them is Dave Gerber, executive vice president for worldwide production of what used to be Screen Gems and is now Columbia Pictures Television. He will say, half-jokingly, in his fast and raspy trademark voice: "My father prepared me for Hollywood. He worked in a slaughterhouse." Brooklyn born and bred, and a veteran of over 20 years in the television business, he has survived well in the rough-and-tumble arena of programing.

He began training early for his present occupation. He first went West as a young man to the College of the Pacific, in Stockton, Calif. He went for two reasons: "football and Hollywood." As to the first reason, he was an end at Samuel J. Tilden high school in the Flatbush section of Brooklyn, and coaching at COP at the time was the late great, Alonzo Stagg. As to the second reason: "It was California. I always knew I was going to Hollywood, ever since I got my first taste of the movies at the Avenue D movie house."

College was good to Mr. Gerber. He refers to those times as his "student prince days." An all-around BMOC, he was on the football team, he was sports editor of the college newspaper with his own column and he had his own show on the campus radio station. He stayed on after graduation for two years as director of special events for the school's athletic department.

One of the people who had urged him to stay with COP was an executive with the Los Angeles office of BBDO who was also a trustee of the school. When it was time to enter the real world of business, he went with that ad agency, combining his earlier ambitions of football and Hollywood by serving as director of the Los Angeles Rams' radio and TV network and account executive for one of the team's broadcast sponsors, Burgermeister beer.

But even then he had his eyes set on TV program production. A television script he had written found its way through friends into the hands of a senior partner of the Famous Artists Corp., in Hollywood. This senior partner liked the script well enough, but he was more impressed with young Mr. Gerber and felt that he was just the man Famous Artists needed to get that talent agency into TV. Mr. Gerber was invited to join the firm. He did and spent most of his time packaging shows and giving Famous Artists "know-how about the advertising agency business."

The firm later transferred him to New York where he was later woosed to General Artists Corp. for a vice presidency and a $25,000 salary—"big money in those days," he says.

It was during his tenure at General Artists that he happened one day to be in the offices of 20th Century-Fox's Irwin Allen (producer of "The Poseidon Adventure"). On the office walls were color stills of the movie version of Jules Verne's "20,000 Leagues Under the Sea."

"And I said to myself," says Mr. Gerber, "that story belongs on TV." He made a co-production deal with Bill Self, then in charge of Fox TV, and sold the series to ABC. It ran for four years as Voyage to the Bottom of the Sea."

Meanwhile, Mr. Self, impressed with Mr. Gerber's abilities and feel for television, invited him to join Fox as sales manager. Mr. Gerber accepted, primarily, he says, because Fox was a producing studio and the job meant he would be back in Hollywood again. (He actually was only back in Hollywood half the year; the other half he spent in New York or "going back and forth like a shuttle.")

The seven years he spent with Fox, where he became a senior vice president, were his "greatest years," he now says. He says it was a transitional period for Fox—a movie studio moving heavily into TV.

But after all that, he still had his yen for production. ("And," he adds, "I was tired of living in hotels.") So, in 1972, he established David Gerber Production as an independent production firm. And, in association with Columbia Pictures Television (then Screen Gems), his firm was responsible for four series currently running in prime time: Police Story (now in its second year), Police Woman and Born Free, all on NBC, and Nanny, on ABC.

Altogether, Mr. Gerber says he has sold more than 50 shows to the networks in his career. Yet he feels like a dying breed: "You can't go in like [CPT President] John Mitchell and I used to, with a reel of film under your arm, and sell an advertiser and a network. TV has gotten too complex for that today.

It's not only TV program selling methods that have changed over the years. The programing itself has undergone sweeping changes since the fifties, he says. "You can talk about Playhouse 90 and all that," he says. "Certainly they had their impact in their days. I think, though, we have much more mature programing today. We get involved in much more provocative or adult material. I think we push back some of the shadows in our shows."

As to the form of future programing, he says there is no question that in years to come, 25% of original prime-time programing will be in the two-hour or mini-series format.

Dave Gerber wasn't always on such sure footing. Hollywood is, after all, a tough town.

In 1972, his independent firm had three series running on the networks—Nanny and the Professor, The Hope Lange Show and Cade's County.

But then, as he says, "Senator Pastore got very disturbed about violence and CBS had Mission: Impossible and Gunsmoke and about six other hours of violent-action shows." Cade's Country was canceled, The Waltons was in its place. ABC switched low-rated Nanny from its Friday night slot to Monday, where it died, and the Hope Lange Show was faltering and headed off the air.

The usually ebullient Mr. Gerber says he was "kind of down and talking to myself. Kind of rocky and disturbed."

But the call came from John Mitchell to hook up with CPT. "And I said to Mr. Gerber, \"maybe you don't want me. I'm off the air for the first time in 15 years,\" and he said, \'Are you stupid?\""

He went with John Mitchell as an independent producer, still feeling down, but he was soon back in the Hollywood swing. "I got calls from agents and ad agencies and they laughed at me when I said I wasn't sure I had the touch any more. And then I realized it was a hell of a good business."
Editorials

A breath of air
NBC has earned the gratitude of all broadcast journalists by refusing to submit to an FCC ruling that a documentary on private pension plans had violated the fairness doctrine. An appellate court reversal of the ruling (Broadcasting, Sept. 30) will probably make the practice of broadcast journalism a little easier for everyone.

Sad to say, however, the principle of federal surveillance of radio and television journalism is left undisturbed. Indeed the court explicitly disavowed consideration of the First Amendment issues raised by NBC. The court said it was enough to find that the FCC had misapplied the fairness doctrine.

Limited though the decision may be, it could dislodge the FCC’s complaints and compliance staff from the national news director’s chair it was beginning to occupy.

The decision seems to say that the FCC is prohibited from second guessing just any editorial judgment, that the broadcast journalist must be left free to exercise reasonable discretion in the subjects chosen for coverage and the treatments that they get.

But unless the bureaucratic urge to regulate is restrained by stronger language than has now come from the appellate court, the old case-by-case accretion of control will reassert itself. Broadcast journalists have recovered some of the independence that they have been denied. The independence that the Constitution would accord them can come only with elimination of the fairness doctrine and the law containing it.

The holdups on M Street
FCC approval of Storer’s acquisition of KCST(TV) San Diego, announced last week, must have been one of the actions FCC Chairman Richard E. Wiley had in mind when he said the commission needed a new policy on licensee concessions to citizen groups (Broadcasting, Sept. 30). The Storer experience in San Diego illustrated the effects of present FCC policy at its one-sided worst.

After contracting to buy the station, Storer was subjected to a series of escalating demands from minority groups and local feminists. At one point it reached what it thought was a settlement only to discover that seasoned “public interest” lawyers had taken charge and that the National Organization for Women had been persuaded to intervene. The settlement that was ultimately reached as a condition of NOW’s withdrawal of a petition to deny the transfer gave NOW just about everything but the keys to the men’s room.

Storer is only one in a growing company of transfer applicants that have acceded to ever more outrageous reasons for withdrawals of petitions to deny. Capital Cities pioneered the big concession with its $1 million settlement with minorities to unplug its $10 million purchase of Annenberg properties several years ago. The same Citizens Communications Center that represented NOW in the Storer case negotiated the Capities arrangement.

As matters now stand, no transfer applicant is in a position to withstand demands from any citizen group that can recruit a foundation-supported lawyer. While negotiations go on, sale contracts can expire, market conditions can change, sellers may find better deals. It’s time the FCC took the gun out of the obstructionists’ hands and gave reasonable protection to buyers.

Listener’s choice
It used to be, as has been remarked on this page before, that FM was more a cult than a communications medium. The FM pioneers tended to be engineers more acutely tuned to the technical fidelity of FM transmission than to the realities of a market place that responded more to content than to signal quality. It was a long while before the realization dawned that FM was radio and was therefore in competition with AM for audience and advertising.

As a good many AM operators will now testify, FM competition is a contemporary fact of life. And indeed more and more operators of AM-FM combinations are turning loose the FM’s to do their own and frequently profitable thing.

The agenda of this week’s convention of the National Association of FM Broadcasters is another sign of the times. Most of the subjects to be discussed and workshops to be held could as well apply to AM as to FM. They will deal with the basics of radio operation.

All of this is another mark of the vitality of the U.S. radio system, which thrives by seeking out and satisfying a multitude of publives within the total population. FM and AM represent the art of communication at its pluralistic best.

Collision course
In a time of fading taboos, it was inevitable that experimentation in television themes would evoke adverse reactions. So far this season it has happened to NBC-TV’s “Born Innocent,” a film made for TV, and to an unaired episode of ABC-TV’s Marcus Welby series.

“Born Innocent” was criticized for its depiction of a young girl’s violation with a broomstick, by TV standards a graphic scene. Welby is the target of homosexuals who say that they are unfairly stereotyped in an episode on child molestation. In both cases most advertisers with pre-purchased positions in the shows dropped out, to be replaced by others. Stations have variously handled clearances or disclaimers. It is, in short, the system working as it should work.

As long as network program authorities avoid sensationalism, television may safely extend its range. Not all advertisers or affiliates may agree with decisions that the networks make. Nor should they. Networks must go on testing the boundaries of the omnipresent risk of going farther than some think they should.
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