The networks fine tune their prime time
Early warning signals of a new TV censorship

HOUSTON SAW IT FIRST ON KPRC TV.

- In 1940, KPRC TV brought Houston its first newscast.
- In 1950, we had the first sound camera.
- In 1953, the first film lab.
- That same year we got Houston's first news camera.
- In 1954, the first color program: The Firestone Hour.
- In 1956, we put in the first color lab.
- In 1964, we're the first station to use a totally portable color videotape system to report the news faster.
- In 1965, KPRC TV was the first station to program completely in color.
- In 1966, we built the largest TV facility in the south and the southwest.
- In 1969, KPRC TV was the only station to feed the moon walk to the world.
- In 1972, we were the first station to use a totally portable color videotape system.
- In 1974, KPRC TV was the only station to use a totally portable color videotape system to report the news faster.

Fact is, KPRC TV has been first in bringing Houston the news for the past 25 years.
If you'd like to see the facts on Houston's first station contact our national reps: Peter Television, Inc.

KPRC TV HOUSTON
We all know what David did to Goliath. Poor Goliath. And the army which put its entire faith in Goliath's size. Poor army.

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

We're not so darned sure that the huge old Goliaths DO have all the answers, all the time, for all broadcasters. Or even most of the time. David had a different kind of faith. And he had youthful speed and endurance. Plus a different kind of 'technology', remember, which surprised old Goliath considerably. Goliath laughed, but David delivered what he said he would. On time and right where it counted.

Without an upstart David now and then throughout history the giants would all have taken over long since. Frankly, we don't think that's healthy... in our business or for people in general. We're smaller, faster and younger than the Goliaths. And since our army is smaller, you get to know us personally. We keep the faith, because...

We're in the business of You.
All but lost. Time may have run out on passage of license renewal relief by this Congress. Key figure is House Commerce Committee Chairman Harley O. Staggers (D-W. Va.), and he shows no interest in legislation's movement.

Reached at his home during Thanksgiving holiday, Mr. Staggers said: “At this late date it is almost an impossibility to iron out the differences” between bills passed by House and Senate. He added that he was managing five other bills on House floor this week, an indication of further inaction on his appointment of House members to go to conference with Senate delegation named two months ago.

Meanwhile, National Association of Broadcasters staffs tried to put up brave front. One, without knowing of Mr. Staggers’s remarks, said: “We’re not willing to throw in the towel yet.” Several officials in NAB’s government relations department who made reservations two months ago for ski holiday at Vail, Colo., to begin Dec. 9 were on verge of canceling. When reservations were made, they thought renewal would be in bag by this time.

Billings gains. Comfortable increase in over-all broadcast billings in 1974 over 1973 emerges in preliminary figures in Broadcasting’s annual compilation of top-50 advertising agencies. J. Walter Thompson Co. is still kingpin, trailed in order by Leo Burnett Co. and Young & Rubicam, which displaces BHDO for third spot. Y&R’s $35 million-plus increase in TV-radio in 1974 was largest gain and attributed largely to its acquisition of five regional agencies plus Wunderman, Ricotta & Kline, direct marketing agency. Full listing will appear in Dec. 9 issue of Broadcasting.

Where it would hurt. Campaign to get National Association of Broadcasters television board to reverse its decision to make TV code subscription mandatory for NAB TV members is being pushed hard, especially by smaller stations. At six regional conferences, just concluded, NAB’s Secondary-Market Television Committee members sponsored breakfast meetings of constituents to discuss tactics of campaign, which is being felt. Special committee NAB television board appointed last month to re-evaluate mandatory code subscription (Broadcasting, Nov. 11) will hold first meeting Dec. 10.

Foothill meeting. FCC staffers will confer in New York next week, tentatively on Dec. 10, with programs-and-staffs staffs of TV networks in second round of talks on Chairman Richard E. Wiley’s campaign for voluntary restraints on sex and violence (see page 16). Staffers – Dr. Werner Hartenberger, of Plans and Policy; Larry Secrest, chairman’s legal assistant; Paul Putney, Broadcast Bureau’s assistant chief for law, and Dr. Barry Cole, consultant working with Plans and Policy – met with chairman on Wednesday and will confer with him again this week to develop specific proposals to put before network staffers. If staff talks go well, chairman would probably be making New York run himself in following week to confer with network company chiefs.

Meanwhile, with Dec. 31 deadline for commission’s re-
Calling up the reserves. Thirteen new shows will replace fall casualties on network television between now and February. ABC has the most replenishing to do, with six additions to its lineup. But CBS will likely continue in its current top-rated position. Page 14.

Tiptoeing around censorship. FCC Chairman Richard E. Wiley is under considerable pressure from Congress to do something about TV sex and violence, and now he gets counterpush from networks which fear First Amendment infringements. Compromise may well be network adoption of voluntary guidelines. Page 16.

Not enough. Two Rand Corp. officials argued before the FCC last week that commission's guidelines on children's television programming are too general to be useful and should be made more definite. They also called for the elimination of commercials aimed at pre-schoolers. Page 19.

Thumbs up. Witnesses at Senate committee hearings on regulatory reform continued to support the commission proposed by President Ford, and the number of bills to establish such an agency has now grown to four. Page 22.

Still too much. FCC's proposed new fee schedule is meeting with almost unanimous opposition from broadcasters, who claim commission still hasn't corrected deficiencies noted by Supreme Court in striking down original schedule. Cable spokespeople go further, claiming that they are being charged without receiving any benefits. Page 22.

Nice work if you can get it. A study of industry hiring of college students shows that a lot of graduates aren't prepared for the jobs they seek, and that even for those who are qualified, opportunities are few and generally low-paying. Page 28.

Spot remover. Washington Post Co. president Larry H. Israel has called for the replacement of short-form political advertising with new methods of presenting candidates and issues and is setting up a conference to study the problem. Page 32.

Renewing the chorus. Cable operators gathering in Anaheim, Calif., this week are expected to continue their fight against FCC regulation. FCC's James Quello and White House adviser and former FCC chairman, Dean Burch, head the list of slated speakers. Page 34.

Where energy's no crisis. Top-40 WHYI (FM) Fort Lauderdale/Miami has soared in ratings with a personality and music formula that many others have abandoned. Page 37.

What Henry said. Reports differ on exactly what transpired in Nov. 15 meeting between Secretary of State Kissinger and network executives, but some say there was undiplomatic arm-twisting on news. Page 40.

Tighter and tighter. Competition is intense among the three networks for the evening news viewer with CBS leading NBC by a narrow margin and ABC in a healthy third. Page 40.

Riding the waves. Bud Austin of Paramount Television has accumulated an impressive total of successful series while surviving the ups and downs of Paramount politics. A Broadcasting "Profile." Page 57.

New FCC rulemaking suggests allowing expanded power for existing AM's

FCC has proposed amending its rules to permit day and nighttime power increases for existing AM's, if changes can be accomplished on station's present frequency without weakening rules prohibiting interference. While rulemaking excludes specific proposals for allocation of new daytime-only stations, new unlimited time stations, or changes in frequency or nighttime operation by existing daytimers, FCC said parties could submit comments in regard to those issues.

If rulemaking results in less stringent acceptability standards for daytime power increase, commission noted, continuation of its suburban policy — which requires suburban station whose SmV/m daytime contour (signal strength FCC considers necessary to provide good primary signal over city) penetrates much larger community to prove they are not intending to serve larger city — may need to be modified.

Impetus for new look into AM power increases was prompted by outward growth of cities that stretch beyond present signal contours.

Comments, due at FCC Jan. 31, should address AM assignment standards and whether suburban policy should be maintained in present form as it applies to major changes at existing stations. Reply comments are due March 4.

New analysis of FCC data shows employment of minorities; women on way up

Employment of minorities, particularly blacks, and of women is on upswing at both commercial and noncommercial television stations. What's more, minorities and women are increasingly being found in upper level jobs.

Office of Communications of United Church of Christ reported these findings after completing its third annual study of employment reports that stations file with commission. But report contained caveat regarding upper-level employment; it suggested commission look into possibility commercial stations are misclassifying jobs.

Study said minority employees have gone from 11% to 12% of full-time workers in commercial television; women, from 23% to 24%. Television now employs 41,087 full-time workers and 4,028 part-time, for total of 45,115, up from 44,692 in last year.

Study also notes that commercial television employment has risen 7% in four years stations have been required to file employment reports, and that of new employees added since 1971, 72% have been minority group members; women employees, 58%. (Some new employees are both minority-group members and female.)

Most encouraging fact about employment trends in commercial television, report said, is that "between 1973 and 1974, the number of minority employees added was greater than the total of new employees, and the number of women added was also greater than the total." Study said commercial television appears to be replacing whites and men who leave with women and minority group members.

At nation's noncommercial stations, study shows, 12% of employees are minorities; last year, they accounted for 11% of total.

Study noted that at both commercial and noncommercial stations, most increases in employment of minorities and women were in upper-level jobs. But commercial stations reported sharp increase in such positions — 1,228 of them — and drop off in low-level, blue-collar jobs — 841 of them.

"The startling increase in upper-level jobs for minorities and women and the decline in clerical and service positions in an expanding business should draw the attention of the FCC," study said. Question to be asked, it said, is whether...
Giving it away. Mutual Broadcasting System is offering free commercial time to car manufacturers to boost sales in sector of economy hit hardest by recessionary slump. Spots — in numbers depending on amount of unsold time on network — will be both general (Mutual’s own copy urging listeners to “buy a new car now!”) and specific (standard commercial spots for individual brands). Initial reaction from Ford, General Motors, Chrysler, other Detroit sources was described by Mutual as “enthusiastic acceptance.”

some broadcasters are reclassifying low-level workers into upper job categories “while keeping them on the same old jobs at the same low salaries.”

Despite over-all improvement in minority and female employment statistics, report said, substantial number of stations are still failing to comply with standards of fair employment adopted by commission. Study noted that of 647 commercial stations filing reports, 131 reported no minority group members as full-time workers, and 175 with none in upper four job categories. Six stations had no women employees. 70 had no women in top jobs.

Record was proportionally poorer at 133 noncommercial stations. Thirty-six stations reported no minority group members as full-time workers, while 49 had none in upper job categories. Eight noncommercial stations reported no women as full-time workers, and 21 said they had none in upper three categories.

Study was done by Dr. Ralph M. Jennings, associate director of Office of Communication. Employment reports are required by commission’s fair employment rules which were adopted following Office of Communication’s petition, filed in 1967, proposing such rules.

Tropical Florida withdraws its challenge to Post-Newsweek’s Miami ch. 10

Group of Miami area business and professional people who had been seeking to supplant Post-Newsweek stations as licensee of channel 10 there (WPLG-TV) has withdrawn from contest. Counsel for Tropical Florida Broadcasting Co., which filed competing application in January 1973, notified Administrative Law Judge Thomas Fitzpatrick of group’s decision last week, and lie canceled hearings scheduled for Miami on Monday and Tuesday.

Cronwell Anderson, one of principals in Tropical Florida, said its decision resulted from series of rulings by administrative law judge and review board that had gone against Tropical Florida. “The rulings made it difficult for us to prevail,” he said. Among others, he cited review board’s decision rejecting request for addition of issue to look into character qualifications of Katharine Graham, chairman of Post-Newsweek’s parent Washington Post Co., as result of her remark in television interview that Tropical Florida’s application was part of Nixon White House effort to harass Washington Post because of its Watergate coverage. Subsequent modification of that request was dismissed as late filed.

Tropical Florida’s application for channel 10 Miami was filed at same time three applications were filed by groups seeking to take over channel 4 in Jacksonville, Fla., on which Post-Newsweek operates WJXT-TV. At time, there was considerable speculation that at least some of four applications were inspired by administration particularly since there appeared to be ties between some applicants and White House. Applicants involved and White House denied any collusion.

Democrats threaten to raise fairness issue over broadcasters’ use of WIN campaign

Thirty Democratic members of Congress, opposed to President’s WIN (Whip Inflation Now) program, appealed to networks last week to refrain from carrying WIN spots as free public service announcements and protested Advertising Council’s role as media campaign coordinator for WIN.

Representative Benjamin Rosenthal (D-N.Y.), leader of group, said that WIN is “partisan viewpoint on a highly controversial . . . public issue.” He said he is prepared to file suit in next few weeks against networks and Ad Council based on FCC’s fairness doctrine, which requires broadcasters to afford reasonable opportunity for presenting contrasting views on controversial issues, and on basis of Ad Council’s tax-exempt status which excludes it from partisan political activity. Noting that NBC granted Democrats equal time to respond to President’s Oct. 15 Kansas City speech, Representative Rosenthal said, “If the networks do elect to carry the WIN spots we expect them to honor their fairness doctrine obligations by providing free time for the presentation of contrasting viewpoints.”

Representative Rosenthal also noted that President Ford had enlisted four prominent media executives for his Citizens Action Committee to Fight Inflation, including Vincent Wasilewski, president of National Association of Broadcasters.

NBC’s turn at ‘pot party’ allegation

Another flap over allegedly staged “pot party” in university setting may be developing over report on NBC’s Nightly News on Nov. 11. Report, one of series on marijuana smoking carried in program, contained scenes of marijuana smoking at gathering near University of California at Berkeley. John Chancellor, in lead-in to piece, said pot smoking at Berkeley was so rampant that smokers “even invite TV cameramen to their parties.” But last week, student quoted in story in Daily Californian, independent student newspaper, and seven Berkeley journalism students, in letter of complaint to NBC, charged that “party” had been arranged by Professor Hardin Jones, who teaches course in drug “use and abuse” at Berkeley, at request of NBC’s news crew. Lee Hanna, vice president, television news programming, denied charge. And Professor Jones, vigorous opponent of marijuana smoking who was interviewed on program, both wired and wrote NBC last week to answer charges. He acknowledged he was NBC’s contact with gathering of students, but said he would “not ask anyone” to smoke marijuana. He said he was assured “by those who permitted their acts to be documented” that event would have occurred anyway. NBC’s presentation, he added, was “honest, authentic documentation of marijuana use by regular users who were members of the university community.” In May 1969, FCC concluded that CBS’s WBBM-TV Chicago had engaged in news rigging in connection with program it did on marijuana smoking at Northwestern University (Broadcasting, May 19, 1969).

Judicial prodding on crossownership

FCC has been put on notice that if it does not conclude its television-newspaper crossownership rulemaking proceeding by year’s end, U.S. Court of Appeals in Washington will rule on de facto policy commission is following in concentration-of-control-of-media cases. Notice was contained in statement issued by Chief Judge David Bazelon, in which four other members of nine-judge circuit joined, in brief order in which court denied citizen group’s request for rehearing of case in which court upheld renewal of Wolfc
family's WBNS-AM-FM-TV Columbus, Ohio. Wolfe family owns daily and Sunday newspaper as well as broadcast properties. In rejecting concentration argument — one of several citizen group made — commission said it was considering crossownership in rulemaking proceeding. Judge Bazelon noted that court has affirmed that position in previous cases. But, he added, "I expect the commission to issue its crossownership policy within the year." If it does not, he added, court must rule on commission's "de facto policy."

**Step forward for lottery bill.** Bill with provision to permit broadcasting of advertising, lists of winners and other information about state-run lotteries passed House Judiciary Committee last week. Specifically, bill (HR 6668) would allow such broadcasts by any station "licensed to a location" within state running lottery.

**New shape for radio measurements.** Arbitron Radio announced it will include radio listening data for TV areas of dominant influence (ADI) in its syndicated radio reports for top-50 markets beginning with 1975 spring sweep. Officials said this "will allow [radio] to be compared and evaluated in the same geographic areas as other media for the first time on a multimarket basis" and "will make radio easier to plan and easier to buy." ADI data will probably be offered only in spring sweep at first but in any case will supplement, not replace, metro and total service area measurements.

**Dawn deals.** ABC-TV reports that 88% of advertising (over $1 million in revenues) has been sold in first-quarter 1975 for *A.M. America*, which premieres on network Jan. 5 (Monday-Friday, 7-9 a.m.). General Foods Corp., White Plains, N.Y., through Young & Rubicam International, New York, and Colgate-Palmolive Co., New York, through Ted Bates & Co., New York, have made 52-week commitments.

**Crutchfield's criticism.** Charles H. Crutchfield, president of Jefferson-Pilot Broadcasting Co., last week publicly accused FCC Chairman Richard E. Wiley of "bullying" television industry. Mr. Crutchfield, in interview broadcast by Mutual Radio, said Chairman Wiley had "single-handedly bullied the TV industry, in my opinion, under an overt threat of government intervention into reducing the industry's commercial time standards for children's programming." Mr. Crutchfield was appearing on What's the Issue?, produced as public service by U.S. Chamber of Commerce. Mr. Crutchfield is member of national chamber's board of directors.

**Coming closer.** Both houses of Congress last week passed $57 million fiscal 1975 appropriation for Corporation for Public Broadcasting. Part of massive Labor and Health, Education and Welfare appropriations package that emerged from House-Senate conference earlier last week, CPB figure is compromise between House-passed $55 million and Senate-passed $60 million appropriation.

**Once is enough.** NBC official said he had been "advised by NBC's program department" that "Flowers of Evil" episode of *Police Woman*, which coalition of gay groups had attacked, "will not be included in the rerun schedule of the series." That word was given by Robert D. Kasmire, NBC vice president, corporate affairs, in letter to Ginny Vida, spokeswoman for Lesbian Feminist Liberation Inc. Letter also confirmed agreement of NBC officials to meet with representatives of gay movement "sometime in January" after further exploration of issues raised at similar meeting on Nov. 15. In addition to asking NBC not to repeat "Flowers" episode — which NBC sources said was re-edited by Columbia Pictures Television at NBC's initiative prior to Nov. 8 broadcast, with original lesbian references deleted — gay representatives on Nov. 15 asked for air time to respond to "Flowers" and also asked, among other things, that NBC hire full-time consultant on gay matters.

**Debut.** FCC Commissioner Glen O. Robinson will make first appearance before Federal Communications Bar Association at luncheon next Monday (Dec. 9) at Army and Navy Club in Washington.

**Audience reaction.** Ms. Pat Stevens, news director of KGUN-TV Tucson, Ariz., received two telephone threats last week after newscast commentary that questioned ability of local sheriff's department to investigate one of its own deputies, station spokesman reported. He said she was told by one anonymous caller she would be "stopped on the road for the smallest thing" if she didn't stop "sticking your nose where it didn't belong," and by another that she had "made a number of enemies in the sheriff's department." Commentary dealt with past investigations of deputy who since January 1973 has killed two persons in line of duty and was exonerated by coroner's inquest in each case.

**Late Fates.** Moses Shapiro, chairman of board of General Instrument Corp., has relinquished role of chief executive officer in favor of Frank G. Hickey, company's president, in line with company plan for "orderly succession." Mr. Shapiro was 64 on Nov. 30. Mr. Hickey is 47. Richard G. Rakovan named general manager of Capital Cities Communications' WPRO-AM-FM Providence, R.I., succeeding Warren Potash, now VP and general manager of group's newly acquired WBAP-AM-FM Fort Worth (*Broadcasting*, Nov. 18). Mr. Rakovan has been with Capcities stations since 1962, for past four and half years as general sales manager of WJR-AM-FM Detroit. Werner Paulsen, VP and general manager, WNEW-FM New York, elected VP-general manager of WNEW (AM). He succeeds to role held since April 1971 by George H. Duncan, president of Metromedia Radio, which owns WNEW stations. Melvin A. Karmatz, general sales manager of WNEW, succeeds Mr. Paulsen at WNEW-FM. Ken Thompson, general manager of KEZS (FM) Sacramento, Calif., named general manager of KDSP General Radio's WERC-FM San Francisco. Mike Hunkins, VP-general manager of WNDE (AM)-WFBO (FM) Indianapolis, named general manager of ABC's KAUM (FM) Houston. Bernard B. Kvale, assistant general manager of Avco Broadcasting's WLW (AM) Cincinnati, named general sales manager of Avco Broadcasting Radio Division. He will continue in WLW post. Peter Jennings, ABC News bureau chief in Beirut, Lebanon, named Washington co-host for network's upcoming A.M. America two-hour morning show. Jack Valenti, president of Motion Picture Association of America, named by President Ford to second term as director of Corporation for Public Broadcasting. He would succeed to term of New York University professor Irving Kristol. William J. Slocum, 62, director of special events for CBS in period before World War II and war correspondent in France for that network in 1944, died at his home in Somerville, Mass., Nov. 26. Before and after his tenure with CBS Mr. Slocum was reporter on New York newspapers. He retired in 1972. Haydn Evans, 72, who retired as general manager of WBAY-AM-FM Green Bay, Wis., in 1967, died there on Nov. 23. Survivors include his wife, Cecelia, and three daughters. H.L. Hunt, 85, multi-millionaire oil man and long-time underwriter of conservative radio and television programs, died in Baylor medical center, Dallas, Nov. 29. For earlier reports see "Fates & Fortunes," page 44.
KSDO Radio—the news/information voice of San Diego, one of the country’s great growth markets—announces its new national sales representative.

CBS Radio Spot Sales
Representing America’s Most Influential Radio Stations.
the first reel to reel with the rugged reliability of itc

The makers of premium quality tape cartridge equipment in the reel-to-reel market? It had to happen! The result is what you, Mr. Broadcaster, have been looking for. All the features you demand plus a few innovative options of our own. And all with the rugged reliability inherent in the International Tapetronics name. Check out these plusses in your own studios. We offer a 30 day guaranty of satisfaction plus a one year warranty. Just call collect and say you want to try the “850” series. We’ll do the rest.

Phone 309-828-1381

INTERNATIONAL TAPETRONICS CORPORATION
2423 South Main Street
Bloomington, Illinois 61701
Marketed exclusively in Canada by McCurdy Radio Industries Ltd., Toronto

January 1975


Jan. 15—Deadline for entries, 32nd annual television journalism competition, sponsored by National Press Photographers Association and Arizona State University, Department of Mass Communications. Tempe, Ariz. 85281.


Jan. 16-17—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Sheraton 4 Ambassadors, Miami.


Feb. 3—Deadline for entries, American Medical Association 1974 Medical Journalism Awards Competition. $1,000 award in each of five categories: magazines, newspapers, radio, TV and editorial. Pulp information: 535 North Dearborn Street, Chicago 60610.

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


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


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


March 1975

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


March 13-16—Arkansas Broadcasters Association

Major meeting dates in 1974-75

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


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

April 13-17, 1975—National Cable Television Association 26th annual convention. Rivergate convention center, New Orleans.


This week

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


Dec. 4—State Bar Association of Georgia midwinter meeting. Speaker: FCC Chairman Richard E. Willey. Stouffer's Atlanis Inn.

Dec. 4-6—Association of Maximum Service Telecasters board of directors fall meeting. For information: Lester W. Lindow, 1735 Debates Street, N.W., Washington 20036. Mauna Kea Beach hotel, Kauai. Hawaii.

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

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


Dec. 7—Society of Broadcast Engineers miniconference, Phoenix chapter, to follow Arizona State Broadcasters convention (Dec. 5-6).
Better, not costlier

EDITOR: Andrew Kershaw, president of Ogilvy & Mather, in a speech at the annual meeting of the Association of National Advertisers expressed concern over a "consistent and dramatic" decline in the "number of impressions per person" that advertisers are able to achieve because of rising costs [BROADCASTING, Nov. 4].

What Mr. Kershaw failed to recognize or failed to point out is that television costs are for a product that has changed dramatically over the years. Television dollars in 1965 bought a black-and-white commercial in a one-set home with no CATV capability and a viewership that was significantly less than today. Television dollars in 1974 have the ability to deliver 97% of the U.S. households. Sixty-five percent of these homes have a color receiver, and 41% own more than one set. Color and multiset homes are growing significantly each year. Color broadcast commercials are not subject to a surcharge as they are in print. Today's average home is now spending 43 hours and 47 minutes per week watching TV.

What we would suggest to Mr. Kershaw is that his 1974 dollars are buying a vastly improved and vastly more efficient media. Mr. Kershaw's suggestion of shortening commercials to increase their efficiency will only result in a cluttered, less efficient medium.—Stephen H. RaJef, vice president, director of research, Harrison, Rigber & Parsons, New York.

The television and the profane

EDITOR: I am in direct disagreement with your Nov. 18 editorial, "Nothing Sacred." It is regrettable that you have taken an extreme case of overreaction by a group of parishioners in an attempt to further confuse the issue. There is a real and immediate need for a solution to the TV vulgarity problem. Distasteful words such as "damn" and "hell," are not only getting more prevalent, but some programs are near pornographic in nature.

Your editorial is in error in giving credit to "evangelists," as you say, in condemning such foul talk on the tube. Many more of us have had to give up the local movie house only to have the same kind of fare brought into our homes.

Another alarming aspect of the foul-mouth trend, is the fact that an increasing number of recording stars are spiraling...
WHAT IS A CONSULTANT?

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

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

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

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

Our list of consultants 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.

McHugh and Hoffman, Inc.
Communications Consultants
7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

McHUGH and HOFFMAN, INC.

The wasteland

EDITOR: I would be most curious to know how other broadcasters feel about the attached letter which I have sent to the Forest Service, the Department of Agriculture and the Public Service Council.

Mr. Stephen C. Harper
Forest Service, USDA
Washington, D.C. 20250
Dear Mr. Harper:
This is the final letter of this type I have ever written. I think it's about time.

Today in the mail, WFON received a very beautiful (and quite expensive) color brochure which contained very complete information promoting “Woody's Owl's cooperative outdoor environmental campaign.”

As mentioned on the inside of this kit, “Everywhere you look, our environment is being threatened. Will you stand up for the environment?…”

I believe it's far past time for the public to speak out against these things infiting the living room. —Merrill Daniels, sales, WITN-AM-FM Washington, N.C.

Just plain 'movies'

EDITOR: To Dan O'Brien of WDC-TV Washington and his articulate statement on “old movies” (Broadcasting, Nov. 18)—bravo! —Elizabeth Bain, associate director of audience development, Katz Agency, New York.

EDITOR: WDC-TV's Dan O'Brien's witty letter decrying "old movies" as a put-down term for television's "most valuable player," the motion picture, is totally accurate.

I'd like to nominate a few additional terms to be added to the verbal boneyard: "kidult," "indy," "syndie," "rerun," "sitcoms," "pre-recorded." —Melvin B. Smith, promotion manager, WFLD-TV Chicago.

Cries in the record wilderness

EDITOR: There has been a lot of news lately about record companies complaining about the declining number of major market radio stations that are willing to take a chance and break a new record. At the same time, medium and small market music directors and program directors fight to get and keep any kind of decent record service.

There may be a mutual solution:

Record companies should devote more effort to supplying smaller stations with their product. At WSSC—as at other stations our size, I am sure—we don't rely only on charts and sales to determine if a certain record gets airplay. If a record sounds good, fits the format but is by an unknown and or isn't on the charts, it has a better chance of getting airplay in the smaller markets. (That is if the smaller markets had the record.)

Sure, it wouldn't be exposed to as many people in one market, but when the record reaches those smaller markets, their reach is as good or better than one major market, where the record probably won't get played anyway.

Record companies, don't ignore us. We have listeners too.—Howard Dameron, program director, WSSC (AM) Smirr, S.C.

Unqualified denial

EDITOR: An item appeared in your “Closed Circuit” column of the Nov. 11, 1974, issue, which stated that I was sponsoring or going to sponsor legislation for a code of ethics for the news media. This is totally false.

I have made no such move. I have not introduced any such legislation. I have planned none. I am preparing none. I have made no statement to the effect that I intended to do so. I have authorized no one to make such a statement for me.

Separate tables

EDITOR: Somebody forgot the beautiful state of Hawaii [in the listing of television markets] on page 26 of the Nov. 18 Broadcasting. Nielsen will show this market with roughly 233,000 television homes this fall, and I believe ARB is giving it around 225,000. This would make us the 79th market in order of ADI TV households.—George B. Hogar, president and general manager, KHOV-TV Honolulu. (Nobody forgot Hawaii. Arbitron, ston of the ADI listings to which Mr. Hagar refers, omits Hawaii and Alaska from the base figures for total U.S. homes, TV households, women, men, teenagers and children against which individual market percentages are calculated. Arbitron officials explain that Hawaii and Alaska are atypical because of their distance from the contiguous states.)
The most efficient inventory and accounting control system available... BIAS.

(We've got the numbers!)

No other broadcast computer system can compare with Bias. Maybe that's why over 100 stations are now committed to Bias—the world's leading broadcast computer firm.

For more reasons why Bias is the leader, call 901-332-3544 collect. Ask for Jim McKee, vice president.
Shop-Rite has the answer for consumers and broadcast has the answer for Shop-Rite

Image or price—which do you sell?

For Shop-Rite Inc., a chain of 175 supermarkets in New York, New Jersey, Massachusetts, Pennsylvania and Delaware, we feel we have come up with a highly profitable compromise. We have managed to provide Shop-Rite with the best of both worlds—a multimedia campaign that creates for the supermarkets an image of a low-priced merchant who is always concerned with the cost of groceries.

Our main means was broadcast. Our print program alone hadn't provided the reach and excitement that retailers, in today's competitive climate, must generate. Over the last four years, we have used a concentrated blend of radio and TV that has not only increased sales for Shop-Rite, but has given unity and direction to its newspaper advertising.

At Keyes, Martin, we believe strongly in price as a basic and viable image for most retailers. This is a concept that many supermarkets (which may now be regretting all the time and space they spent rhapsodizing over wider aisles, cheerful clerks and beaming butchers) are just now coming around to.

We look at it this way. Prices can be controlled. People can't always be controlled. If you advertise chicken at 29 cents a pound, that's what the shopper will look for. Consumers couldn't care less about a butcher's personality as long as they can buy meat at the price that's advertised.

With this price-oriented campaign, Shop-Rite—even discounting inflation—has made dramatic gains in the last four years. And this a period not notable for the supermarket industry generally. Over that time, Shop-Rite sales have risen consistently. Last year the chain reported the biggest per-store increase in its history. Unit as well as dollar volumes were up substantially.

When we first took on the Shop-Rite account, the chain was like so many others in the supermarket business. It was heavily and traditionally into newspapers, bittersweetly occasionally into radio and TV for last-minute promotions.

We began our association with Shop-Rite in January, a month consumers look to for low-price sales. It is also the time when Shop-Rite runs an annual promotion for its private-label canned goods.

Our creative department put together a rousing commercial that combined music from "Can-Can" with lyrics stressing the savings possible during Shop-Rite's "Can-Can" sale.

It was tribute enough that the commercial had to be yanked from the air—Shop-Rite sold some 50% more canned goods than anticipated; its warehouses had almost sold out.

Since then, the Can-Can campaign has been repeated every year. Same month, same commercial and with progressively better results.

But it was the first success that sold Shop-Rite's management on broadcast. Since then, Shop-Rite has advertised year-round on radio in most of its markets, with a good frequency on television.

And we keep getting reassurances for our faith in broadcast. Some examples:
- Shop-Rite's Albany, N.Y., stores were selling at lower levels than similar stores in the rest of the chain. We took low-price leaders, advertised them on TV vigorously. The items sold 10 times faster in Albany than in Shop-Rite markets where we didn't mount the TV campaign.
- We created a summer radio campaign—one that we felt competed head-on with Coke and Pepsi—for Shop-Rite's private soft-drink brands. Sales picked up 20% over normal seasonal increases—a substantial gain in the tough, highly competitive soft-drink business.
- When prices were frozen in 1972, we used radio, with its ability to communicate immediately and urgency. We created a commercial called "The Ninety-Day Wonder." The commercial itself was a wonder we created in one day. With today's rapid shifts in the economy—sudden shipments, goods that must be moved, ideas that have to be communicated, we know we can go to radio to get our message out fast. Here's how we did it in 1972:

"ANNCR: Shop-Rite is no 90-day wonder. Shop-Rite was putting the chill on high prices long before the President clamped down his 90-day freeze. And Shop-Rite will still be holding the line long after prices have thawed. Our prices are always under control because Shop-Rite started the whole idea of lower food prices. Our quality is always tops because we know you're feeding the people you love, our promise is simply this: Through good times and bad, with controls or without, your dollar will buy more and buy better at Shop-Rite. Today, more than ever, why buy more?

FOLK SINGER: You'll get change at the checkout stand/The friendly face with the helping hand/Shop-Rite makes the prices fall/Cause the values go from wall to wall/So let me ask you why buy more/Shop at Shop-Rite/Why buy more (FADE)."

Presently, our advertising is selling what Shop-Rite is selling—good food at good prices. When we talk about Shop-Rite bread, for example, we stress the quality of its ingredients. And we always close with the price reminder—"and you get three loaves for a dollar."

Our campaign is aimed at the collective consciousness of housewives—a target effectively reached by broadcast—with a musical theme that echoes the words they are likely to hear every day from members of their families—"Hey, Mom, what's for dinner. . . . Shop-Rite has the answer."

It's this breadbasket approach, which comes directly from Shop-Rite's marketing and merchandising expertise, that has made this campaign so successful.

"Shop-Rite has the answer." That's what our jingle says. And for Shop-Rite the answer has been broadcast.

Ron Gianettino joined the Springfield, N.J., advertising firm of Keyes, Martin & Co. 11 years ago. Prior to that, he had worked at a variety of advertising jobs—copywriter, researcher, public relations writer, advertising manager and space salesman. He presently is a senior vice president and account supervisor at K/M.
At WCCO-TV, your spots run as ordered.

We know. You spend a day and a half working out your media plan to meet a specific gross rating point goal. You make your buy. And pray.

Because if your spots don’t run as ordered — when and where you planned — the whole strategy is shot. You have to go back to set up make-goods. Re-negotiate. It can mean hours, or even days, re-doing a job you thought was already done.

But you can avoid all this hassle in Minneapolis-St. Paul. Simply buy WCCO-TV.

Good news: WCCO-TV has a "Media Buyer's Protection Plan"

You’ll like it. It’s simple. And it works.

1. WCCO-TV runs your spots as ordered.
2. WCCO-TV does not play games with its rate card. It’s the same for everybody, local or national.
3. WCCO-TV guarantees 90-day rate protection.
4. WCCO-TV guarantees 10-minute product protection.
   (Note: we do not say we “intend, desire or endeavor” 10-minute separation. We guarantee it.)

Test us.

The WCCO-TV sales staff (and Peters Griffin Woodward) stand ready to make life easier for you.

Our only problem is, our story sounds too good to be true.
### TV networks change horses in midseason

**Second half line-up is set; touts see CBS still first, NBC placing close behind and ABC third but trying**

CBS-TV, with the second-season addition of a new Norman Lear comedy, a new variety hour starring Cher without a Sonny and the return of last summer's musical-variety hit, *Tony Orlando and Dawn*, has shored up its schedule enough to assure its coming out on top in the final Nielsens for the 1974-75 season, according to a census of experts last week.

NBC-TV, leaning heavily on second-season boosts from *The Mac Davis Show* (which didn't do all that well last summer) and *The Smothers Brothers Show*, figures to drop off a bit but to still end up a strong second, some experts say. NBC officials, however, are confident of at least a strong second-place showing.

ABC-TV, which is making more second-season changes than the other two networks combined, should up its weekly averages if only because after a near-disastrous first three months of the season, it has nowhere to go but up.

The consensus became apparent among industry insiders as the networks last week finally put a lock on their second-season schedules. CBS and NBC, both operating from positions of strength, have canceled only seven shows between them (four by CBS, three by NBC), whereas ABC ended up canceling six shows and changing time slots on four of its holdovers.

Of the 13 new shows that will be introduced by the networks between now and February, five fall into the broad category of action-venture, four are situation comedies and four come under the heading of musical-variety hours.

And in an unusual move, NBC has already announced that in March it will send in half-hours, *The Bob Crane Show* and *Sunshine*, as subs for hour-long *The Mac Davis Show*, which itself premieres later this month as second-season replacement for the short-lived *Sierra*. One NBC programing vice president smilingly conjured up visions of a third season, possibly even a fourth season, if these two comedies draw respectable audiences.

Before the second season is even off the ground, industry handicappers were already offering a line on the new night-by-night clashes:

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#### Programming

<table>
<thead>
<tr>
<th>Day</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
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<tbody>
<tr>
<td>Sunday</td>
<td><strong>7:30</strong> <strong>The Six Million Dollar Man</strong></td>
<td><strong>8:00</strong> <strong>Cher</strong></td>
<td><strong>10:00</strong> <strong>Wonderful World of Disney</strong></td>
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<td></td>
<td>(Universal)</td>
<td>(Schlatter)</td>
<td>(Walt Disney)</td>
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<td></td>
<td><strong>8:00</strong> <strong>Kojak</strong></td>
<td><strong>8:00</strong> <strong>Local</strong></td>
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<td></td>
<td>(Universal)</td>
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<tr>
<td></td>
<td><strong>9:00</strong> <strong>ABC Sunday Night Movie</strong></td>
<td><strong>9:30</strong> <strong>The Rookies</strong></td>
<td><strong>11:00</strong> <strong>Local</strong></td>
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<td></td>
<td>(Various)</td>
<td>(Spelling-Goldberg)</td>
<td><strong>10:00</strong> <strong>Local</strong></td>
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<td></td>
<td><strong>9:30</strong></td>
<td><strong>10:00</strong> <strong>The Smothers Brothers Show</strong></td>
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<td><strong>10:00</strong></td>
<td>(NBC)</td>
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### Monday

**7:30** **Local**

**8:00** **Local**

**8:30** **The Rookies** (Spelling-Goldberg)

**9:00** **S.W.A.T.** (Spelling-Goldberg)

**9:30** **Caribe** (Quinn-Martin)

**10:00** **Medical Center** (MGM-TV)

**10:30** **Medical Center** (MGM-TV)

**11:00** **Local**

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### Tuesday

**7:30** **Local**

**8:00** **Happy Days** (Paramount)

**8:30** **Tuesday Movie of the Week** (Various)

**9:00** **Tuesday Movie of the Week** (Various)

**9:30** **NBC World Premiere Movie** (Various)

**10:00** **NBC World Premiere Movie** (Various)

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CBS's scissoring of *Sons and Daughters* in favor of *Tony Orlando and Dawn* at 8 is the only Wednesday change among the networks. But that one substitution could end up giving the night to CBS because the solid *Cannon* at 9 (now in its fourth season) would be improved by a better lead-in, which in turn should help the network's *Manhunter* at 10. NBC is taking a risk in electing to continue with two marginal Wednesday shows — *Lucas Tanner* at 9 and *Petrelotti* at 10 — both of which are dissipating the very strong lead-in they're getting from *Little"
The Waltons, on CBS, the only regularly scheduled noncomedy series on the air that consistently pulls down 40-plus shares, is not likely to be threatened in its 8 o'clock berth by any new competition. ABC is counterprogramming Barney Miller, a new 30-minute comedy about a New York detective, and The Odd Couple, which has had a solid five-year run on the network but may be wearing out. NBC is bringing back The Mac Davis Show on Dec. 19 for a limited three-month run, but since it didn't make much headway against reruns of The Waltons last summer it's not likely to have an impact on Waltons original episodes. But NBC's new show at 9, a private-eye series called Archer, starring Brian Keith in the title role, may benefit from the thinning out of theatrical-movie titles on The CBS Thursday Movies from 9 to 11. The winner at 9, though, will probably continue to be ABC's The Streets of San Francisco, which, week-in and week-out, gathers bigger Nielsens than any other show on the network.

Friday figures to continue as NBC's strongest night, particularly with Sanford and Son, the network's highest-rated show, at 8 and Chico and the Man, the highest-rated of all the new shows that premiered last September, at 8:30. ABC is moving The Night Stalker to 8 o'clock (it's currently running on Fridays at 10), which may be a slight improvement over Kung Fu. CBS at 8 is asking the question: Is the nation ready for a 1970's version of Charlie Chan? Called Khan!, the show features a private detective who operates out of San Francisco's Chinatown and is assisted not only by a number-one son but also by a number-one daughter. That show replaces Planet of the Apes on Feb. 7.

ABC sources say the network hopes that NBC's 8-10-9 o'clock situation-comedy audience will turn to The Hart of Baltimore, the new Norman Lear comedy on ABC at 9, instead of sticking to James Garner as a private investigator in The Rockford Files, NBC's 9 o'clock show, which has so far this season inherited most of the Chico and the Man lead-in. Baltimore is a tongue-in-cheek look at a bunch of life's losers gathered together in a run-down rooming house, and it will be followed on ABC at 9:30 by Kung Fu. A new contemporary comedy starring Karen Valentine. At 10, ABC's Baretta, which is a newly refurbished version of Toma (with Robert Blake as the new leading man, replacing Tony Musante), may survive at 10, particularly as the CBS Friday Movies, from 9 to 11, begins running out of big audience-attracting theatrical pictures. Baretta premieres Jan. 17.

CBS is relying on Norman Lear to plug up its one Saturday-night leak: On Jan. 18, The Jeffersons (which is being spun off from All in the Family) replaces Paul Sand's Friends and Lovers at 8:30, a move that's expected to keep the network's huge audience flowing from All in the Family at 8 to The Mary Tyler Moore Show at 9, The Bob Newhart Show at 9:30 and The Carol Burnett Show at 10. ABC is sacrificing Kung Fu, a fact that had petersed out in its third season, to CBS's All in the Family at 8, but ABC may be more competitive at 9 with a new series of theatrical movies to go up against NBC Saturday Night at the Movies.

Sunday is unique in that a few weeks after Sonny Bono bows out of his regular 8 to 9 variety-show berth on ABC, a series that fell victim to feeble ratings, his ex-wife Cher will be bowing in with a new variety series on CBS, from 7:30 to 8:30. CBS is hoping Cher will be able to make more of a dent in The Wonderful World of Disney (NBC) than did Apple's Way (the show she replaces on Feb. 9). ABC is weighing in with The Six Million Dollar Man on Sunday at 7:30, hoping to snare the "male-oriented action audience" that may be turned off by Disney and Cher.

Industry observers, however, are still giving the night to NBC, with the proved Disney lead-off show followed by the still strong Sunday Mystery Movie, with its four rotating miniseries.

**Wednesday**

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<td>Local</td>
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<td>Barney Miller (ABC: Four Productions)</td>
<td>The Odd Couple (Paramount)</td>
<td>Little House on the Prairie (NBC)</td>
<td>The Night Stalker (CBS)</td>
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<td>Harry O (Warner Bros)</td>
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<tr>
<td>Karen (CBS: Century-Fox)</td>
<td>CBS Friday Night Movies (Various)</td>
<td>CBS Friday Night Movies (Various)</td>
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<td>Baratta (Universal)</td>
<td>Police Woman (Screen Gems)</td>
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<td>Bob Newhart Show (MTM)</td>
<td>Mary Tyler Moore Show (MTM)</td>
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<td>The Carol Burnett Show (CBS)</td>
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**Broadcasting Dec 2 1974**
Wiley, networks tread fine line on sex, violence

FCC chairman, under Hill mandate, looks for voluntary concessions; more meetings slated to consider the various solutions proposed; Senator Brock serves notice he will push for clean-up of TV

For FCC Chairman Richard E. Wiley and the three networks, the pressure is beginning to build. The chairman would like ABC, CBS and NBC to issue a public statement committing themselves to a joint policy containing procedures designed to protect children from programming of "gratuitous violence" or other material considered unfit for them (Broadcasting, Nov. 25). And the networks do not seem averse at least to the idea of assuring that children will have such protection.

But it is the problems involved in working out mutually acceptable procedures that are giving the networks pause. And among them is the key question of whether the commission, in the person of Chairman Wiley, is not treading dangerously close to the line that separates permissible government action from violation of the First Amendment.

Chairman Wiley says he is sensitive to the danger of the commission taking on the role of censor, and is determined to avoid it. He says he is not opposed to the networks carrying mature and sensitive programming. But he is also under a mandate from the Senate and House Appropriations Committees to report to Congress by Dec. 31 on the actions the commission has taken or has planned to take "to protect children from excessive programming of violence and obscenity."

And the commission has reason to take that mandate seriously. Some members of Congress have been receiving a heavy volume of mail from constituents complaining about sex and violence on television. In the House Appropriations Committee hearing on the commission's budget request for 1975 last March, Representative Joseph McDade (R-Pa.) noted that the subcommittee had spent considerable time in previous hearings over the years expressing concern about television violence and children's programming, and added, in quizzing Mr. Wiley, then a new chairman: "I want you to know how strongly we feel. We're going to have a plain shoot-out on this if the committee is not satisfied by commission action" (Broadcasting, March 18).

The committee put the same sentiment in more proper, and more meaningful, language in its report last June. Failure on the commission's part to heed the committee's mandate will result in "punitive action." And last week, a House committee aide confirmed what most observers took that statement to mean: If dissatisfied with the commission's report, the committee would consider cutting the commission's budget.

Nor are the appropriations committees the only source of Hill pressure on the question of sex and violence on television, particularly where children are concerned. Senator John O. Pastore, (D-R.I.), chairman of the Senate Communications Committee which has jurisdiction over the FCC, regularly beats on the commission like a gong, when it appears before him on the issue of questionable programming. And an aide said the senator's office has received "boxes of letters" from members of the public complaining about allegedly indecent programming.

Chairman Wiley's strategy for dealing with the dilemma in which he finds himself is familiar: Persuade the industry to do voluntarily what the FCC considers to be in the public interest. It worked in the area of children's television programming, at least so far as commercial standards are concerned. But the obstacles to successful implementation are more difficult to overcome.

There is, as some network officials have indicated, the very fact that the strategy has already been successful. They say that in view of the industry's willingness to cooperate in the area of children's programming, Chairman Wiley's cajoling and coaxing on the matter of sex and violence "are getting close" to becoming a First Amendment problem.

But in the view of network officials willing to discuss that matter, that does not yet seem to be the key issue. As one network source said, "You can't say it's a First Amendment problem yet because nothing was resolved; he just opened up a lot of issues."

The reference was to Chairman Wiley's discussion with the key officials of the three networks—Elton Rule, president, and Everett Erlick, senior vice president and general counsel, of ABC; Arthur Taylor, president of CBS and John Schneider, president of CBS/Broadcast Group; and Herbert Schlosser, president, and David Adams, vice chairman, of NBC—in his office late in the afternoon of Nov. 22.

The meeting does not seem to have been regarded by either side as a High Noon confrontation. The network officials came down to Washington from New York willing to listen, and went home impressed, in at least some cases, with the depth of Chairman Wiley's concern about the issue and prepared to consider some of the proposals he advanced.

The only suggestion to which the network officials are said to have registered strong objection was for a program-rating system, similar to that employed by the motion picture industry for movies. (The suggestion was also the only one reportedly advanced in the meeting by a member of Chairman Wiley's staff rather than the chairman himself.) The officials expressed the view that a rating board, existing independently of the networks would draw from the networks too much of their discretion; that, as licensees, they are totally responsible for their product.

A suggestion that the networks submit their material to an outside source for prescreening has been made before. Senator Pastore in 1969 suggested that the networks permit the National Associa-
Here's a new Chroma Insert Keyer that's clear and simple.

Simple, because it has "zero-H" delay which means no installation and retiming hassle, since through delay is less than 25 nanoseconds! And clear, thanks to a unique comb filter which minimizes noise and color-edge crawl from the key signal.

With this new Chroma Insert Keyer, there's no need for a separate insert keyer, or separate RGB switcher. The unit is also equipped with a remote control unit and 50 feet of cable for easy operator control.

The Model 7010, NTSC Chroma Insert Keyer, from CBS Laboratories. It's that clear and simple.

CBS LABORATORIES
A Division of CBS Inc.
227 High Ridge Road, Stamford, Connecticut 06905
tion of Broadcasters Code Authority, when it deemed it necessary, to screen their product. ABC and NBC were willing to permit screening in borderline or special cases, but CBS turned the idea down cold (Broadcasting, March 31, 1969), and it eventually died.

ABC and NBC are said to have about the same position regarding screening today as they did in 1969; obviously, perhaps, on a regular or systematized basis, never. There is no reason to believe CBS in the last five years has bent any in its opposition to the idea.

Although two other suggestions offered as a means of protecting children from distasteful fare were not drawn the same kind of quick rejection, they did pose problems for the network officials. One was for an elaborate system of warnings; the other, for scheduling certain programs later in the evening.

The warnings might include notations in TV Guide and newspaper listings, statements in promotional pieces announcing a program and its spots immediately preceding it, as well as a white dot carried in a corner of the picture to warn those who tune in which a program is under way. As for scheduling, Chairman Wiley has suggested that adult programs run at 9 p.m.

One network source indicated he would have no trouble accepting these suggestions in principle so long as all networks did and none was able to obtain a competitive advantage over the other two. (For instance, two networks running low-rated shows at 8 p.m. would not like to see the third network running a rip-roaring, shoot-em-up "Dirty Dozen" in opposition.)

And in that connection, there is the problem of defining "violence" and "undue violence," and of distinguishing programming that is unduly violent from that which is filled.

There are other problems, too. Warnings could serve to generate interest on the part of children in seeing programs designed for adults. And programs aired at 9 p.m. in New York appear in the Central time zone at 8 p.m.

Furthermore, whatever commitments the networks might be willing to make individually, the chairman's hope of a joint statement might not be realized. One source said the network officials told the chairman at the meeting that policy differences among the networks would make it difficult for them to comply with his proposals.

Each of the networks has its own procedures for warning the audience about material possibly unsuitable for children. And at the Nov. 22 meeting in Chairman Wiley's office, the network officials estimated that notices had been issued in connection with about 20 programs. Some commission officials indicated later this seemed an inadequate performance.

In any event, Chairman Wiley asked the networks to submit copies of the procedures followed by program standards staffs in reviewing programs.

Receipt of the material was to mark the first step in the march to a second summit meeting. Commission staffers will review the material; and in the meantime, the network officials who met with Chairman Wiley will review the discussion with their respective programs and standard division people and TV network chiefs in an effort to determine whether they regard the proposals discussed at the meeting as feasible. Then, the commission staff and the network's staffs will confer to determine each side's position, and prepare for the next meeting of Chairman Wiley and the heads of the network companies.

Commission officials last week had no definite schedule in mind. But they said they expected to meet with their opposite numbers from the networks side this week. And still to be arranged is a meeting between Chairman Wiley and NAB and NAB code officials. Commission officials indicated that nonnetwork programming also presents problems.

Whether the planned meetings can be held and a resolution reached in time for the networks to prepare its report to Congress seems doubtful. The commission is scheduled to consider a first draft of the report at a meeting on Dec. 11 and to adopt a final report on Dec. 18.

However, Chairman Wiley has indicated he does not feel bound to conclude his talks with the networks before the commission submits its report to Congress. He said following the meeting with the network officials that "we have to continue to prove this situation regardless of the time constraint."

The report to Congress is not the only commission project that cannot be put in the forefront until the networks are concluded. Now being drafted is a notice of inquiry and proposed rulemaking dealing with the subject of sex and violence on television.

Nor is the notice that all the chairman is considering. He talked of the issuance of a policy statement, similar to the one adopted in the children's programing proceeding, and of the addition of a question in renewal forms calling on stations to state their policies regarding the airing of shows containing sex and violence.

Meanwhile, an indication of the kind of trouble the networks may face on Capitol Hill in the next session of Congress is indicated by work now under way in the office of Republican Senator Bill Brock of Tennessee on legislation aimed at improving the "quality" of programs.

Dr. Harrison Fox, chief legislative assistant to Senator Brock, said the senator has received considerable mail from constituents complaining about local and network programing, including news programs. As a result, he said, the senator began considering legislation that might provide for the creation of an independent commission to review network programs and provide the viewers with information to determine whether they want to watch them.

Dr. Fox said the senator is opposed to censorship. But, he added, the senator is "not open" to the networks' argument that the government must not interfere in programing.

### ACT picks the best

Boston group confers honors on eight for contributions towards better children's programing.

Eight awards to stations and organizations have been announced by Action for Children's Television for "Achievement in Children's Television." This is the third year the Boston-based ACT has given awards for making "a significant step towards programing on television and for eliminating commercialism on children's programs." The winners:

- ABC owned-and-operated stations for Over 7, a magazine-format program designed for family viewing.
- Alphaventure, for Big Blue Marble, an ITT-backed series designed to run without commercials.
- CBS-TV News for In the News, a series of current events reports run between Saturday morning programs.
- The Chinese Committee for Affirmative Action in San Francisco for Why, Yee, Sahm (Here We Come), a multicultural program.
- The Exxon USA Foundation for financial support of Public Broadcasting Service's Villa Alegre, another multicultural and multilingual series.
- Prime Time School Television in Chicago for developing and distributing teachers educational materials on television prime time special and documentaries.
- WBE-TV Boston for Something Else, a Saturday morning program for 8-to-12-year-olds featuring local children.
- WNET(TV) New York for offering a two-week festival of quality children's programing during the mid-year holiday vacations, with the support of the Heckscher Foundation.

### ‘Gilligan’s’ lessons

It's part of an FM-TV experiment for Philadelphia children that is slated for national use.

A meld of noncommercial radio and commercial television has been used successfully in Philadelphia to instruct children, and now its guiding forces plan to go national with the experimental "dual audio-televison project."

Dr. Terry Borton of the Philadelphia school board and his associates arranged the link between Kaiser Broadcasting's WKBS(TV) and noncommercial WWHY (FM) both Philadelphia, to "make the 24 hours a day educational television educational useful."

The method is to use established popular TV programing (in the test case it was Gilligan's Island) and fitting five to seven minutes of radio narration by Steve Baskerville on radio, into spaces in the television programing. The words, and highlight important material. Announcements in the TV program advise viewers to tune the FM station also.

A two-week survey by the American Research Bureau during experimental broadcasts last spring showed a daily audience of 20,000 (25% of the
6-11 age group and 25% larger audience than for *The Electric Company* which ran opposite). The associate director and producer, Leonard Belasco, noted that a separate test of 260 Philadelphia public school children in Title 1 (poverty) districts, “demonstrated a correlation between amount learned and number of hours watched/heard.” Those who listened “not at all” scored 23% correct; those who listened four-six days scored 50%, and who listened seven-10 days, got 72% correct.

A six-month test is now under way, this time using *The Flintstones* at 4:30-5 p.m. Agency for Instructional Television, which aims for “quality programming by pooling the resources of states and Canadian provinces” is arranging a prospectus for January to try a national version of the project. An estimated $250,000 “minimum budget” will be needed, according to Dr. Borton. He said that amount could be raised if 20 participants elsewhere in the U.S. and Canada join in the project by sign-on.

**Tighter rules urged for children’s TV**

**Geller and Rand associate call FCC’s statement ‘vague,’ propose definitive guidelines**

The FCC may have thought it had gone as far as it should or constitutionally could go in its policy statement on children’s television programming when it called on broadcasters to make a “meaningful effort” in that area and to devote a “reasonable part” of such programming to “educational” material. But the commission’s former general counsel, Henry Geller, who is now with the Rand Corp., and Karen Possner, a communications specialist at Rand, argue that First Amendment considerations actually require the commission to go further and adopt more definitive guidelines.

They made that argument in a petition for reconsideration, filed last week with the FCC. And they made two other points: The commission should foster a cooperative effort by the networks in children’s educational and informational programming, and it should outlaw product commercials aimed at pre-school children.

The petitioners, speaking for themselves rather than Rand, say they appreciate that the commission’s effort, in laying down the “vague” guidelines, was to avoid “excessive” government interference in programming. But, they ask, what happens after the policy statement becomes fully effective, on Jan. 1, 1976, and petitions to deny renewal are filed that contend the applicant has not devoted a “reasonable” amount of time to children’s programming, or that a “reasonable” amount of that programming was not educational in nature?

So the question, they say, “is whether the First Amendment is served by examination of an incumbent’s programming without any objective standards which the licensee has the opportunity to meet or the public to know.” They feel that the answer is obvious—that in “bedrock or allocations areas” (and children’s programming is one of the areas they consider bedrock) “definitive guidelines serve the public interest.”

The suggestion that the commission foster a cooperative effort by the networks in providing educational or instructional programming is based on the assumption that providing such programming will result in a competitive “soft spot” in the schedules of the networks—and that competition might spur the networks to “maximize audience by stressing entertainment elements at the marked expense of the educational aspects.” The petitioners suggest that the commission issue a tough reminder to the networks that such programming is no longer an area for “business as usual.”

The petitioners’ call for the elimination of television commercials aimed at pre-schoolers is based on the ground that such children do not have the experience to distinguish advertising from informational programming or to “evaluate the distortion or ‘puffery’ in the television commercial.” Directing commercials at them, they say, “is per se inconsistent with the public interest.”

**No more violence—please?**

A Chicago group, Polite Society Inc., has asked the FCC to stop ABC-owned WLS-TV there from broadcasting “excessive mayhem and violence.”

The group objected to the “baneful material” broadcast in children’s prime viewing hours. PSI argued that violent programs serve as a behavior model, causing “unnecessary injury” to viewers who mimic the roles of TV actors. PSI did not single out any particular program, but based a sample week of WLS-TV fare, spotlighting different shows under such headings as “stabbing,” “strangling,” “beatings” and “car accidents.”

The group also maintained that WLS-TV programming violated “implicit prohibitions” against profane and obscene language.

PSI said it was filing a complaint after an informal complaint to the station and a request for a meeting with WLS-TV officials was rejected.

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**Exchange continued at Tokyo festival**

**American broadcasters and programs highlight sequel to ’73 event in N.Y.**

The second U.S.-Japan TV program festival, featuring 35 programs by 27 U.S. broadcasters, was completed Nov. 18 in Tokyo and pronounced a success by participants.

It was a follow-up to the first festival, held in New York and Washington in conjunction with the 1973 National Association of Broadcasters convention and featuring Japanese-made films (BROADCASTING, April 2, 1973). The festivals are part of a continuing U.S.-Japanese project to improve relations between the two countries. Other features include the development of “sister station” relationships between U.S. and Japanese broadcasters, and an exchange of “magazine” type programs.

Three of these magazine or documentary programs have been sent to Japan for broadcasting there: *History in Holidays*, by KTUU(TV) Oakland-San Francisco; *Women’s Role in America*, by WWJ-TV Detroit, and *Leisure Time in America* by KSL-TV Salt Lake City. Japanese broadcasters have produced three for showing in the U.S.: *Glimpses of Japan*, *Winter Life 1974* and *Americans in Japan*—and are producing a fourth, *Glimpses of Japan*.

The 35 programs shown in Tokyo during the second festival, which ran Nov. 11-18, were produced primarily by U.S. stations and station groups, though the CBS-TV network provided four entries and the Children’s Television Workshop one.

John Reynolds of KTLA(TV) Los Angeles headed the U.S. delegation to the festival after Roper D. Smith gave up the chairmanship upon leaving Cox Broadcasting and joining the Television Bureau of Advertising as president. Members of the delegation in addition to Chairman Reynolds were James Babb Jr., WTV(TV) Chicago, N.C.; Claude Slack, Public Broadcasting Service; Thomas Cookerly, WMAL-TV Washington; Sherman Headley, WCCO-TV Minneapolis; Wynn Nathan, Time-Life Films; John B. Poor, RKO General; Donald Quayle, Corporation for Public Broadcasting; Owen L. Saddler, KXMT(TV) Omaha; Reid L. Shaw, General Electric Broadcasting Co., and Douglas Smith, WFBC-TV Greenville, S.C.

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**More WQIV quivering**

Two governors-elect and 24 congressmen within the listening area of what used to be WNCN(FM) New York have banded to urge that the FCC hold full public hearings on that station’s format change from classical to rock music (BROADCASTING, Nov. 11). The petitioners, which include Governors-elect Ella T. Grasso (D-Conn.) and Hugh Carey (D-N.Y.) were rounded up by Representative Bella Abzug (D-N.Y.). In a joint letter to the FCC, the group pointed out that
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.
Frank keeps pushing on multiple showings

In a last-ditch effort to recruit support for his proposed addition to the FCC's prime-time access rule, Sandy Frank, head of his own production distribution firm, attracted some 30 representatives of program syndicators and producers, talent agents, advertising agencies and one major station group to a special meeting in New York last Tuesday.

Mr. Frank has been vigorously arguing for an FCC prohibition against multiple showings, or stripping, of the same program through the week in prime-time access periods. The FCC is in the final stages of revising its access rule (Broadcasting, Nov. 18).

Former FCC Commissioner Kenneth Cox, attorney for Mr. Frank, told the group that multiple showings stifled the development of diversified programming, one of the stated intents of the original prime-time access rule. An informal canvass of some distributors present indicated they have no qualms about their attendedance did not necessarily indicate support for the Frank proposal. Some distribute programs that are stripped in many markets.

Marvin Shapiro, president of Group W, who attended the meeting, said, "Since Group W includes both TV stations and a production company, I think we would want to have the option to have multiple showings. That doesn't mean we would necessarily exercise that option."

Mr. Cox also said Frank would be petitioning for a rulemaking on its multiple-showings proposal after the commission formally promulgates the latest prime-time rule.

Program Briefs

What makes Sammy talk. Syndicate Services Inc., New York, a handling syndication of Sammy and Company, 90-minute weekly talk-variety show starring Sammy Davis Jr., which already has been sold in 40 markets including NBC-owned stations in New York, Los Angeles and Washington. Production begins Jan. 15.

Henson's horizons expand. ABC-TV has signed Jim Henson, creator of Sesame Street's Muppets, to develop half-hour pilot for prime-time comedy series aimed at kids. As part of the contract, Mr. Henson will also do at least one Movie of the Week and one ABC Afternoon Special, and will "serve as a consultant for prime-time children's programs."

No smoking. CBS-TV will telecast six Women's Tennis Association events between Feb. 15 and April 5, 1975. Professionals, such as Billie Jean King, Chris Evert and Evonne Goolagong, are among 16 players who will participate. All telecasts will be on Saturdays, from 3:30 to 5 p.m., NYT. CBS sources say, however, that there'll be no on-air reference to its being The Virginia Slims Tournament because of federal law prohibiting any form of cigarette advertising.

Composite week. Dates in 1974 that will be used by FCC in compiling next year's annual programming report are: Sunday, May 5; Monday, March 11; Tuesday, Feb. 19; Wednesday, April 17; Thursday, Oct. 3; Friday, Sept. 20; Saturday, June 1. TV licensees must file data on those dates by Feb. 1, 1975.

Old shows never die. Richard Pack Productions, New York, has announced plans to produce half-hour TV version of popular network radio quiz series of late 1930's and early 1940's, Information Please, and sell it to TV stations. Mr. Pack has acquired rights to Information Please from Mrs. Ann Golenpaul, widow of Dan Golenpaul, who created and produced series, which posed questions in arts, literature and current events.

Up from dark. Richard Webb, creator of Capt. Midnight character in television, has acquired rights to character from Ovaline Co. and has formed Richard Webb Productions. "Tooned" on network in that personality, Capt. Midnight ran as syndicated radio series from 1938 to 1939, and then was a TV series on CBS from 1954 to 1958 followed by syndication under name of Jet Jackson, Flying Commando.

Another Ford's travels. NBC-TV will present 60 minutes' worth of highlights of Tennessee Ernie Ford and his troupe's performances in Russia. Telecast, on Wednesday, Jan. 8 (10-11 p.m., NYT), will be titled "Tennessee Ernie's Nashville-Moscow Express." Tour was jointly sponsored by State Department, State of Tennessee and Opryland, U.S.A. American Express Co. (Ogilvy & Mather) will be sole sponsor of special.

Hartley himself. Ed Hartley, former talk host and air personality at Washington-area stations, has formed Profound Productions to syndicate weekly half-hour radio program from Washington. Titled The Ed Hartley Show, it is to be introduced in January. Rates will be flat-
or-

20 years later. Ron Greenberg Productions, New York, in association with Universal Television, will produce pilot for ABC-TV for daytime half-hour series, The All New 20 Questions, modernized version of quiz program that ended on former DuMont Television Network in 1954 and earlier on radio. Cash prizes up to $10,000 will be awarded to contestants who appear on series with celebrity panelists.

Hot special. Western International Syndication, Los Angeles, has acquired rights to syndicate one-hour TV special about world theatre premiere of 20th Century-Fox's Broadway's Show Business. The special will be a two-hour feature film, scheduled to be held Dec. 16 in Westwood Village, Calif.

Here's Burt. Western International Syndication, Los Angeles, announces that hour TV special starring Burt Reynolds has been sold out in prime time in more than 60 markets. Program, Take Me Home Again, began in some markets Nov. 18. Show was produced by Merv Griffin Productions.

Law split three ways. Three 60-minute segments of Universal's proposed series, The Law (which harvested critical acclaim when it ran as two-and-half-hour made-for-TV movie last month), will be teledelayed for three consecutive weeks next April in Petrocelli's time period (Wednes-

day, 10-11 p.m., NYT).

Aloha special. Golden West Television Productions is taping Polynesia: For the Record, an hour-long, single-varity special for regional network showing in the spring of 1975. Sponsor is Shurfine Central Corp., North Lake, Ill., food chain cooperative in more than 100 markets. Gary Blair is executive producer; featured are Vic Damone, Nancy Wilson, Ferrante and Teicher twin piano team.
Media

More support for move to improve regulatory agencies

Severs, Kauper recite failings of present system at Senate hearing

Witnesses continued to endorse President Ford's proposal for a national commission on regulatory reform (Broadcasting, Nov. 25) in continued hearings before the Senate Government Operations Committee last week.

Among the final witnesses was Gary Severts, member of the President's Council of Economic Advisers. In his prepared statement, Mr. Severts said: "I think the point is clear that regulation is costly, and, as a general rule, its costs to society far exceed the benefits it may bestow on the industry it regulates." He said regulation serves principally the producer, rather than the consumer. Indeed, instead of constraining the economic power of the producer for the benefit of the consumer, he said, "regulation is essential to the industry's prosperity."

Mr. Severts said he thinks regulation should be "wholly eliminated wherever possible." "However, in all candor, I am not all that optimistic," he added. The reason, he said, is that regulation is strongly supported by "a highly organized constituency that has been most effective in blocking reform initiatives."

Whereas the consuming public is "much less organized and . . . less efficient in expressing [its] views."

Although details may vary, the handful of bills introduced to date (S. 4145 and others) have one main ingredient in common—the creation of a commission to study and recommend amendments to Congress and the President for improving the federal regulatory agencies (of which the FCC and the Federal Trade Commission are two) and in some cases the state and local regulatory agencies as well.

President Ford's purpose in suggesting the commission was to determine whether the regulatory agencies created to regulate industry in the public interest are actually adopting regulations which contribute to monopoly and inflation.

Another witness, Thomas Kauper, assistant attorney general in the Justice Department's Antitrust Division, told the Senate committee that the principal deficiencies in the regulatory agencies stem from existing regulations favoring established industries rather than from weak agency structures. On that point, he added, "Alteration in agency structure might ameliorate this situation but only to a limited degree. It is more important to simplify or reinterpret the statutory tests, or eliminate regulation altogether."

This was the second time in two weeks Ford found himself before a Senate regulatory committee. His first testimony was before the Senate Commerce Committee the week before.

A common theme running through much of the testimony on the proposal was that, where the public interest permits, many regulatory constraints should be lifted. In hope that the resulting competition will promote greater efficiency in the industries currently regulated.

Although testimony focused on the bill for a national commission, it was also aimed at three other measures before the Senate Government Operations Committee. Ordinarily, the bill is designed to "restore the independence of certain regulatory agencies," including the FCC, and would among other things make the President's appointment of the FCC chairman subject to Senate confirmation. Another, S. 770, would establish an independent Intergovernmental Office of Consumer's Counsel to represent consumers before regulatory agencies such as the FCC. The last, S. 3604, would abolish regulatory agencies such as the Interstate Commerce Commission but would not affect the FCC.

Meanwhile, another bill (S. 4167), the fourth to establish a national commission on regulatory reform was introduced recently in the Senate by Senators Charles Percy (R-Ill.) and Sam Ervin (D-N.C.). This commission would have 12 members, as would two of the other commissions. Unlike the other others, this one would have only nine months to report its findings and suggestions for reform federal regulatory agencies. Then three months later, it would have to report again, this time on state and local agencies.

FCC fees still add up wrong to cable and in box as mass lets

New schedule is not as Supreme Court says it should be, comments at agency agree

Comments filed by last week with the FCC on its proposed new fee schedule all said one thing in common—the fees would not live up to the "value to the recipient" standard enunciated in the Supreme Court decision striking down the fee schedule established in 1970.

The National Association of Broadcasters argued that the commission intended this standard as an authority to determine fees on the value of the services received without regard to the actual costs incurred by the commission to perform those services. Accordingly, NAB contended that the proposed assignment and transfer grant fees, which are based upon a percentage of the station's gross revenues for a three-year period, do not reflect the costs to the FCC. What in fact is being charged, said NAB, is a "tax" rather than a fee, which is in clear conflict with the Supreme Court ruling. That ruling declared illegal a fee schedule designed to recover 100% of the agency's costs.

NAB also argued that the proposed annual fees, which are based on the sta-
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Evidence of how significant this new development is can be found in the broadcast industry, which has already begun to change its traditional methods of mastering and editing (for electronic news-gathering) to include the VO-2850.

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tion’s advertising rate card (for radio, 16.8 times the station’s highest single one-minute spot and no less than $36; for TV, 8.4 times the highest 30-second spot and not less than $100), are also not predicated on any direct costs incurred by the commission.

The NAB argued further that assuming annual fees are permissible at all under the court’s decision (a point not readily accepted by broadcasters and cable operators), then the proposed fee schedule is “excessive.” The proposed fee schedule would result in a 30% reduction of most fees broadcasters pay (Broadcasting, Aug. 5). FCC estimates suggest that of $9,003,540 in costs for broadcast activity for the 1975 fiscal year, the proposed fee would recoup $7,098,969. In view of these amounts, NAB suggested, the proposed annual fees contended the recovery of costs associated with numerous protective services rendered by the commission on behalf of the public.

NAB argued, for example, that enforcement of the fairness doctrine, political broadcasting rules, restrictions on multiple ownerships, prime-time access, restrictions on the like are clearly aimed at public benefit and their expense should not be defrayed by broadcasters.

Accordingly, NAB recommended that the commission drop the proposed annual fees and adopt license renewal fees, which NAB said, would reflect no more than the costs attributable to application processing. License renewal fees could be based on a “flat” fee or graduated fee based on the various classes of broadcast service similar to the fees for construction permit applications, said NAB.

Echoing the same view, the Washington law firm of Haley, Bader & Potts, which represents various broadcast clients, said a fee associated with license renewal would be more appropriate than annual fees. The law firm urged that such a fee be computed without a station’s profitability in mind but be dependent only on market location, power authorization and other service-type factors.

Such a fee, the law firm said, would distinguish FCC expenses associated with broadcast applications from other expenses stemming from administrative support functions and public benefit. The present proposal, the law firm contended, represents only a “carrot” reduction with no basic change in philosophy of how to recoup the FCC’s budget. Otherwise, the firm concluded, the new proposal is “not unlike putting a new coat of paint on a condemned house.”

ABC followed up the NAB’s position and agreed with the concept that the sum now proposed to be recouped by the FCC should be diminished by subtracting hearing costs and those costs associated with the administrative functions of the executive director’s office. ABC’s figuring would reduce the application costs set to be recouped by the commission from $7,098,969 to $2,656,311. ABC’s estimate is based on the 1975 fis-cal figures established by the FCC for hearing costs and support activities related to the executive director’s office.

The network also proposed that the commission inaugurate a separate phase of the current proceeding to take up the question of fee refunds.

Going slightly further, 15 broadcasters who filed jointly (including Forward Communications Corp., General Electric Broadcasting Co., Group One Broadcasting Co.) suggested that refunds should equal all those fees paid under the disputed 1970 schedule, less the fees provided for under the 1963 fee schedule. They argued that the 1963 schedule, which was predicated on a rule (such fees, was appropriate since it only assessed broadcasters for “direct, application-processing costs.”

Other individual licensees restated the basic arguments set down by the NAB and ABC. Nationwide Communications Inc., Sonderling Broadcasting Corp., and Kikk Inc. claimed that the FCC proposal to assess grant fees in cases where ownership changes are made as gifts or dictates of a deceased person’s will, should not be allowed. Such fees, they argued, might unduly interfere with estates and trust management designed for charitable and educational purposes.

But while broadcasters argued that the proposed fees bore no resemblance to the FCC’s costs for providing those services, the National Cable Television Association submitted that virtually no commission service is designed to benefit the cable operator. According to NCTA, most FCC application-processing costs concern areas where the benefit is aimed at either the public or the broadcast industry. The exception to that rule, NCTA said, was the “handful” of processing services, such as CARS (cable antenna relay service) applications and certificates of compliance, which are paid on a direct basis through standard filing fees.

The annual fee, NCTA argued, represents the retention of the old fee schedule at merely a lower level, and will not solve the constitutional defects pointed out by the court.

The proposed CATV annual fee, which is based on 13½ a subscriber (previously 30½), according to NCTA, makes no attempt to distinguish whether individual operators availed themselves of any “specific service” from the commission during the year tabulated in the charge. And that, NCTA added, is in clear defiance of the court decision as well as the criteria of the 1932 Independent Office Appropriations Act, which states that fees may be collected only when a recipient is clearly identified, a measurable unit of service is involved, special benefit can be shown and direct and indirect cost to the government are involved.

NCTA’s position was supported by Lamb Communications Inc., Liberty Communications Inc., Summit Communications Inc. and 77 other cable operators filing jointly.

No crossownership problem
The FCC has approved transfer of control of Warren Broadcasting Corp. (WCTCAM, Warren, Ohio) from John A. Baglier to Niles Suburban Newspapers Inc. (BROADCASTING, July 8), despite the question of crossownership. Niles publishes several

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papers distributed in the Warren area, but the FCC found it represented only a fraction of the total newspaper circulation in Warren. The commission added that the various broadcast stations serving the Warren-Youngstown area allowed for substantial diversity of media. The FCC said the transfer grant was subject to the outcome of the rulemaking proceeding on newspaper-broadcast crossownership (Broadcasting, Oct. 28).

Now Avco sells its San Antonio V

20th Century-Fox to pay close to $10 million for WOAI-TV; this follows sale of WOAI(AM) and WWD初恋FM-FM-Fort Washington

Avco Broadcasting has announced the sale of its WOAI-TV San Antonio, Tex., to 20th Century-Fox Film Corp. for nearly $10 million. Earlier this year, Avco sold WOAI(AM) to Clear Channel Communications Inc. of San Antonio for $1.5 million (Broadcasting, May 6).

Avco originally acquired both the radio and TV station in 1965 from Southland Industries for $12 million.

Avco’s WWD初恋FM-FM Washington have also been sold to Capitol Broadcasting Co. for $3.6 million (Broadcasting, Oct. 14). Avco acquired those stations from the Ben Strouse family, also in 1965, through a stock transaction involving preferred stock valued in excess of $3.5 million plus $112,275 in Avco common.

Both the Washington station sales and the two in San Antonio are pending FCC approval. The WOAI(AM) sale has been bogged down by a citizen group challenge filed by the Bilingual Bicultural Coalition on the Mass Media alleging that the buyer failed to negotiate in good faith with the coalition and raising questions over ascertainment, programing and employment proposals (Broadcasting, Oct. 28).

John T. Murphy, president of Avco Broadcasting, said no further sale negotiations are presently taking place. But he would not rule out that possibility, depending on future economic conditions. The announced sales, he said, were undertaken to alleviate economic problems of the parent company, Avco Corp., which manufactures electronic equipment and heavy machinery, is engaged in electronic and chemical research, and insurance and financial services. Avco Corp. also owns Avco Embassy Pictures and Carte Blanche and through Avco Film Productions is involved in film distribution and production. Avco Radio Television Sales Inc., a broadcast rep firm, was sold to Peter Lasker and other employees several months ago (Broadcasting, May 20).

Avco’s remaining broadcast properties: \( \text{WOAI}(-\text{FM}) \) Cincinnati, \( \text{WLWC}(-\text{TV}) \) Columbus and \( \text{WLWD}(-\text{TV}) \) Dayton, all Ohio; \( \text{WLW}(-\text{TV}) \) Indianapolis; \( \text{KYA}(-\text{AM-FM}) \) San Francisco, and \( \text{WRTH}(-\text{AM}) \) Wood River, Ill.

20th Century-Fox is publicly traded on the New York Stock Exchange, and is involved in film production and distribution, as well as real estate, music publishing and recording. Through a subsidiary it owns KMSF-TV Minneapolis.

WOAI-TV is an NBC affiliate use channel 4 with 11.2 kw aur and antenna 1,476 feet above average terrain. Broker was Edwin Tornberg & Co.

Changing Hands

Announced

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

- **WOAI-TV** San Antonio, Tex.; Sold by Avco Broadcasting Corp. to 20th Century-Fox Film Corp. for price reportedly near $10 million (see story this page).
- **WLSH(AM)** Lansford and WPAM(AM) Pottsville, both Pennsylvania: Control of Miners Broadcast Services Inc. sold by executors of Kenneth F. Maguire estate (63.2% before, none after) to John W. Angst (63.8% before, 100% after) for $629,047.

- **WSDM(AM)** Chicago, Ill.: Buyer is 100% interest in and general manager of stations. WPAM is daytimer on 1410 khz with 5 kw; WPAM is on 1450 khz with 1 kw day and 250 w night.
- **KSDN(AM)** Aberdeen, S.D.: Sold by Aberdeen News Co. (80% owned by Ridder Publications Inc.) to Green Bay Broadcasting Co. for $375,000. Aberdeen News publishes Aberdeen American News. Henry J. Schmitt, president, holds remaining 20% interest. Sale is part of Ridder’s divestiture of all broadcast interests to clear way for merger with Knight Newspapers Inc. (Broadcasting, Oct 28).

Avco has sold WSDM-TV Superior, Wis., to RJR Communications Inc. for $1.5 million (Broadcasting, Sept. 23) and WDSM(AM) to WDSP Inc. for $350,000 (Broadcasting, Nov. 25)—the latter pending FCC approval. Other broadcast interests, which include KS55(AM) Colorado Springs, and 26% of WCCO-FM TV Minneapolis, have been transferred to corporations controlled by Robert B. Ridder in voting trust until the properties are sold. Principal in buyer of KSDN is Ben A. Laird (100%), who owns WDUZ-AM-FM Green Bay, Wis. KSDN is on 930 khz full time with 1 kw.

- **Wixo(FM)** New Orleans: Sold by Advance Communications Inc. to Peterson Broadcasting Corp. for $335,000. Principals in seller are Lawrence J. Gutter (44%) and Alvin Golin (40%) who have advertising and public relations interests in Chicago. Messrs. Gutter and Golin acquired the station in 1972, and have requested FCC waiver of the three-year rule forbidding transfer of ownership within three years of acquisition. They say they can no longer sustain station’s operating losses. Principal in buyer is Jon C. Peterson whose recent purchase of WYLD(AM) New Orleans from Rounsa-ville of New Orleans Inc. for $970,000 (Broadcasting, Oct. 21) is pending FCC approval. Mr. Peterson also has interests

#2 MARKET IN ILLINOIS

1000 WATT DAYTIMER

Studios and towers are together on 6 acres in a brand new building.

All new equipment.

For details contact: Howard J. Stassen
Chicago Office
in outdoor advertising, electric sign manufacturing and a camp ground in Orlando, Fla., area. Wixo is on 98.5 mhz with 54 kw and antenna 290 feet above average terrain.

• **WQQT(AM)** Savannah, Ga.: Sold by Norrell Broadcasting Group Inc. (100% before Stockholders) to Robert A. Powers (51%), Leonard A. Morton (39%) and John W. Collins (10%) for $300,000. Seller is licensee of wgrf(AM) Griffin, Ga., and subsidiary of Norrell Southeastern Corp., Atlanta personnel placement service, Guy W. Millner (77%) and Robert J. Gribble (15%) are principals in Norrell Southeastern. Mr. Powers, principal in buyer, is general manager and vice president of Norrell Broadcasting Group. Messrs. Morton and Collins have businesses in Chattanooga and Atlanta, respectively. WQQT is on 1450 kHz with 1 kw day and 250 w night.

• **WRNB(AM)** New Bern, N.C.: Sold by William and Audrey Jeffery and George B. Nelson to Ted J. Gray Jr. for $273,000 plus adjustments. Mr. Jeffery owns wcbs(AM) Roanoke Rapids, N.C. Mr. Nelson is general manager of WRNB, Mr. Gray owns wde-AM-FM Altavista and wttx(AM) Appomattox, both Virginia, and wcow(AM) Cheraw, S.C. WRNB operates on 1490 kHz with 1 kw day and 250 w night.

• **WTIF(AM)** Tifton, Ga.: Sold by Carl N. Todd (55%) and B.F. Timm (45%) to Radio Tifton Inc. for $200,000. Mr. Timm owns wamn(AM)-wqle(AM) Tallahassee and wozn(AM) Jacksonville, both Florida; and has interest in wedm(AM) Douglas and wrmn-AM-FM Warner Robins, both Georgia. Principals in buyer are William Brown, Clifton G. Moor and Albert M. Cohen (33.3% each). Messrs. Brown and Moor are partners in engineering consultant firm. Mr Brown also has interest in wwmz(AM)-wotc(AM)-wtrn(AM) Brunswick, Ga. Mr. Cohen is general manager of wacx(AM) Austell, Ga. WTIF is on 1340 kHz with 1 kw day and 250 w night.

Approved

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

• **KWT-AM-FM** Springfield, Mo.: Sold by Ozarks Broadcasting Co. to Salina Broadcasting Inc. for $1.25 million. Principals in seller are Mildred L. Cox and Lester L. Cox, co-executors of estate of Lester E. Cox (49.9%). Mrs. Cox owns 12.5% and Mr. Cox owns 37.5% of koam-AM-TV Pittsburg, Kan. Mr. Cox has 25% interest in kttv(AM) Springfield. Mr. Stuart is chairman of board and majority stockholder in Stuart Stations, kfor(AM)-khks(AM) Lincoln and krki(AM) Grand Island, both Nebraska; ksal(AM) Salina, Kan.; kmns-(AM)-ksbz(AM) Sioux City and kkel-(AM) both Iowa; and wktb(AM) Springfield, Ill. KWT-AM is on 560 kHz full time with 5 kw. FM is on 98.7 mhz with 100 kw and antenna 290 feet above average terrain.

• **WTMA(AM)-WPXI(AM)** Charleston, S.C.: Sold by Turner Communications Corp. to newly formed Charleston Communications Corp., of which Jack M. Rice and Charles E. Smith are principals, in stock transaction valued at $302,790. Turner, which is publicly traded over the counter, redeemed 145,975 of its shares held by its president in which the families exchange for Charleston stations. Principal in seller is R.E. Turner III, who has majority interest in wret-TV Charlotte, N.C.; wtcg(TV) Atlanta, and wgw(AM) -wynq(AM-FM) Chattanooga. Messrs. Rice, Smith and Turner have interest in the transactions for all of Turner's stations.

• **WTTX(AM)** Chattanooga, Tenn.: Sold by Messrs. Rice, Smith and Turner for 25% interest in the AM station to Southern Broadcasting Co., owned by Mr. Rice also has interest in coal company, antique store and real estate. WTTX is on 1230 kHz with 5 kw day, 1 kw night. WPXI is on 95.1 mhz with 10 kw and antenna 385 feet above average terrain.

• Other station sales approved last week included: kgal(AM) Lebanon, Ore.; wtc(AM) Boulder, Colo., and wctv(AM) Sioux City, Iowa. See page 49 for details.

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### Hope is dimming for all-channel bill

**NATFMS sends out SOS as HR 2866 sinks under Rules' workload, lack of heavy committee support**

The National Association of FM Broadcasters is sending out distress signals on the AM-FM bill (HR 2866). And with reason. The House recessed last Tuesday (May 31) without giving and the bill was still in the Rules Committee. It is not likely to emerge after the recess, according to several Hill sources, because, as one said, Rules is "slamming the door on everything that is nonessential" in the remaining few weeks of the 93d Congress. Even if the bill had come up for a vote, it was given only a 50-50 chance of passage.

NATFMB Executive Director Abe Voron last week sent letters to the membership saying the fate of the bill was "very much in doubt," Voron wrote. "The automobile companies have been able to convince many members of the Senate Rules Committee to vote against sending HR 2866 to the floor of the House. If they succeed, the all-channel bill will die." He asked stations to send telegrams to Rules members urging them, as he did, to "not become part of the consumer rip-off which the automobile monopoly is trying to perpetuate."

### Media Briefs

On board. CBS-TV announces new affiliate: wkbv-TV Alpena, Mich., licensed to Thunder Bay Broadcasting Corp. on channel 11. Interconnection with CBS will take place in early summer 1975.

Early bird. FCC has amended its rules to incorporate provisions of Sept. 4 agreement between Bahamas and U.S., allowing presunrise operation by some U.S. class II stations with restricted operation on Bahamian I-A clear channel 1540 kHz. Forty-one U.S. daytime stations are assigned to 1540 kHz, but agreement will only apply to 26, since others are too close to kkel(AM) Waterloo, Iowa. which operates on class I-B clear channel assigned on 1540, which must be afforded nighttime skywave protection.

Due process. Wadeco Inc. has gone to Washington appeals court over FCC's Sept. 16 decision reaffirming grants of renewal to several Texas stations. Wadeco is challenging A. H. Belo Corp. for wfaa-TV Dallas partially on character qualification grounds, but commission, in granting other contested renewals, had disposed of issues related to Belo's character qualifications.

### New job for Johnson

Former FCC Commissioner Nicholas Johnson, who failed last spring in a bid to win a Democratic congressional nomination in Iowa, will return to Washington in January to assume new duties as publisher of a biweekly magazine on the media that will be aimed at "media reformers." The new publication will be titled Access, and it will be under the wing of the National Citizens Committee for Broadcasting, of which Mr. Johnson is chairman and chief executive officer. Chuck Shepard, who served as NCC's executive secretary during 1974, is editor of Access. He describes it as "a professional journalistic project specializing in news of importance to media reformers," one that will cover not only commercial broadcasting but cable television, the alternative video movement, listener-supported stations, media education, program-production reform and journalism. Access will appear 24 times each year, with issues in August and December being omitted. It will contain no advertising and will sell for $20 a year.

### Where the women are

A national professional registry of American Women in Radio and Television membership has been established as a recruiting source for use by station man-
All we did was help him get a drink of water in his own Herndon, California home.

Paul Henderson worked hard. He saved his money and he and his wife bought their dream house.
Then they watched that dream house turn into a nightmare.

The water company that services Paul's house is privately owned. And the owner of that company decided that Paul was an "undesirable person." So he simply refused to turn on the Henderson's water.

Paul took the water company to court. And we took Paul's case to the people on KFSN-TV Action News. We aired four film stories during our early and late segments, and four on our noontime "Answers and Action" program.

Finally, the owner of the water company turned on the Henderson's water.

But not before Paul, his wife and two kids had to move in with relatives.
And not before almost every blade of grass, almost every bush, almost every tree on Paul's property died from lack of water.

In the scheme of community involvement, trying to help the Henderson family get their water running again may have been no big deal—except to the Henderson family.

But the "thank you" letter we got from Paul Henderson when it was all over proved that sometimes community involvement works very well, even when the community is a community of one.

KFSN-TV Fresno.
One of the stations of Capital Cities Communications
We talk to people.

While this is a true account, names and places have been changed to avoid influencing pending litigation.
The tough world out there in radio careers

Survey of station managers concludes that colleges do not prepare students for the real world of broadcasting

“We in the radio industry are guilty of being bad teachers... education has a long way to go to develop an individual who is ready to step out and succeed in the broadcasting industry... the ethics of the industry stink. We cut rates, give deals, trade and slit our own throats.”

The above statement, offered by a Wisconsin radio station manager, is one of 869 solicited in a study of the industry’s hiring of college students, women and minorities. It describes a wide gap found between the business and the academic worlds.

Young people, the study finds, are often ill prepared for a career in radio upon their graduation from college. They are inadequately prepared to realize their dreams.

The Jacobs study attempts to dash the belief that a radio career is lucrative from its inception. On the contrary, Mr. Jacobs concludes that 87.3% of the station managers felt starting pay starting newsmen is less than $150 per week, about 37% pay $110 or less. For announcers, about 84% of stations pay $150 or less per week; 40% pay $110 or less.

Most respondents (74.2%) agreed that there is really no substitute for experience. Most, however, added that college training is a help. Some 60.7% felt that for newsmen, a college degree in journalism is a vital asset; only 10.7% disagreed. In contrast, the managers were divided over the importance of a degree in broadcasting; per se, for emerging newsmen: 41.2% felt a general broadcast degree important and 37% disagreed.

For announcers, a good voice is a necessary consideration but most managers rejected the proposition that it negates the necessity of a good education. Only 23.7% felt an announcer without advanced schooling of some type could get by at their stations.

Other forms of prior experience for announcers given high marks by the managers included a stint at a campus radio station or at a public radio outlet. Some 69.4% of the managers felt a campus radio background important.

Most managers expressed an entirely different view regarding their criteria for a position in sales. Most (62.5%) felt no prior broadcast experience of any kind was necessary for a salesman. Nearly half (46%) did not feel a broadcast degree an important prerequisite; only 21.5% felt otherwise. Most managers, however, felt that a formal training in general salesmanship and business is a substantial consideration.

Women, the Jacobs study reveals, face a peculiar plight in seeking a radio career. Most managers (57.1%) expressed a neutral attitude toward women in the industry. However, 28.2% of the total were unfavorable, only 14.6% expressed clear support and a mere 3.2% indicated their support was strong.

Some 58.6% of the managers disagreed with a statement that most people like the “sound” of a woman on the air. Nearly 8.5% agreed. But ironically, a note, “few (if any) of the academicians involved can be sure that any of these programs are meeting the needs of the commercial radio industry.”

The managers’ poll suggests Mr. Jacobs is right. More than half (50.3%) of the respondents expressed an unfavorable attitude toward college students, another 33.1% professed to be neutral. Only 16.5% responded positively.

More significant, however, is the fact that 62.9% of the subjects agreed that communications students don’t really understand commercial broadcasting; 23.6% were neutral on the question and only 12.6% disagreed. And while less than half of the managers (45.5%) felt that colleges were not adequately preparing students for a radio career, another 36.4% were ambivalent and only 17.3% disagreed.

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**Broadcast Advertising**

**Tooting its horn on TV**

Agency buys WOR-TV time to display work for its clients and winds up with new list of prospective accounts

Case & McGrath Inc., New York, takes to heart the old saying, "It pays to advertise but advertise where it pays." It plunked down $4,000 to showcase TV commercials for some of its clients on WOR-TV New York on Nov. 19.

One week later Patrick J. McGrath, president and partner of the agency, said he was "very pleased with the results." One small company has engaged the agency on a per basis, he reported, and five other advertisers have expressed interest in holding further discussions on possible assignments. Mr. McGrath said that in the first few days after the telecast, numerous advertising professionals phoned to compliment the agency on its commercials and its enterprise.

For its $4,000 of time the agency received eight commercial positions within WOR's showing of the movie, "Murder, My Sweet" and exposure for its work on TV spots for such clients as Kentile Mennen, Nestle, Gravymaster Co. and Krown Foods. To alert advertisers to its presentation, the agency took out a full-page ad in the New York Times on the day of the telecast at a cost of $10,000.

"A lot of people are surprised that we spent only $4,000 to sponsor a half-hour of a movie," he remarked. "But we weren't interested in reaching a lot of people. We wanted to reach only the advertising community. The ad in the Times told readers what we were going to do. I'd like to do this every six months. We can't always get into the offices of possible clients. Through TV we can reach them in their homes."

**Push is on to regulate gas-mileage claims**

Advocates want verification in auto labels and advertising

Calls from consumer groups for government regulation of fuel-economy claims in automobile advertising highlighted the opening of Federal Trade Commission hearings on such a proposed rule-making in Washington last week.

Representative Stewart B. McKinney (R-Conn.), opening witness at the Nov. 25-26 hearings, urged the commission to require the labeling of mileage statistics on all new cars, based on Environmental Protection Agency test results. His views were underscored by Elizabeth Langer, Consumer Federation of America, and Roger F. Telschow, Northern California Public Interest Research Group, who extended the proposals to include a call for use of EPA data in "any printed or electronic media advertising for automobiles" to the exclusion of any mileage figures arrived at by individual automobile manufacturers.

Representatives of the manufacturers had not been heard from when the hearings adjourned last Wednesday, but a written statement from Ford Motor Co.'s vice president for marketing, M. S. McLaughlin, advocated use of the EPA tests in all fuel economy advertising, though cautioning against requiring manufacturers to advertise fuel economy statistics on the cars themselves.

Four additional days of hearings begin today (Dec. 2), with Dr. Raymond E. Goodson, U.S. Department of Transportation, Robert Knoll of the Consumers Union Auto Test Division, and Charles J. Brady, General Motors engineering staff, scheduled to testify.

**IBFM steps up effort on sole liability**

Stations asked to approve plan whereby agencies, except those in money trouble, are responsible

A new move to obtain industry consensus on the question of liability for payment of media has been made by the Institute of Broadcasting Financial Management. IBFM, in a mailing to stations, asked broadcasters to adopt a plan making the agency "solely liable" for payment unless the agency becomes insolvent. If the agency goes under, the advertiser would become liable for billings.
The 10:10 knockout on the 11 o’clock news:
Channel 7.

...we expect to have a filmed report for you later on.

Today, more people are seeing more news because of a portable color video tape system from Akai. The VTS-150. It can make the difference between news you can only talk about and news you can show. Here’s some news it’s been making:

Ray Karpowicz, General Manager KSD-TV

“One afternoon the Fairmont Racetrack in Illinois burned to the ground and KSD sent a crew out in a helicopter. Over the site, we moved as slowly as possible and held the Akai VTS-150 to our chest to reduce vibration. The system worked to perfection and we had the story on at 6 o’clock.”

Tony de Haro, News Director KRIS-TV

“At 4:30 P.M., a news conference was called by a local evangelist we were doing a series of investigative reports on. He stalled until 5:30 and didn’t finish until 6:00, but we had the story on the air at 6:17. It was only a matter of driving back to the station with the Akai VTS-150.”

Steve Currie, Director of Broadcasting WCBD-TV

“When Gen. Alexander Haig visited “The Citadel” in South Carolina, his press conference began at 4:30 P.M. We took an Akai VTS-150 with us and returned in plenty of time for the story to be televised during our 6:00 P.M. News.”
The 10:10 knockout on the 11 o'clock news: Channel 4.

Ray Miller, News Director
KPRC-TV

The prison break attempt in Huntsville occurred in late afternoon nearly 100 miles from Houston. We flew the Akai to Huntsville, got some pictures, talked to a prison official, and got back to Houston in time for our 6:00 P.M. News.

The VTS-150. It weighs only 22 pounds. It costs only $6995. Its ¼" tape can be dubbed up to quad. Or with a time base corrector go directly on air. It has automatic editing control. And a sound dubbing capability. It can go anywhere. Shoot anything. Edit anything. In a matter of minutes. We think it's revolutionizing broadcast journalism. Just watch.

AKAI
People watch the news to see the news.

2139 EAST DEL AMO BLVD., COMPTON, CALIF. 90220
BAR reports television-network sales as of Nov. 17

ABC $583,073,400 (30.3%), CBS $693,343,300 (36.1%), NBC 646,774,600 (33.6%)

<table>
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<th>Day parts</th>
<th>Total minutes week ended Nov. 10</th>
<th>Total dollars week ended Nov. 10</th>
<th>1974 total minutes</th>
<th>1974 total dollars</th>
<th>1973 total dollars</th>
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<tr>
<td>Monday-Friday</td>
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<td>$639,600</td>
<td>3,274</td>
<td>$21,689,100</td>
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<td>10 a.m.-6 p.m.</td>
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<td>Saturday-Sunday</td>
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<td>2,697,100</td>
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<td>Monday-Sunday</td>
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<td>93,006</td>
<td>$1,923,191,300</td>
<td>$1,751,222,200</td>
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Source: Broadcast Advertisers Reports

RAB's cure for car dealers

The Radio Advertising Bureau has created a two-part campaign to encourage automobile dealers to advertise on radio. RAB members will be receiving soon a package containing copy for a commercial encouraging the purchase of a car at this time (copy runs 30 seconds and remaining 30 seconds will be used by dealers for specific tie-in messages) and a set of promotional ideas to generate showroom traffic. These will range from using the voices of car salesmen in radio commercials to radio-advertised events designed to lure prospective car buyers to showrooms.

Post-Newsweek seeks solution to problem of political spots

Israel announces workshop that will explore alternatives

Larry H. Israel, president of the Washington Post Co. last week declared that the growth of "spokesmanship" in political advertising and announced the formation of a conference of broadcasters and legislators to "devise better methods and to offer improved strategies for the coverage of elections in 1976."

Mr. Israel, the Pulse “Man of the Year” made his remarks in accepting the award at an Advertising Club of Washington luncheon Nov. 26. He called the spot announcement "an acceptable device for merchandising commercial products and services," but one which is "proving to be poisonous to the political process when used to market candidates." The time limitation of a political spot, he said, "at best leads to oversimplification, and at worst to distortion and demagoguery." Beyond these dangers, Mr. Israel pointed to the high costs of political advertising and the need for "simplification and thus to the need in the first instance for large war-chests of money." The conference on these issues is to be initiated by the Post-Newsweek Stations, and is tentatively scheduled for the first quarter of 1975, in Washington. It is presently envisioned as being relatively small in size, and of a shirt-sleeve rather than of a formal nature. Based on his remarks last week, Mr. Israel’s initial item for discussion will likely be longer broadcast periods for candidates to be seen and heard, and improved for-

Found The “Right” Format Yet?

Inspiration Radio may be the answer in your market. Dirigo Media provides a complete program-format consulting service including sales and promotion.

Call or Write Fred Miller for Details

Dirigo Media 207 - 773-9022

638 CONGRESS ST., PORTLAND, MAINE 04101
mats to help the public assess candidates."

Remarking on the division of his loyalties between print and electronic media, Mr. Israel addressed much of his speech to broadcasters. He took aim at the upholding of the fairness doctrine by the FCC and the Supreme Court, calling it an example of "a double standard which impairs true liberty in this country." He warned that failure to contest the doctrine in broadcasting may lead to its extension to the printed page as well. He also took issue with "overuse" of computer tabulations in election reporting, and with overuse of network television by various Presidents.

Mr. Israel called for a general assertion of the rights of broadcasters, claiming that the time for such an assertion is at hand. "The Watergate affair has sensitized Americans to the need to set politics right," he said, "and we must capitalize on that mood before it slips away."

### The real vs. the fake

**Supreme Court won't hear case of fur industry against TV ads for Timme imitations**

Two television commercials that promoted the manufacture of fake fur so disturbed the American real-fur industry that a number of its members went to court in 1973 in an effort to block them. The effort failed, but the industry members did not give up until they had gone all the way to the Supreme Court, where they ultimately lost.

The commercials for E. F. Timme and Son Inc. played on the ecology theme, making the point that women wearing garments manufactured from the company's fake fur need not worry about lions or tigers being killed for their sake. One of the spots, which ran 30 seconds, won a number of awards, including *Esquire* Magazine's award for social responsibility in advertising.

A 60-second spot and the 30-second commercial ran on stations in New York and Los Angeles in September and October 1972. In addition, the 30-second spot ran on stations in those markets in June and September 1973.

The real-fur industry representatives—trade associations, unions and garment manufacturers—filed suit in U.S. District Court in New York, seeking an injunc-

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**You probably sign a lot of contracts...time orders, supplier contracts, sustaining program contracts, labor contracts. But, when you sign your lease contract for The American Legacy radio program you start in motion several important happenings—**

1) You provide for your station a sustaining, saleable program that's hard for a sponsor to ignore...after all, the event it's built around won't come up for another 100 years.

2) You provide an important public service, image building vehicle for your station...that still allows you to make a profit.

3) You receive a bright, custom jingle with your station's call letters.

4) You receive a series of programs that make 2 of our nation's most important years come alive—731 vignettes, one for every day—January 1st, '75-December 31st, '76. 1½ minute vignettes that are fully researched, authenticated and produced in the finest tradition of radio.

5) You receive promotional materials such as the newspaper slick kit and *The Market*—a monthly newsletter with promotional ideas and complete news of the Bicentennial.

6) Exclusive access to products, give-a-ways and materials that allow you and your sponsor(s) to create promotions that pull and make people participate.

All of this at a price you can afford and *The American Legacy* is a market exclusive.

JOIN THE GROWING LIST OF FINE RADIO BROADCASTERS WHO HAVE JOINED THE AMERICAN LEGACY NETWORK...

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**Concerned Marketing Company**

Dallas, Texas
tion. They charged that the commercials falsely implied that they were responsible for the illegal killing of endangered species for commercial purposes.

They noted that federal law protects tigers and leopards and that new coats made from the skins of such animals cannot legally be purchased in the U.S. And in their appeal to the Supreme Court, they said the public is left uninformed as to the fur industry’s “stringent” trade regulations against the killing of any endangered species.

The fur-industry representatives brought their suit under the Trademark Act, which forbids false representations in connection with goods and services. The district court held that the commercials were false, but it dismissed the complaint on the ground that the law applies to representations made regarding the “inherent characteristic or quality” of the goods or services being advertised.

The U.S. Court of Appeals in New York affirmed the lower court’s interpretation of the law. It even went further to reject the finding that the commercial was false.

So the fur-industry representative urged the Supreme Court to take the case. They continued to insist that the commercials were false, and they argued that the Trademark Act applies to any false statement in connection with one’s goods and services “which damages another or which is believed to damage another.” But the Supreme Court last week denied the petition for review.

Cablecasting

Cable’s crusade for less regulation to resume in Anaheim

Lovett moderates panel that will include FCC, OTP spokesmen; Burch, Quello among speakers

The regulatory scheme of the FCC will again be the target of cable operators during the Dec. 4-7 convention of the California, Colorado Television Association at the Disneyland hotel, Anaheim, Calif.

This was further stressed last week when it was announced that Bruce Lovett, American Television and Communications, who is chairman of the National Cable Television Association, will personally moderate a Thursday afternoon re-regulation panel, consisting of James Hudgins and Werner K. Hartenberg, both of the FCC, and Henry Goldberg of the Office of Telecommunications Policy.

Cable operators are seeking major changes in such regulations as channel capacity requirements, FCC jurisdiction over utilities, access channels availability, two-way capacity, carriage restrictions, certificates of compliance, limitations on duplication, and the imposition of technical standards.

Other major subjects to be discussed by the anticipated 2,000 registrants are expected to deal with copyright and pay cable. The latter is scheduled to begin at an “hour of 9:30” on Friday, Dec. 6, with such panels as Gordon Stulberg, president of 20th Century-Fox; Geoffrey Nathanson, Optical Systems; Gerald Levine, Home Office Box; John Atwood, Theta Cable (Los Angeles); and Dr. Aaron Stern, former administrator of the Motion Picture Association’s code and rating administration.

Notables who will address the CTTA meeting include Dean Burch, former FCC chairman and now White House counselor; FCC Commissioner James Quello; and Representatives Lionel Van Deerlin, George Danielson and John Moss, all California Democrats.

Cable firm questions TV's translator bid

Staunton Video Corp., cable operator in Staunton, Va., has petitioned the FCC to deny the application of WVR-TV Charlottesville, Va., for a translator station to serve the Staunton area.

Staunton Video argued that the proposed translator would provide no better quality of signal than the current over-the-air WVR-TV signal. According to Staunton video, the station’s translator application is an attempt to have the FCC require non-duplication protection of WVR-TV programs by Staunton Video.

The commission in July had granted Staunton Video a waiver from its exclusivity requirements with regard to WVR-TV on the ground that the station did not project a grade-B contour over Staunton. The commission later reversed it, according to Staunton, and said that WVR-TV was entitled to protection on the condition that within 90 days it file for a translator to serve the area. Staunton Video contested that decision, and its motion for reconsideration still pending before the commission.

Therefore, Staunton Video submitted that the FCC should not act on the construction permit application until it resolves the exclusivity issue.

Legal Problems in Broadcasting. Daniel W. Toohey, Richard D. Marks and Arnold P. Lutzker, Great Plains National Instructional Television Library, University of Nebraska, Lincoln, Neb., 203 pp., $5.95 (soft cover), $8.75 (hard cover).

The three authors—younger attorneys who are members of the District of Columbia bar—originally did a manual for public broadcasters in Nebraska; the aim was to provide program managers and programmers with the basic information they needed to make their way through the thicket of legal problems associated with broadcasting, or at least to enable them to know when they had better seek legal counsel. The present book, an outgrowth of the manual, is designed for managers of commercial stations as well as non-commercial, for college-level students as well as interested laymen. And for all of them, it should prove useful. For not only does it deal with a wide variety of the problems broadcasters may confront in dealing with members of their communities or the FCC—its chapters deal with defamation, the right of privacy, the fairness doctrine, obscenity, violence, copyright, unfair competition, among others.


This collection of essays assesses the potential of cable as an alternative medium for the presentation of quality programming, and as a source of revenue for the performing arts. It examines what’s going on in innovative TV, including pay cable, and contains a summary of the Aspen Program Conference on the Humanities and the Arts on Cable, which called for the establishment of a nonprofit agency to promote the performing arts on cable.


Mr. Polsky’s book is a history and analysis of the work of the Children’s Television Workshop which led to the development of Sesame Street. It focuses on the formative years of the project, 1966-1968, and discusses reasons behind Sesame Street’s success. It also affords a brief look at future prospects in the field.
To Whom It May Concern:

Yes, Atwood Richards is alive and well and continuing to do lots of business. In fact, we're doing more, and we're doing it better.

That should answer a question people have been asking since my associates and I acquired 100% of the stock of Atwood Richards, Inc., on October 31st.

We bought Atwood Richards because it's a "kingpin" in the media barter field (Media Decisions, October, 1974).

Atwood Richards is also one of the largest and finest of the media buying services. The firm's been in business for 16 years and has a top-notch staff with the maximum in experience and know how. We intend to maintain the structure as is.

For advertisers and their agencies, Atwood Richards offers two prime services: (1) cash purchase of time and space for a fee, and (2) negotiating for and buying of time and space on a barter basis.

Atwood Richards, the leader in the barter and media service industry, has some $8-million-plus in inventory -- consisting of already-paid-for television and radio time and magazine space (Ad Age, November 4th).

For media, Atwood Richards offers a superior, interest-free financing service to reduce cash outlay.

Especially in this inflationary economy, what Atwood Richards provides is a much needed service which can and does make a significant difference in increasing a company's bottom-line profits.

For the first time in many years, Atwood Richards is owned by marketing and communications people with a very solid background in this business.

For the past ten years, we have been running Merchandising and Promotion Associates, Inc. (MPA), one of the largest planning and promotion service agencies. The knowledge and contacts we have from MPA are already proving themselves invaluable in the continued expansion of Atwood Richards.

If you've done or have been doing business with Atwood Richards, I want to assure you, you will continue to get the understanding and the efficient service you expect... possibly a little more of both.

If you have never done business with us before, let's get acquainted -- before you make your next media buy.

The number is (212) 490-9200.

Cordially,

Moreton Binn

Atwood Richards means media profits without compromise.
Lack of funds may
down ATS-6 satellite

Administration tells senators that aid must come from private sector

Ever since May, parts of some 20 states, including communities in Appalachia and Alaska, have been receiving educational and health care services by a direct-broadcast communications satellite launched by the National Aeronautics and Space Administration. The satellite is scheduled to be re-positioned next summer over India to provide educational television service there. And if the Americans now being served by ATS-6 bird are to continue to receive that service, private enterprise will probably step in.

Roy L. Ash, director of the Office of Management and Budget, stated that position for the Ford administration in a letter to Senator Frank Lautenberg (D-N.J.) and 13 other Democratic Republic- ans, who had written to President Ford urging a continuation of the service now being provided by ATS-6.

The senators had noted that NASA had planned to replace ATS-6 with a second satellite. ATS-F, before 1975. But the plans had been scrubbed because of a lack of funds. The senators said they were calling the matter to the President's attention because they felt the "promising start" made on providing health and educational benefits to the area should not be interrupted.

Mr. Ash, who said he was writing at the President's request, asserted that if satellites and the services they provide prove to be beneficial, "they should be provided on an operational basis by the private sector rather than by government-owned satellites which are experimental in design."

However, he said that the government could "play a stimulative and developmental role," and noted that the administration has submitted legislation (H.R. 17406) which would authorize the Department of Health, Education and Welfare to conduct demonstrations in the use of nonbroadcast communications (including satellites) for providing social services in remote areas. The authority would enable the government to provide financial assistance to health and educational organizations such as those now using the ATS-6 services, in obtaining similar satellite communications capability from commercial sources.

Mr. Ash's role as the President's spokesman was unusual since that is the job the director of the Office of Telecommunications Policy normally performs on telecommunications matters. OTP has been without a director since September, when Clay T. Whitehead, the first person to hold the post, resigned. John Eger is now acting director.

An OTP official said that Mr. Ash responded for the President because the decision to terminate the ATS program was basically OMB's. In any event his stated position had been foreshadowed in statements by Messrs. Whitehead and Eger.

Goldmark and cassettes. Goldmark Communications Corp., Stamford, Conn., announced it has developed for use with European TV standards its Transcan system of electronically transferring feature movies to video-tape cassettes for use in hotels, motels, airlines and pay cable systems. Joseph L. Stern, vice president for engineering, also said almost 4,000 cassettes of movies had been produced by original Transcan system, meeting U.S. TV standards. Goldmark reportedly has also set deal to develop cassette program origination system for North American Philips to introduce abroad for pay TV, hotel and motel uses.

Low-light tube. Amperex Electronic Corp., subsidiary of North American Philips Corp., has introduced intensified silicon-vidicon TV camera tube for use in low-light level TV systems. Series, S7000-S7004, has sensitivity of 300 micro-amperes per foot candle and resolution of 30% modulation depth at 400 TV lines per picture height. Four tubes differ in picture quality, expressed in terms of "blemish levels". S7000 is priced at $8,000; S7004 is $2,000 ($1,500 for 10 or more). Tubes are compatible with standard one-inch vidicon deflection yokes, allowing adaptation of conventional vidicon camera for low-light level application with minor modification. Elec- tronic Devices division (Amperex), Slaterville, R.I. 02876. (401) 762-3800.

Quad cassettes. 3M Co.'s magnetic audio/video division has introduced quad- ruplex video cassettes for use with Ampex ACR-25 broadcast recorder-player and compatible quad spools for both Ampex cassettes and resuable RCA quad cartridges. Cassettes and spools are available in one-, two- and three-minute versions. All are wound with Scotch 400 recording tape. 3M Co., Box 33600, St. Paul 55133.

Dick Tracy come true? Crystals manufactured in space may lead to even smaller broadcast-electronic equipment

A speck of crystal grown in space is seen as probably holding potential for further miniaturization of electrical power-con- suming equipment, including broadcast equipment. A spokesman for the National Aeronautics and Space Administration said that if the indium-antimonide crystal can be produced in space in sufficient quantities and "if it works as expected," it should have some application in areas throughout the electronics field, but that it is too early to say that it definitely will have.

One of the tiny crystals, grown aboard the Skylab space station last January in an experiment designed by the Massachu- setts Institute of Technology, was presented to President Ford earlier this month. Scientists said then that it would permit today's hand computers to be reduced to about one-tenth their present
size, or to about the size of a large postage stamp.

The NASA spokesman, queried about potential applications in broadcasting, said space flights undertaking to produce the crystal in quantity probably would be started in the "early to mid-1980's." He also said the crystal might have "some trade-offs" that are not necessarily desirable: For instance, he suggested, people might not have much use for computers as small as a postage stamp.

The crystals used to carry power current, are to be produced in space because there they do not develop the striations or bands that occur when they are produced in the presence of gravity. Officials presenting the sample to President Ford said it was by far the purest and of the longest life yet produced by man, and that it could be the start of a new $1 billion to $2 billion industry.

KAEC wins third round

For the second time, a jury in U.S. district court in Tyler, Tex., has awarded damages to the former licensee of KAEC (tv) Nacogdoches-Lufkin, Tex., in a suit charging that RCA delivered defective equipment that made it impossible for the ch. 19 station to stay on the air.

In the first trial, the judgment came to $1 million—$850,000 in actual damages, $250,000 in punitive damages (BROADCASTING, June 7, Oct. 11, 1971). In the second trial, held after RCA won an appeal from the first, the award was for $175,000—$1 million in actual, $750,000 in punitive damages—but RCA won a $503,000 counterclaim on which it lost the first time around, according to RCA officials.

The suit was brought by Fredonia Broadcasting Corp., owner of KAEC, which suspended operations March 18, 1970. The suit originally sought $2.4 million in damages. RCA spokesmen said last week they planned to seek yet another trial of the case. The verdict in the second trial was issued Nov. 14.

EIA adds its suggestions

The Electronic Industries Association has submitted a report to the FCC, supporting the move for revision of rules governing unattended operation of TV broadcast transmitting systems. The report, related to the National Association of Broadcasters' study on automatic TV transmission systems (released Aug. 19), deals primarily with the unattended transmitter portion of the proposed automatic system. EIA's recommendations include: a self-test feature to check automatic shutdown circuits; automatic control of aural and visual modulation levels; a requirement to shut down a transmitter if the carrier frequency error or maximum power output exceeds tolerance; and monitoring of seven TV transmitter-system performance parameters. The report is available at EIA Communications Division, 2001 Eye St. N.W., Washington 20006.

Music

Personality pays for top-40 WHY!

South Florida FM scores dramatic gains in ratings by giving money and time to air talent

WHYY(FM), a Fort Lauderdale/Miami top-40 station, is bucking the trend to deemphasis of personality in top 40 with great success.

WHYY, known to its listeners as "Y 100," is ranked first with an 11 share in the June-August Pulse just released, a jump of 33 positions in the station's first year of operation. Acquired by Heftel Broadcasting for $1 million in 1973, the station changed its call, improved its tower and transmitter and abandoned its good music format for top 40 in August of last year. Since then, the only deterrent to whyy's upward mobility has been a May 1974 fire, allegedly the work of an arsonist, which destroyed a large part of the station's new studios in Hollywood, Fla., just before they were to be occupied, and delayed the move by three months.

Executive vice-president and general manager Bill Cunningham joined the station in February 1974, with program director Bill Tanner signing on in March. By the April-May ARB, whyy had risen to second over-all in the market, and with rejoicing over the new Pulse results still in evidence, station officials are optimistic about the fall ARB sampling just concluded.

WHYY may in fact be the first FM top-40 outlet to achieve such ratings, and remarkably, the station has done so while rejecting the low-profile personality trend that is dominating contemporary formats. "We're a high-energy radio station," says Mr. Cunningham. "When our guys leave the studio after four hours, they're drained." And well they might be. He and Mr. Tanner are emphasizing personality with their announcers, and the importance of their air staff is indicated by a salary scale ranging up to $30,000. Additionally, the station has spent over $250,000 on station promotions in its one year, most of that in the first six months of operation.

This personality emphasis takes place within a rigid musical format. WHYY uses a 30-record list, and in a market with intense oldies competition, limits its oldies to number-one hits of the past decade. Within those strictures, however, the staff has an unusual amount of room to work, with talk and even an element of "craziness" sanctioned.

The station's rapid climb has quickly changed the competitive situation for the pop audience in Miami and Fort Lauderdale. In the past year, three of WHYY's top-40 competitors, WXYX(FM), WFUN (AM), and WSRF(AM), have switched to oldies formats, leaving STORZ'S WQAM(AM) and Bartell's WMIC(FM) as whyy's top-40 competition in the area. A progressive rocker, WSHE(FM), is also exerting considerable influence in the market.

The mood which whyy's staff projects is similar to that of a football team in

High energy. WHYY(FM) executive vice-president and general manager Bill Cunningham (above) with his full-time air staff (below). From top to bottom: program director Bill Tanner (1) (6-10 a.m.) with news director Jim Reihle; Jay Marks (1) (10 a.m.-2 p.m.) with production director and weekend talent Cramer Haas; assistant program director Robert W. Walker (2-6 p.m.); Dave Dunaway (6-10 p.m.); and Lee Masters (10 p.m.-2 a.m.). Rick Elliott (2-6 a.m.) is not pictured.
the midst of a winning streak, and their jubilation seems justified. Six request lines are kept busy at all hours by listeners. Concurrent with the station's ratings climb has been an impressive increase in billing, which has quadrupled to its present six-figure monthly level in the past 11 months. And inherent in the station's enthusiasm is the knowledge that its "personality" philosophy of top-40 programing has proved as successful as the low-profile view revered in many other markets. Whether that philosophy proves to be a local phenomenon or a signal of a countertrend in top 40, WHYY's success at present is real.

**Breaking In**

**You're No Good—**Linda Ronstadt (Capitol) • Apparently re-established on Capitol (from Asylum), Linda Ronstadt may well have her first substantial hit since Different Drum (with the Stone Poneys) six years ago. Your're No Good, which has received some FM airplay in a rendition by a Southern band called Potliquor, has been a long-term highlight of Ms. Ronstadt's stage show, and is making progress as a single in C&W and pop. It enters the "Playlist" at 69 this week, and has been added by WHYY (AM) Montgomery, Ala., KING (AM) Seattle, and KYA (AM) San Francisco.

**Ready—**Cat Stevens (A&M) • Mr. Stevens is by now a proved hitmaker, though his albums have done better than his singles. And with Another Saturday Night (a Sam Cooke composition) dropping from the chart, this original effort is rapidly adding stations. Taken from his best-selling Buddha and the Chocolate Box L.P., Ready has been added by WFLR (AM) Fayetteville, N.C., and KLUC (AM) Las Vegas, among others.

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

- A WOMAN'S STORY, Cher (MCA).
- BEST OF MY LOVE, Eagles (Asylum).
- BLACK LASSIE, Cheech & Chong (Ode).
- HEARTBREAK KID, Bo Donaldson & the Heywoods (ABC/Dunhill).
- I CAN FEEL THE FIRE, Ron Wood (Warner Bros.).
- MORNING SIDE OF THE MOUNTAIN, Donny & Marie Osmond (MGM).
- MY EYES ADORE YOU, Frankie Valli (P.S.).
- SUNSHINE ROSES, Gene Cotton (Myrrh).
- THE FAVORITE, Billy Joel (Columbia).
- WHATEVER YOU GOT, I WANT, Jackson Five (Motown).

**Music Briefs**

Midday for Morrow, Cousin Brucie Morrow has moved from his current evening slot to 10 a.m.-2 p.m. on WNBC (AM) New York. Station said Mr. Morrow's main appeal is to women in audience, and that he'll be better able to reach them in mid-morning slot. He will continue his playlist Countdown program 4-8 p.m. Saturday afternoons. Move was effective today (Dec. 2) and marks Mr. Morrow's first absence from evening New York radio in more than decade. WNBC also announced plans to modify top-40 format, to 50-50 balance of current hits and oldies, in effort to appeal to older (20-35 year old) audience.

**Traveling.** Broadcast Music Inc. said that as part of its observance of nation's bicentennial it will make available exhibits of Carl Haverlin Collection of BMI Archives for tours of colleges and universities, music schools, libraries and civic organizations in 1976. Collection has more than 6,000 items including rare books, music, papers, letters and autographs dating from late 18th century and covering not only musical field but also historical and literary interests. They were collected under direction of Carl Haverlin, BMI president 1947-63. Applications for free displays should be directed to Oliver Daniel, vice president, BMI. BMI, 40 West 57 Street, New York 10019.

**RECOMMENDED PUBLIC NOTICE**

The Town of East Greenbush, in Rensselaer County, in the State of New York invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until Jan. 3, 1975 and all applications received will be available for public inspection during normal business hours at the Town Hall, Columbia Turnpike, East Greenbush, NY 12061.

Michael Van Voris
Supervisor
Town Hall
Columbia Turnpike
East Greenbush, NY 12061
518-477-4775

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Tracking the 'Playlist.' After a number of weeks of relatively steady gains and declines, the "Playlist" for Dec. 2 is in upheaval. Bobby Vinton's jump of three places to the top spot is overshadowed by the rapid rises of the Three Degrees' When Will I See You Again (two) and Carl Douglas's Kung Fu Fighting (three).

You Ain't Seen Nothing Yet by Bachman-Turner Overdrive is to four after two weeks at the top, but still appears likely to become the group's best-selling single to date. Billy Swan's I Can Help makes another strong gain to six, as does Helen Reddy's Angie Baby, bolted at 10. You're the First, the Last, My Everything from Barry White and Paul McCartney's Junior's Farm continue among the hottest records on the chart, moving to 15 and 16 respectively, but "hottest single" honors for the new chart go to Elton John's re-make of Lucy in the Sky with Diamonds, which jumps from 67 to 19, one of the largest one-week advances of the fall. New releases from Rufus, the Rolling Stones, and the Carpenters appear ready to break into the top 20, with Stevie Wonder's Boogie on Reggae Woman also rising quickly, bolted at 32. Six singles dominate the new additions to the middle range of the chart. The Righteous Brothers, Barry Manilow, Gloria Gaynor, Elvis Presley, Andy Kim, and the J. Geils Band all make impressive gains, while a bit further down the list new releases from the Styx, Wm. Shand and the San Francisco sound off well. Shows few single debut on this week's "Playlist," as most holiday releases have been out for several weeks by now, with a follow-up effort — Touch Me by Fancy — the notable exception, bolted at 58. Also making first appearances this week are Doctor's Orders from Carol Douglas, Linda Ronstadt's You're No Good, Lynyrd Skynyrd's Free Bird, and Charmer from Tim Moore.

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Broadcasting Dec 2 1974
These are the top songs in air-play popularity on U.S. radio, as reported to "Broadcasting" by a nationwide sample of stations that program contemporary "top-40" formats. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the past week by day on which it appears. (¢) indicates an upward movement of 10 or more chart positions over the previous "Broadcasting" poll.

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
<th>Popularity</th>
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<tr>
<td>Never Can Say Goodbye</td>
<td>Gloria Gaynor</td>
<td>45 48 42 51</td>
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<td>Promised Land</td>
<td>M-G-M</td>
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<td>Fire Baby I'm on Fire</td>
<td>RCA</td>
<td>48 43 44 46</td>
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<td>Must of Got Lost</td>
<td>The Gat Band</td>
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<td>Ride 'em Cowboy</td>
<td>3:52</td>
<td>50 45 52 43</td>
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<td>Beach Baby</td>
<td>Bing</td>
<td>56 40 57 38</td>
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<td>You Are a Star</td>
<td>(3:45)</td>
<td>46 51 50 45</td>
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<td>Carefree Highway</td>
<td>(3:45)</td>
<td>33 47 62 61</td>
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<td>Good Time</td>
<td>Reprise</td>
<td>52 48 48 50</td>
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<td>Rockin' Soul</td>
<td>(2:59)</td>
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<td>Dark Horse</td>
<td>RCA</td>
<td>55 49 46 49</td>
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<td>George Harrison</td>
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<td>Kung Fu</td>
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<td>Love</td>
<td>Elektra</td>
<td>45 60 67 67</td>
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<td>When I Kissed You</td>
<td>RCA</td>
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<td>Do You Have the Love</td>
<td>Happy Bell</td>
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<td>Baby I'm On Fire</td>
<td>Paul Anka</td>
<td>52 49 56 56</td>
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<td>Fancy</td>
<td>Big Time</td>
<td>59 62 54 56</td>
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<td>Another Saturday Night</td>
<td>Cat Stevens</td>
<td>51 * 51 *</td>
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<td>People Gotta Move</td>
<td>RCA</td>
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<td>Viva Las Vegas</td>
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<td>Let's Straighten It Out</td>
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<td>People Gotta Move</td>
<td>RCA</td>
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<td>I Shot the Sheriff</td>
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<td>Free Bird</td>
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<td>Lyndy Skymyrd</td>
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<td>Can't Get Enough of Your Love</td>
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<td>Nobody</td>
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<td>Double Brothers</td>
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<td>Charmer</td>
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Alphabetical list (with this week's over-all rank): After the Goldrush (31), Ain't Too Proud to Beg (38), Angry Baby (19), Another Saturday Night (59), Back Home Again (17), Beach Baby (47), Boogie on Reggae Woman (32), Bungle in the Jungle (30), Can't Get Enough (38), Can't Get Enough of Your Love (23), Carefree Highway (49), Cars in the Cradle (11), Charmer (75), Dancin' Foot (50), Dark Horse (62), Do It Till You Are Satisfied (9), Do It Baby (24), Doctor's Orders (84), Dream On (37), Early Morning Love (70), Everlasting Love (8), Evil Bird Woe (56), Fairy Tale (33), Fire Baby I'm on Fire (44), Free Bird (72), Heavy Fallin' Out (53), (You're) Having My Baby (57), I Can Help (8), I'm A Fool (in My Heart) (53), I Honestly Love You (28), I Shot the Sheriff (71), I've Got the Music in Me (20), Jazzman (14), Junior's Farm (16), Kung Fu Fighting (3), La Pea (55), Laughter in the Rain (21), Luster's In You (60), Life Is a Rock (But The Radio Rolled Me) (18), Longfellow Serenade (5), Love Me For a Reason (27), Lucretia's Blues (47), (You're) Looking For (49), M-G-M (53), MCA (43), MCA Records (2), RCA (44), Nobody (74), Nothing Finds Me (24), One Man Woman (Woman) (38), Only You (24), People Gotta Move (84), Play Something Sweet (32), Please Mr. Postman (46), Promised Land (43), Ride 'em Cowboy (10), Rockin' Soul (51), Shal-La-La (Make Me Happy) (22), Sisin Tipton (60), So Are You a Star (48), Sweet Home Alabama (64), The Bitch Is Back (29), The Need To Be (53), Jim Weatherby (44), Nothing from Nothing (2:40), Billy Preston (8), The Broadcasting Dec 2 1974

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<th>Artist</th>
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Broadcasting Dec 2 1974
Just what did Super K say?

Could the ultimate diplomat have been so undiplomatic in meeting with network brass?

Secretary of State Henry Kissinger invited top network executives to lunch at the State Department on Nov. 15 for a quiet, off-the-record talk. On that, all accounts agree. But after that, sharp differences appear in the recounting.

Some versions make it appear that the secretary was at least mildly critical of network reporting of international affairs and that the network people, as one in attendance put it, “gave as good as they got.” Others suggest such characterizations are overblown, that the luncheon was almost purely “social.”

The guests were William Paley, chairman of CBS Inc.; David Sarnoff, president of NBC; Julian Goodman, vice chairman of ABC; and Elton Rule, president of the Public Broadcasting Service, and James Karays, of the National Public Affairs Center for Television. (The last two attended in place of Henry Loomis, president of the Corporation for Public Broadcasting, who was unable to accept an invitation.)

Some reports of the luncheon indicated that Secretary Kissinger expressed concern about what he saw as a lack of awareness of the part of the public as to problems confronting America and the world—inflation and the crises in energy and food, among them—and asked why the networks do not do more to increase the public’s understanding.

The next night, in one version, the network people said they had covered those issues in their news reports and had succeeded in elevating public understanding of the problems to the point where the public now looks to the government for a solution, and sees none forthcoming.

“Do you think there is nothing further to report,” the secretary is said to have been told. To which Secretary Kissinger is said to have remarked, “I thought I was presenting a problem to you, and you’re presenting a problem to me.”

Not all of those in attendance were aware of any heavy give and take. One described it as “very casual,” and said, “There was no feeling of the administration wanting a point of view expressed.”

Nor, he said, “was there anything about what we should do.”

The meeting with the network officials was one in a series Secretary Kissinger has been having with opinion molders. He has met previously with members of Congress and a group of academicians. And he is understood to stress in these sessions his theme of the interdependence of the world’s nations.

The secretary is reported to have touched on that subject again in his meeting with the network officials. But one government official familiar with Secretary Kissinger’s style, said, “I can’t imagine that he got into how the networks covered events. He just doesn’t do that sort of thing.”

Some observers express the view that the network officials might have been somewhat more sensitive to remarks about the public’s understanding of world events than they might have realized. The meeting was preceded by a week in which the presidents of the commercial network companies were to have with FCC Chairman Richard E. Wiley on the subject of sex and violence on television (Broadcasting, Nov. 25).

Newark criticizes news efforts of its stations

The five commercial radio stations licensed to Newark, N.J., devote precious little time to news and far less to local and state news, according to a report by the Office of the Broadcast Bureau of Rutgers University working for Newark Mayor Kenneth A. Gibson.

The report, based on monitoring done last March, said less than 10% of airtime was news and most of that came from national networks or wire services. The only two stations that expended any significant amount of coverage were WJRT(AM) and WPME(FM)—had reporters in the field or did on-the-spot interviews, the report said.

The report also praised WNJR’s subsequent municipal election-night coverage, based on additional monitoring, calling it “almost model coverage with frequent and lengthy reports.” It also noted that WVNJ-AM-FM had expanded their news operations since the monitoring was conducted, but said this “should have no bearing on this report.” The fifth station covered was WHIR(FM).

Officials of the Office of Newark Studies, noting that New Jersey station licenses come up for renewal next year, said copies of the report were being given to the managements of the five stations, in hopes of stimulating additional news and public affairs programming. The report also will be sent to community groups to assist in their reviews of station performance in connection with license-renewal applications.

FCC rejects Driver appeal

The FCC has denied Rodney D. Driver a review of an Aug. 7 Broadcast Bureau ruling that denied his fairness complaint in which he alleged network news suppression of events in Indochina.

Mr. Driver claimed that ABC, CBS and NBC, individually, presented only one side of a controversial issue, i.e., the networks’ treatment of the continuing wars in Vietnam and Cambodia which, according to Mr. Driver, advanced the view that the U.S. was not losing involvement.

The bureau held that Mr. Driver not only failed to furnish evidence that the networks presented only one view but that he had not adequately identified or defined the particular issues he believed were of controversial importance.

‘CBS Evening News’ feels hot breath on Cronkite’s neck

NBC pushes leader on ratings, and itself gets ABC pressure

Interpreting the three-network evening newscast ratings competition is a little like psychoanalyzing Mona Lisa’s smile. If happiness and serenity are sought, they belong to CBS, whose Evening News won 21 of the past 28 weeks (May 1-Nov. 22) according to National Nielsen. If it is subtlety and intrigue, look to NBC, whose Nightly News has rarely been more than one share point from CBS, and which conquered five and tied two (with CBS) of the remaining seven weeks over the period cited. If courage and perseverance are the diagnosis, check ABC, whose Evening News had an unusually successful ratings run earlier this fall, nearly tying NBC more than once, though later leveling off to an average five-point share deficit compared to the other two networks.

All this is subject to the arcane pattern of upsets characteristic of network news ratings, for, if it is mystery that’s seen in that smile, it has to do with the capricious nature of the subject. Taken as a whole, network news ratings figures don’t align themselves with the intensity of the news events. And they are subject to irregular takeovers by NBC. For example, last year, the networks had spent the month covering the progress of such scintillating events as the famed “Saturday Night Massacre” (firing of former special Watergate prosecutor Archibald Cox) and the subsequent impeachment clamor, plus the unfolding drama of the ABC network. ‘CBS Evening News’s Nielsen average for Oct. 29-Nov. 23, 1973, was 12.0, compared to 12.3 for the Oct. 28-Nov. 22, 1974 period. CBS scored 15.2 for the period last year and 16.7 this year; NBC had the only decline, with an average of 10.6 for the period Oct. 23-Nov. 28 last year, the networks had combined a 19.8 per week rating for this period. NBC Nightly News won two of the four weeks for the 1973 period cited, and captured one of the highest ratings of the season with a 16.1/28 for the Oct. 29-Nov. 2 (73) week, which immediately followed the Oct. 27 “massacre.” CBS Evening News, off the same share (28) for the Oct. 28-Nov. 1, 1974 period with a 15.5 rating.

Television news ratings traditionally build during the fall period, reaching a peak by the end of November. The highest ratings for the second half of this year have been a 15.9/26, attained by CBS during the Nov. 4-8 and Nov. 18-22 periods. For the first half of each period, the networks had taken approximately the same audience share over the fall, 1974, period as they did for the same period last year, with CBS now averaging about a 27, NBC a 26 and ABC a 22.

“Political events don’t affect TV news viewerships,” a Nielsen spokesman said. “There are no patterns or correlation” be-
between events and audience size, he said, a fact which "has blown many a gradu-ate thesis out of the water." The biggest factor, the spokesman added, "is still the weather."

Lengthy vacations by the newscast anchor-man also exert an unpredictable influ-ence over the ratings competition. Many a broadcaster has deemed the presence of Walter Cronkite as essential to the good Nielsen showing of the CBS Evening News. However, summer TV audience unsteadiness aside, the Evening News steadily maintained its ratings lead last summer during the entire time Mr. Cronkite was on his nearly three-month sum-mer vacation. "The Cronkite vacation didn't affect anything," the Nielsen source declared. "If anything, the CBS ratings were higher while he was away." Vacations by NBC and ABC anchorman, who are allotted one-third the time off taken by Mr. Cronkite, were too short to pro-duce ratings effects.

The last time CBS was defeated in the newscastings this year was the second and third week of September, when NBC Nightly News took over with an approximate .5 rating lead (NBC's 12.5 and 12.2 over CBS's 12.1 and 11.7 for the Sept. 10-14 and Sept. 17-21 weeks, when ABC was at 11.0 and 10.4). However, CBS and NBC tied for first place during the Oct. 22-26 week, with a 13.3/27 ABC had 11.2/23 for that week. NBC News's sporadic takeovers are seemingly unpredictable, and, according to one net-work newscaster, quoting, "full of sound and fury, signifying nothing."

ABC News made some remarkable gains over the past half-year, reaching a high point over the month of September.
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**Broadcasting Dec 2 1974**

42
The radio news business...

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Broadcasting Dec 2 1974

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Fates & Fortunes®

Media


Ken J. Swetz, division sales manager, Katz Radio, New York, named VP and general manager, filling post that had been vacant since last year when Sal Agovino was appointed president.

Herm Reavis, general manager, WSLQ (AM) Roanoke, Va., and John Willett, general manager, WLGF (FM) Roanoke, elected VPs of parent Bass Brothers Telecasters for AM and FM broadcasting, respectively.

Tom Maloy, account executive, Ohio National Life Insurance Co., named promotion manager, WXIN-TV Atlanta.


New officers of Greater Miami Radio Broadcasters Association: Phil Costin, WODM (AM), president; Norm Feuer, WLFP (FM), VP, and Jack Nobles, WQBA (AM), secretary-treasurer.

Carl Stephens, on staff of WSFA-TV Montgomery, Ala., named director of broadcast operations.

Peggy Scott, special events coordinator and staff writer, Henry Thorpe and Associates Inc., Rocky Mount, N.C., named promotion assistant, WNBC-TV Greenville, S.C.

Henry J. Smith, publications editor, New Jersey Public Broadcasting Authority, Trenton, named director of information, research and development, JerseyVision, which operates noncommercial WNJT (TV) Trenton, WNJMM (TV) Montclair, WNJB (TV) New Brunswick and WNJS (TV) Camden.

OTP realignment. William Fishman, acting chief FCC tariffs and services division, named assistant director for international communications of Office of Telecommunications Policy, Washington. Bromley Smith, OTP assistant director for international communications and management, named to new position of assistant director for administration and executive direction. Bryan M. Egle, executive assistant to John M. Eger, acting OTP director, promoted to special assistant. Dale Hatfield, deputy chief of Department of Commerce's OTP support division, Boulder, Colo., named acting chief of newly established office of studies and analysis.
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Don Dalton, VP and director of sports, Major Market Radio, Chicago and New York, named national sales manager, KFLI (AM) Los Angeles.

Matt Mills, account executive, WRCP (AM) Philadelphia, named sales manager, WRCP-AM-FM.

Lewis C. Greist, account executive, WWSH (AM) Philadelphia, named general sales manager.

Gina Burks, national sales assistant, KTVV (TV) Austin, Tex., named national sales manager.


Jay C. Adair, account executive, Meeker Co., Los Angeles, station representative, named manager. Meeker's San Francisco office.

William R. Spendlove, formerly station manager, KLOK (AM) San Jose, Calif., named area sales manager in Santa Clara county for KNEW (AM) and KSAN (FM) San Francisco-Oakland. Both are Metro-media-owned stations.

Kennon C. Johnson, VP-general manager, creative services, Gardner Advertising, St. Louis, elected senior VP.

Elwood Gair, senior VP and director, Foote, Cone & Belding, New York, elected executive VP and director, SSC&B, New York.

Charles R. Tweedle, account executive, Avco Radio Sales, Detroit, named assistant sales manager of office there.

Elizabeth Harrington, account supervisor, and Dan Bryant, personnel director, J. Walter Thompson Co., Chicago, elected VP's.

Roy E. Clark, creative group head, D'Arcy, MacManus & Masius, St. Louis, named creative director, DMK&M Los Angeles. Richard P. Ryan and Richard Papke, account executives, D'Arcy-MacManus & Masius, St. Louis, named account supervisors.


Judith Stockton, associate research director, Grey Advertising, New York, named VP-marketing and research director. Ketchum, MacLeod & Grove, New York, appoints Joanie O'Laughlin, local traffic manager, WETV (TV) Tijuana, Mexico-San Diego, named national sales coordinator.


Harvey Kurek Ovshinsky, television writer-consultant, Video Group Inc., Detroit, resigns to direct own company, Creative Media Inc., 1408 Nicole, Detroit 48207 (313) 961-5640.

Lee S. Simonson, account executive, WGMX-AM-FM Washington, named retail sales director.

Programming

Jim Mahanay, assistant program director, WKKY-TV Oklahoma City, named program director, WTRX (AM) Flint, Mich.

David Evans, with KTRN (AM) Wichita Falls, Tex., named program director, KHOG (AM) Fayetteville, Ark. Both are Broadcast Associates Inc. stations.

Steven Wilson, anchorman-producer, KQTV (TV) St. Joseph, Mo., joins WKKW-TV Buffalo, N.Y., as producer.

Thomas N. Todd, promotions and research manager, WFBRC-AM Greeneville, S.C., named program director.

Flora Harmon, staff member, promotion department, WUAB-TV Philadelphia, appointed program/promotion coordinator, WPHL-TV Philadelphia.

Jerry Clifton, program director, WXLQ (FM) New York, named to same post at WMQZ (FM) Miami Beach, Fla. Both are Bartell Broadcasting Corp. stations.


Al Stewart, production manager, KOMO-TV Seattle, named to newly created post of station services manager, succeeded by Patrick Michael Scott, formerly production director, KOMO-TV.

Phil Snow, on staff, WSFA-TV Montgomery, Ala., named sports director.


Roger Simm, sports director, KPHO-TV Phoenix, joins WKBW-TV Hartford, Conn., as assistant sports director.

Eric Marenghi, community services director, WLLL (AM) Lowell, Mass., named operations manager.

Harry Handley, director of public relations, WWXIA-TV Atlanta (BROADCASTING, Nov. 4), named executive producer.

Jim O'Brien, afternoon drive DJ, WBYY (AM) Nashville, named music director.

Broadcast Journalism


Donald L. Keough, assistant director of communications, Citizens Conference on State Legislatures, named news director, WROC-TV Rochester, N.Y.

Larry Lyle, reporter, WCFT TV Miami, joins WJGS-TV Jacksonville, Fla., as news director. Mike Sullivan, assistant news director, WTTB (AM) Vero Beach, Fla., joins WJKS-TV news department.


John Wallace, news director, KYNO (AM) Fresno, Calif., joins KFEN-TV Fresno as anchorman.

Marc Howard, co-anchor and reporter, WPXI-TV New York, joins WFSB-TV Hartford, Conn., as anchorman.

Jim Bradley, news technical director, WALA-TV Mobile, Ala., named assistant news director and assignment editor.

David Hartman, variously radio-TV coordinator for Senator John Tunney (D.-Calif.), press secretary to Senator Birch Bayh (D.-Ind.) and media consultant to former New York Mayor John Lindsay, joins news department, WIOD (AM) Miami.

Karl von Schallern, VP of Syndicated Programs International, named Midwest

Cable

Robert E. Montesano, studio director. General Television, St. Cloud, Minn., named program production manager for local origination programming.


Joel A. Linsider, assistant counsel to former Governor Nelson Rockefeller, New York, named deputy counsel to New York State Commission on Cable Television.

Equipment & Engineering

Jerry D. Stahler, director of engineering services, CBS Television Stations, New York, named director of technical operations, KNXT(TV) Los Angeles.

Gordon H. Schude, marketing supervisor, 3M Company's professional and broadcast markets, magnetic audio/video products division, St. Paul, named marketing manager.

Louis P. Chenevert, chief engineer, WLPF(TV) Greenfield, Mass., named chief engineer, WWLP(TV) Springfield, Mass. He is succeeded by Ralph L. Joy, in transmitter design and manufacturing and CATV engineering, formerly with WWLP. Both are Springfield Television Broadcasting Co. stations.

Dale L. Morrell, engineer, KAKE-AM-TV Wichita, Kan., named assistant chief engineer.

Fletcher R. Smith, director of engineering, Summit Communications Inc., Winston-Salem, N.C., elected VP, engineering of Summit, broadcast and cable operator.


Deborah Hargrove, in production and engineering, WGHP-TV High Point, N.C., joins WBFP(AM) Baltimore as engineer.


Allied Fields


Hugh B. Calkin, manager, advertising and sales promotion, General Electric's information services division, Rockville, Md., named manager, marketing communications, MCI Telecommunications, New York.

Vernon J. Burns, manager, engineering services, Control Data Corp., Minneapolis, joins subsidiary, Arbitron Meter Services, Beltsville, Md., as VP.

Deaths

Stanley J. Keyes, 61, retired president of Adams & Keyes Inc. advertising agency, which later merged into Cyan Deen-
berry Inc., New York, died Nov. 17 of heart attack in Rye, N.Y. Survivors include his wife, Louise, one son and two daughters.

Lazarus (Lou) Frankel, 63, public relations executive of Doremus & Co., New York, one-time director of press information, WCMR(AM) New York, died Nov. 19 of cancer in Memorial Sloan-Kettering Cancer Center in that city. He is survived by his wife, Blanche, and two daughters, Mrs. Susan Moger and Mrs. Evelyn Marder.

Victor M. Ratner, 70, promotion and advertising executive and consultant, died Nov. 23 of heart ailment at St. Clare's hospital, New York. He was with CBS from 1930 until early 1940's, serving as director of promotion, and from 1947 to 1949 as VP, promotion. During World War II he was civilian information specialist and afterward operated his own company before rejoining CBS. From there he joined Macy's as VP in charge of sales promotion, public relations and advertising, subsequently was VP at McCann-Erickson. Benton & Bowles and Grey Advertising and also was consultant on communications to New York University. In recent years he had been consultant in New York. Survivors include wife, former Leititia Ide; son, Timothy; daughter, Stephanie Lafarge, and brother, Herbert.

As compiled by Broadcasting, Nov. 18 through Nov. 22 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—auxiliary. CH—critical hours. CP—construction permit. D.—day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain, kHz—kilohertz. kw—kilowatts. MEQV—maximum expected operating value. mgt.—megahertz. mod.—modification. N.—night. PSA—presale service authority. Sh.—specified hours. tr.—transmitter. TPO—transmitter power output. U.—unlimited hours. vis.—visual. w—watts. **—noncommercial.

New stations

TV action

San Francisco—Bahia de San Francisco Television Co. FCC granted UHF ch. 60 (146.7-752 mhz); ERP 83.4 kw vis., 176.7 kw aur. HAAT 1250 ft; ant. height above ground 226 ft; P.O. address c/o Reynold V. Angell, 205 Park Avenue, N.Y. 00000. Construction permit $38,500; first operating permit $314,000; revenue $314,000. Legal counsel McKenna, Wilkinson & Kittner. Washington consulting engineer John Cohen & Associates. Washington Principals: Reynold V. Angell (25%), Frank Fouse, (15%), James Jacobson (15%). Daniel Villanueva (10%), Lawrence Alexander (30%), et al. Messages: Angell, Fouse Jacobson and Villanueva have interest in Spanish International Communications Corp., licensee of KFEX-TV Los Angeles. KFTV(TV) Hanford, Calif., KKFAM-(AM) Fairfield, Calif. WFTV(TV) Miami and WWXT(TV) Paterson, N.J. Mr. Villanueva has 10% interest in Telecorpus Inc. Mr. Alexander has interest in Hollymoor television production company. Action Nov. 12.

AM action

WRRA Fredericksburg, St. Croix, V.I.—FCC granted Carlos A. Lopez-Lay, mod. of CP to change frequency from 1090 khz to 1290 khz. Action Nov. 12.

AM starts

KVOK Kodiak, Alaska—Authorized program operation on 560 khz. 1 kw; Action Nov. 4.

WLCB Buffalo, Ky.—Authorized program operation on 1430 khz, 500 w-D; Action Nov. 12.

KLFJ Springfield, Mo.—Authorized program operation on 1580 khz, 500 w; Action Nov. 11.
FM applications

* **KTRY** (AM) St. Paul, Minn. (1320 kHz, 1 kw-D, 90 w-N), seeks transfer of control of KTRY from Capital Cities Communications Inc. to Midwest Broadcasting Corp., as well as amendment of its construction permit to increase its power to 1 kw-D. (59% before; 81% after) for $120,000. Principal: Ronald J. Peterson, president and general manager of Capital Cities/ABC.

FM actions

* **KTFX** (AM) Springfield, Mo. (1050 kHz, 1 kw-D, 1 kw-N), seeks to change its format from oldies to country-western music. (25% before, 25% after) Principal: Samuel R. Faison, president and general manager of WDBL (AM).

FM start

* **KFLQ** (AM) Lima, Ohio, seeks to start a new station on 930 kHz, 1 kw-D, 1 kw-N. Principal: Michael H. O'Connor, president of BFMC-1030.

Ownership changes

Applications

* **WVFH** (AM) Columbia, S.C. (1290 kHz, 1 kw-D, 1 kw-N; FM: 91.5 MHz, 100 w), seeks transfer of control of WVFH from Clear Channel Communications Inc. to South Carolina Broadcasting Corp., as well as to increase its power to 1 kw-D from 600 w and to 1 kw-N from 100 w. (100% before; none after) Principal: James Stewart, president and general manager of WVFH.

Facilities changes

TV application

* **WSAV-TV** Savannah, Ga. (channel 11, 2 kw; ERP: 1476 kw), seeks to change its antenna design to increase radiation efficiency during non-critical hours. (50% before; 50% after) Principal: James D. Smith, president and general manager of WSAV.

AM applications

* **WOYQ** Tama, Iowa, seeks to modify its call letters to KJQX and to increase its nighttime power to 1 kw-D. (50% before; 50% after) Principal: James D. Smith, president and general manager of WYOQ.

Facilities changes

FM start

* **KXLY** (AM) Yakima, Wash. (1470 kHz, 1 kw-D, 1 kw-N), seeks to start a new station on 1470 kHz, 1 kw-D, 1 kw-N. Principal: John H. Kealy, president and general manager of WTSAM (AM) (Bellingham, Wash.).

FM actions

* **KTRR** (AM) Sioux City, Iowa (1470 kHz, 5 kw-D), seeks the Bureau's approval to assign to one of its two commercial licensees in that city a construction permit to control the operation of a radio station. (50% before; 50% after) Principal: James D. Smith, president and general manager of WTSAM (AM) (Bellingham, Wash.).
**AM actions**

- **WBRI** Indianapolis—Broadcast Bureau granted CP to operate station, with 1 kw DA-D (BP-19832), Action No. 15.
- **WGUF** Gulfport, Miss.—Broadcast Bureau granted CP to change station's site to 5,000 ft N of Gulfport, Miss., and change studio location and remote control point, to be determined; conditions (BMP-13879), Action No. 15.

**AM starts**

- Following stationaires were authorized program operating authority for changed facilities on date shown: KKXY San Antonio, Tex. (BP-19,482), Nov. 12; KFLC Falls City, Neb. (BP-19,159), Nov. 7; WABH Deerfield, Va. (BP-19,678), Nov. 11; WEGA Vega Baja, Puerto Rico (BP-19,486), Nov. 4; WANY Penascola, Fla. (BP-19,707), Nov. 12; WWWW Jasper, Ala. (BP-19,607), Nov. 8.

**FM action**

- **WLOX** Biloxi, Miss.—Broadcast Bureau granted mod. of license to operate, by remote control from DeBuys Rd., Biloxi (BRC-3742), Action No. 14.

**AM starts**

- Following were authorized program operating authority for changed facilities on date shown: KSML Truckee, Calif. (BP-9109), Nov. 11; KXXY Oklahoma City (BP-9090), Nov. 8; WJKI Elgin, Ill. (BP-9101), Nov. 8; WTN-FM Waterbury, Conn. (BP-1611), Nov. 11; WYCU-FM Kettering, Ohio (BP-8547), Nov. 8; WWWW FM Jasper, Ala. (BP-8769), Nov. 8.

### In context

**Designated for hearing**

- Tallahassee, Fla., AM proceeding: Capital City FM, Philips Radio and Amrad Corp., competing for 103.1 mhz (Docs. 20237-9)—Broadcast Bureau designated for hearing mutually exclusive applications. Issues include financial and ascertainment qualifications; Action Nov. 10.

**Case assignments**

- Chief Administrative Law Judge Arthur A. Gladstone made following assignments on date shown:
  - KSWR(AM) Rialto, Colo., renewal proceeding: Oil Shale & Associates, Inc., competing for new CP, 105.5 mhz (Docs. 20240-1)—Broadcast Bureau designated for hearing applications of Oil Shale & Associates, Inc., and contestant; Action Nov. 10.

**Procedural rulings**

- Glen Konrardy, Colo. FM proceeding: Colorado West Broadcasting and Glenwood Broadcasting (KGLN(AM)), competing for 92.7 mhz (Docs. 1958-9)—Review board denied by Colorado West to add character qualifications against Glenwood Broadcasting, Action Nov. 18.
- WDXA(AM) McRae, Ga., renewal proceeding: Entertainment Communications (Doc. 20013)—ALJ Ernest N. Blake rescheduled new CP hearing for Jan. 6, 1975, in Atlanta, and ordered that no more postponements would be permitted. Action Nov. 19.
- WCFL(AM) Chicago, renewal proceeding: Chicago Federation of Labor and Industrial Union Council (Doc. 20046)—Review board denied request of Chicago public interest groups for waiver of FCC's procedural rules to permit them to present facts and information when renewal of WCFL is in public interest. Stating that they did not have financial resources to proceed, groups requested that commission waive three of its rules dealing with hearing process. Action Nov. 15.
- Carlisle, Pa., FM proceeding: W1000 Inc., seeking new FM (Doc. 19448)—Review board denied as irrelevant request by W1000 Inc. that official notice be taken of criminal indictment for fraud of Alexander Broadcasters, former applicant for license for FM in Carlisle, Action Nov. 15.
- Puerto Rico, AM proceeding: Cavallo Broadcasting Co., competing for 1270 kHz, at San Juan; Florida Associates, at Rio Grande; Boricua Broadcasting Co., at San Juan; Vieques Radio Corp., at Isabel Segunda (Docs. 19978-79, 19900-1)—ALJ Chester F. Naumowicz Jr. deferred action on petition by Vieques Radio to amend its application to specify new frequency, until Vieques files affidavit as to what consideration has been provided or received in connection with its amendment. Action Nov. 20. FCC denied application by Boricua Broadcasting Co. for reconsideration of three large issues against Figueroa. Action Nov. 12.
- KUY(C) Puuyallup, Wash., renewal proceeding: KUHKA(AM) replacement license (Doc. 189292)—FCC rule change on requests by KAYE Broadcasters for clarification, and Benedict Radio Co. for reconsideration, of FCC's exclusion of Cottone from any further participation as counsel. FCC concluded that exclusion of Cottone from this hearing was not disciplinarily or punitive matter and that Cottone's request for reconsideration of that order should be denied. Action Nov. 20.

### Dismissed

- Buena Vista, Va., AM proceeding: Harry R. Peyton and WANY Inc., competing for 1270 kHz at Buena Vista, competing with Thomas R. Fitzpatrick terminated proceeding by granting applications of WANY Inc. Peyton application dismissed Oct. 24, WANY Inc. granted 1270 kHz, 1 kw, P.O. address Box 97, Waynesboro, Va. 22980. Estimated construction cost (100 kw) $35,000; revenue none. Principals: Mr. Robert Rogers, Mr. Thomas R. Fitzpatrick. Dismissed for failure to proceed. Action Nov. 10.

### Initial decision

- **WEAU-TV** Eau Claire, Wis., renewal proceeding:

**Fines**

- **KDON(AM)** Salinas, Calif.—Broadcast Bureau notified: Forfeit for breach of CP that it incurred apparent liability for forfeiture of $1,000 for failing to complete filing of renewal application. FCC found that judgment of official's wisdom, judgment or actions is not necessarily personal action. Action Nov. 14.
- **WSBMAM(AM)** New Orleans—Commotion denied application of Peter H. Beer for review of Sept. 13 Broadcast Bureau ruling denying his fairness doctrine complaint against WRMT(AM). FCC said that criticism of official's wisdom, judgment or actions is not necessarily personal action. Action Nov. 14.
- **WNEW(AM)** New York—Broadcast Bureau notified: Forfeit for breach of CP that it incurred apparent liability for forfeiture of $1,000 for failing to complete filing of renewal application. FCC found that judgment of official's wisdom, judgment or actions is not necessarily personal action. Action Nov. 14.
- **WSNW(AM)** Winston-Salem, N.C.—Broadcast Bureau notified: Forfeit for breach of CP that it incurred apparent liability for forfeiture of $1,000 for failing to complete filing of renewal application. FCC found that judgment of official's wisdom, judgment or actions is not necessarily personal action. Action Nov. 14.
### Actions

**Petitions**

- FCC received a petition to amend TV table of assigned call letters for Kennebunk, Maine. (BPTT-2922).

- J. Boyd Ingram, Jacksboro, Miss., requests to assign call letters to KBSM (BPTT-2923).

**Allocations**

- FCC approved the allocation of channels 94 and 95 to KCOU in Hawaii.

- FCC approved the allocation of channel 3 to KBST in Georgia.

**Applications**

- Applications for construction permits were approved for KAOR and KAMV in Oregon.

**Rulemaking**

- The FCC approved a rule change regarding the broadcast of distant signal translators.

### Summary of Broadcasting

#### FCC Labulations as of Oct. 31, 1974

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<th>OP's on air</th>
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<tr>
<td>Total TV</td>
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<td>1</td>
<td>919</td>
<td>144</td>
</tr>
</tbody>
</table>

*Special temporary authorization*  
**Includes air-licenses**

### Cable

- Follow-up applications for cable TV systems were submitted for applications for cable TV systems in Connecticut and Florida.

- Applications for certificate of compliance in Oregon and Washington were submitted.

### Translators

- Applications for construction permits were submitted for translators in California and New Mexico.

- The FCC approved the allocation of channels 94 and 95 to KCOU in Hawaii.

### Other action

- Lyons and McPherson, Kan., requested a reconsideration of a previous action.

- In California, a petition for reconsideration of the decision on KXLA was denied.

### Rulemaking

- The FCC approved a rule change regarding the broadcast of distant signal translators.

- The FCC approved a rule change regarding the broadcast of translator stations.
Help Wanted Managers

Sales-oriented Manager for Pacific Northwest company seeks new opportunity. Salary and commission. Send resume to Box M-174, BROADCASTING.

Agressive salesperson for small-market, recreational area position. Must have a college degree and experience in sales, preferably in recreational products. Salary. Send resume to Box M-251, BROADCASTING.

Immediate opening for motoriav sales manager. Need a hard-working pro. Enjoy the people and the work. Send resume to Box M-222, BROADCASTING.

Community Club Awards, Management experience, commission.

Above Northeast Group to experience sales of degree exceptional. Reply, dress, vision, newspapers, CA7V.

1st to client Broadcasting.

Northeast Group to experience sales of degree exceptional. Send resume and tape and resume to Buster Pollard, WBHP, P.O. Box 142, Huntsville, AL 35804/Equal opportunity employer.

Send resume to Box M-190, BROADCASTING.

Help Wanted Sales

Northeast Group needs aggressive, take-charge Sales Manager for AM-FM combination. Local sales development and work in top market. Must be self-motivated and work hard. Send resume and tape to: Box M-251, BROADCASTING.

Top contemporary in medium market is seeking knowledgeable, experienced Account Executive. Open 3 to 6 months, created by promotion within company. Take over existing list. Resumes and references in first letter. Box M-130, BROADCASTING.

Experienced account executive for #1 station will earn $10,000-15,000 first year. Air experience desirable but not necessary. Excellent growth opportunity. Send resume to GM, WDXX, Jackson, TN 38301.

Salesperson wanted. Salary plus commission. Send resume to Managers, WNTC Radio, P.O. Box 898, Greenville, SC 29684.

Immediate opening for one account executive. Must have substantial broadcast sales background, strong on client service, capable of generating and managing new billing, and have a strong aversion to boredom. Resume to: Ties and Associates Advertising, Suite F, 1509 N. Main, Santa Ana, CA 92701.

Help Wanted Announcers

Announcer, Maryland country station. Will train talented beginner. Also, opening for seasoned one or combo position: Announcer-Salesperson. Box M-153, BROADCASTING.


Night controller who can follow instructions. Experience and voice necessary. Northeast. Send resume to Box M-222, BROADCASTING.

Announcer-Program Director, must be experienced Top 40 format. Northeast. Box M-223, BROADCASTING.

Help Wanted Technical

Chief Engineer, experienced in proof, PCC, maintenance, technical training. Previous experience in stations Inc., Ohio, Kentucky area station. AM-FM automation etc. Box M-170, BROADCASTING.

Immediate opening in Missouri for experienced broadcast engineer. Must be familiar with state of the art of radio engineering, technical edge of automation, solid state electronics and belief in the word shop. E.O. to: Box M-193, BROADCASTING.

Midwest AM-FM planning to build new studios. Need experienced first phone. Permanent position. Write: N-3, BROADCASTING.

Help Wanted Programing, Production, Others

Major market black rocker seeks PD, air talent, copy writer. Immediate and future needs. Resume, references. No poors please. Box K-202, BROADCASTING.


Q-rock programmer with ideas, voice, maturity. Total involvement in the market. Air shift. Pros only. Box M-67, BROADCASTING.

Printer. Experienced printer/supervisor. Should have 5 yrs. exp., with 2-4 color offset printing. Sales, comm., type, organ. supervise and operate active 2 press "in-house" print shop. Send resume w/sal. re: to Box M-186, BROADCASTING. E.O.E.

Florida's Gold Coast! WFTL is looking for creative, talented, adult production person. Send samples and resume to: Mike O'Shea, P.O. WFTL Ft. Lauderdale, FL 33322.

Producer/Announcer at public AM-FM. Ability to produce and voice classical music and magazine format. Must have programming experience. Send resume, pay history, and references to Bill Stahlman, WMMS, 99507. 303-343-2252, N. Fleming.

Chief engineer for WK 5 KW-DA WMMS 23 kW-FM Cleveland, Ohio. Experience in directional, FM and audio required. An equal opportunity employer. Salary open, commensurate with experience. Address resume to Tom L. Bravenech, WHK/WCMW, 5000 Euclid, Cleveland, OH 44110.

Immediate opening for 1st class engineer for eastern station. Send resume to WSR, Inc., P.O. Box 38, Elkhon, MD 21921.

WSTU, Stuart, Florida looking for chief engineer. Work with professionals on Florida's Gold Coast. Between Fort Pierce and West Palm Beach. Five figure salary. Many extra benefits. Send resume to Harvey Grant, President, P.O. Drawer 417, Stuart, FL 33494.

Chief engineer, Southeast, AM/FM. Experienced in proof, FCC, maintenance, transmitting, remote control, and general operations work. Send resume including references, salary requirements to Dr. Allen Blumenstein, 1202 Shahnman Building, Nashville, TN 37201.

Midwest 5k/1k seeks qualified chief engineer. If you know the Rules, can handle full responsibility and work. Some college radio preferred. Small market. Northeast. Box M-219, BROADCASTING.

News director. Midwest background only. Very strong background. Excellent copy, management, and operating experience. Immediate opening first letter. Box N-10, BROADCASTING.

Announcer/Newscaster would like small station operation. $150 with experience. Third endorsed. Send resume, tape, resume sample to WHTC AM/FM Eastown, NJ 07724.

Help Wanted Technicians

Engineer/Anchorperson, Combo, for top rated West Texas C & W. New equipment, maintenance & airtime required. Send resume & salary requirements to Box M-190, BROADCASTING.

Radio engineer/technician with first phone needed by KYAK, Anchorage, Alaska, for 50,000-watt DA II, two transmitters, logs. $32,000/yr. Requires experience in relocating minimum offer for experienced man. 2800 E. Dowling, Anchorage, 99507. 907-342-2332, Mr. Fleming.

Chief engineer, WHK 5 KW DA-N WMMS 32 kW-FM Cleveland, Ohio. Background must be, directional, FM and audio required. An equal opportunity employer. Salary open, commensurate with experience. Address resume to Tom L. Bravenech, WHK/WCMW, 5000 Euclid, Cleveland, OH 44110.
Help Wanted Management

Business manager/controller. Expanding broadcasting and communication facility seeks experienced television business manager/controller. Home office, New York area. Excellent opportunity with rapidly growing company. Strong background in cost control, financial and operating controls, government relations, and personnel management. Excellent salary, stock options and growth opportunity. Report directly to president of company. All replies held in strictest confidence. An equal opportunity employer. Send replies to Box M-220, BROADCASTING.

Help Wanted Sales


Help Wanted Technical

Independent UHF seeks maintenance supervisor with active maintenance experience on studio cameras, television, sound, and VTR. Excellent opportunity. Equal opportunity employer. Box M-217, BROADCASTING.

Opening for transmitter and studio engineer with radio and television station. Maintenance ability and first class license required. Excellent opportunity for maintenance skills and knowledge. Competitive salary. Send resume to WCVB, Box 5250, Montgomery, AL 36105. Phone 205-288-7020. Equal opp. employer.

TV Engineer. Excellent opportunity for first class license with fundamental knowledge and ability to maintain and operate electronic equipment. Send resume to chief engineer. Profit sharing, retirement and other long-range benefits. WSAV-TV. Box 123, Augusta, GA 30901.

Assistant Sales Engineer, VHF, TV, and AM. NBC requires first phone, 5 year experience. Some AM helpful. VTR and color camera experience a plus. Close to chief engineer, Box 1501, Yuma, AZ or call 602-782-3881.

Help Wanted News

Florida VHF needs sports photographer capable of performing interviews/reporting developing reports. Growth opportunity. This is an equal opportunity station. Send resume. Box K-194, BROADCASTING.

Versatile TV personality. Strong in weathercasting, but capable in general assignment news work. Excellent opportunity for experienced personality in small to medium market. Move up. Send resume to Box M-216, BROADCASTING.

Need hard-driving news director/anchorperson for progressive Pacific Northwest TV station. Must add- dress all resumes to Ric McStay, Opportunity unlimited. Reply Box M-218, BROADCASTING.

Newsperson. Opening for reporter with on-air abilities available with your aggressive news department. Female applicants will be equally treated. Send resume to VTR news director, Box 198, La Crosse, WI 54601.

Help Wanted Programing, Production, Others

An over 100 station in the southeast has an opening for a creative services director. This is a demand- ing position requiring an individual with experience in programming, leadership abilities and experience in television writing, 16 mm. and 35 mm. filming, and videography. This is a grow-with-the-company position with the maximum output from the people and equipment in the department. Salary open. An equal employment opportunity employer. Box M-152, BROADCASTING.

Situations Wanted Management

Presently employed and secure. Excellent references, 15 years experience as general manager. Expert FCC knowledge. Top sales record. $30,000 plus incentives. Box M-180, BROADCASTING.

Station Manager/Sales Manager. Age 39 with proven track record in management from small to large markets. Top references. Box M-209, BROADCASTING.

Enthusiastic manager and radio pro desires management opportunity in market of 150,000-200,000. Experienced programming, sales & management. Results oriented. Let's make money together. Box N-5, BROADCASTING.

Born again broadcaster, experienced SM, ND, Pbp; seeks major market career opportunity. Box N-30, BROADCASTING.

General manager who gets totally involved in station and community is seeking a step up in the industry. Very unusual opportunity and promise to go with. Better company. P.O. Box 826, Hagerstown, MD 21740.

Situations Wanted Annunciators

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

Fast talking DJ, solid news, good commercials, tight board, endoresed third. Immediately, anywhere. Box M-168, BROADCASTING.

Bright MOR air personality. First phone, experienced. Also production, news. All considerations appreciated. Box M-199, BROADCASTING.

Broadcasting veteran seeks change! Desire 3 hour MOR or Country air shift, plus sales or program director position. Also do good adult production work. Experienced in show production, program director, sales, production and management. Box M-205, BROADCASTING.

Top 40 jock with 4 months experience seeks new employment in production and some news. Box N-11, BROADCASTING.


Number one station top ten market. Part-time announcer seeks full time in top 50 market. MOR/temporary. Warm personality, great production. Some management experience. Tape, resume, references available on request. Box N-27, BROADCASTING.

Modern country personality. PD, sales experience. Good delivery, changeover, all market. Box N-31, BROADCASTING.

Experienced music director/DJ. Vast knowledge all music. Last 2 years L.I., N.Y. market, wants to relocate. Send resume, if your needs: 24, married, Box N-32, BROADCASTING.

First phone jock, great voice for soul or top 40. Try your resume. Excellent delivery on tight board, no bad habits, 53 years, 321-391-7140, 1201 W. 97th Place, Chicago, IL 60643.

First phone CIE Grad, soul, top 40 prod. 4 yrs. exp. Black and versatile, "Modulator." Bm. 127, 2110 Walton Way, Augusta, GA 30903-3655.

Professional air personality with PD experience. Heavy emphasis on wit and humor. Looking for rock or soul market, commercial or medium to major market. 3rd. Jim 303-798-6185.

All around pro announcer. 7 yrs. full time experience. Warm, friendly, humorous personality, award winning production, excellent newscast. Currently employed as morning personality. Also telephone talk expert. Text, 413-592-9420.


Young deejay, news, excellent voice, third, Paul Smith, 301-236-2311, 1304 Coronado, Imperial Beach, CA 92032, 612-743-2194.

Announcer, looking for first break. Good news, commercials, production, tight board, will relocate. Tom Glambos, 2207 Poplar St, Bronx, NY 10461, 212-892-7363.

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TV Art Director: Midwest PBS VHF. Experience in illustration, set design, publication and promotion layout. Supervise art department. Creative environment, pleasant working conditions, excellent benefits. Send resume to Don Swift, Broadcasting Services, 52 Gregory, Urbana, IL 61801. We are an affirmative action/equal opportunity employer.

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Situations Wanted Programming, Production, Others

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The Town of East Longmeadow, Massachusetts, population 13,500, seeks proposals to construct and operate a cable communication system in the Town. Copies of the Board of Selectmen's Report and Specifications are available on request. Sealed applications are due no later than 7:30 P.M., Jan. 21, 1976. Direct all inquiries in writing to: Board of Selectmen, Town Hall, East Longmeadow, Mass. 01028.

NOTICE OF AVAILABILITY FOR BROADBAND TELECOMMUNICATIONS FRANCHISE IN THE CITY OF MADISON, WISCONSIN
Notice is hereby given that proposal information concerning the availability of a Broadband Telecommunications Franchise in the City of Madison, Wisconsin may be obtained on request.

Merry Sue Smoller
CATV Officer
Room 505, City-County Building
Madison, Wisconsin 53709
(608) 266-4954

Each written request for application information shall be accompanied by the payment of a nonrefundable filing fee to the City of $250.

All applications for the Franchise shall be in accordance with the provisions of section 36.10 of the Broadband Telecommunications Franchise Enabling Ordinance (Chap. 36 of the Madison General Ordinances) as authorized by the Common Council and shall be submitted in writing to the City Clerk, Room 103, City-County Building, Madison, Wisconsin 53709 on or before February 1, 1976. Any such applications received will be available for public inspection during normal business hours at the Office of the City Clerk.

City of Madison
Broadband Telecommunications Regulatory Board

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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.
Paramount's Bud Austin: turned on to television

Bud Austin, executive vice president of Paramount Television Inc., has had quite a time in recent months. Things have been happening at Paramount. Barry Diller, formerly an ABC television programming executive, moved over in October as chairman of the parent Paramount Pictures Inc. Last month, Frank Yablans, assistant of Paramount since 1971, resigned as everyone knew he would after Mr. Diller went aboard.

But it's not only personnel changes that have kept Mr. Austin murmuring those famous lines by Rudyard Kipling ("If you can keep your head, when all about you are losing theirs... "). There is the trauma of the new TV season and the shock of the midseason changes. This year particularly, network TV programs fell right and left. Only one of Paramount's five network shows was canceled—the half-hour Paper Moon on ABC. But, the show, a new hour-long series ordered for midseason by NBC—Archer with Brian Keith. So in the aggregate, Paramount is 30 minutes ahead in the 1974-75 network programming sweepsheets. Not many TV producers can make that statement right now.

Still, by Mr. Austin's current figuring, Paramount may be selling itself into the red. Like other Hollywood production executives (BROADCASTING, Sept. 23), he is getting more and more concerned about the spread between production costs and network payments.

He will go on at length: "For too long, TV production companies have been carrying the development costs for the three networks. Paramount, for example, has long-term commitments to writers, producers and actors, and maintains a solid and very diversified program development staff. That's a huge investment. When we sell shows, the least we can expect is that we will get paid the actual dollar costs of producing these shows. This is absolutely not the case now. We have an enormous number of programs in development right now for all three networks and so far we have been unable to arrive at satisfactory prices. And if we cannot [arrive at satisfactory prices] we are no longer going to deficit-finance shows for $30,000 to $40,000 an episode in the hour form, or from $15,000 to $20,000 in the half-hour form. There is serious consideration being given by this company to curtailing its television activities until such time as we can come to an accommodation with the networks on pricing."

The reasons, Mr. Austin explains, are self-evident: The domestic syndication market is glutted, and foreign countries for the most part have imposed import quotas that decrease U.S. TV program sales abroad. Both factors limit the chances of recovering costs. Mr. Austin emphasized: "How then are we supposed to make a living?" He asks. "After all, this is a business that must show a profit. If it doesn't show a profit, there is no reason for its existence."

Mr. Austin's career in TV programing originated in the early 50's when he was with Great Neck Community Television, which was then a new but very important medium. After that, he worked with the original ‘Mickey and the Pirates,' a children's show that was a tremendous success. In 1956, he moved to New York City where he became general manager of the Frank Yablans Filmways unit.

"Today, television has matured. The things we can do, the topics we can deal with, the kind of program values we can include... the whole scope of television has just magnified impressively. And not only in dramatic shows. TV news certainly has done an impressive job."

"Look through any of the newspapers or TV Guide," he observes, "and see the absolutely incredible diet that's available—everything from game shows to Ambharic poetry."

Flashiness is not evident with Mr. Austin. He dresses conservatively (dark suits, modestly patterned ties), and he speaks quietly and thoughtfully. On the other hand, he has a knack for learning the inner workings of the business. After all, when he was executive vice president of Filmways, Frank Yablans was his junior there; when Mr. Austin joined Paramount in New York in 1973, he was junior to Mr. Yablans. And that is, as the saying goes, Hollywood.
Editorials

The execution chamber
Cable operators and broadcasters are inexorably headed toward a critical test of political strength. It is to be precipitated by the new militancy of cable interests.

As reported in detail a week ago, the directors of the National Cable Television Association have embarked on a massive campaign to get the absolute minimum of liability for their use of copyrighted broadcasts and total relief from FCC restrictions on their importation of distant broadcast signals.

At the same time, of course, the cable powers are doing their utmost to obtain repeal or significant relaxation of the FCC's antiphoning rules. They argue that pay cable should be free to bid in the open market for the sports, movies and other big attractions now on commercial television. That argument would be more persuasive if the cables were not simultaneously fighting for unlimited access to broadcasts of their choice at only token payment to a copyright pool. The purpose is to build the apparatus for a pay cable system on the all-but-free use of the broadcast product that is eventually to be captured for the cable box office.

If broadcasters have at times been unreasonable in the protection they have sought against cable development, they have a point in saying now that cable wants it both ways. Fred Ford was right when he told the NCTA directors that the 1971 consensus agreement among cable operators, broadcasters and copyright owners was dead. He didn't need to say who killed it.

Not again
It is not given to outsiders to know exactly what went on at that summit meeting of FCC Chairman Richard E. Wiley and the presidents of television network companies. This publication remains skeptical. More bad than good is apt to come of a secret proceeding that is described as "fruitful" by the regulator at whose summons the regulated obediently journeyed to Washington.

This is not to say that Mr. Wiley is without high purpose - or hard problems. There is no doubt that he hears a genuine call from the public and, at closer range, the Congress for a rollback in sex and violence on the tube and that he would rather it be answered by the broadcasters than by his agency. Neither is there doubt that broadcasters would like to accommodate an FCC chairman who, so far in his brief tenure, has appeared less ogreish than some predecessors.

There is every prospect, however, that once again voluntary accommodation will be manipulated as a convenient substitute for government regulation, with effects at least as binding. The mechanism of government nudge and industry response has been on recent display in the regulation of children's television.

At the encouragement of the same Mr. Wiley, the National Association of Broadcasters and Association of Independent Television Stations voted to curtail commercial loads in children's programming in the belief they were heading off government regulation. The FCC then issued a policy statement that, in effect, embraced the broadcasters' standards as its own. Those are now the standards by which stations will be judged at license renewal time.

The implications do not end there. Action for Children's Television, the little band of Boston mothers who first aroused the FCC's interest in the subject, has filed notice of its intention to appeal the FCC's policy statement. The courts could agree with ACT and remand the case for the harsher actions that ACT originally petitioned the FCC to take. That would effectively negate the broadcasters' exercise in accommodation. Or the courts could affirm the FCC, in effect affording the adoption of the broadcasters' standards as government standards. Either way, "self-regulation" becomes only a euphemism for government regulation, whether accepted or rejected by the courts.

There are signs that Mr. Wiley is reading from his own cue cards on children's television in his new excursion into sex and violence. The talk is of self-restraint, of action by the NAB Code Authority, of industry standards that Mr. Wiley may put on display at his appearance before critical committees on the Hill. Though there seems to be a unanimity of network resistance to a central censorship or rating system, something short of that is not discounted. Once again accommodation is in the air.

This publication does not suggest that networks and stations should ignore criticism of the new permissiveness in television programming. Never have conditions called for keener judgments of acceptability and taste.

But the healthy answer lies in the exercise of individual responsibility, each network and station deciding for itself what is suitable to air and at what time. The answer is not in a herd movement that will lead only to the suppression of creativity that is already in short enough supply.

A flicker of reason
The FCC acted manfully, or womanfully in the case of Charlotte Reid, when it admitted that it had erred five years before in adopting a rule requiring larger cable televisions to originate programming (Broadcasting, Nov. 25). As things turned out, the commission confessed, there was little or no public demand for the cables' own works.

It would have been even more manful if the FCC had added that it lacked authority to issue its order in the first place. There is just as much abuse of power in an FCC's telling cable to originate programming, whether wanted by cable or the public or not, as in an FCC's telling broadcasters they must present a standard minimum of news or children's programming or whatever strikes the current bureaucratic fancy. When the FCC withdrew its origination rule, it struck a blow, or at least a tap, for constitutional principles.

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WGN Television? It's my family's station. There are so many different kinds of programs... but they always seem to have something that someone in the family wants to watch.
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