Radio 1975: billings heading for new record
Radio 1974: billings up but profits down

The prize-winning KSTP Bumper Sticker. Hundreds of thousands all over town. Everywhere you look, the most popular bumper sticker the Twin Cities have ever seen. The bump crowd and other young adults stick with KSTP.

The KSTP bumper sticker is just another example of how the team of Hubbard Broadcasting stations across our great land is leading the way. In public service programming, with the award-winning Black Forum on WTOG-TV/Tampa-St. Petersburg. In Eyewitness News dominance by KSTP-TV and KOB-TV/Albuquerque. In sports with exclusive play-by-play coverage of the Vikings on KSTP-AM.

So for media strategies that lead, choose the winning ways of the Hubbard Broadcasting team. Now with over 50 years of broadcast leadership.
TIME-LIFE TELEVISION presents

Money

new inserts

A New Programming Service for Newscasters from Time-Life
90 to 120-second spots, right at home in your area every week, 52 weeks a year.

Useful is what MONEY can do to help your viewers save money. That's especially valuable.

Using the resources of FORTUNE, TIME and MONEY, we will provide your viewers with practical subjects as how to lower your bill and up to 60% on a used car and what to do with your tax-free bonds.

For market availability, contact Television Regional Sales Broadcasting

Nov. 10, 1975

TIME LIFE TELEVISION

TIME & LIFE BUILDING
NEW YORK, N.Y. 10020
(212) 586-7733

ATLANTA • CHICAGO • LOS ANGELES
(404) 659-8050 • (312) 467-9700 • (213) 385-8151
New York has a new 10 o’clock news, and its first Monday thru Friday evening TV anchorwoman. Pat Harper and Joe Harper lead a local news team that digs as hard for the good news as for the bad. We try to remember that the good things that happen are as newsworthy as the bad. Viewers can watch an hour of WPIX Action News and still walk away from their TV set feeling pretty good. Our business is news, not melodramatics.

Carling National Breweries. As a result of merger of Carling Brewing and National Brewing Co. into new company called Carling National Breweries, Baltimore, W.B. Doner & Co., Baltimore, has been appointed agency for all brands of National Brewing. Doner has been agency for National Brewing's Colt 45, National Premium, Malt Duck, National Bohemian and various regional brands. Now it adds Carling Black Label, Red Cap Ale, Tuborg, Carlsberg and Heidelberg, whose billings are estimated at $4-$5 million, heavily in broadcast. Carling previously was handled by Caledon Agency, Toronto.

Shurfine-Central Corp. In what Independent Television Corp. calls "the largest regional sale in syndication in the past 10 years," Shurfine food line distribution (canned goods, noodles, flour, sugar, etc.), through its agency, Norman, Navan & Baird Inc., Grand Rapids, Mich., has bought four hour-long ITC off-network musical specials starring Julie Andrews. Shurfine will factor in its spots five commercial breaks in each special and then buy time in 73 markets encompassing 23 states, with first special slated for March 1976. Markets include Dallas, Atlanta, Denver and Indianapolis. Commercials will focus on dealer promotion, with recipe offers as main ingredient.

Stouffer Foods. New, undisclosed product from prepared-foods division of Stouffer Foods, Solon, Ohio, will make its debut in three-week campaign beginning Dec. 1, handled by Ketchum, MacLeod & Grove, Pittsburgh. Fringe 30's geared to women, 25-54, are scheduled in substantial number of markets.

Ronson Corp. Famous bearded characters in history will introduce Ronii shavers in campaign to run four weeks beginning Nov. 26. Fringe 30's depict spokesman with half beard shaved saying, "I just couldn't help myself!" Norman, Craig & Kummel, New York, is agency for Ronson, Woodbridge, N.J.

Hanes Corp. Winston-Salem, N.C., manufacturer of hosiery is introducing new product, Underalls, and will test it via spot-TV in Orlando, Fla., and Syracuse, N.Y., starting this week. Underalls, which combine pantyhose and panties, will be advertised in one market with budget twice that of other market. Larger budget would lead to national outlay of $4.5 million, heavily in TV but including other media and co-op advertising. Case & McGrath Inc., New York, created copy and strategy to reach women, 18 and over.

Heublein. Company, through Marschalk Advertising, is marketing new product called Ortega Tacos by taking one-week TV test flights in two markets, New Orleans (beginning Nov. 17) and Syracuse, N.Y. (beginning Dec. 3). Thirty-second spot is aimed at women 18 to 49. If spot achieves results, Heublein will go national with product, according to company spokeswoman.

Borden Inc. Company will sponsor in full ABC-TV's "The Grand Ole Opry at 50—A Nashville Celebration," which will be telecast tomorrow (Nov. 11) from 8:30-10 p.m. Borden will promote 18 company brands on 90-minute special, which marks 50th anniversary of Grand Ole Opry. Borden's agency is Conahan & Lyons, New York.

Jacqueline Cochran. Men's and women's fragrance products will be spotlighted via spot radio as part of Christmas holiday campaign scheduled to begin in early December for two-and-a-half weeks in major markets. Needham, Harper & Steers, New York, is directing campaign to adults and is seeking time on weekdays, 6 a.m. to 7 p.m.

Skil Corp. Power tools by Skil Corp., Chicago, will get three-week plug in campaign by Young & Rubicam, Chicago, beginning Nov. 24. Spots will run in fringe, sports and news time slots in 35 markets and feature cordless electric drill, replay of test spots which ran for two weeks in September. Agency puts budget at approximately $50,000.

Nabisco. New in snack food line is American Fries by Nabisco, East Hanover, N.J., to be introduced in some 30 markets in four-week campaign beginning Nov. 17. William Estsy Co., New York, is handling creative and buying roles for fringe 30's aimed at women, 18-49.

Beatrice Foods. Senna Division of Beatrice Foods, Madison, Wis., will introduce new Cream Whip, in test markets, in television 30's beginning Nov. 17. Campaign created by Campbell-

Morningside College Library
Sioux City, Iowa

Beautiful, prosperous Kansas City.
KMBZ AM Action Radio and KMBR Stereo are part of the good life. With more than twice the adult audience of the next-highest-rated AM-FM combination, and nearly three times that of the next single station.*

KMBZ: Lively MOR sound. With full news and sports, and the only traffic 'copter in town.
KMBR: Bonneville's superb Beautiful Music. Plus Good Morning Magazine, and news every hour.
Kansas City relies on the Bonneville Stations. For music. Information. Total community service.

*Source: Arbitron; April-May '75 Arbitron diary estimates, total area.

The stations built on service.
Bristol-Myers: Clairol Herbal Essence shampoo, product of Bristol-Myers, has renewed sponsorship for 1976 of Earth News Radio, radio news service, on over 300 stations. Service is five years old; Clairol began sponsorship in 1974.

Archway Cookies: Nostalgic spots for 30 kinds of Archway Cookies, made by Nichols Baking Co., Corona, Calif., begin this week for five weeks with theme, "put a ray of sunshine in your life." Fringe- and daytime 30's have been placed in four California markets (Los Angeles, San Francisco, Sacramento and San Diego) at estimated $50,000 budget. Agency is Marineau Advertising, Battle Creek, Mich.

Coca-Cola: Company's fruit-punch beverage, Hi-C, begins eight-market multi-week TV-spot campaign next Monday (Nov. 17). Markets include Cleveland, Cincinnati and Indianapolis. Agency is Marshalk, New York. Demographic target: women, 18 to 49.

Ozark Air Lines: St. Louis-based carrier is set to take off on two-week spot-radio flight in various major markets, including Minneapolis, Dallas, Des Moines and Nashville, in early December. D'Arcy-MacManus & Masius, St. Louis, is seeking men, 18 to 49, and male teenagers through buys in drive time and weekend periods.

Anderson Clayton Foods: Dallas-based food company is set to break with five-week spot-TV campaign soon on behalf of its Seven Seas salad dressing in substantial number of markets. Cunningham & Walsh, New York, is targeting its commercials toward women, 18 to 49.

Owens Sausage Country Inc.: Spot TV campaign is being cooked up by Richardson, Tex.-based meat products firm on behalf of its Sack breakfast sausage, starting Nov. 17 for four weeks in 29 markets, principally in Southwest and Midwest. Commercials will be placed by Bloom Advertising, Dallas, in time periods reaching women and men, 18 to 49.

Heublein-Lancers: Company's new white wine, Vinho Branco, will be accorded $250,000 12-market TV send-off later this month. Markets include New York, Chicago, Boston and Miami. Agency is Marshalk, New York. Thirty-second spot will be aimed at younger men and women, in 18-to-34 category. Campaign runs for six weeks.

American Chemical: Company's new product, Amiben, herbicide that kills weeds in soybean fields, will get major 14-week radio campaign beginning Feb. 10 in 10 Midwest stations. Markets covered include Chicago, Minneapolis, Cincinnati and Fort Wayne. Company's agency, Lewis & Gilman, Philadelphia, will buy spots on farm-information-type shows.

Yardley: Two campaigns are currently in work for Totowa, N.J., maker of soaps, cosmetics and toiletries (Yardley of London Inc.). Altman, Stoller; Weiss, New York, is handling spot radio drive in substantial number of markets for "You're the Fire" fragrance, to begin mid-November and continue through December. Teen-agers and young women (to age 24) are target. Marshalk, New York, is handling TV drive — two flights of two weeks each, beginning Nov. 3 and 24 — for Yardley's Oatmeal beauty soap. Fringe 30's aimed at women, 18-34, are being sought in similar "substantial" list.

Miles Laboratories: JWT Syndicatron, New York, has placed into release to TV stations new half-hour series of 26 episodes, David Niven's World, in which Academy Award-winning actor will be filmed in places throughout world with persons involved in unusual activities. Miles Laboratories, Elkhart, Ind., is sponsoring series on barter basis for start on stations in January.

IBM Corp.: Armonk, N.Y., through Conahay & Lyon, New York, has signed as sole sponsor of two-part, four-hour 'Eleanor and Franklin" drama, special at ABC-TV will televise on Jan. 11 and Jan. 12 (9-11 p.m., N.Y.T., both nights). IBM will interrupt drama for commercials only once each evening. Special is based on Joseph P. Lash's best-selling biography of Roosevelts.


Clorox HPD Food: Young & Rubicam has transferred responsibility from New York to Los Angeles for "Mr. Mushroom" spots, to run three weeks beginning Nov. 10. Daytime 30's are aimed at women, 25-54.

Baltimore reports television-network sales as of Oct. 19

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes ended Oct. 19</th>
<th>Total dollars week ended Oct. 19</th>
<th>1976 total dollars year to date</th>
<th>1974 total dollars year to date</th>
<th>% change from 1974</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>Sign-on 10 a.m.</td>
<td>138 $748,400</td>
<td>4,809 $27,014,500</td>
<td>$19,176,600</td>
<td>+40.9</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>10-12 p.m.</td>
<td>1,004 12,036,300</td>
<td>40,659 406,573,400</td>
<td>361,972,600</td>
<td>+12.3</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>Sign-on 6 p.m.</td>
<td>290 6,680,900</td>
<td>12,013 185,982,300</td>
<td>171,215,800</td>
<td>+8.6</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>98 3,218,600</td>
<td>4,182 97,343,200</td>
<td>87,193,800</td>
<td>+11.6</td>
</tr>
<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>20 810,900</td>
<td>660 16,455,200</td>
<td>13,396,700</td>
<td>+22.8</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>424 34,645,400</td>
<td>16,659 967,836,700</td>
<td>931,325,600</td>
<td>+3.9</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>205 4,417,400</td>
<td>7,891 134,561,800</td>
<td>121,534,400</td>
<td>+10.7</td>
</tr>
<tr>
<td>Total</td>
<td>2,179 582,273,900</td>
<td>86,853 $1,835,569,100</td>
<td>$1,705,815,500</td>
<td>+7.6</td>
<td></td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Report
WHERE
THOUSANDS OF
BREADWINNERS
BECOME LOSERS
EACH YEAR.

Storer stations are concerned and are doing something about it.

America's highways are like bloody battlefields. In 1973 alone, they were the scene of over 20,000,000 accidents and 55,600 fatalities.

And, while safety experts are cheered by the improvement the 55-mph speed limit has made, the carnage in 1974 still totaled an estimated 44,500 dead.

By far most of the fatalities are men—many at an age when young families are vitally dependent on their support. This makes the toll on American life go well beyond anything the grisly statistics reveal.

For this reason, Storer stations feel they must relentlessly press the attack against this deadly killer. So you'll find Storer stations across the country regularly devoting important air time to programs and editorials that stress highway safety.

K CST-TV in San Diego, for example, recently tackled a frequent cause of accidents—the drunken driver. In a 30-minute special, KCST-TV brought together for discussion the municipal judge who originated San Diego's Rehabilitation Program for Alcoholics; the area commander of the California Highway Patrol; the executive director of the San Diego Traffic Safety Council; and a practicing attorney.

On the day following this program, KCST-TV's Eyewitness News took viewers for a ride in a Highway Patrol car and gave a filmed account of what happens on an actual drunken driver arrest.

Scores of people are killed at railroad crossings. Yet Georgia law doesn't require drivers to stop at crossings unless there's a stop sign. Many crossings have no signs. And of those that do, many have no bells and lights. So in a hard-hitting series of editorials, WAGA-TV in Atlanta pushed to make stops at all crossings a law, and to get signals at important crossings.

In Toledo, a fatal trailer-truck accident occurred at an intersection just off a busy interstate highway exit. WSPD-TV, aware that it was the scene of several other bad accidents, interviewed witnesses who live nearby. They learned that trucks regularly ran the light. Truck drivers checked said that the light was so short, they couldn't stop.

WSPD-TV informed the city traffic department and the light was re-timed.

Involvement like this in the affairs of their communities is typical of all Storer stations.

We feel the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

STORER STATIONS
STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WSBK-TV Boston/WJM-TV Cleveland/WJBK-TV Detroit/WTI-TV Milwaukee/K CST-TV San Diego/WSPD-TV Toledo

WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo
SCARE THE PANTS OFF YOUR LISTENERS!
SCARE UP NEW SPONSOR DOLLARS!

SUPERFRIGHT

Five super-scary 25-minute dramatic programs, freshly produced, available in stereo or mono. Hosted by John Carradine.

GET A DOUBLE PLAY!
1. New Year's Eve
2. Friday the 13th February
FOR A SINGLE PAY!

"THE MONKEY'S PAW"
"THE TELL TALE HEART"
"CASK OF AMONTILLADO"
"THE LEGACY"
"WINTERFORD OIL PAINTING"

187 stations aired these dynamite-fright programs Halloween. They're made to generate mayhem on the air, and money in the bank.

Everything about Superfright will scare you, except the price. Lock-up exclusive market rights before another medium in your market gets the message.

ORDER SUPERFRIGHT TODAY

O'Connor Creative Services
Box 8888, Universal City
California 91608
(213) 769-3500

Use this TOLL-FREE number
1-800-423-2694
Wrigley's creates a market, then reaches it with spot television

The Wm. Wrigley Jr. Co. introduced this year a new brand of chewing gum called Freedent. Within a comparatively short period of time, Freedent's bright blue package has become almost as familiar to American consumers as our established brands.

For many years now, three Wrigley brands have been among the best sellers of the regular gum industry. Doublemint is considered America's top chewing gum. Wrigley's Spearmint and Juicy Fruit each sell more than any individual flavor in other lines in many sections of the U.S. Each of these three brands enjoys a high percentage of distribution across the country.

We were made increasing aware of the need for a new brand because we received so many letters from customers who had been forced to give up chewing our product. The reason: Chewing gum sometimes can stick to dental work. Synthetic materials that are commonly used in the manufacture of dentures, caps and bridges do not retain moisture, so ordinary chewing gum may stick.

At least 30 million people in this country have the kind of dental work that can cause a sticking problem. We found that many of them had left the chewing gum market entirely, and others had drastically reduced their use of the product. At the Wrigley Co. laboratories, researchers were given the assignment to produce a chewing gum formulation that would solve the problem.

The result after many years of research was Freedent, the only chewing gum especially formulated not to stick to most dental restorations. Equally important is that Freedent is a chewing gum with excellent flavor and chewing properties. In short, a product that people can enjoy even if they do not have a sticking problem.

Freedent was first introduced in Scotland—a natural choice because a high proportion of the population has dental work. The product was subsequently distributed throughout the rest of the United Kingdom. Research indicated excellent consumer acceptance there. Indeed, after one year on the market, Freedent became the number-four seller in the United Kingdom.

During the period of introduction abroad, only one person reported that Freedent adhered to a denture. Investigation showed that this individual had taken medication that had roughened his acrylic denture—a problem unrelated to the effectiveness of the Freedent formulation.

Meanwhile, extensive research was taking place in the U.S. A research firm was employed to test Freedent among people with different types of dental work and outside consultants were retained to analyze research findings. The results were very positive. There was no doubt that Freedent would live up to the advertising claim "will not stick to most dental work."

Initial test markets were selected and a national roll-out planned. Freedent first appeared in March 1975 in the Pacific Northwest, then later moved on to the other Western states, and finally to the entire country.

Media objectives were established. We wanted to introduce the Freedent brand to prospective users as quickly and forcibly as possible, and we wanted the advertising to provide complete package identification as well as "newsworthy impact." After the initial introductory period, a continuing effort of reminder advertising was scheduled. The media plan was structured so that the roll-out would be uniform, market-by-market, in advertising weight.

Local television seemed to provide everything needed to be the primary medium for the introduction and continuing advertising effort. Television has impact available to no other medium. Thirty-second spots were placed in the most efficient time periods, reaching the best prospective Freedent users—adults over 35 years of age. This meant daytime hours for adult women, and early, late-fringe and late-night hours for adult men. This type of scheduling contrasts with the Wrigley Co.'s schedules for its established brands, which appeal to a broader segment of the population. A higher percentage of prime time, when the entire family is viewing, is used.

Initially, two introductory TV commercials were produced. Three additional spots came later. The creative strategy was very straightforward: Expose the product, then offer a solution. Each spot opened with a shot of the Freedent package, with announcer copy: "Introducing Freedent Gum in the bright blue pack. Freedent's the delicious new gum that won't stick to most dental work." Then two vignettes followed. In the first spot, one vignette featured a hockey player—a man in a tough sport where many players have had dental restorations. The second vignette featured a model, surely a person who would be concerned about her teeth. Each character explains that "ordinary gum" had caused problems, but Freedent allows them to enjoy chewing gum again. Commercials were shown to test groups, and we were assured that the spots successfully communicated the product's story.

It was also planned to make use of daily newspapers. Two insertions were scheduled for two-color ads early in each market's introductory period.

As the national roll-out continued, so also did a series of sales audits and consumer surveys. By September of this year, the rollout was complete. Television schedules were running on 285 stations in 159 markets. Newspaper ads had appeared in 316 papers across the country.

Has Freedent been a success? Happily, the answer is yes. Estimates of Freedent's market share at this stage of its life have exceeded our early estimates. Further growth in share is expected. And that is good news for both the trade and the Wrigley Co. Freedent was designed to create "plus" business coming from people who had curtailed the use of chewing gum, and who have now returned to us as customers.

A.G. Atwater Jr. joined the Wm. Wrigley Jr. Co., Chicago, as an assistant to the vice president of advertising in 1965. He was named director of advertising in 1966 and given additional responsibilities as assistant to the president in 1973. Last year, he became vice president of advertising. He has been a member of the Association of National Advertisers radio advertising committee since 1968 and, has also served on the program committee for several ANA/Radio Advertising Bureau workshops and was the program chairman for the 1971 Workshop. He recently was named chairman of the radio advertising committee of the ANA.
Where Things Stand

Status report on major issues in electronic communications

Copyright 1975 Broadcasting Publications Inc. May be quoted with credit.

- indicates new or revised listing.

Antitrust/networks. Justice Department antitrust suit charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refill suits after President Ford moved into White House, and it (Cases 74-3599 et al.) Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court (Broadcasting, May 5).

Broadcasting in Congress. Special subcommittee of House Rules Committee was scheduled to meet late last week to discuss staff report that says in essence that it's technically feasible to broadcast House floor proceedings (Broadcasting, Oct. 27). B.R. Sisk (D-Calif.), chairman of subcommittee, has said he wants to hold hearings by third week in November. Resolution (H. Res. 269) by Jack Brooks (D-Tex.) sparked House activity; there also is S. Res. 39 by Lee Metcalf (D-Mont.) pending in Senate Rules Committee, but there has been no action on it. And, Joint Committee on Congressional Operations has reaffirmed recommendation of year ago in favor of live broadcasting of congressional proceedings (Broadcasting, Oct. 13).

Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (Broadcasting, July 14). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed that action in U.S. Court of Appeals in Washington. Commission also has outstanding rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. Comments on 20508 have been filed (Broadcasting, Oct. 13); replies are due Nov. 16.

Children's TV. FCC's policy statement on children's television programming, adopted last year (Broadcasting, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case 74-2006). House Communications Subcommittee has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (Broadcasting, July 21).

Citizen agreements. FCC policy statement and notice of proposed rulemaking (Docket 20485) on citizen group-broadcaster agreements has been issued. Comments have been filed (Broadcasting, Aug. 4). Commission has declared improper first of such agreements, between KTTV/TW) Los Angeles and National Association for Better Broadcasting. Commission said licensee dealt away too much programming responsibility (Broadcasting, Sept. 22).

Community ascertainment. FCC has instituted rulemaking (Docket 197115) designed to modify procedures commercial stations followed in fulfilling community needs. Comments have been filed in proceeding (Broadcasting, July 7). Similar rulemaking (Docket 19810) for noncommercial stations has also been issued (Broadcasting, Aug. 4); comments have been filed (Broadcasting, July 12). Commercial station ascertainment was due for commission consideration last week.

Comparative renewals. FCC discussion on proposed policy on comparative proceedings involving renewal applicant and applicant seeking to displace him is scheduled for Nov. 13.

Consumer agency. Senate passed bill to establish Agency for Consumer Advocacy after amending it to assure agency cannot involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. In House, Government Operations Committee passed bill similar to that passed by Senate, but with one significant difference for broadcast industry: Bill, H.R. 7575, does not exempt proposed agency from involving itself in license renewal proceedings, although commission's report said agency's "active participation should be discouraged" in license renewal proceedings (Broadcasting, Aug. 4).

Copyright legislation. Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Judiciary Committee has completed markup on its bill (S. 22, 1973), which is substantially similar to what passed out of Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223. Barbara Ringer, register of copyrights, was scheduled to testify last week and on Nov. 13. She is to be last witness.

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting crossownership's prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1084 et al.) However, court has yet to designate circuit in which they will be argued. Number of parties had petitioned commission to reconsider its order, but commission denied them.

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (Broadcasting, Sept. 29). Affected are eight crossownerships in small markets, which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station. National Citizens Committee for Broadcasting is seeking appeal court review.

EEO guidelines. FCC has issued notice of inquiry and proposed rulemaking on equal employment opportunity guidelines (Broadcasting, July 21). Comments have been filed (Broadcasting, Oct. 27). Commission is also considering EEO policy for cable ("Closed Circuit," Oct. 6).

Fairness doctrine bills. Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S. 2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, and in fact would prohibit FCC from influencing broadcast programming or scheduling in any way. S. 1178 by Senator Roman Hruska (R-Neb.) would do that and address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R. 2189 by Robert Dinnan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

FCC and fairness doctrine. FCC Chairman Richard Wiley has proposed experiment in which radio stations in larger markets would be exempt from doctrine (Broadcasting, Sept. 22); Office of Telecommunications Policy is preparing draft legislation that would permit commission to view FCC from influencing broadcast programming or scheduling in any way. S. 1178 by Senator Roman Hruska (R-Neb.) would do that and address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R. 2189 by Robert Dinnan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

FCC fees. Sixteen parties have appealed FCC's order modifying its fee schedule (Broadcasting, Jan. 20) (Cases 75-1053 et al.) more than 70 appeals have been filed by broadcasters and others contesting FCC's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Briefs have been filed in that case (Broadcasting, Sept. 15). Several parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.). Briefs also have been filed in that case (Broadcasting, Aug. 25). FCC has suspended collection of 1973, 1974
The ABC Radio Network has made a big difference to Plough's Harold Krelstein.

He may look the same, but his outlook's a lot brighter since six of his radio stations became affiliates of the ABC Radio Network. He's getting a lot of help from his network. His stations get the benefit of a network service designed for them, since ABC has four network program services, one for almost every kind of format. Then there's the help he gets in improving the quality of his stations' local news, sports and public affairs programming. He gets sales help too. The ABC Radio Network's sales staff provides Plough's sales managers with timely information on upcoming radio buys in their markets.

For the Plough stations, as for the other 1,485 ABC Radio Network affiliates, the ABC Radio Network is the big difference in network radio.

Mr. Krelstein is Chairman of the Board of Plough Broadcasting Company, Inc.

The Four ABC Demographic Radio Networks: Divisions of ABC Radio Network

*The Plough Stations affiliated with the American Contemporary Radio Network program service include WMPS Memphis, WCAO Baltimore, with the American Information Radio Network are WJLO Atlanta, WJJD Chicago, WQXM Clearwater, with the American Entertainment Radio Network is WSUN St. Petersburg.*
94th Congress. Nearly all the closest stations have been appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15).

KRLA(AM). U.S. Court of Appeals in Washington has remanded 11-year-old fight for Pasadena, Calif., frequency to FCC for "clarification" of decision awarding outlet to Western Broadcasting Corp. (Bob Hope and others). Court says commission resolved contested among seven applicants without explicit consideration of comparative factors listed in commission's policy statement on comparative hearings.

Leapfrogging. FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments have been filed (BROADCASTING, Aug. 4).

License renewal legislation. About 150 representatives and 20 senators have sponsored or co-sponsored license renewal bills so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on agenda of communications subcommittee in either house, and Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, sees no chance of hearing before end of year. Meanwhile, National Radio Broadcasters Association (formerly National Association of FM Broadcasters) has as its first priority drafting of radio-only renewal legislation (BROADCASTING, Sept. 22).

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS, NBC and ABC television affiliates associations. Commission has denied petitions for reconsideration of order.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Briefs were filed last week (see story this issue). Commission is expected to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 3). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable (BROADCASTING, July 21).

Payola. Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola, and another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion (BROADCASTING, June 30). Trial of record promoter Fred Rector for alleged failure to file income tax returns has been set to start Dec. 2 before U.S. District Judge Malcolm Lucas in Los Angeles. Group of Brunswick Record officials have been scheduled for trial Jan. 16, 1976, before District Judge Frederick D. Lacey in Newark, N.J. Trial dates for other defendants remain to be set.

'Pensions' case. FCC decision holding that NBC-TV program, Pensions: the Broken Promise, violated fairness doctrine was ordered vacated by three-judge panel of U.S. Court of Appeals which, acting at request of full nine-judge circuit—vacated its own earlier decision (BROADCASTING, July 14). Petition for rehearing in media, had requested full-court rehearing of panel's order, but was turned down. AAM says it will go to Supreme Court (BROADCASTING, Oct. 13).

Performers' royalty. Copyright subcommittee in both houses have held hearings on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30 years to push measure through. S. 1111 is being considered separately from pending copyright bill, S. 22. Subcommittee on House side is scrutinizing duplication of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.), for possible insertion in copyright revision bill pending there (H.R. 2223).

Personal attack rules. FCC order asserting that WMCA(AM) New York violated personal attack rules has been appealed by licensee, Strauss Communications Inc., which claims rules are unconstitutional (Cases 75-1083 and 75-1084). Briefs have been filed (BROADCASTING, Sept. 29).

Public broadcasting funding. Both houses of Congress are moving toward acceptance of plan for three-year funding for Corporation for Public Broadcasting. Because of House Appropriations Committee's strenuous objections to appropriation provision of CPB funding bill in House (BROADCASTING, July 28), it appears that all that will be left will be provision for five-year authorization. Actual appropriation will follow in separate measure and will be for no more than three years, if Appropriations Committee prevails. It will also require annual review of CPB's finances before appropriations committees in both houses. Anticipating separate appropriations measure, Senate Communications Subcommittee Chairman John Pastore (D-R.I.) has re-introduced CPB funding bill in Senate, this one without appropriations provision (BROADCASTING, Oct. 27). He said he is willing to compromise on three years.


Section 315. FCC has voted to change its administration of equal-time law. Political debates and press conferences by presidential and other candidates will be treated as "on-the-spot coverage of bona fide news events" exempt from equal-time requirements (BROADCASTING, Sept. 29). Commission and U.S. Court of Appeals in Washington rejected petitions for stay of new interpretation of 315 (BROADCASTING
HARRIS LEADS THE WAY ... AGAIN.

THE WORLD'S FIRST FCC TYPE ACCEPTED 100% SOLID-STATE AM BROADCAST TRANSMITTER!

From the power amplifier/modulator to the oscillator and audio driver, the one-kilowatt MW-1 is totally transistorized, for the ultimate in performance and reliability!!

Another first—the Progressive Series Modulator (PSM)* is brand new, combining the operating simplicity of conventional series modulation with greatly increased modulator efficiency. Overall transmitter efficiency is greater than 50%!

Add to this a 125% positive peak modulation capability, and you have the most exciting, broadcaster-oriented AM transmitter to be introduced in many years.

MW-1, from Harris—the pioneers with Direct Carrier Frequency Modulation, with the Pulse Duration Modulator, with IF Modulation ... and now with total solid-state design and PSM.

For more information write Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Illinois 62301.

*Patent Pending
Oct. 6. House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has requested all FCC documents involved with commission's order; hearings may result (BROADCASTING, Oct. 13). Commission's action is also being dealt with in oversight hearings last week and this week before Senator John Pastore's (D-R.I.) Communications Subcommittee (see story, this issue). Also, Senator Pastore has bill (S. 608) that would exempt presidential and vice-presidential candidates from equal-time requirements has been considered in hearings on fairness-doctrine bills (BROADCASTING, May 5). Mr. Macdonald has introduced bill (H.R. 5600) that echoes Mr. Pastore's but it would also provide that programs meet like Meet the Press be exempted from Section 315 and that a spokesman from opposing parties have an opportunity to reply to any partisan broadcast address by President. There will be more hearings on Pastore measure before action is taken; no hearings have been scheduled yet on Macdonald bill.

- Sports blackout. House Communications Subcommittee has concluded hearings on bill to make sports blackout law permanent (BROADCASTING, Nov. 3). Current law, which provides that baseball, football and hockey games sold out 72 hours in advance cannot be blacked out on home TV, expires Dec. 31. New bill, H.R. 9566, introduced by Subcommittee Chairman Torbert Macdonald (D-Mass.), would also reduce the 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey; in Senate, Communications Subcommittee Chairman John O. Pastore (D-R.I.) has introduced bill to extend current law three years, with amendment to include 24-hour provision as in Macdonald bill (BROADCASTING, Oct. 27).

- Star stations. FCC order stripping Star Broadcasting of KISNAM (Vancouver, Wash., KOII-AM-FM Omaha, and WMF-AM-FM Indianapolis) has been appealed to U.S. Court of Appeals in Washington (Case 75-1203).

- VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets (BROADCASTING, April 7). Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channel 315 and that spokesman from opposing parties have an opportunity to reply to any partisan broadcast address by President. There will be more hearings on Pastore measure before action is taken; no hearings have been scheduled yet on Macdonald bill.

- This week


Nov. 10 — FCC's new deadline for comments on proposed rulemaking (Docket 20496) which would modify or eliminate use of signal strength contours for purposes of cable television system regulation. Deadline previously had been extended from Aug. 11 to Oct. 8. Deadline for replies was further extended from Oct. 24 to Nov. 26, FCC, Washington.

Nov. 10 — FCC's new deadline for comments on "fast-tracking" of movies by networks with regard to pay cable distribution (Docket 20402). Deadline previously was extended from Sept. 26 to Oct. 24. Reply deadline was further extended from Dec. 1 to Dec. 15, FCC, Washington.


Nov. 10-11 — Virginia Cable Television Association fall conference. Robert Schmidt, chairman, National Cable Television Association, and Fred Ford, past NCTA president, will be featured speakers. Sheraton Inn, Fredricksburg. Contact: R. Roe, 560 Patton Street, Danville, Va. 24541; (804)797-4131.

Nov. 10-14 — International Radio and Television Society's faculty industry seminar. Tarrytown Conference Center, Tarrytown, N.Y.

Nov. 11 — Workshop on new product marketing sponsored by the Association of National Advertisers. Plaza hotel, New York.

- Nov. 11-12 — FCC oversight hearings before Senate Communications Subcommittee. Washington.

- Nov. 12 — Annual meeting. Association of Motion Picture and Television Producers. Los Angeles.

- Nov. 12-15 — Western Cable TV convention. Disney, and hotel, Anaheim, Calif. (see story, this issue).


- Nov. 13 — Senate Commerce Committee hearing on proposals to extend period of daylight savings.


Nov. 13-14 — Oregon Association of Broadcasters fall conference. Valley River Inn, Eugene.


Nov. 14 — Deadline for applications of broadcasters planning to cover 1975 Democratic and Republican national conventions. Applications should be sent to executive committee of congressional radio-TV correspondents and galleries and should include: (1) which conventions station or network plans to staff; (2) estimated number of personnel requiring credentials; (3) estimated work space requirements (in square feet) for both headquarters hotel and convention hall. Ad

- Nov. 14 — National Cable Television Association associates committee meeting. Disneyland hotel, Anaheim, Calif.

- Nov. 14-15 — National Association of Farm Broadcasters fall meeting. Crown Center hotel, Kansas City, Mo.


- Also in November

- Nov. 16-19 — National Association of Educational Broadcasters' 51st annual convention. Keynote speaker will be Ben H. Bagdikian, reporter and media critic. On Nov. 18, Public Service Satellite Consortium, non-profit alliance of education and healthcare groups, will hold concurrent open meeting. Both events at Sheraton Park hotel, Washington.


- Nov. 17-18 — Joint regional radio convention. National Association of Broadcasters and Radio Adver
“Whatever happened to Nashville?”

Over 100 markets.
(With one notable exception.)
Is your September billing in the bank or on the books?

If you were a Media Payment Corporation client, September billing would be in the bank.

Why wait four, five or six frustrating months to collect your spot billing. You’re losing hard-earned dollars. On collection and administrative overhead. On the dollar erosion of inflation. On cash that could be producing income right now. The longer you wait to collect, the greater your bad-debt losses will be!

You’re losing valuable time and limiting your ability to plan cash and budget requirements. Extended and uncertain collection cycles require sales and accounting follow-up.

With Media Payment Corporation, you won’t have to work to catch-up. Our payments to you are predictable and dependable because they arrive on the same days each month, every month—whether or not we’ve collected. You can bank on our services.

Media Payment can begin solving your collection problem today. For more information, call or write Dennis E. Robich, Media Payment Corporation, 380 Madison Avenue, New York, New York 10017. (212) 953-1504.

Media Payment Corporation

Makes Dollars and Sense
November 1976

**Major meetings**

- **Nov. 16-19** - National Association of Educational Broadcasters 51st annual convention. Sheraton Park hotel, Washington. 1976 convention will be Nov. 14-17, Conrad Hilton hotel, Chicago.
- **Nov. 18-20** - Television Bureau of Advertising annual convention, Americana hotel, New York. 1976 convention will be Nov. 8-9, Shoreham Americana, Washington.
- **April 4-7** - National Cable Television Association annual convention. Convention Center, Dallas. 1977 convention will be April 17-20, McCormick Place, Chicago.
- **May 5-9** - American Women in Radio and Television 25th annual national convention, Marriott hotel, Philadelphia. 1977 convention will be April 26-May 1, Radisson Down town hotel, Minneapolis.
- **Dec. 11-16** - Radio Television News Directors Association international conference. Americana hotel, Miami Beach, Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco. 1978 conference at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

**January 1976**

- **Jan. 19-23** - National Association of Broadcasters board meeting, Florida Royal Biscayne Beach hotel, Key Biscayne, Fla.
- **Jan. 27-29** - Georgia Association of Broadcasters annual Radio-TV Institute. Speakers include FCC Commissioner Benjamin Hooks and Field Silverman, ABC, Center for Continuing Education, University of Georgia, Athens.

**February 1976**

- **Feb. 5-6** - Institute of Electrical and Electronics Engineers and Society of Broadcast Engineers seminar on CATV reliability, Holiday Inn, Philadelphia. Contact: James Herman, (215) 674-4800.
- **Feb. 8-12** - Public Broadcasting Service annual membership meeting. Century Plaza hotel, Los Angeles.
- **Feb. 11** - Ohio Association of Broadcasters sales workshop, Bowling Green State University Union, Bowling Green.
- **Feb. 12-14** - South Carolina Broadcasters Association winter convention, Holiday Inn, Florence.
- **Feb. 21-25** - National Association of Television Program Executives 13th annual conference. Lew Klein, Gateway Communications, is convention chairman; Derk Zimmerman, KBJK-TV, San Francisco, is facilities chairman. Fairmont and Mark Hopkins hotels, San Francisco.
- **Feb. 27-29** - Board of trustees meeting, Educational Foundation of American Television and Radio, Walegate hotel, Washington.
- **Feb. 27-29** - Arkansas Broadcasters Association winter convention. Mount Aire motel, Eureka Springs.

**March 1976**

- **March 1** - Entries in broadcast categories of 19th annual American Bar Association Gavel Award competition. Material must have been broadcast in 1975 and must have given recognition to contributions to public understanding of the American legal and judicial systems. Inquiries to: ABA Committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.
- **March 5-7** - Board of directors meeting, American Women in Radio and Television, Shelton, Scottsdale, Ariz.
- **March 7-9** - Ohio Cable Television Association annual convention. Marriott Inn, Columbus.
- **March 7-10** - Data Communications Corp. BIAS seminar, Hartford, Conn.
- **March 17-20** - Alpha Epsilon, Rho 34th annual convention. Site in Chicago to be announced. Information: Andy Orzel, AEP presidenc, c/o CBS Radio, 524 West 57th Street, New York 10019; (212) 765-4321, ext 2021.

**December**

- **Dec. 4-5** - Arizona Broadcasters Association 24th annual winter convention. FCC Commissioner James H. Quello will be luncheon speaker. Sunburst hotel, Scottsdale.
- **Dec. 4-6** - UNDA-U.S.A. general assembly. UNDA is a group of Catholic broadcasters and allied communicators. Galt Ocean Mile hotel, Fort Lauderdale, Fla.
- **Dec. 8-9** - Institute of Electrical and Electronics Engineers Chicago tall conference on consumer electronics (formerly on broadcast and television receivers). O'Hare Inn, Des Plaines, Ill.
- **Dec. 8-10** - National Cable Television Association board meeting. Mayflower hotel, Washington.
- **Dec. 15** - FCC's new deadline for reply comments on "waitholding" of moves by networks with regard to cable distribution (Docket 20490). Reply deadline previously was Oct. 30. Deadline for replies was extended from Nov. 12 to Dec. 31, FCC, Washington.
- **Dec. 15** - Reply deadline for comments on "waitholding" of moves by networks with regard to cable distribution (Docket 20490). Reply deadline previously was Oct. 30. Deadline for replies was extended from Nov. 12 to Dec. 31, FCC, Washington.
- **Dec. 16** - FCC's new deadline for comments on inquiry into consumer electronics markets (Docket 20418). Deadline previously had been extended from July 11 to Oct. 15. Deadline for replies was further extended from Nov. 18 to Jan. 30, FCC, Washington.
- **Dec. 16** - FCC's new deadline for comments on inquiry into consumer electronics markets (Docket 20418). Deadline previously had been extended from July 11 to Oct. 15. Deadline for replies was further extended from Nov. 18 to Jan. 30, FCC, Washington.
- **Dec. 18** - FCC's new deadline for comments on inquiry into consumer electronics markets (Docket 20418). Deadline previously had been extended from July 11 to Oct. 15. Deadline for replies was further extended from Nov. 18 to Jan. 30, FCC, Washington.
- **Dec. 18** - FCC's new deadline for replies on "waitholding" of moves by networks with regard to cable distribution (Docket 20490). Reply deadline previously was Oct. 30. Deadline for replies was extended from Nov. 12 to Dec. 31, FCC, Washington.
- **Dec. 18** - FCC's new deadline for comments on inquiry into consumer electronics markets (Docket 20418). Deadline previously had been extended from July 11 to Oct. 15. Deadline for replies was further extended from Nov. 18 to Jan. 30, FCC, Washington.
- **Dec. 20-21** - FCC regional meeting: with public, via KTVU(TV) San Francisco phone-in telecast, starting at 8 p.m., Nov. 20; with licensee, 1:30 p.m., Nov. 21, Fairmont hotel, San Francisco.
- **Dec. 21-23** - Sixth annual Loyola National College Conference for college radio stations and featuring technical sessions/exhibits, talent showcase and other sessions. Loyola University of Chicago's downtown campus, 520 North Michigan Avenue.
- **Dec. 24** - FCC's new deadline for comments on promotional announcements made by sister stations should be classified commercial and what distinctive should be made between spots that announce future programming and those that just plug station personalities (Docket 20588). Previous deadline was Oct. 22. Deadline for replies was extended from Nov. 3 to Dec. 19, FCC, Washington.
- **Dec. 28** - FCC's new deadline for comments on proposed rules making regarding fraudulent billing (Docket 20499). Licensee-conducted contests (Docket 12900) and audience rating distortions (Docket 20501). Deadline previously was extended from Sept. 29 to Nov. 28. Reply deadline was further extended from Dec. 25 to Dec. 28, FCC, Washington.
- **Dec. 30-Dec. 3** - Association of Advertiser's annual meeting. Betak's hotel, Palm Beach, Fla.
- **Dec. 30-Dec. 4** - North American Broadcast Section, World Association for Christian Communications sixth annual conference. Galt Ocean Mile hotel, Fort Lauderdale, Fla.
NAAMB?

EDITOR: I read with a great deal of interest your story on the Radio Advertising Bureau board’s study of a radio-only annual convention (Broadcasting, Oct. 27).

It’s high time somebody took the initiative to do this. For many years, I have been a strong advocate of this kind of an association. My own opinion is that it should be separate from the National Association of Broadcasters, and it should become as powerful a force as it deserves to be.

I am not too sure that joining forces with the National Radio Broadcasters Association would be the right thing. While there may be some virtue and mutuality of interest in one association for AM and FM broadcasters, I am not too sure that it would work at the present time. I believe that there are too many areas where AM and FM do not have identical interests, and I am firmly convinced that what AM has needed for a long time is a strong association of its own.

It has been my firm conviction, that AM, under the umbrella of the NAB, is getting the short end of the stick. Despite the fact that AM has a majority of directors on the NAB board, the way the organization has functioned has been weighted in the direction of TV. It was for this reason that our stations resigned from NAB some years ago.

I do hope that an AM association will be brought into being soon. I’m all for it and would gladly support it. — Emil Mogul, executive vice president, Screen Gems Radio Stations, New York.

Second look

EDITOR: In reviewing the FCC television financial data for 1974, (Broadcasting, Sept. 8), it was noted that the FCC report showed that San Juan-Caguas had a decrease of 21.5% in broadcast revenues—dropping from $14,410,000 for 1973 to $11,312,000 for 1974. However, reviewing time sales for the market shows an increase of $148,000 for 1974 over 1973.

Also, the value of 1974 trade-outs and barter transactions for Idaho Falls-Pocatello were shown in the report as $484,240—or 27.3% of broadcast revenues for that market.

The above figures were reviewed with the FCC, and the San Juan-Caguas broadcast revenues for 1974 should have been shown as $13,855,000—or a decrease of 3.9% rather than 21.5%. Broadcast income for the market should be $1,007,000 instead of a loss of $1,536,000.

The value of trade-outs and barter transactions for Idaho Falls-Pocatello should be $25,870—or 1.5% of the market’s broadcast revenues.—John C. Herklotz, Herklotz & Associates, Los Angeles.

(The errors, which were the FCC’s, are now corrected for the record.)

Job wanted

EDITOR: To dispel any illusions at the outset, I am in prison serving 0-5 years for possession of a half ounce of marijuana. The reason I’m writing is because on Dec. 22 I am due to be discharged from my sentence. At that time I will need a job. Not that I haven’t been trying. I started sending out resumes and letters in November of last year. I once thought broadcasting a fairly liberal and progressive profession. However, after the treatment I’ve received, I’m changing my opinion. After almost 700 letters, I have received about 40 replies.

I offer as references broadcasters and newsmen here in the Twin Cities. Being an American Indian and an ex-offender, I would satisfy many of the minority requirements presently being made in broadcasting.

In prison I edit one of the finest prison newspapers in the nation. The Mirror has been responsible in a large part for the present full-scale legislative investigation into the prison. I also founded the only nationwide prison news service, and built an AM-FM radio station from the ground up.

With the many eruptions in the nation’s correctional institutions and the problems Indians are facing, can broadcasting afford not to have someone with inside experience? — Slayne Roy, Box 55, Stillwater, Minn. 55082.

Question of sensationalism

EDITOR: A growing trend in this age of “electronic exposure” is the display of tragedy—for no apparent reason.

The airing of the actual drowning of two firemen on the NBC Nightly News (Broadcasting, Oct. 27) absolutely appalls me. The front-page shot of earthquake victims in our newspapers is becoming a regular feature. And the gory account of a tragic auto accident often highlights our early morning broadcasts.

What is the purpose of such exposure? For the most part such items do not advocate prevention or social or political action. They merely repulse or depress us needlessly.

If we call ourselves responsible broadcasters, when will we once again begin screening all stories and film for purpose? Electronic exposure for the sake of exposure may be news, but is it newsworthy? — Robert C. Huber, president, Bob Charles Productions, Barrington, R.I.

A good guide

EDITOR: In the July 14 issue, Broadcasting carried a short article about a publication distributed by KSL-TV Salt Lake City. It was entitled “What To Do In Case Of.” It is a brilliantly produced, indexed booklet which explains to area newsmakers how to prepare better their story for a TV news program. It is comprehensive, concise and bright.

As one with experience both in broadcasting and public relations, I recognize this as one of the finest publications of its kind. KSL-TV has certainly gone to great expense in distributing these booklets as a public service to public relations people and publicity chairpersons in their community. KSL-TV should be commended for it. — M. Larry Litwin, director of public information, Washington township public schools, Sewell, N.J.
Broadcasting
The newsweekly of broadcasting and allied arts

TELEVISION®


Sol Taishoff, chairman.
Lawrence B. Taishoff, president.
Maury Long, vice president.
Edwin H. James, vice president.
Joanne T. Cowan, secretary.
Irving C. Miller, treasurer.
Lee Taishoff, assistant treasurer.

Broadcasting

Robert T. McTigue, managing editor.
Kim M. Gage, assistant managing editor.
Mary Beth Poli, senior editor.
Jennifer K. McTigue, editor.

Sol Taishoff, chairman.
Lawrence B. Taishoff, president.
Maury Long, vice president.
Edwin H. James, vice president.
Joanne T. Cowan, secretary.
Irving C. Miller, treasurer.
Lee Taishoff, assistant treasurer.

THE NEWSWEEKLY OF BROADCASTING AND ALLIED ARTS

EXECUTIVE AND PUBLICATION HEADQUARTERS:
1735 DESALES STREET, N.W., WASHINGTON, D.C. 20036
PHONE: 202-638-1022

Sandra Earl, president, Hollywood.

David Berlyn, Joanne Rocco, New Lynda
ADMINISTRATION
Harry PRODUCTION
Bill CIRCULATION
Lynda Dorman, Bill Ruth
ADVERTISING

CIRCULATION
Bill Criger, circulation manager.
Kwinston Kenan, subscription manager.
Lucille D. Paulus, Otell Jackson, Patricia Johnson.
Greg Karpicky, Joann Masi.

PRODUCTION
Harry Stevens, production manager.

ADMINISTRATION
Irving C. Miller, business manager.
Lynda Dorman, secretary to the publisher.
Philippe E. Boucher, Gloria Nelson.

BUSINESS
New York: 75 Rockefeller Plaza, 10019
Phone: 212-757-3260.
Rufus Crater, chief correspondent.
Rocco Famighetti, assistant editor.
John M. Dempsey, assistant editor.
Joanne Ornlow, staff writer.
Winfield R. Levi, general sales manager.
David Becton, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Harriette Weinstein, Susan Hae, advertising assistants.
Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Earl B. Abrams, senior correspondent.
Bill Merrill, Western sales manager.
Sandie Klauser, assistant.


Sol Taishoff, chairman.
Lawrence B. Taishoff, president.
Maury Long, vice president.
Edwin H. James, vice president.
Joanne T. Cowan, secretary.
Irving C. Miller, treasurer.
Lee Taishoff, assistant treasurer.

THE NEWSWEEKLY OF BROADCASTING AND ALLIED ARTS

EXECUTIVE AND PUBLICATION HEADQUARTERS:
1735 DESALES STREET, N.W., WASHINGTON, D.C. 20036
PHONE: 202-638-1022

Sandra Earl, president, Hollywood.

David Berlyn, Joanne Rocco, New Lynda
ADMINISTRATION
Harry PRODUCTION
Bill CIRCULATION
Lynda Dorman, Bill Ruth
ADVERTISING

CIRCULATION
Bill Criger, circulation manager.
Kwinston Kenan, subscription manager.
Lucille D. Paulus, Otell Jackson, Patricia Johnson.
Greg Karpicky, Joann Masi.

PRODUCTION
Harry Stevens, production manager.

ADMINISTRATION
Irving C. Miller, business manager.
Lynda Dorman, secretary to the publisher.
Philippe E. Boucher, Gloria Nelson.

BUSINESS
New York: 75 Rockefeller Plaza, 10019
Phone: 212-757-3260.
Rufus Crater, chief correspondent.
Rocco Famighetti, assistant editor.
John M. Dempsey, assistant editor.
Joanne Ornlow, staff writer.
Winfield R. Levi, general sales manager.
David Becton, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Harriette Weinstein, Susan Hae, advertising assistants.
Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Earl B. Abrams, senior correspondent.
Bill Merrill, Western sales manager.
Sandie Klauser, assistant.


Firstmark IS Communications Finance!!

If you've been involved with cable television at all, you're probably aware of the name Firstmark. For over 15 years, we've been totally involved in the financing of all phases of CATV. — we were formerly Economy Finance Corp. Cable TV looked so good to us 15 years ago that we set up a special communications finance division specifically for that purpose! From re-structuring of existing debt to a complete turnkey operation Firstmark is and has been involved!

Firstmark has made these contributions to the cable industry:
- The two-year moratorium on principal payments
- 10-year term financing for cable.
- "No equity kicker"

Firstmark has been first in so many areas in the communications finance field—especially when it comes to cable —that we wonder why everyone interested in CATV doesn’t see us first... it could save you a lot of time and money. Firstmark has funded over $130 million in cable. Firstmark has experienced cable finance professionals, who do the entire time to cable finance programs. If you need $100,000 or more for financing a cable system or microwave system give us a call FIRST... at Firstmark Financial Corp. One of our 8 FINANCIAL PLANS should fit your needs. Ask Bill Van Huss for a confidential analysis. 317/638-1331 110 E. Washington—Indpls. 46204

Firstmark Financial

Firstmark Financial Corporation
Communications Finance Div.
110 E. Washington
Indianapolis, Ind. 46204
317/638-1331

Programmed by the Pros
"COUNTRY LOVIN’"—Modern country
"THE GREAT ONES"—Adult MGR
"THE LOVE ROCK"—An instant winner
"MUSIC... JUST FOR THE TWO OF US"—5 beautiful formats
ALL FULL CONCEPT, 24 HOUR MUSIC SERVICES.
ALSO CUSTOM JINGLES.

ETERS PRODUCTIONS, INC.
8228 Mercury Court, San Diego, Ca. 92111 Telephone (714) 565-8511
WGAL-TV was the first television station in this historic area. Today it is still first in that it delivers more audience than all other stations in the Lancaster-Harrisburg-York-Lebanon market combined. The result of this impact is increased sales results for advertisers.

(1) This unique large-scale model of historic Fort Augusta is located near Sunbury, on the site of the original fortifications which were constructed in 1756 as a defensive outpost during the French and Indian War.

(2) One of the oldest pre-Revolutionary buildings still standing in the historic multi-county area served by WGAL-TV is the Daniel Boone Homestead, in Birdsboro, Berks County. It dates from 1740.

(3) History buffs whose interest is church lore of the early colonial period, will be especially interested in visiting Conewago Chapel, near McSherrystown in Adams County. Built in 1787, it is the oldest Catholic church in America of stone construction.

Nielsen Station Index, May '76, Sun. through Sat., 7:00 am to 1:00 am. Audience estimates subject to limitations published by Nielsen.
TV mystery
Search for explanation of recent months' slippages in network TV ratings (Broadcasting, Oct. 6, et seq.) took research executives of all three networks to Dunedin, Fla., for conferences with Nielsen officials at firm's production center late last week. Marvin Mord of ABC, Arnold Becker of CBS and Jerry Jaffe of NBC were to see and hear analyses prepared by Nielsen, and reportedly also carried long list of questions. Since some of those questions would take time to answer, at least one source did not expect final resolution in those meetings.

One source who's followed this mystery said that so far as he knew, Nielsen people "haven't found what they were looking for," meaning clear-cut explanation. Another, who said he's convinced viewing has not declined even though ratings have, thinks answer may be that Nielsen over time has made number of procedural or other changes which have had cumulative effect of lowering numbers. If so and if Nielsen can justify changes, this source suggested, "we'll just have to accept them."

Bigger numbers
Arbitron radio survey co-sponsored by ABC, NBC and Katz Agency jumps audience figures for networks and Katz stations by 16%-65% in 1975 over 1974. Study is said to give new context to radio research and, because listenership is based on television ADI's (Areas of Dominant Influence), to make radio measurements comparable to those of other media on "apples-to-apples basis."

Early results: Two advertising giants, Colgate-Palmolive and Sterling Drug, have reportedly told their 10 advertising agencies to use Arbitron report for future radio network buying.

Bud Rogers too?
In week abundant with news of top-level names in broadcasting (death of George B. Storer, resignation of Robert Sarnoff at RCA, appointment of Stan Mouse to head Cox broadcast group) there was report that Lawrence H. (Bud) Rogers II would leave presidency of Taft Broadcasting after 16 years with company. But Mr. Rogers said it was nonstory, that he's operating as usual.

Mr. Rogers, 54, did not deny that there had been conversations with other broadcast companies or that he had thought of public service, but he said nothing was on front burner. Latest proxy statement reported Mr. Rogers' remuneration at $111,147 for fiscal year ending last March 31 and his stock holdings at 12,519 shares. Stock was trading last week at about $20.

Less delay
FCC will issue this week package of documents designed to speed up its handling of adjudicatory cases. Package includes notice of proposed rulemaking that, among other things, is aimed at expanding administrative law judges' authority, at expense of review board's, and suggests commission adopt consent decree procedure as means of terminating hearings before they run their course. Commission is also taking number of actions on its own, such as imposing tight deadlines on Office of Opinions and Review, which drafts opinions for commission, and on review board. It will also eliminate practice begun several years ago of assigning commissioners to supervise opinion writing, practice some feel has delayed opinion-writing at times.

Export action
This year is shaping up as one of better ones for U.S. program sales to overseas TV stations. Current estimates anticipate total will reach about $130 million. That would be short of banner $135 million reached in 1973, when special overseas push by United Artists Television helped set record, but it would comfortably surpass last year's estimated $128 million.

Bottomed out
Whether it means anything isn't clear, but TV ratings on pro football, which for most part have declined in recent years, seem to have stabilized this fall. In fact, they seem to be on rise. For first six weeks of pre-

Tired bridesmaid
After 14 months as acting director of Office of Telecommunications Policy, John Eger is getting antsy, even "irritated," according to those who know him. Reason: White House's apparent feeling that his willingness to remain as acting director indefinitely can be taken for granted. Although ex-FCC Commissioner Robert Wells is now out of running for director's job (Broadcasting, Nov. 3), White House does not seem interested in renewing search for candidates -- and Mr. Eger's chances seem no brighter than they have been. But Mr. Eger has indicated that rather than play role of faithful, quiet servant for much longer, he will return to private sector.
The Week in Brief

RADIO OFF TO THE RACES □ 1975 revenues begin to snowball in fourth quarter and all signs point to a record year. As for 1974, the FCC says revenues were up then, too, but record costs pulled down profits. PAGE 27. Over-all financial figures for the medium last year are presented in four pages of tables. PAGE 85.

GOING-OVERSEE □ Pastore hearings are the stage for intense scrutiny of recent FCC actions, especially its changes in administration of equal time. Broadcasters, politicians and public sector got their say last week; commissioners will have their day this week. PAGE 28.

OPEN THE DOORS □ Senate votes first to open government-agency meetings to the public, then decides to let the sunshine in on committee meetings. PAGE 30.

HELP WANTED □ FCC Commissioner Glen Robinson feels broadcasters aren't nearly as interested in de-regulation as they should be. PAGE 30.

BIRD IN HAND □ RCA gets FCC approval for its domsat system, which is set for launch Dec. 11. PAGE 31.

CHANGE OF COMMAND □ In a surprise and officially unexplained move, Robert W. Sarnoff resigns as chairman and board member of RCA. Anthony L. Conrad, president and chief operating officer, takes over as executive officer. PAGE 33.

A PIONEER IS GONE □ George B. Storer, 75, co-founder of the nation's first major station group, dies in Miami at 75. PAGE 34.

FINIS FOR FIDELITY □ Supreme Court turns down petitioner's attempt to take over KHJ-TV Los Angeles' channel 9. PAGE 34.

MORE VOICE □ FCC gives citizen groups opportunity to comment on amendments to renewal applications that attempt to resolve issues in original petitions. PAGE 35.

ROADSIDE RADIO □ Pros and cons of FCC's proposed new service are argued as comments deadline passes. PAGE 37.

CHALLENGES IN CAROLINAS □ Few stations in those two states are hit by petitions to deny. PAGE 38.

AFTER THE BALLGAME IS OVER □ In wake of World Series, NBC-TV ratings decline, but the network retains its lead for the season to date. CBS confirms its switches. PAGE 40.

HOOTS FOR PAY-CABLE RULES □ Briefs filed with U.S. Court of Appeals reflect general unhappiness over regulations commission issued last March. PAGE 51.

SPORTS-CARRIAGE □ The FCC denies requests from broadcasters and pro sports groups to change its rules for cable TV. PAGE 52.

LESS REGULATION □ Early comments on FCC rulemaking on definition of cable system draw suggestions for count formula and easing of regulatory restraints. PAGE 53.

ACCENT AT ANAHEIM □ The Western Cable Television Show gets going in California this week with emphasis on pay cable, de-regulation and software. PAGE 54.

TELEPROMPTER'S PLAN □ It's studied as a compromise on copyright legislation. PAGE 55.

HOME ON THE HILL □ Radio and television will have special facilities for covering Congress in the new multimedia hearing room to be constructed. PAGE 55.

EARLY-EVENING NEWS □ All three TV networks are refurbishing and plan some new offerings. PAGE 56.

DOCUMENTARIES DOCKED □ ABC News trims back personnel and number of Close-Up documentaries. Profit squeeze, expected campaign and Olympic expenses are cited. PAGE 57.

AM STEREO □ Kahn system is tested for six months at WBFR(AM) Baltimore and the results are reported to be good. PAGE 57.

TABOO TABLE □ Arguments are advanced for less UHF separation, but are countered by urgings for retention of the 1961 assignments. PAGE 58.

BUFFALO BUSIEST □ WBEN Inc's Les Arries learned the ropes the hard way, starting back in the days of the old DuMont Network. He is part of two generations that turned television into a profession. PAGE 81.
WGN listeners turn on a friend when they turn on the radio.

Radio 720 WGN People talking to people is what makes us #1.
With those cramped, little grandstands, who'd expect that tennis, bowling, track and field and other "special interest" sports would have big crowds watching?

They do now, on television.

"CBS Sports Spectacular" is a national arena for the multi-millions who enjoy all those "other" sports. It's a festival of such top tournaments as the National Thoroughbred Championship, Heavyweight Championship of Tennis, Pan-American Games, Russian Gymnastic Exhibition, World Swimming Championship and the European Figure Skating Championship. All the news-making action—90 minutes every Saturday.

The program opens eyes to the sports experience as the sum of more than scores. It's a hot-and-cold shower of emotions in response to: the explosive pressure of tennis confrontation; the fluid grace of skating and diving; the roughhouse suspense of rodeo; the controlled precision of bowling; the cunning and bull stamina of boxing; the uncanny collaboration of man and beast in equestrian feats.

"Sports Spectacular" serves growing fan "minorities." It brings favorite sports to fans who would otherwise rarely see them; and fans to sports that would otherwise remain elite. Along with all CBS Sports, the program has created a larger sports role for women, as athletes, announcers, and spectators.

CBS Sports is all over the field (and the course, alley, pool, track, gym, rink, and ring).
Radio sales can't miss biggest year

1975 is closing with a rush of national, spot and local; question is whether expenses have been kept in better check than they were last year.

Radio sales, off to a slow first-quarter start this year but gathering momentum ever since, are moving toward a fourth-quarter peak that should carry 1975 to new records.

Current estimates anticipate that radio's year-to-date annual is expected to exceed 1974's gain of almost 7%, with the extra added attraction that both spot and network sales are expected to exceed 1974's. The fourth quarter is traditionally the best, as radio's performance in the fourth quarter is often the strongest of the year.

Radio's performance in the fourth quarter, following what most authorities agreed was an unusually strong third quarter, is generating special excitement. As one station rep put it, "It's just what all quarters ought to be - sensational!"

The degree of enthusiasm varied from rep to rep, and tended to run highest, as is usually the case, among those that specialize in large-market representation. "Business this year is just fabulous," said one of them. He said his sales were up 16% last year, when spot sales as a whole were flat, and that this year's would rise almost as much again.

Another major-market rep said: "The fourth quarter is turning the year around for a lot of people who had a poor start." He said his firm had a soft first quarter, a better second quarter and "the best third quarter we've had in a long time." Now, he said, "the fourth quarter is gangbusters, going out of sight," and should push his company's 1975 sales about 11% ahead of 1974's.

A rep whose list mixes large and medium-sized markets was less enthusiastic but optimistic nevertheless. The fourth quarter to him is "pretty good but not great," but he thought he could hold if not improve on the approximately 9% increase he had going into September.

Another rep, whose list runs to smaller markets, was one of the few in the sampling who said he was not sure his 1975 sales would exceed 1974's. But, he pointed out, his list turned in a 34% increase last year, which gave him a harder than average target to shoot at in 1975.

Other sources said figures compiled independently from 17 rep firms, representing over 90% of the business placed through national reps, showed that for the first seven months of 1975, the latest quarter available, billings were 8.4% above those for the same 1974 period. In addition, billings were up in seven of eight sales centers for which breakdowns were compiled.

The only center in the list that showed a decline in billings originated by one news service, was Dallas. A 14.1% decline was blamed on delays in making 1975 buys by a number of advertisers in that area who used spot extensively in 1974.

In the other centers for which seven-month breakdowns were provided, billings originating in New York, Philadelphia and Boston offices (as a group) were said to be up 8.4%, matching the national average; Chicago origins, up 7.4%, with other increases as follows: Los Angeles, 2.5%; Detroit, 12.9%; San Francisco, 29.7% ("a lot of new accounts" were reported in that area); St. Louis, 5%, and Atlanta, 6.5%.

Spot radio's surge has taken longer to document, but network radio's is bigger - in percentage terms - and has been apparent longer. Some months ago, networks were beginning to report shortages of inventory in key periods, with total network sales to that point running 20%-30% ahead of 1974 levels (Broadcasting, Sept. 1).

Network and spot sources agreed last week that there's been no slowdown in the network sales pace. Latest projections of the year's gain tend to cluster around 20%, range up to 25% in some cases.

Local radio, too, is said to be running substantially ahead in many markets - yet behind in many others, with the result that the increase on average is currently expected to fall in the 6% to 8% range. Stations having the hardest time improving on their 1974 performances are said to be those in markets hardest hit by unemployment and other recession ills.

Miles David, president of the Radio Advertising Bureau, declined to estimate specific 1975 gains for spot, network or local, but was confident that all three would advance substantially and that together they would exceed 1974's almost 7% rise.

He attributed the 1975 increases to a combination of causes including new advertisers, increased spending by old

1974 vs. 1973

<table>
<thead>
<tr>
<th>Broadcast Revenues, Expenses and Income of Networks and Stations of Radio and Television Broadcast Services (in millions of dollars)*</th>
<th>1974</th>
<th>1973**</th>
<th>Percentage increase 1973-1974</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total broadcast revenues</strong></td>
<td>$1,805.1</td>
<td>$1,501.8</td>
<td>8.7</td>
</tr>
<tr>
<td>Radio</td>
<td>$1,466.3</td>
<td>$1,265.8</td>
<td>9.0</td>
</tr>
<tr>
<td><strong>Television</strong></td>
<td>$378.8</td>
<td>$235.0</td>
<td>63%</td>
</tr>
<tr>
<td>Industry total</td>
<td>$5,378.4</td>
<td>$4,866.7</td>
<td>3.8</td>
</tr>
<tr>
<td><strong>Total broadcast expense</strong></td>
<td>$1,519.0</td>
<td>$1,391.9</td>
<td>8.7</td>
</tr>
<tr>
<td>Radio</td>
<td>$1,163.3</td>
<td>$1,037.9</td>
<td>7.3</td>
</tr>
<tr>
<td><strong>Television</strong></td>
<td>$355.7</td>
<td>$353.9</td>
<td>0.6</td>
</tr>
<tr>
<td>Industry total</td>
<td>$4,558.2</td>
<td>$4,203.6</td>
<td>8.8</td>
</tr>
<tr>
<td><strong>Broadcast income before federal income tax</strong></td>
<td>$584.1</td>
<td>$510.1</td>
<td>14.5</td>
</tr>
<tr>
<td>Radio</td>
<td>737.1</td>
<td>653.1</td>
<td>12.9</td>
</tr>
<tr>
<td><strong>Television</strong></td>
<td>521.2</td>
<td>573.2</td>
<td>9.2</td>
</tr>
<tr>
<td>Industry total</td>
<td>782.1</td>
<td>763.2</td>
<td>2.5</td>
</tr>
</tbody>
</table>

*Includes AM and FM broadcasting.

**Note: 1974 radio data covers the operations of the nationwide networks (CBS, MBS, NBC and ABC's three AM networks and one FM network), 4,361 AM and AM-FM stations. 397 FM stations associated with AM stations but reporting separately in 1974, and 678 independent FM stations. This data also includes the compensation paid by other regional, state, etc., networks to affiliated stations, but does not include the revenues retained by these other networks, nor their expenses. Radio data for 1973 covers the operations of the nationwide networks, 4,267 AM and AM-FM stations. 361 associated FM's that reported separately in 1973 and 616 independent FM stations. Also included is the compensation paid by other networks to their affiliates, but not the revenues retained by the other networks nor their expenses. TV data for 1974 covers the operations of three networks and 694 stations. TV data for 1973 covers the operations of three networks and 692 stations.

**Figures may not add to totals due to rounding.

**Revised radio figures.
customers, heavier use of radio by retail accounts, more constructive selling and, in general, widespread broadcaster support of RAB's "Radio: Adflation Fighter" campaign, which emphasized radio's advantages to advertisers in an inflationary economy.

Mr. David also noted that radio's 1975 gains, whatever their proportions prove to be, are being turned in at a time when newspaper advertising is up only marginally and magazines like Time, U.S. News and World Report, Sports Illustrated and New Yorker are experiencing advertising declines of 18%-20%. He also feels--like everyone else--that 1976 will be even better for radio than 1975.

With election and Olympics coverage and special Bicentennial programing creating a TV inventory shortage that will surely drive TV rates up, radio has to gain. In addition, one rep observed, an incumbent President running for election can be expected to do a little pump-priming for the economy, which should encourage more advertising and the introduction of more new products, which in turn mean more spending in radio and TV, the prime introductory media. In the words of a rep who thinks 1975 has been "pretty good," 1976 "has got to be fantastic."

The record in 1974: bigger gross, bigger costs, smaller profits

The official financial report for U.S. radio in 1974 came out last week and showed the continuation of a trend that started earlier: revenues rising at a healthy rate, but not as fast as expenses. As released by the FCC the figures were:

1. Revenues $1,603 billion in 1974, a 9.1% increase over the $1,381 billion of 1973.

2. Profits before taxes $84.1 million, a 23.6% decline from the $110.1 million of 1973.

(Together, radio and television are showing continued gains in both revenues and profits before taxes. The radio report released last week and the FCC's television report issued previously (Broadcasting, Sept. 8) show combined radio-TV revenues of $5.379 billion in 1974, 8.3% more than combined revenues of 1973, and combined profits of $821.2 million, up 7.6%.)

The revenue gains for radio in 1974 came largely from local advertisers, whose gross expenditures of $1.308 billion were 8.6% more than their billings of the year before. Network advertising in 1974 was $60.3 million, 1.5% bigger than it was in 1973. Spot was $386.8 million, up 1.2%.

The seven national radio networks (CBS, NBC, ABC's three AM and one FM network, the Mutual Broadcasting System) lost $6.2 million on revenues of $40.4 million (the money retained from gross advertising receipts after deductions of agency commissions and compensation to affiliated stations).

Network owned and operated stations were up 3.9% in revenues of $64 million but down 7.3% in profits of $8.4 million.

The other 3,434 stations showed revenues up 4.8% at $1.305 billion but pre-tax profits down 19.5% at $92.4 million. The percentage of stations operating a full year and showing a profit continued to decline, with 72% in 1972, 69% in 1973 and 65% in 1974.

FM broadcast revenues were up 25.2% (from $198.3 to $248.2 million)—continuing the strong gains of 1973 when they rose 24%.

Independent FM's reported a 33% increase in revenues, but a rise in costs resulted in losses of $13.1 million, $3.1 million more than a year before. Nevertheless, 40.3% of independent FM's came up with a profit in 1974. The year before 38.8% were in the black.

Setting up the FCC for showdown

Preliminary witnesses are heard on agency's 315 exemptions and other signs of loosened rules; commissioners are up this week

The Senate Communications Subcommittee last week held two days of hearings that were judged up to this week to be a major confrontation with the FCC this week. Under study are five commission actions that have provoked the ire of the subcommittee chairman, John Pastore (D-R.I.), who gave ample demonstration last week that he has no intention of fading out his last year in the Senate. (He has announced his intention to retire [Broadcasting, Oct. 13].)

Although the commission took no part last week—all seven commissioners will be called up to the Hill tomorrow (Nov. 11) —the hearings came under the heading of FCC oversight. These are the second oversight hearings of the year before the subcommittee, a rare occurrence, if it has ever happened before at all.

The biggest issue is the FCC's decision to exempt political candidate debates and news conferences from the equal-time requirements of Section 315 of the Communications Act. In his opening remarks, Senator Pastore jumped on that with both feet. "I cannot understand how the commission can overturn more than a decade of its own precedent, holding now that a prior commission was guilty of an 'error of law' and thus coverage of certain political debates and press conferences now qualifies for exemption under Section 315," he said. Calling the exemptions a "far-fetched deviation from the rule of equal time," the chairman said: "As far as I am concerned, the commission has appropriated unto itself, by administrative fiat, that which is clearly not within its jurisdiction, but solely within the power of the Congress to change by statutory law."

He is particularly distressed by the news-conference exemption which, he said, "is going to be a boon to the incumbent." He added that with the lifting of the requirement, politicians and broadcasters would develop a "kissing-cousins sort of relationship."

Mr. Pastore also challenged the commission's authority to suspend the fairness doctrine for large-market radio stations, an experiment that FCC Chairman Richard Wiley proposed in September.

"What difference does it make that 64 other stations in the same market may be broadcasting diverse views?" Senator Pastore asked. "We all have our favorite radio station and we listen to it most of the time to the exclusion of most of the other stations in the area."

"Furthermore the doctrine was adopted to apply to the licensee and not to a market," the senator added.

Mr. Pastore outlined three other issues under scrutiny at the hearings, including the voiding by the FCC of some agreements between broadcast licensees and citizen's groups. "I hope," he said, "that the commission is not, under the guise of preserving the licensee's responsibility to remain independent, at the same time gagging those who represent the public interest."

A fourth problem is the commission proposal to exempt stations in communities of less than 10,000 population from formal ascertainment procedures. "As far as I am concerned, that is the beginning of the end of ascertainment," Mr. Pastore said.

And last is the commission proposal to exempt stations with fewer than 10 or 15 employees from filing annual statistical employment profiles under the commission's equal employment opportunity program.

"To me, the small stations present the only chance for a minority broadcaster to get a start," he said. "I think the proposed exemption of this commission will drastically undercut any EEO progress in broadcasting."

All of these issues were addressed in the two-day hearings by nearly a score of "public" witnesses—individuals and groups not connected with the government—but the equal-time and fairness-doctrine problems were dominant. The equal-time problem touches on philosophical questions revolving around free press and the public's right to receive balanced information, but it is also a practical political problem with potential impact on the 1976 election campaigns, a fact underscored by the appearance at the
hearing of Democratic National Committee Chairman Robert Strauss.

Mr. Strauss called the FCC's ruling "unwise" and "legally incorrect," and said it has tipped in favor of the broadcaster the balance between candidates' rights to equal access to the airwaves and the broadcaster's right to unfettered coverage. "One of the principal problems with the commission's decision is that it creates a standard which, in fact, is no standard at all — in essence this leaves virtually complete discretion in the hands of the broadcaster," he said.

Mr. Strauss said the news conference is essentially controlled by the candidate and designed to further his candidacy. It is "part entertainment, part information, part politics and part theater," he said, adding that "there is nothing in a reading of the legislative history of the 1959 amendments [to the Communications Act] that would suggest that Congress ever intended such an event to be exempt from the equal-time provisions of Section 315."

The Democratic National Committee has filed a petition for review of the FCC's decision in the U.S. Court of Appeals in the District of Columbia, as have Representative Shirley Chisholm (D-N.Y.) and the National Organization for Women. Attorney Collot Guerard of the Media Access Project, representing the latter two, testified at the hearings that "it is quite clear" that the FCC "has directly contravened the intent of Congress," and without sufficient input from the public.

On the opposite side were CBS President Arthur Taylor and Douglass Cater of the Aspen Institute Program on Communications and Society whose petitions to the FCC led to the newly defined equal-time exemptions. Mr. Taylor argued for total repeal of the equal-time provision, or at the least for repeal for presidential and vice-presidential candidates. "We believe that broadcast journalists cannot adequately meet their responsibilities to inform the electorate in the face of a statute dictating arbitrary apportionment of time in broadcast coverage," he said.

Mr. Taylor also urged an experimental repeal of the fairness doctrine for all broadcasters, opposed institutionalizing agreements between broadcasters and citizens groups, which he characterized as "often unrepresentative of the general public and not accountable to either the commission or the public," and supported the commission proposal for relaxing ascertainment requirements. He opposed, however, the proposal for documentation of community leaders' statements as "overly mechanistic and an unnecessary bureaucratic intrusion" on station operation.

Mr. Cater said he thinks the FCC "made the proper construction" of Section 315 in exempting candidate debates. He said broadcasters have been using Section 315 as a shield against having to devote primetime to political coverage. He had no opinion about the exemption for news conferences.

J. Laurent Scharff, general counsel for the Radio Television News Directors Association, testified that, contrary to what Mr. Strauss and Ms. Guerard might have said, "the legislative history of Section 315 shows that Congress intended for the commission to flesh out the body of the exempt categories . . . including that of sound journalistic judgment." And "journalistic experience and judgment confirm the proposition that candidate debates and press conferences may be bona fide news events." On-the-spot coverage of bona fide news events is an exemption contained in the equal-time law.

Mr. Scharff also argued that there is no evidence broadcasters would abuse the concept of fairness if the fairness-doctrine and equal-time provision were totally repealed. Mr. Pastore replied that, as with laws against homicide, the fairness doctrine is designed to deter the few who would abuse the freedom.

Tracy Westen, director of the UCLA law school's Communications Law Program, argued that economic considerations are the primary cause of media self-censorship. Without the fairness doctrine, he said, most broadcasters would avoid certain kinds of controversial programming, because advertisers would be reluctant to support them.

The broadcaster's viewpoint on the question of fairness and equal-time and on the other issues before the subcommittee was represented by a contingent from the National Association of Broadcasters, including its president, Vincent Wasilewski; the chairman of its small market radio committee, Wayne Cornils of KFXD-AM- FM Nampa, Idaho, and the chairman of its radio re-regulation committee, Richard Chapin, of Stuart Enterprises, Lincoln, Neb.

Mr. Wasilewski called the FCC's regulations program "a godsend to the smaller radio stations which are not equipped to cope with the myriad of regulation" that he said only "highly trained specialists" can understand.

Mr. Cornils argued that the simpler ascertainment procedures and exemption from filing formal EEO programs for stations in communities such as his hometown are "right on target." "It simply doesn't require 39 pages of fine-print instructions to determine what the problems of Nampa, Idaho, are," he said.

Frank Lloyd of the Citizens Communications Center complained to the subcommittee that "whenever the broadcast industry seeks protective legislation, it uses the stalking horse of the small broadcaster with undue regulatory burdens."

"This argument has scant logical basis," he said, when one considers that small market broadcasters often produce "substantial profits," often hold local monopolies on broadcast ideas and have historically been found "most often in violation of their community service obligations."

The subcommittee had earlier heard former FCC Commissioner Nicholas Johnson, representing the National Citizens Communications Lobby, speak of the industry's "domination" of the FCC.

"Large corporate interests come away from the FCC with what they came to get," he said. Mr. Johnson also said that "although under Chairman Richard Wiley's guidance they [the commissioners] have been turning out more actions, there is little knowledge of or
enthusiasm for management or administration.” Nor is there much research and development or long-range planning, he added.

Among other FCC critics at the hearings was a coalition of representatives of religious organizations whose prior communications with the subcommittee helped define the issues for the hearing.

“The commission is engaged in something called deregulation that, in the long run, will eliminate participation of the public in FCC procedures,” said the coalition’s leading spokesman, the Rev. Dr. Everett Parker, director of the Office of Communication of the United Church of Christ.

Dr. Parker’s particular concern was that the commission’s proposals will lessen its ability to assure that the needs of minorities are ascertained by small stations and to insure that minorities are afforded job opportunities. He said without strict enforcement of the commission’s equal opportunity guidelines, broadcasters use “meaningless job categories” to “conceal the continuing segregation of women and minorities in lowlevel jobs. These tactics make it difficult for public groups to identify the broadcasters who have made serious efforts to improve and those who have not done so.”

The Office of Communication of the United Church of Christ joined with the Citizens Communications Center and the National Citizens Committee for Broadcasting in sponsoring a report aired last week that purportedly shows that relaxing fair employment regulations for small radio and TV stations will harm minority and female employment opportunities.

The report’s author, Craig Gehring, a third-year student at the University of Michigan Law School, summarized some of his findings for the subcommittee last week. The study examines the 1974 employment reports for all stations in 30 states and the District of Columbia, and shows, Mr. Gehring said, that stations with 15 or fewer employees have the most job opportunities for minorities and women, yet have the worst records for employing minorities and women.

The report says that in Michigan, one of the sample states, stations with 15 or fewer employees offer over 60% of the jobs available to newcomers to the industry.

“The conclusion is clear,” Mr. Gehring said. “The exclusion of stations with less than 15 full-time employees from reporting requirements will seriously impair the ability of the commission to ensure widespread coverage of its equal employment opportunity policies.”

All seven FCC commissioners have been called to testify Tuesday (Nov. 11). They will follow more testimony from outside witnesses, including Kathy Bonk of the National Organization for Women, Plurias Marshall of the National Black Media Coalition and John Buggs of the Civil Rights Commission.

---

Robinson blasts broadcasters as summer soldiers in fight for de-regulation

If they are not more outspoken in defending commission’s efforts, he, at least, will not be sticking his neck out for them any more

FCC Commissioner Glen O. Robinson is telling broadcasters at the National Association of Broadcasters regional meeting in New Orleans today (Nov. 10) that he, like Galileo, is not one to be burned at the stake in defense of truth.

Which is his singular way of warning broadcasters that if they maintain their silence in the face of the pounding that members of Congress are administering to the commission for its actions aimed at deregulating broadcasting—and thus indicate they are really not interested in de-regulation—they can look for “a rollback of what we have done so far.”

The commissioner’s apparent feeling that the agency is being abandoned by broadcasters is shared by at least some of his colleagues. And the feeling is made all the more intense by the fact that the commission is scheduled to appear this week in oversight hearings before Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, who, the report said in a section prepared for delivery, “has made it unmistakably plain, not only to the commission but to each and every commissioner, that he regards with some skepticism (if not downright hostility) most of our de-regulatory efforts.”

Commissioner Robinson noted that the effects include exempting political debates and candidates’ news conferences from the equal-time law, and proposing to modify the equal employment opportunity rules and community ascertainment procedures in ways designed to ease administrative burdens on smaller stations. He also recalled that Chairman Richard E. Wiley has even suggested a test suspension of the fairness doctrine as it applies to radio stations in major markets.

But, he said, “How vociferous broadcasters have not been in cheering us on.” And that silence, he said, raises “a fine point of equity.” Since the commission had acted at least in part in response to broadcasters’ complaints: “Now that we were out on a limb, with unruly crowds gathered below yelling at us to ‘Jump! Jump!’ it would be comforting to think that those who stand to profit by our sudden seizure of sensibleness would be more encouraging than has been the case.”

He suspects the reason is that broadcasters’ complaints about regulatory burdens may not have been seriously meant. And if that proves to be the case, that “rollback” he talked of can be expected.

Commissioner Robinson personally favors de-regulation; he says he has long felt the commission was overregulating the broadcasting industry. His view is that the commission should “do more to promote structural diversity in the marketplace of entertainment and ideas and make an effort to leave broadcasters pretty much alone.”

But, he notes, the commission is not supreme in setting regulatory policy. Members of Congress are “They constrain our action, and the public constrains them.” And it seems, he said, that the public is not urging them to back de-regulation. “If anything, the dominant pressure is quite the other way.”

The reason may be that the public “has made an informed choice on this issue,” he said, adding, “If that is the case, then although I might personally disagree, I mean to go along with them. Because I believe that the public is entitled to the kind of government that it wants.”

What’s more, he said, “reminding Galileo,” he believes “‘urrar da fe’—the burning of heretics at the stake during the Spanish Inquisition—‘are much more edifying when they happen to someone else.’”

---

Senate votes to give public better view of government

And sunshine bills in House draw support in hearings

The 94th Congress may be the one to let the sunshine in on government proceedings. The Senate last week adopted by a vote of 94-to-0 a bill to open government proceedings to the public, and the House could follow suit by early spring. That would leave the matter up to President Ford.

The FCC and Federal Trade Commission would be affected by the legislation requiring 47 independent agencies to open most of their meetings to the public. And
FCC Commissioner Glen O. Robinson, who has endorsed the idea of open meetings, cited at least one meeting from which the commission would have been the beneficiary of a little sunshine.

The Senate acted on Thursday, a day after it voted, 86-0, on a sunshine rule affecting itself. The rule requires all committee, subcommittee and House-Senate conference committee meetings to be opened to the public and press, unless there are compelling national security or other reasons for closing them. The House has had an open meeting rule since 1973 and adopted an open conference-committee rule in January, subject to the Senate’s taking the same action.

The Senate vote on the sunshine bill came as the House Subcommittee on Government Information and Individual Rights began hearings on two similar bills (H.R. 9868 and H.R. 10313). Subcommittee Chairwoman Bella Abzug (D-N.Y.) is co-sponsor of both, and subcommittee aides appeared confident sunshine legislation would clear the parent Government Operations Committee and reach the House floor by the spring.

Commissioner Robinson was invited to participate at last week’s meeting by one of the two commission members—Benjamin L. Hooks was the other—who had voted to open most commission meetings to the public. The commission, which decided that open sessions would have an inhibiting effect on “free and candid discussion” (Business, Oct. 13), will submit written comments to the subcommittee later in the month.

Commissioner Robinson, like most of those supporting sunshine legislation, thinks the public would benefit from watching its government in action. But last week he indicated he felt the commission would also have benefited if the meeting at which it made its decision to exempt candidates’ news conferences and political debates from the reach of the equal-time law had been opened to the public.

The decision, taken in September, has given rise to charges of partisanship and to speculation that White House pressures were at work. “We would have been spared that controversy if the public had been packed into that little room, and had seen what happened, watching those two bureaus [the Broadcast Bureau and the general counsel’s office] battling it out,” Commissioner Robinson said.

Representative Abzug apparently is one of those who wondered about the inspiration for the commission’s action. “Were there any communications with the White House?” she asked with something of a smile.

“Not with me,” Commissioner Robinson, a Democrat, said. He defended the commission’s action, which he supported, as constituting only a “legal decision.” Earlier decisions which had held that news conferences and debates were subject to the equal-time law were simply wrong, he said. “I don’t think there was any politics involved; I think that’s a red herring,” he added.

Although the sunshine bills would require the agencies to hold open meetings, they would provide for some exceptions. Meetings at which matters affecting an individual’s right to privacy, adjudicatory cases, investigatory proceedings or national security were to be discussed would be among those exempt.

The bills also prohibit ex-parte contacts in connection with on-the-record proceedings between outside interested parties and the agencies. However, those provisions are similar to the rules now in effect at the FCC and other agencies.

Commissioner Robinson, while favoring open meetings, said Congress should not go so far as to “prevent the necessary, and often spontaneous, informal discussions among agency personnel, or between those personnel and the public.” Such private discussion, he said, plays a “vital role” in the administrative process and should not be chilled. And the pending bills, “read strictly,” he said, could do that. He said the possibility of abuse of private meetings could be cured by requiring agency personnel to maintain, and make public, logs of such meetings.

Besides Commissioner Robinson, the House subcommittee heard three other witnesses last week—Representative Dante Fascell (D-Fla.), who is co-sponsor with Representative Abzug of pending sunshine bills in the House; Richard O. Simpson, chairman of the Consumer Product Safety Commission, which has adopted “sunshine” rules of its own, and Professor Jerry S. Williams, chairman of the American Bar Association’s section on administrative law, who presented the ABA’s position of supporting open agency and congressional committee meetings “consistent with protecting the rights of persons and the ability of the government to carry out its responsibilities fairly and effectively in the public interest.”

RCA TK-76: the TV camera with film camera freedom.

Even a one-man crew can get news fast with a TK-76 portable color camera. Aim-and-shoot automatic features deliver film camera quality even in low light. Instant warm-up puts you on-air or on tape just seconds after you’re on the scene.

There’s no cumbersome backpack or control unit to hold your reporter back from the action. The 19-pound, self-contained TK-76 is powered by a 6-pound battery belt or a car’s 12v. DC cigarette lighter.

The TK-76 is great for documentaries and profitable local spot commercials, for specialized sports and studio assignments, too.

Best of all, it’s all yours for less than $35,000.

The list of orders is growing, so place yours now and be way ahead in 76. See your RCA Representative, or write RCA Camera, Building 2-2, Dept. A1, Camden, N.J. 08102.

FCC gives RCA a bird of its own

Launch is set month from now for domestic satellite

Already under construction and scheduled for launch Dec. 11, the RCA domestic satellite system received official FCC approval last week. RCA has been providing domestic satellite service on Canada’s Anik satellites and Western Union’s bird since 1973 and early 1975, respectively, while its application for its own domestic satellite system filed four years ago, was pending. Construction of the three 24-transponder satellites, which the FCC approved last week, had begun in 1973 at RCA’s own risk.

The commission’s action requires RCA to form a new subsidiary corporation to handle its domestic satellite operations, so that cross-subsidization with RCA Global Communications Inc., the international satellite operation, is prevented. Interconnection of the domestic and international communications facilities remains under study.

Broadcasting Nov 10 1975

31
In Brief

Tandem Productions (Norman Lear, Bud Yorkin) has sued FCC, TV networks and National Association of Broadcasters for $10 million, alleging adoption of NAB code restrictions on programming in "family viewing" time, at initiation of FCC diminished future syndication value of Tandem programs, including All in the Family, moved by CBS-TV out of family period to 9 p.m. Mondays. Same defendants were sued for antitrust by number of Hollywood guilds and production houses week earlier (Broadcasting Nov. 3). ■ Accuracy in Media has asked U.S. Supreme Court to review appellate court ordering case against NBC-TV's Pensions: The Broken Promise to FCC with instructions to dismiss decision that documentary violated fairness doctrine (Broadcasting, July 14). ■ FCC granted renewal of license of Post-Newseam's WJXT-TV Jacksonville, Fla., and agreed with St. Johns Television Co. request to dismiss its competing application for WJXT-TV's channel 4. St. Johns was last of three rival applicants. ■ By vote of 208 to 199 House passed bill to create agency for consumer protection with power to intervene in proceedings at other government agencies. Unlike bill Senate passed last May, House measure contains no prohibition against new agency's insinuating itself in broadcast licensing at FCC, though committee report accompanying bill discourages that action. Presidential veto expected. ■ Federal Trade Commission is about to ask advertising agencies for all their research findings on television advertising directed to children. FTC Chairman Lewis A. Engman disclosed plan at closed conference on research into effects on TV on children (see page 46). ■ In attempt to beef up daytime ratings, CBS-TV will start reruns of number-one All in the Family in Monday-Friday, 3-3:30 p.m. period beginning Dec. 1. Match Game will be moved from 3 to 3:30 and Tattletales from 3:30 to 4, with low-rated Give 'n' Take, now at 4-4:30 p.m., canceled. ■ Strong tugs on National Association of Broadcasters' sleeve from radio quarters have prompted formation of ad hoc "radio advisory" committee of NAB radio directors, former directors and staffers who met in Chicago last Friday. Group decided NAB should increase radio's visibility and distance from TV within association, should maintain closer liaison with Radio Advertising Bureau and its new task force (see page 30). Committee rejected formation of federation with other organizations, such as new National Radio Broadcasters Association. ■ Federal Trade Commission has proposed to ban advertising of over-the-counter drug claims that Food and Drug Administration has prohibited in labeling. Comments due Jan. 12. ■ Bills providing five-year funding authorization for Corporation for Public Broadcasting are due on House floor today (Nov. 10) and Senate some time this week. ■ Colonel Robert Cranston, who retired from Army in 1973 after holding various commands in Armed Forces Radio and Television Service, becomes over-all AFRTS chief as civilian director, Office of Information for the Armed Forces, Washington.

Headliners

Anthony L. Conrad, president and chief operating officer, RCA, elected chief executive officer, effective immediately, and chairman of board, effective Dec. 31, to succeed Robert W. Sarnoff, who unexpectedly resigned (see page 33). ■ Stanley G. Mouse, group vice president, Cox Broadcasting Corp., Atlanta, named head of Cox broadcast operations, including its radio and television station groups and its radio and TV sales representative firms, effective Dec. 1. He replaces James M. Rupp who company said would be assigned to other duties. Mr. Mouse, with Cox organization since 1945, formerly VP-general manager of Cox's WHIO-AM-FM-TV Dayton, Ohio, had been ticketed to be group VP in charge of company's nonbroadcast operations (Broadcasting, Aug. 4). satellite facilities was also prohibited.

Construction permits were granted to RCA Globcom, as trustee for the new subsidiary, for earth stations near New York, Chicago, Houston and for five transportable facilities. The domestic system will serve the 48 contiguous states.

At the same time, the FCC ordered further proceedings on the use of the new domestic satellite system for Alaska, by RCA Alaska Communications Inc., which had applied for the system jointly with RCA Globcom. The state of Alaska had objected to RCA Alascom's participation in the domestic satellite service on a capital ownership basis. Alaska feared that an RCA satellite system optimized for lower-48 state services, would "unduly restrict" RCA Alascom's ability to select the most technically advanced and economical satellite facilities to serve Alaska.

Unrelated issues, the FCC said it expects to authorize RCA Alascom to lease capacity on the RCA domestic satellite system to assure continuity of service to Alaska.

FCC urges caution in program contracts

The FCC, which in recent months has expressed concern about the possibility of broadcasters abdicating responsibility to citizens groups in agreements they sign with them, is now warning broadcasters to be careful in their contracts with music-format service companies.

The warning was issued in a policy statement establishing guidelines for radio stations that sign contracts with companies supplying taped musical programs over a period of time on a subscription basis. It said any station that enters an agreement that unduly fetters its free exercise of independent judgment in programming would be abdicating its responsibility and would be acting contrary to the public interest.

The policy statement is the result of an inquiry into such contracts that the commission began on May 17, 1973, with a notice pointing out that some agreements restricted the news and other nonmusical programming that a subscribing station could carry.

The commission said music-format service contracts did not impair the public interest if they did not impose such restrictions on a station's programming, if they expressly state the licensee's right to reject or substitute programs, and if they subordinate the contract to FCC rules, regulations, policies and licensee responsibility.

The commission said it did not feel it necessary to adopt rules or require stations to file music-service contracts with the agency. But it also noted that licensees are aware that they must answer to the commission as public trustees and that it had "adequate means" of dealing with licensees' abdication of responsibility. It said it would scrutinize music-service contracts when they came to its attention by renewal, transfer, assignment or complaint actions.
Sarnoff out at RCA; Conrad is slated for top post

No official reason is given; speculation is that company’s recent financial performance was behind pressure for change

In a surprise and officially unexplained move, Robert W. Sarnoff resigned last Wednesday (Nov. 5) as chairman and member of the board of RCA, effective Dec. 31.

The board accepted his resignation and named Anthony L. Conrad, president and chief operating officer, to take over as chief executive officer, effective immediately. It was assumed Mr. Conrad would be named chairman upon Mr. Sarnoff’s official departure.

Mr. Sarnoff, who is 57, gave no public explanation of his move. The brief announcement issued by RCA said he had "indicated that he intended to pursue other interests of a personal nature."

His departure means that virtually for the first time since its formation, RCA will not have a Sarnoff in one of its topmost posts. Mr. Sarnoff’s father, the late Brigadier General David Sarnoff, was commercial manager when the company was formed in 1919 but became general manager in 1922 and thereafter was a key figure until he retired Dec. 31, 1969. He was elected president in 1930 and chairman in 1947, and was named RCA’s first honorary chairman on his retirement. He died in December 1971.

The announcement noted that at the end of this year Mr. Sarnoff will have completed a decade in which he served RCA first as president and chief operating officer, later as president, chairman and chief executive officer and subsequently chairman and chief executive. Before moving to RCA he spent 18 years in executive posts at NBC, an RCA subsidiary, rising to chairman and chief executive officer in July 1958. He was president and chief executive of NBC from December 1955 until his election as chairman.

Key RCA officials could not be reached immediately for comment on the resignation, and key NBC officials said they did not know what motivated it.

Other speculation suggested that banks or other Wall Street interests may have brought pressure for management changes because of financial results that have sometimes been less than spectacular. In the most recent report, however, third-quarter earnings advanced 9% over last year’s third quarter. But the report also noted that this was the first year-to-year increase in seven quarters, and earnings for the first nine months still trailed last year’s period by almost 21% (BROADCASTING, Oct. 20).

Later last week, however, sources at Lazard Freres & Co., investment banking company that has been close to RCA for many years, said they were "completely surprised by the announcement." Other sources speculated that an internal battle may have preceded the resignation.

Mr. Sarnoff has for several years been one of the highest salaried executives in broadcasting and communications. In 1974 he ranked third, behind ABC’s Chairman Leonard H. Goldenson and President Elton H. Rule. The RCA proxy statement showed his 1974 remuneration as $483,500, consisting of $266,000 salary, $52,500 incentive paid and $165,000 incentive to be earned out over a two-year period (BROADCASTING, March 17). By comparison, ABC’s proxy statement put Mr. Goldenson’s compensation at $582,000, including $200,000 salary and $382,000 additional, and showed Mr. Rule’s as $525,000, of which $175,000 was salary and $350,000 additional compensation (BROADCASTING, April 28).

President Conrad was shown in the RCA proxy statement to be RCA’s second highest salaried executive, with $235,200 salary, $40,833 incentive paid and $81,667 to be worked out, for a total of $357,700.

The RCA proxy also indicated Mr. Sarnoff’s retirement benefits paid for by the company would be $141,294 a year at age 65. That did not include any benefits that he may have paid for, but did assume his continued employment at present rates until retirement at age 65, which would be some eight years from now.

Mr. Conrad’s retirement benefits under similar conditions were put at $123,221 a year.

The new chief executive, who is 54, has been president of RCA since Aug. 1, 1971. He joined the RCA Service Co. in 1946 following service with the Army Signal Corps, later was president of that RCA subsidiary for eight years. He was the parent company’s vice president, services, for two years before his election as president. He has been a member of the board since 1970.

Mass claim made for FCC fee refunds

The U.S. government, already faced with scores of court suits filed by broadcasters and others seeking refunds of fees paid to the FCC under a fee schedule the U.S. Supreme Court declared illegal, was faced last week with another petition, this one jumbo-sized.

It was filed in the U.S. Court of Claims by the Cohn & Marks law firm on behalf of 86 licensees it represents, and seeks refunds totaling $1,166,478. The company seeking the largest refunds, $233,716, is the McLendon Co., licensee of WINS-AM in Philadelphia; KLIF-AM-KNUS-FM in Dallas;
Board of appeals under the cable Television Association's jurisdiction had been established by Mr. Storer and his sister, Mrs. J. Harold Ryan, widow of the other Storer Broadcasting founder.

Besides Mrs. Ryan, Mr. Storer is survived by his fifth wife Mary Coughran Storer, four sons and nine grandchildren. Memorial services were held Nov. 7 at the Church by the Sea, Bal Harbour, Fla., where Storer corporate headquarters are located. Interment after cremation was to be at Saratoga, Wyo., site of the Storer ranch and the exclusive Old Baldy club, which he founded.

Mr. Storer retired from active direction of his company several years ago but continued as chairman of the executive committee and attended board meetings until a few months ago. The Storer interests include seven television and six radio stations as well as cable TV systems in Florida, California, Georgia and Alabama. Board chairman and chief executive officer is Bill Michaels, and president is Peter Storer. Other sons are George Jr., of Los Angeles, with Hughes enterprises; James of Cleveland, assistant to Chairman Michaels, and Robert of Atlanta, who owns a television production company.

Last April Mr. Storer was given the Distinguished Service Award, highest citation of the National Association of Broadcasters. It was his final public appearance before a large broadcasting group.

The family suggested that contributions in Mr. Storer's memory be directed to the Miami Heart Institute, the geriatrics wing of which had been established by Mr. Storer and his sister, Mrs. J. Harold Ryan, widow of the other Storer Broadcasting founder.

Five-year renewals in Bentsen's bill

A broadcast license: renewal bill with provision for a five-year license term and a guarantee of renewal for a demonstrated "good-faith effort" to serve the needs and interests of the radio or TV station's service area was introduced in the Senate last week by Lloyd Bentsen (D-Tex.). The bill (S. 2612) also encourages the FCC to reduce the paperwork involved in renewal application, especially for small broadcast stations.

"I wish to emphasize that I in no way oppose the right of the challenger to challenge," Senator Bentsen said in...
introducing his bill on the Senate floor. “What I do oppose is a lengthy, costly, chaotic renewal process which fails to take into full consideration the licensee’s past record of service to the community.”

Senator Bentsen is among more than 20 senators and 150 representatives who have introduced or cosponsored renewal bills this year.

Media Briefs

Cottone keeps fighting. Benedict P. Cot tone, Washington communications att orney, has petitioned U.S. Court of Ap peals there for review of following FCC actions: Denial of his motion for dismissal of disciplinary proceedings against him regarding alleged misconduct in KAYELAM Puyallup, Wash., renewal hearing (BROADCASTING, Aug. 18); denial of Federal Bar Communications Association challenge to FCC jurisdiction; imposition of punitive sanctions, and publication of commission opinions and orders.

Facts on file. Television Information Office, New York has developed pocket-sized mini-file of statistics answering many questions about TV as social force. It also provides summary of public-opinion statistics and facts on key issues and is designed for TIO member stations in corresponding with public.

Parity in Knoxville asked. WTVK(TV) Knoxville, Tenn., has petitioned the FCC to act on station’s earlier request to have it moved from channel 26 to channel 8. ABC affiliate had asked commission in June 1974 to assign channel 8 to Knoxville and move WTVK to it. Station cited area terrain problems and claimed that despite money it has spent on equipment, “a great part of the public ... simply cannot receive an adequate or satisfactory signal,” unlike its two Knoxville competitors which are VHF’s. On April 15, 1975, FCC put WTVK’s requests into Docket 20418 which is concerned with VHF drop-ins. Station now has requested “separate and im medi ate action,” and has presented more than 22,000 signatures of area residents who support station’s petition.

Opinions, please. FCC has invited comments by Dec. 3 on inquiry into need for radio service to provide sports information to spectators. Commission rejected Professional Golf Broadcast System’s request for such authorization, but said continuing interest by PGBS and others warrants public inquiry.

New address. Wilkin Associates (Eugene Wilkin, president) consultant in broadcast programing and management, has moved headquarters to 25911 Avenida Cabrillo, San Juan Capistrano, Calif. 92675.

Added in Newark. FCC review board granted part of joint petition by Sound Radio Inc. and Venture III Corp. that sought to add issue of fraudulent billing against Broadcasting Corp. in WNJR(AM) Newark, N.J., case. Three corporations are among six competitors for WJR’s deleted facilities. Review board, however, denied requests to add issues of unethical sales practices, “plugola” and community ascertainment against Gilbert.

Citizen role is expanded in renewals

Groups may now comment on application amendments

Citizen-group involvement in the FCC’s license-renewal process has advanced another step. Beyond taking an active role in petitioning the commission to deny renewal applications of stations they feel have not served the public interest, groups are now being given an opportunity to comment on renewal-application amendments that stations file to resolve issues the original petitions raise.

The commission last week conditionally granted the 1972 renewal application of WFIL Inc. for WFIL(AM) Philadelphia, after reviewing an amendment filed by the station and comments on that amendment filed by Janet C. Whittaker, individually and on behalf of the Philadelphia Communications coalition.

The coalition had filed a petition “to prevent continued violation of the commission’s equal employment opportunity rules” that was directed at 28 stations in the Philadelphia market. The commission last April concluded that 21 stations had sufficiently complied with the commission’s nondiscrimination rules. But it deferred action on the remaining seven applications, including WFIL, pending the submission by the stations of additional information of their affirmative action practices and policies. And the coalition filed responses to the stations’ responses.

The commission, in its order last week, expressed its approval of the new equal employment opportunity program submitted by WFIL by expressing agreement with the coalition’s assessment: “The newly revised equal employment opportunity program...is...basically sound...We commend WFIL for making its program public, for assigning an affirmative action officer to assist the general manager in administering the program, and for its efforts to establish reporting and review procedures.”

Not all of the coalition’s assessments were so favorable. But with some that were negative, the commission disagreed. The commission did not, for instance, regard WFIL’s employment profile as poor as the coalition did. Employment of blacks and women over-all and in top-job categories was up. And in the 12 months preceding May 1, the commission noted, 12 persons were hired and four were black.

And since it agrees with the coalition’s view that the station “appears to have made a good faith commitment to examine its policies and practices for defects, has instituted specific practices designed to...
address the problem, and should be given due credit for its efforts." The commission disagreed in part with the coalition's suggestion that conditions be attached to the grant of renewal.

The coalition suggested that the commission enunciate employment goals and a timetable for reaching them for the station. But the commission said that would not be necessary "either as an indication of good faith or a tool to measure progress." But it did think that a report permitting "measurement of good faith" would be helpful. Accordingly, in renewing the station's license, it directed the licensee to submit with it's 1978 renewal application—the 1975 renewal application is on deferred status because of other unresolved matters—summary data on all new hiring during the license period and an updated job structure analysis.

WITF's renewal application was not the only one of a Philadelphia station dating from 1972 that the commission acted on last week. Two others were Max M. Leon Inc.'s WDS-AM-FM. Those had been opposed by a group called Concern Communicators.

The commission found no basis for ordering a renewal hearing on many of the group's charges, which ranged from allegations that the stations failed to ascertain adequately the needs, interests and problems of the minority communities, to one that a conflict of interest exists as a result of the business connections between the stations' employees and recording artists whose records are broadcast by the stations.

**Changing Hands**

**Announced**

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

- **KETV-TV** Omaha: Sale being negotiated by subsidiary of Peter Kiewit Sons' Inc., to Pulitzer Publishing Co., St. Louis, for reported $9 million including liabilities. The sale is from local newspaper owner to out-of-town publisher. Peter Kiewit Sons' publishes Omaha World-Herald and has extensive interests in construction and mining. Peter Kiewit is principal stockholder. Pulitzer owns St. Louis Post-Dispatch, along with KSD-AM-TV there; KOAT-TV Albuquerque, N.M., and the Tucson (Ariz.) Star. Joseph Pulitzer family is principal owner. Mr. Pulitzer votes all the stock. KETV, ABC affiliate on channel 7, operates with 316 kw visual, 60.3 kw aural and antenna at 1,356 feet above average te-rain. Broker: Howard E. Stark, New York.

- **WEMT-TV** Bangor, Me.: Sold by Downeast Television Inc. to Eastern Maine Broadcasting Systems Inc., for $280,000 plus assumption of $250,000 in liabilities. Principals in seller are Herbert S. Hoffman, owner of WUNR(AM)-WBOB(FM) Brookline, Mass., and Murray Candib, and Ollie A. Cohen who have no other broadcast interests. Buyer is owned equally by brothers John J. and Gerald R. Pineau who own WPNO(AM) Auburn and WSKW(AM)-WTOS(FM) Skowhegan, both Maine, and are seeking new FM in Auburn. WEMT is ABC affiliate on channel 7 with 316 kw visual and 31.6 kw aural and antenna 820 feet above average terrain.

- **WDMJ(AM)** Marquette, Mich.: Sold by Lake Superior Broadcasting Co. to WDMJ Inc. for $250,000. Seller is owned by Frank J. Russell who also owns 65% of WAMM(AM) Marinette, Wis. Buyer is owned by Louis W. Chappell (49%), principal in WUMN(FM) Marquette, and Beatrice S. Sei1in (51%) treasurer of Ishpeming and Iron Mountain, Mich., furniture stores owned by her husband, David, who is a director of WDMJ Inc. WDMJ is on 1320 khz with 1 kw.

- **WDMJ-FM** Marquette, Mich.: Sold by Lake Superior Broadcasting Co. Inc. to Gospel Opportunities Inc. for $250,000. Seller has sold WDMJ(AM) (see above). Daniel C. Smith, former chief engineer of noncommercial WNPB(FM) Marquette, is president of buyer, nonprofit, nonstock organization. WDMJ-FM is on 95.7 mhz with 100 kw.

- **KQIN(AM)** Burien, Wash.: Sold by Suburban Broadcasters Inc. to new corporation, KETO Co., which will own it and KETO(FM) Seattle. Principal of Suburban, John W. Mobray, will acquire 30% of new firm. Mr. Mobray also has interest in corporation that recently received FCC approval to sell KEED(AM) Eugene, Ore., to Monroe Broadcasting Corp. (Wesley L. Monroe, Stephen E. Dean and Delbert Bertholf, principals) for $200,000 (BROADCASTING, Oct. 27). Remaining 70% of KETO Co. will be owned by KETO-FM Association, which now owns KETO(FM) and whose principals are Sidney R. Knaefel (50%) and George Lindermann (50%). Seller also agrees to pay up to $15,000 in operating expenses. KQIN is daytimer on 800 khz with 500 w.

- **WACY(AM)** Kissimmee, Fla.: Sold by Opportunity Broadcasters Inc. to Magic Box Media Inc. for $15,000. Principal in seller is J. Patrick Beacom family. Buyer has bought WOOG(FM) Leesburg, Fla., from Miami Mission Association, nonprofit, nonstock corporation, for assumption of up to $271,000 in liabilities, subject to FCC approval (BROADCASTING, Sept. 22). Its principals are Edward W. Englander, who has 50% interest in Orlando, Fla., car dealership; Norma Kaplan, who has varied interests in furniture stores in Pennsylvania, Ohio and Florida, and James J. Shipley, who owns 50% of Cleveland marketing consulting firm. WACY, silent since last December, is authorized to operate days on 1220 khz with 1 kw. Broker: Beckerman Associates.

Approved

The following transfers of station owner-
operations, waste tax dollars, have the potential for unfair trade practices and prove an unwarranted intrusion into the broadcasting field by the government.

The Ohio Association of Broadcasters added a new light to the duplication argument claiming that the service would repeat efforts already undertaken or proposed by the government. OAB cited the National Weather Service, the Department of Defense and other agencies as already providing programs to warn the public of hazards.

If the commission finds that commercial broadcasters are not fulfilling the need for information, NRBA suggested a program wherein local authorities would work in cooperation with commercial broadcasters. NRBA described a system in which one or more agencies could collect the information and feed it to local stations. The agencies could also inform the station of the information's urgency.

A similar proposal was advanced by Pacific FM Inc., licensee of KW TIM(AM)-KIOI(FM) San Francisco, which suggested an optional service encompassing the Emergency Broadcasting System. Pacific noted that its president, James J. Gabbert, is state industry advisory chairman of EBS and from meetings of various groups has concluded there could be alerts through a remote pick-up frequency. The suggested service was likened to Los Angeles's "Sigalert!".

Pacific also charged that the commission proposal discriminates against FM's since the "official" car station would be AM.

The Department of Transportation, however, took the side of the proponents and said the service could provide "a valuable supplement to the information presently available." DOT said that travelers information usually is only available during rush hour and that broadcasts are short and interspersed within a station's regular programming.

Earle S. Thall Associates, a Pennsylvania group involved in electronic communication technology, urged the commission not to ban advertisements on the service, and said that goods and services mentioned could be limited to those within a reasonable distance of the transmitting point.

Halstead Communications Inc., which holds the rights to the cable used at the Los Angeles International Airport experiment, said cable would be more suitable to the service than would a standard antenna.

Through cable, Halstead said, the radiated field over long distances can be more strictly limited to a highway. It also claimed that cable is less likely to cause interference and that cable would be more versatile since several systems could be used in close proximity.

Telesis Corp, which operates cable systems in several states, said that the proposed stations should also be licensed to private groups.

More sparks fly over roadside radio

FCC proposal draws added broadcaster opposition; DOT endorses suggestion

The controversy over roadside radio has intensified as the comment deadline passed and the FCC received more pros and cons on its proposed Travelers Information Service (BROADCASTING, Oct. 27, 20).

What has caused the furor is a commission proposal to establish a government-operated 10-w radio class to provide information to motorists and to operate on either 1606, 1612 or 330 kHz.

Among those joining the opposition were the Maryland-District of Columbia-Delaware Broadcasters Association; state associations from Ohio, Iowa, Indiana, Alabama, Pennsylvania, Mississippi, and Connecticut, and the National Radio Broadcasters Association. As did other opponents who filed earlier, the associations basically claimed the service would be duplicative, compete with commercial

MIDWEST SINGLE STATION MARKET

Daytimer AM with Companion Class A FM

Hub of recreation-resort area.

Price: $200,000 (includes real estate)

Negotiable payout

Call: Howard Stasen, Chicago Office

Hamilton Lands & Associates Inc.

America's most dynamic and experienced media brokers.

WASHINGTION, D.C.: 1730 K Street, N.W., 20006 (202) 393-3456
CHICAGO: 1429 Tribune Tower 60111 (312) 337-2754
DALLAS: 6060 N. Central Expressway, 75206 (214) 691-2236
SANTA FE: 517 Sudder Street, 91404 (415) 392-5671

Brokers of Newspaper, Radio, CATV & TV Properties

Broadcasting Nov 10 1975 37
Renewal challenges subside in Carolinas

Few stations hit by petitions to deny from women, blacks

The deadline for filing petitions to deny license renewal applications of stations in North and South Carolina passed last week with only a little action.

The Charleston, S.C., chapter of the National Organization for Women petitioned the FCC to deny the renewal applications of WCBD-TV and WSCSTV, both Charleston. The Columbia Black Media Coalition filed against WNOK-AM-FM-TV Columbia, S.C., And, in a dispute over FM assignments, Basic Media Ltd., licensee of WISE(AM), Asheville, N.C., filed against the renewal application of Gaffney Broadcasting inc.'s WAGI-FM Gaffney, S.C.

The citizen group petitions involved principally allegations of discrimination in employment. The NOW chapter complained that women were under-represented in the employment at both stations—it said 34% of the employees at each of station are women, while women account for 47% of the available labor force in the area—and that men dominate the "responsible, higher-paying positions" at both stations.

NOW also alleged that WCBD-TV had misrepresented its affirmative-action program, both to the commission and to the community, that it had hired persons without having placed employment ads in media "reaching the broadest range of the community, let alone in media specifically directed at women." And it said that WSCSTV devotes "almost no part of its budget" to recruiting or training women for jobs and commits no resources to informing women of jobs there.

The Columbia group noted that three years ago, under another name, it had filed an informal complaint against the WNOK stations that is still pending. The complaint alleged failure to serve the needs of blacks—who assertedly account for 31% of the population of Columbia and from 27% to 60% of the populations of surrounding countries—and discrimination against blacks in employment.

The coalition last week said conditions had not improved. Indeed, it said that the U.S. Equal Employment Opportunity Commission, with which complaints had been filed in October 1972, has found "reasonable cause" to believe the stations have been guilty of racial discrimination in employment.

The licensee—Palmetto Radio Corp.—"has shown a willful and repeated violation of and willful and repeated failure to observe commission rules on equal employment and Federal Civil Rights laws, has continued to practice discrimination in the face of charges from individuals, the public and federal agencies, and has displayed a shocking disregard for basic human decency in its employment practices," the coalition said.

Basic Media's petition against Gaffney's renewal grows out of a dispute over Gaffney's use of a site in Forest City, N.C., for its transmitter. Basic Media wants to petition for a new FM channel in Asheville, 285 A, but it would be short-spaced to Gaffney's FM.

Basic Media's principal aim is not to strip Gaffney of its license. It is seeking a hearing aimed at forcing Gaffney to move its transmitter to Gaffney. Basic Media contends that Gaffney is interfering with its and Asheville's rights under the Communications Act to an equitable distribution of broadcast service. Asheville does not have its own FM service.

Along with the petitions to deny, an amendment to a renewal application that headed off a petition to deny was also filed. The amendment was to Capital Cities Communications Inc.'s WTVD-TV Durham, N.C., application, as well as to an agreement the station had reached in 1972 with an advisory committee composed of representatives of a number of citizen groups.

The amendment detailed plans the station has developed to achieve "programming and employment goals." It talked, among other things, of an expansion of the minority of a series now being presented that focuses on the needs of blacks in the area, the intention to offer seminars for persons interested in learning techniques for producing public service announcements, the expansion of the duties of the station's minority affairs coordinator, and a continuation "of steps toward achieving equitable employment patterns and staffing, consistent" with the station's own perception of the "needs of its service area and its responsibilities as an FCC licensee."

The commission also received a competing application for an FM station on channel 265 A, on 100.9 khz, in Asheville, N.C. The facility is now occupied by WABZ-FM, which is under common ownership with WABZ(AM). The new application was filed in behalf of Victor Broadcasting Inc., which is 51% owned by W. Lee Simmons, of Monroe, N.C., who is technical director of WCPC-FM Pageland, S.C.

WRVR struggles continue

The Citizens Committee to Save Jazz Radio, which has opposed Riverside Broadcasting Co.'s proposed sale of WRVR(RFM) New York to Sonderling Broadcasting Corp. (BROADCASTING, Sept. 15, Oct. 6), is now requesting the FCC to issue a protective order prohibiting WRVR from suspending or firing employees that give information to the citizens group.

CCSR claimed that Peter Milliken, WRVR salesperson, was suspended indefinitely for providing information to CCSR with respect to the transfer case. Others have been threatened, contended CCSR, but will not allow their names to be used for fear of being fired.

CCSR argued that this "gag rule" measure was not only interfering with its own preparation in the case, but was keeping essential information from the FCC.
now a color camera coupler...
battery operated!

"Let's have a CU on camera 2... hold the LS on camera 1 and now a MCU on 2"... and so goes the direction.

A job for expensive broadcast equipment? Not if you have two JVC portable color cameras, a PV4000 tape deck, headphones, a hand mike and the all new GK-2000U which makes the two camera sync coupling possible.

Now you can get clean, noiseless, vertical interval color switching. Mix and match camera inputs when doing remotes... and all mind you... battery powered.

JVC has done it again. First in the field with a truly fine color portable and now the GK-2000U... the first battery or AC operated sync coupler.

Get a demonstration from your JVC video dealer and learn how you can dazzle the competition or your customers with this new found video capability.


GK-2000U sync coupler weighs 26.4 lbs. with 2 CCU's. Approx. 19" wide, 14" deep, 6" high.
So Much For So Little

PD-11 SERIES
A machine that records and plays mono tapes in the "A" size cartridge, stops automatically on the 1 kHz cue tone and offers you longer life, less maintenance and better performance than any other cartridge machine at an economy price.

Compare For Yourself

• Quiet air-damped solenoid
• Flat, stable ½ inch solid aluminum deck
• Micro-adjustable head assembly
• Direct-drive capstan motor
• Trim design - 3 units fit side-by-side in a 19 inch equipment rack
• Latest solid state components
• Plug-in circuit cards
• No relays

CALL US AND WE'LL PROVE IT TO YOU

For complete information call us collect at 309/828-1381. You'll be talking to experienced broadcasters who not only know what ITC can do—but know what you want it to do.

P.O. Box 241+2425 South Main Street
Bloomington, IL 61701
Marked Exclusively in Canada by McCurdy Radio Industries Ltd.

Programing

NBC drops off in ratings after World Series; CBS confirms schedule switches

Eighth week of new season has CBS first, ABC second, NBC third

After two straight weeks of World Series-generated big leads, NBC-TV plunged into third place in the eighth week of the prime-time season. Despite that plunge, however, it still leads in the Nielsen season-to-dates.

For the eighth week alone (Oct. 27-Nov. 2), CBS came up with seven of the top eight shows to finish first with a 19.1 rating. ABC scored an 18.3 rating, good for second place, and NBC managed only a 12.9 for the week. In the eight-week season-to-date (Sept. 8-Nov. 2), NBC's rating is 18.9, CBS's is 18.2 and ABC's is 17.9.

CBS last week confirmed some more prime-time changes (BROADCASTING, Nov. 3), among them the addition of a new Norman Lear sitcom, One Day at a Time, which begins Tuesday, Dec. 16, 9:30-10 p.m., NYCT, and the tearing apart of its entire Friday-night schedule. Friday's lead-off show on CBS, the sitcom, Big Eddie, has already been canceled. M*A*S*H (Friday, 8:30-9 p.m.), much to the relief of the creative people in charge, Gene Reynolds and Larry Gelbart, will be transferred out of family time to Tuesday nights at 9-9:30 p.m. beginning Dec. 2. Hawaii Five-O (Friday, 9-10 p.m.) and Barnaby Jones (Friday, 10-11 p.m.) will move together to Thursdays from 9 to 11, beginning Dec. 4, exchanging time periods with CBS's weekly theatrical and made-for-TV movies. The kick-off movie, on Friday, Dec. 5, will be a rerun of "Tora! Tora! Tora!" a three-hour film recreation of the Japanese attack on Pearl Harbor.

CBS sources said the network will wait until later this month before deciding what to schedule on Fridays from 8 to 9. Whatever does go in will face the NBC heavies, Sanford and Son and Chico and the Man. Switch (Tuesday, 9-10 p.m.) will be pushed back an hour to make room for M*A*S*H and the new One Day at a Time. In addition, CBS will break precedent by running the two-part All in the Family episode about the courtship and marriage of Mike and Gloria on two successive Tuesdays (Dec. 2 and Dec. 9 at 9:30 p.m.) to warm up the time period for One Day at a Time's Dec. 16 debut. While the All in the Family two-parter is running Tuesday, new episodes of Family will be continuing in its regular Monday (9-9:30 p.m.) time period.

CBS's difficulties in the ratings this year (for example, it's down more than two full rating points from its average over the past four years) have prodded it into being more aggressive in making schedule changes than ABC and NBC combined. CBS has dropped a blizzard of releases announcing special programming for the months of November and December, everything from three-hour blockbuster movies ("That's Entertainment," "The Bible") through 60-minute variety specials (starring as hosts, among others, Bing Crosby, Perry Como, Don Rickles and Luchi Ball) to surefire cartoon classics ("Rudolph the Red-Nosed Reindeer," "Dr. Suess" and "Frosty the Snowman").

This reliance on special programming paid off in week eight when a Charlie Brown half-hour original (Tuesday, Oct. 28, 8:30-9 p.m.) landed a 27.1 rating and 42 share to finish fourth among all programs for that week and the first-run showing of the movie, "The French Connection" (Thursday, Oct. 30, 9-11:05 p.m.), ended up eighth, with a 25.0 rating and 43 share.

ABC came in second during week eight, with a lot of help from a pair of strong two-hour movies, the James Bond picture, You Only Live Twice (Sunday, Nov. 2, 9-11 p.m.), which rolled to a 21.3 rating and 37 share, and the made-for-TV movie, "The Night That Panicked America" (Friday, Oct. 31, 9-11 p.m.), which came up with a 21.1 rating and 38 share.

ABC's morning revamp doesn't vamp critics

Good Morning, America, ABC-TV's revamped answer to the Today show, got off to a flying stop last week.

At least that's what most of the critics regarded the debut of the series that replaced AM America last Monday (Nov. 3, 7-9 p.m., NYCT). "Who needs it?" was Tom Shales's rhetorical question in the Washington Post.

John J. O'Connor of the New York Times was thanking his lucky stars in print that he was forced to watch only one hour of Good Morning, America (he was in Atlanta, which only gets the first hour). That 60 minutes "was quite enough," Mr. O'Connor said, "for anybody to sniff the essence of this new mongrel sprung whole from the head of a research computer."

(ABC has drawn heavily on the expertise of Ted Magid, the low-keyed broadcast consultant famous for creating "happy-talk" news.)

David Hartman, the host of the new show, received mixed reviews. Calling him a "big teddy bear," Kay Gardella of the New York Daily News said he's "easy to take in the morning. He doesn't come at you like gangbusters," but he "might be a bit too low key." Mr. O'Connor, who thinks Mr. Hartman's smile is "second to none in sincerity quotient," said that, nevertheless, he looked "somewhat stunned and embarrassed throughout the general innocuousness."

As for the content of the show itself,
Thanks for making love
The Love

**Love** is the Jerry Lewis Labor Day Telethon. **Love** is TV stations (195 this year) teaming up on Labor Day to help Jerry Lewis in the fight against muscular dystrophy and related diseases. **Love** sparked 32,920,000 households to tune in. **Love** made history. If placed on the Nielsen all-time top sponsored network television programs’ list, Telethon ’75 would rank as the 13th best-watched show in the history of television! **Love** brought in $18,868,499 worth of pledges—another all-time record! **Love** to everyone who helped make it happen. **Love** to Benton & Bowles Advertising, Del Webb’s Hotel Sahara, Hughes TV Network, and the hundreds of radio stations, newspapers, and magazines who made **Love** with us.

<table>
<thead>
<tr>
<th>KABY-TV</th>
<th>Aberdeen, S.D.</th>
<th>WSOC-TV</th>
<th>Charlotte, N.C.</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTXS-TV</td>
<td>Abilene, Tex.</td>
<td>WDEF-TV</td>
<td>Chattanooga, Tenn.</td>
</tr>
<tr>
<td>KUAM-TV</td>
<td>Agana, Guam</td>
<td>WNSN-TV</td>
<td>Chicago, Ill.</td>
</tr>
<tr>
<td>WALB-TV</td>
<td>Albany, Ga.</td>
<td>KHS-L-TV</td>
<td>Chico, Ca.</td>
</tr>
<tr>
<td>KCNA-TV</td>
<td>Albion, Neb.</td>
<td>WIX-TV</td>
<td>Cincinnati, Ohio</td>
</tr>
<tr>
<td>KGGM-TV</td>
<td>Albuquerque, N.M.</td>
<td>WBOY-TV</td>
<td>Clarksburgh, W.Va.</td>
</tr>
<tr>
<td>KFDA-TV</td>
<td>Amarillo, Tex.</td>
<td>WJW-TV</td>
<td>Cleveland, Ohio</td>
</tr>
<tr>
<td>KIMO</td>
<td>Anchorage, Alaska</td>
<td>KFDWTV</td>
<td>Clovis, N.M.</td>
</tr>
<tr>
<td>WHMA-TV</td>
<td>Anniston, Ala.</td>
<td>KOMU-TV</td>
<td>Columbia, Mo.</td>
</tr>
<tr>
<td>KXII</td>
<td>Ardmore, Okla/</td>
<td>WOlO-TV</td>
<td>Columbia, S.C.</td>
</tr>
<tr>
<td>WAGA-TV</td>
<td>Atlanta, Ga.</td>
<td>WYEA-TV</td>
<td>Columbus, Ga.</td>
</tr>
<tr>
<td>WRDWTV</td>
<td>Augusta, Ga.</td>
<td>WTVN-TV</td>
<td>Columbus, Ohio</td>
</tr>
<tr>
<td>KAAL-TV</td>
<td>Austin, Minn.</td>
<td>KEDT</td>
<td>Corpus Christi, Tex.</td>
</tr>
<tr>
<td>KTVV</td>
<td>Austin, Tex.</td>
<td>WKEF</td>
<td>Dayton, Ohio</td>
</tr>
<tr>
<td>KERO-TV</td>
<td>Bakersfield, Ca.</td>
<td>WESH-TV</td>
<td>Daytona Beach/</td>
</tr>
<tr>
<td>WMAR-TV</td>
<td>Baltimore, Md.</td>
<td>KDSJ-TV</td>
<td>Orlando, Fla.</td>
</tr>
<tr>
<td>WRBT</td>
<td>Baton Rouge, La.</td>
<td>KMGH-TV</td>
<td>Deadwood, S.D.</td>
</tr>
<tr>
<td>WUHQ-TV</td>
<td>Battle Creek/</td>
<td>KCCI-TV</td>
<td>Denver, Colo.</td>
</tr>
<tr>
<td>WNEM-TV</td>
<td>Kalamazoo, Mich.</td>
<td>WJBK-TV</td>
<td>Des Moines, Iowa</td>
</tr>
<tr>
<td>KWAB-TV</td>
<td>Big Spring, Tex.</td>
<td>WVTV</td>
<td>Dothan, Ala.</td>
</tr>
<tr>
<td>KTVQ</td>
<td>Billings, Mont.</td>
<td>WDIO-TV</td>
<td>Duluth, Minn.</td>
</tr>
<tr>
<td>WCZ-TV</td>
<td>Binghamton, N.Y.</td>
<td>WRDU-TV</td>
<td>Durham/Raleigh, N.C.</td>
</tr>
<tr>
<td>WBMG</td>
<td>Birmingham, Ala.</td>
<td>WENY-TV</td>
<td>Elmira, N.Y.</td>
</tr>
<tr>
<td>KXMB-TV</td>
<td>Bismarck, N.D.</td>
<td>KTS-M-TV</td>
<td>El Paso, Tex.</td>
</tr>
<tr>
<td>WCVB-TV</td>
<td>Boston, Mass.</td>
<td>WJET-TV</td>
<td>Erie, Pa.</td>
</tr>
<tr>
<td>KBTX-TV</td>
<td>Bryan, Tex.</td>
<td>KEZI-TV</td>
<td>Eugene, Ore.</td>
</tr>
<tr>
<td>WGR-TV</td>
<td>Buffalo, N.Y.</td>
<td>KVIQ-TV</td>
<td>Eureka, Ca.</td>
</tr>
<tr>
<td>KXLF-TV</td>
<td>Butte, Mont.</td>
<td>WFIE-TV</td>
<td>Evansville, Ind.</td>
</tr>
<tr>
<td>WJAN</td>
<td>Canton, Ohio</td>
<td>KFAR-TV</td>
<td>Fairbanks, Alaska</td>
</tr>
<tr>
<td>WMT-TV</td>
<td>Cedar Rapids, Iowa</td>
<td>KTHI-TV</td>
<td>Fargo, N.D.</td>
</tr>
<tr>
<td>WCIA</td>
<td>Champaign, Ill.</td>
<td>WINK-TV</td>
<td>Ft. Myers, Fla.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KFSM-TV</td>
<td>Ft. Smith, Ark.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WKLJ-TV</td>
<td>Ft. Wayne, Ind.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KXAS-TV</td>
<td>Ft. Worth/Dallas, Tex.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KFSN-TV</td>
<td>Fresno, Ca.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KUPK-TV</td>
<td>Garden City, Kan.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KXGN-TV</td>
<td>Glendale, Mont.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KLOE-TV</td>
<td>Goodland, Kan.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KRTV</td>
<td>Great Falls, Mont.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WLJVT</td>
<td>Green Bay, Wis.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KGBT-TV</td>
<td>Harlingen, Tex.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WHHP-TV</td>
<td>Harrisburg, Pa.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KWNBT</td>
<td>Hayes Center, Neb.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KAYS-TV</td>
<td>Hays, Kansas</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WIRT</td>
<td>Hibbing, Minn.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KGMB-TV</td>
<td>Honolulu, Hawaii</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KPRC-TV</td>
<td>Houston, Tex.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WSZT-TV</td>
<td>Huntington, W.Va.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WAAYTV</td>
<td>Huntsville, Ala.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WRTV</td>
<td>Indianapolis, Ind.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WTVJ</td>
<td>Jackson, Miss.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WJKS-TV</td>
<td>Jacksonville, Fla.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WIJAC-TV</td>
<td>Johnstown, Pa.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KODE-TV</td>
<td>Joplin, Mo.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KMBC-TV</td>
<td>Kansas City, Mo.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KHHI-TV</td>
<td>Kearney, Neb.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KVEW</td>
<td>Kennewick, Wash.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WKPT-TV</td>
<td>Kingsport/Johnson City/Bristol, Tenn.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WBIR-TV</td>
<td>Knoxville, Tenn.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WXOWTV</td>
<td>La Crosse, Wis.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WFLI-TV</td>
<td>Lafayette, Ind.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KLFTV</td>
<td>Lafayette, La.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WJIM-TV</td>
<td>Lansing, Mich.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KLAS-TV</td>
<td>Las Vegas, Nev.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KSWO-TV</td>
<td>Lawton, Okla.</td>
</tr>
<tr>
<td>Network</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WTVQ-TV Lexington, Ky.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KATV Little Rock, Ark.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KTTV Los Angeles, Ca.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WLKY-TV Louisville, Ky.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KLBK-TV Lubbock, Tex.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KTRE-TV Lufkin, Tex.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WLVA-TV Lynchburg/Roanoke, Va.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WCWB-TV Macon, Ga.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WKOWTV Madison, Wis.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WMUR-TV Manchester, N.H.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WLUC-TV Marquette, Mich.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KMED-TV Medford, Ore.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WREG-TV Memphis, Tenn.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WTKO-TV Meridian, Miss.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WCIX-TV Miami, Fla.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WITI-TV Milwaukee, Wis.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WTCN-TV Minneapolis/St. Paul, Minn.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KXMC-TV Minot, N.D.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KPAK-TV Missoula, Mont.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WQAD-TV Moline, Ill.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KMOM-TV Monahans/Odessa, Tex.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WKAB-TV Montgomery, Ala.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KNOE-TV Monroe, La.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KIVI Nampa/Boise, Idaho</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WLAC-TV Nashville, Tenn.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WWUE New Orleans, La.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WNEWTV New York, N.Y.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOAATV Oak Hill, W Va.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KTVU Oakland/San Francisco, Ca.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KWTV Oklahoma City, Okla.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KMTV Omaha, Neb.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WDXR-TV Paducah, Ky.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KCND-TV Pembina, N.D.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WMBD-TV Peoria, Ill.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KPHO-TV Phoenix, Ariz.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WIIC-TV Pittsburgh, Pa.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WPITZ Plattsburg, N.Y.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KPVI Pocatello/Idaho Falls, Idaho</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WGAN-TV Portland, Maine</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KPTV Portland, Maine</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAVY-TV Portsmouth/ Norfork, Va.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WPRF-TV Providence, R.I.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KOAA-TV Pueblo, Colo.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WGEM-TV Quincy, Ill.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KRSD-TV Rapid City, S.D.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KOLO-TV Reno, Nev.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WTVR-TV Richmond, Va.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WHEC-TV Rochester, NY.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WCEA-TV Rockford, Ill.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KBIM-TV Roswell, N.M.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KCRA-TV Sacramento, Ca.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KSD-TV St. Louis, Mo.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WBOC-TV Salisbury, Md.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KTVX Salt Lake City, Utah</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KSAT-TV San Antonio, Tex.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KGBT San Diego, Ca.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KNTV San Jose, Ca.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAPA-TV San Juan, P.R.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KCOYT Santa Maria, Ca.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WXLITE Sarasota, Fl.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WJCL Savannah, Ga.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KFDO-TV Sayre, Okla.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WRGB Schenectady, N.Y.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WNEP-TV Scranton/Wilkes-Barre, Pa.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KTBS-TV Shreveport, La.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KCAU-TV Sioux City, Iowa</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KSFY-TV Sioux Falls, S.D.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WMSH-TV South Bend, Ind.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KREM-TV Spokane, Wash.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WHYN-TV Springfield, Mass.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KCOLR Springfield, Mo.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WSTV-TV Steubenville, Ohio</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KSNB-TV Superior, Neb.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WNYSTV Syracuse, N.Y.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KSTWTV Tacoma/Seattle, Wash.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WCTV Tallahassee, Fla./ Thomasville, Ga.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WTOG Tampa/St. Petersburg, Fla.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WTWO Terre Haute, Ind.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WDOHO-TV Toledo, Ohio</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WIBWTV Topeka, Kan.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KGUN-TV Tucson, Ariz.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KTUL-TV Tulsa, Okla.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WCTF-TV Tuscaloosa, Ala.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KLV Tyler, Tex.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WUTR Utica, N.Y.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KWTX-Waco, Tex.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WTTG Washington, D.C.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WWNYTV Watertown, N.Y.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAOV-TV Wausau, Wis.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WPEC West Palm Beach, Fla.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KAKE-TV Wichita, Kan.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KXMD-TY Williston, N.D.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CKND-TV Winnipeg, Canada</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WXII Winston-Salem, N.C.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KAPP Yakima, Wash.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WYTV Youngstown, Ohio</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**The Jerry Lewis Labor Day Telethon**

**Muscular Dystrophy Association**

810 7th Avenue, New York, N.Y. 10019

“everything seemed just too severely programmed,” said Percy Shain of the Boston Globe, “right down to the moments set aside for ad-lib banter, which was just dreadful.”

And John Camper of the Chicago Daily News concluded that the program “will appeal to those who find Garfield Goose” (a local kids-show host) “too cerebral and Sesame Street too intellectually demanding.”

**Staggers favors family viewing**

He also deprecates publicly given President’s accused assailants.

House Commerce Committee Chairman Harley Staggers (D-W.Va.) has endorsed the family-viewing concept. In an Oct. 31 entry in the Congressional Record, Mr. Staggers said family viewing “is the beginning of something highly desirable.” He added, “we must make [family viewing] succeed.”

The congressman said TV has fallen short of its early promises that it “would give us the highest in entertainment, in news and in enlightened opinion that was available in the land.” The reason, as Mr. Staggers sees it, is that “television is a commercial enterprise.” Its main source of revenue is advertising, which he said is “sensational” by nature. He said, “It has yet to be proven that the kind of television we approve would attract viewers in numbers sufficient to pay its high cost.” But the alternatives, government action to improve TV or no action by anyone, are unacceptable to him. “Would we prefer to destroy television, or let it destroy our children—and all of us, for that matter?” he asked.

In the same day’s Record, Mr. Staggers inserted with approval an editorial by a television station that broadcasts into his district, WSVA-TV Harrisonburg, Va., deploring the “sensational gossip” in news media about the “sick actions of warped minds.” The editorial followed the two recent attempts on President Ford’s life.

**Program Briefs**

**Family type.** National Telefilm Associates, Los Angeles announces it has acquired worldwide distribution rights to The Real McCoys, 1957-63 network TV comedy series (ABC and CBS), that consists of 224 half-hour episodes.


Conforming. William R. Hearst Jr., official of Hearst Newspapers and of Hearst Corp., resigned as member of board of 20th Century-Fox Film Corp. Mr. Hearst’s resigna-

**Anybody there?** What if they gave a talk show and nobody called? Public apathy was topic on daily morning talk show on WALG(AM) Albany, Ga. Four-hour program usually averages 20-30 calls. It received two that day.

**Helping out.** Grant of $125,000 has been made by The Lilly Endowment Inc., Indianapolis, to the Office of Communications of the United Church of Christ to help pay production costs of Bicentennial television series, Six American Families. Series of six one-hour programs will portray individuals in American families in real-life situations. It is being produced by Group W in association with United Methodist Church and United Church of Christ.

**Goodman goes here.** Marvin Goodman Associates Inc., representative and distributor of TV programing of independent producers on worldwide basis, has moved to new offices at 60 East 62d Street, New York 10021. (212) 688-3344.

**Dave’s back.** Concept Broadcast Services, Los Angeles, announces syndication of Dave’s Place, weekly, two-hour radio show starring Dave Garroway and featuring music, commentary and interviews. First 13 shows are in production. Pete Kline, Concept Broadcast Services, 1118 Wilshire Boulevard, Los Angeles 90025. (213) 473-9550.

**Counterculture show.** New Line Video Link, New York based film supplier which is heavily into college entertainment market, also holds cablecast rights for most of its film products. Films such as John Waters’ Pink Flamingos, 1973 Sex Madness exploitation film, Flash Gordon Conquers the Universe and the Beatles’ Magical Mystery Tour are part of New Line package. Films are charged on flat rental fee basis.

**Writers’ residuals.** Writers Guild of America, West, Hollywood, reported that television residual payment slumped in two categories for nine months ended Sept. 30—TV and films to TV, down 9.4% and 27.6%, respectively. Only increase was in supplemental markets that moved up by 48.6%. As reported by WGAW:

<table>
<thead>
<tr>
<th></th>
<th>1975</th>
<th>1974</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>$6,785,375</td>
<td>$7,471,102</td>
</tr>
<tr>
<td>Films to TV</td>
<td>911,692</td>
<td>1,268,833</td>
</tr>
<tr>
<td>Supplemental markets</td>
<td>16,135</td>
<td>12,980</td>
</tr>
<tr>
<td>Total</td>
<td>$7,983,403</td>
<td>$8,742,715</td>
</tr>
</tbody>
</table>

**Set to roll.** Register and Tribune Syndicate, New York, is reading radio barter series, Rolling Stone Radio News. Target air date for series is Jan. 5, 1976, for series, which will be made up of 10 episodes per week, 90 seconds per
Start the New Year
December 1st.

with ART LINKLETTER'S "TRADITIONS"

Art's sparkling, new one-minute radio feature, TRADITIONS, is ready for airing in December. Ready to bring your listeners a series of 30 beautiful Traditions of Christmas. And ready to start generating a full year of new sponsor revenue for your station, a month early!

Month in, month out, Art Linkletter will bring your listeners our most cherished Traditions. Patriotic. Religious. Social. Festive. One-minute programs dealing with the most memorable Traditions of Christmas, New Years, Valentine's Day, Easter, Mother's Day, Passover, July 4th, Halloween, Thanksgiving—even Ground Hog Day. 150 in all.

Start the New Year for your station in December with the 30 "Traditions of Christmas." Call today for full details and to confirm exclusive market rights.

Use this TOLL-FREE number
1-800-423-2694

O'Connor Creative Services
Box 8686, Universal City
California 91608
(213) 769-3500
Now the heart of the Bias system is a Burroughs 6700 computer—one of the largest computers around today. That means we're faster and more efficient than ever before. So we've designed new programs and redesigned old ones to take advantage of our new capacity.

What's more, Bias is a "real time" computer system. Whether it's sales, traffic, billing, or any other station operation, you get the information you need when you need it. And that's just one of the reasons why Bias is the largest "real time" broadcast computer service in the world.

For more information call 901-332-3544 collect; ask for Pat Choate, Director of Marketing.
Ron Curtis & Company knows Southern Illinois University turns out top notch graduates.

HERE ARE FOUR REASONS WHY:

Fred Harms, Cable TV Specialist, B.S., Radio/Television Management and Marketing.


Dave Boylan, Television Specialist, B.S., Radio/Television Management and Marketing.

Susan Thornhill, Officer Manager, A.B., Business.

S.I.U. Communications Building, Carbondale, Illinois

Ron Curtis & Company

O'HARE PLAZA, 5725 EAST RIVER ROAD, CHICAGO, ILLINOIS 60631. (312) 693-6171

Executive recruitment specialists in Radio / TV / Cable TV / Newspapers.
Film. The basic medium.

Film. For the quality news.

As any pro will tell you, it's not so much what you shoot with, but what you shoot at, that makes for a newsworthy item. But as any viewer will tell you, if it doesn't look "interesting" on the home screen, an item may be ignored, regardless of its content. So when we say film is the basic medium, we think it supports what's basic to good reporting. Film's fine image quality lets it function as the backbone of quality reporting. And its versatility helps you get the depth that every major story needs.

Film. Experienced. Reliable. Rugged.

With 50 years of experience built into every reel, the bugs
and rough edges are virtually gone. Relatively unaffected by temperature and humidity, today's films are ready to roll when you are. Film has always been a workhorse, but today's technology has refined it to a thoroughbred.

With film, the complexity happens during manufacture. Not just before air time. And the beautiful results show up on the screen.

Film. For virtually every light.

Indoors or outdoors, whether the sun is blazing or hiding, you need a recording medium that's as flexible as the weather is fickle. Along with KODAK EKTACHROME EF Film 7242 (Tungsten), new EASTMAN EKTACHROME Video News Film 7240 (Tungsten) (now being introduced) will allow you to shoot in light as low as FIVE FOOTCANDLES with extended processing. Both films will yield excellent color. And 7240 will provide a better, tighter grain pattern. With either film, whether it's bright and blazing or dark and gloomy, you'll have a better chance to grab the important footage that sometimes makes or breaks your broadcast.

Film. For every angle.

Talking heads provide useful news, but TV is the visual medium. Movement. Action. The unexpected. That's what film can help you capture. Weaving through a crowd or snaking up a ladder, a modern 16 mm camera can maneuver without attracting attention.

Film. The processing time is also good news.

For last-minute news just before air time, or bulletins as they happen, videolape makes a valuable addition to film. But even film is far from slow. The average 16 mm film can be processed quickly, and simply edited—all in less than 30 minutes. So, if you're a film person with more than a few minutes to air time, just aim your camera and roll it. Very basic. But no less effective.

Film. The basic medium.

All of which brings us to the final point. Film doesn't get its impact from sophisticated, expensive electronics. Or bright lights. Or gimmicky special effects. Film gets its impact from you.
GARROWAY'S BACK!

FOR RADIO:

DAVE'S PLACE...A BRAND NEW WEEKLY TWO HOURS OF GREAT MUSIC, FASCINATING COMMENTARY AND EXCLUSIVE INTERVIEWS

Yes, the inimitable Dave Garroway returns with a stimulating syndicated two-hour radio program...featuring the Pop Sounds of Today plus All-Time hits of the past, with such timeless greats as Ella Fitzgerald, Count Basie, Peggy Lee, Buddy Rich, Tony Bennett, Stan Kenton, Mel Torme, Maynard Ferguson and many other great Big Bands and Vocalists.

The emphasis is, however, on Today and brings the unique Garroway style back to the airwaves and his millions of fans. DAVE'S PLACE is available in Compatible Stereo/Mono with 16 Commercial Minute Aduits. For a Demo and information on availability on an exclusive basis in your market, phone Pete Kline at (213) 473-9550 or write immediately to:

CONCEPT BROADCAST SERVICES
11818 Wilshire Blvd. - Suite 103
Los Angeles, California 90025

D. I. R. to syndicate barter show for young

In its first venture into television production and distribution, D.I.R. Broadcasting Corp., New York, will place its afternoon series, Kommotion, intended to appeal to teen-agers and pre-teens via music, interviews, panel games and film clips. Peter Noone, former lead singer with Herman's Hermits, will be host of the series which will be offered to stations on a barter basis. D.I.R. has had experience in radio programming to the youth market and is responsible for the King Biscuit Flour Hour of rock concerts which is carried on about 180 radio stations.

Who's Congress watching?

One of Congress's freshman representatives has reported that a "handful"...
Send your listeners to Nigeria for Christmas.

Every year, The Lutheran Hour brings you a Christmas Celebration from a different part of the world. With The Lutheran Hour speaker, Dr. Oswald Hoffman, we visit various countries to observe the way Christmas is celebrated there and to help us understand more deeply the universal spirit of the day. This year, our program will be from Nigeria.

It's an enchanting program which will delight your audience. They'll hear deeply moving Nigerian Christmas Carols sung in the various tribal languages. They'll hear Dr. Hoffman discuss the meaning of Christmas with some young children and with some teenagers who speak with superb clarity of their customs and of the truly beautiful impact of Christmas on their hearts.

And, finally, they'll find out why Nigerians say 'Sorry for your trip' to each other and to the Christchild. Christmas in Nigeria is available to you at no charge. It's a disc that runs 29:30. In the past we've been heard on over 3,000 stations. We hope, this year, to be heard on even more.

Give your listeners a real Christmas present.
Give your listeners Christmas in Nigeria.

The Lutheran Hour
For your free disc write to:
Tommy Thompson
International Lutheran Laymen's League
2185 Hampton Avenue, St. Louis, Mo. 63139
programs from free television to pay cable and said the commission had failed to take sufficiently into account the views of the segments of the general public that favored retention of the existing restrictions on pay-cablecasting operations. The NAB said in a news release that the groups represent more than 20 million Americans.

The other, however, filed by former FCC General Counsel Henry Geller, who is now associated with the Aspen Institute, attacked the new rules as arbitrary, anti-competitive and, because of their "overbreadth," invalidate of the First Amendment. He urged the court to remand the pay-cable proceeding to the commission.

Mr. Geller's petition was not the only one not associated with the pay-cable business that attacked the rules. The National Citizens Committee for Broadcasting, an intervenor in the case, urged the court to invalidate the rules on the ground that they represent "a backward step in the effort to give cable the economic base for providing the other services it can potentially add to a national telecommunication scheme of diversity and abundance."

The new rules deal principally with movies and sports events. They permit pay-cable systems to use theatrical films that are less than three years old or more than 10 years old if they have not been shown in a market in the preceding three years, and films of any age if they are under contract to a station in the market or to a network with an affiliate there.

Subscription exhibition of a film would be allowed also if a pay entrepreneur could demonstrate that, even in the absence of a pay operation, the film would not be made available to free television or that conventional television would not want it. The rules would deny specific sports events, such as the Rose Bowl or the World Series, to pay cable unless they had not been seen on free television for five years. Protection of regular-season, pre-season, home and away games is based on a "high-water mark" principle: If a television station carries 25% or more of the games in any category in one of the preceding five years, a pay system could carry up to 50% of the games that television did not present in the high-water mark year. If television coverage of the sport does not hit the 25% mark in any of the five years, the pay operation would be allowed to transmit the number of games not telecast in the season when the most games were telecast.

Columbia Pictures and those associated with it in its appeal, say, moreover, that the rules are arbitrary and capricious, and are not "logically or factually related to the siphoning of product.

And United Artists Corp. and Metro-Goldwyn-Mayer contend that the commission's action, admittedly aimed at protecting broadcasters from competition, is "contrary to the [agency's] duty to promote national anti-trust policy in the public interest." Those rules, Home Box Office and those associated with it in its brief contend, violate the First Amendment—they "restrain pay-cable's freedom to select programs; they curtail the freedom of program suppliers to seek access to new and vital markets for expression of their protected speech; and [they] trample the public's freedom to make choices among alternative media and to receive the maximum diversity of programs and formats from different sources."

The broadcasters, also, said the commission had violated the First Amendment—but it was the public's First Amendment rights that concerned them. Metromedia said that, in adopting rules that would permit pay cable to siphon programming from free television, the commission had acted "in derogation of the paramount First Amendment rights of the viewing public."

The NAB, in addition, said the commission exceeded its authority in seeking to establish the development of pay-cable as a goal of equal priority with that of preserving free television. The commission's responsibility, NAB said, is limited to permitting pay cable television to develop within a regulatory framework which insures that the public interest in developing and preserving free broadcast television as a source of quality entertainment and informative programming is not compromised."

The three networks also contended that the commission had changed its policy regarding pay-cable regulation without offering any sound factual basis for that action, and that the new rules will permit siphoning of programs from free television, or at least a delay in the presentation of feature films on free television. CBS, in addition, said that the commission erred in not extending antisyphoning restrictions to all cablecasting, instead of only to those systems levying a per-channel or per-program charge. It noted that cable operators could sell service for an all-inclusive fee that would cover a pay service.

The FCC and the Office of the Commissioner of Baseball, which is concerned with defending the commission's authority to regulate signals transmitting athletic events, are scheduled to file their replies in 30 days.

CCABroadcast Transmitters

Now Available on 6-week Delivery!

- FM Transmitters - 10 Watts to 50,000 Watts
- AM Transmitters - 100 Watts to 100,000 Watts

- 6-week delivery on FM transmitters up to 25 kw and AM transmitters up to 10 kw. Delivery on some AM transmitters may be 8 weeks depending on frequency. Delivery on high power and special transmitters upon request.

CCA ELECTRONICS CORPORATION
716 Jersey Avenue • Gloucester City, N.J. 08030
Phone: (609) 456-1716 • Telex 84-5200

IN CANADA:
Phone: (416) 438-6230.

IN MEXICO:
CCA Electronics S.A. de Mexico, Medellin 94-B, Mexico 7, D.F.
Phone: (950) 511-4796.

IN GREECE:
Phone: 779-0602.

Sports-carriage rules for cable to stand

FCC rejects pleas to reconsider, but does make changes that will forestall another Buffalo Incident

The FCC has dened requests from broadcasters and professional sports groups to reconsider its sports-carriage rules for cable TV. The rule adopted last summer (BROADCASTING, June 30) prohibits a cable system from importing a sports event into a 35-mile zone around the local station in a city that is blacked out for that particular game.

Sports groups, including the National
Hockey League and the Commissioner of Baseball (Broadcasting, Sept. 1), faulted the rule for not providing adequate protection to cover the entire market from which a game draws its audience. The National Association of Broadcasters, Kaiser Broadcasting Co., and ABC echoed similar misgivings and were especially concerned with cable siphoning from UHF stations.

The commission did make several refinements to the so-called “same-game rule” however. Cable systems will not be permitted to carry a substitute signal in areas where the normally carried station is blacked out because of the sports rule. Before they had to leave that channel black.

The notification process by which sports teams alert cable operators of blacked-out games has also been changed. Previously, the sports team had to notify cable operators as to which stations were carrying the game. Since that determination was sometimes made at the last minute, depending on whether or not a game was sold out, proper notification was not always possible. Now, a team need only alert a cable operator to the team’s schedule of home games. The change was intended to circumvent situations similar to the one that occurred last month in the Buffalo, N.Y., area, where a cable system brought in a blacked-out game to hometown subscribers (Broadcasting, Oct. 27).

**Cable presses for tiered regulation in comments in definition proceeding**

Comments on the FCC’s rulemaking on the definition of a cable system continued to arrive at the FCC last week, and in them, cable operators, as in earlier filings (Broadcasting, Nov. 3), continued to make use of the occasion to ask for looser regulation of CATV.

Various cable operators including: Central New York Cable TV, the Florida Cable TV Association and Booth American Co. urged the commission to adopt a headend formula for counting cable systems. The present rules, which are based on a “separate but distinct community” definition, keep cable out of underpopulated areas, contended Central New York Cable TV. Such areas cannot support a new system headend on their own and older systems often are not allowed to extend into new areas, the company claimed.

Several proposals were advanced by cable groups that would establish different regulatory categories of systems with correspondingly different levels of FCC rule responsibilities. Systems with less than 1,000 subscribers would be totally exempt from the FCC’s cable jurisdiction; systems with between 1,000 and 3,500 subscribers would be held to less stringent requirements (that would include the elimination of nonduplication requirements) and larger systems would be regulated under the current framework.

When a system grows from one class to another, said the Arizona Cable Television Association, the FCC should allow “considerable time” to comply with the more stringent regulations of the larger system class.

Cox Cable Communications, Sammons Communications, Televents Inc. and others in a joint filing urged the FCC to adopt a six-tier classification. Categories would range from 20-channel broadband systems to 12-channel reception-only systems to those with less than 250 subscribers, which would be exempt from all FCC rules. The graduated categories would correspond with different levels of rule requirements and be based on a cable system’s size and function.

Gill Cable Inc., with systems in San Jose and Campbell, Calif., was opposed to any exemptions that would impair the ability of systems in major markets to compete on a fair basis with small systems that might be exempt from any FCC restrictions. If the commission allows non-regulated cable systems that are improperly constructed to spring up, said Gill, it might cause serious injury to CATV systems that have fulfilled or exceeded FCC requirements.

Citizens for Cable Awareness in Pennsylvania and the Philadelphia Community

---

"Hazards of Everyday Life"

A Public Service Series for Radio

Your station’s listeners face many threats to their physical and financial well-being. The State Farm Insurance Companies have produced a series of 13 public-service programs—each 3½ minutes long—on some of the more universal hazards. The subjects include:

- The Drunk Driver.
- Boobytraps Along our Highways.
- The Arson Epidemic.
- Your Car’s Deadly Fuel Tank.
- Protect Yourself Against Burglary.
- Auto Theft.
- Safe Pleasure Boating.
- Escaping from a Burning House.
- No-Fault Auto Insurance.
- What to Do After a Fire.
- Inflation and Your Homeowners Insurance.
- Young Drivers.
- The Right to Drive.

These programs are non-commercial. They are designed to inform your listeners—not advertise State Farm.

For free tapes and scripts, return the coupon below or call us collect at 309-662-2625.

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

Please send me your public service series Hazards of Everyday Life. I understand there is no charge.

Name ____________________________________________________________________________

Station __________________________________________________________________________

Address __________________________________________________________________________

City __________________________ State ________ Zip ______

Broadcasting Nov 10 1975
De-regulation, pay cable get high billing at Anaheim

Western Cable TV Show will add emphasis to software this year

The new changes in FCC cable rules and the growth of pay cable will get prime attention at the Western Cable Television Show and convention next week (Nov. 12-15) at the Disneyland hotel, Anaheim, Calif. The old focus on particular rule restrictions facing the cable industry, like a 1977-rebuild compliance date and copyright, will give way to a new emphasis on over-all de-regulation, according to Ed Allen, president of Western Communications. Both John Eger, acting director of the office of Telecommunications Policy, and Lynn May, assistant to the chairman of the Domestic Council of the White House, will be on hand to present their views on cable regulation and the administration's general philosophy of de-regulation for regulated industries.

And, while cable came about as a result of hardware, Anaheim 1975 may mark the first time software is given its due. According to Ralph Baruch, president of Viacom International Inc., pay cable will "rise or fall" on the software it can provide. People are more concerned with what software can deliver than the technical aspects of its delivery, he added.

The demand that was created by hardware innovations, explained Mr. Baruch, is for software. In a panel scheduled for Friday morning (Nov. 14); Irving Kahn, Broadband Communications Inc.; Alan Adler, Columbia Pictures; Herb Stern, MCA, and other prominent cable leaders, will explain the programming options that are and can be available to cable operators.

Of course all the nuts and bolts of cable operations will be discussed as well, from satellite receiving stations, "smart taps," converters and pay-TV security to multi-point distribution service, pay cable marketing, undergrounding costs and financial management seminars.

Sixty companies with 143 booths will be on the exhibit floor with most attention expected to center on satellite earth station manufacturers, like Scientific-Atlanta and Andrew Corp., and addressable taps displayed by Delta-Benco-Cascade and Procom Electronics.

The convention agenda follows:

**Wednesday**

**Financial management seminar**

Ques monstrators (to probe further program topics): Michael McCruden, American TV & Communications; Richard West dean of school of business, University of Oregon; 1:30 p.m., Cable Television Finance Forum; 10:00 a.m., CATV rate-making lessons; Bill Quinn, TM Communications. (2) Approaches to rate increases—operating margin, comparative rates, rate of return, capitalization rates, cost of money. Fred Boite and Wayne Truxillo, Wilsby & Ham. (3) Treatment of intangibles, Peter Mubbi, MGTV, Inc.

3:20 p.m. Utility rate-making practices and concepts, John Gibson, principal public utility financial examiner, California Public Utilities Commission.

4:00 p.m. Group of sessions—the alternatives. Aron Flexman, senior vice president and general counsel, Warner Cable.

4:10 p.m. Legal aspects of rate increases—the black veil for the cable operator; Harold R. Farrow, Farrow, Schindlau & Dent.

4:20 p.m. Legal aspects of rate increases—the city perspective. John White, city attorney, San Diego.

4:30 p.m. Property taxation—stricting your assessment, Ray O'Toole, Storey Cable; Saturo Matsumori, Viacom; Joe Harvey, attorney.

**Thursday**


**Financial management seminar (continued from Wednesday)**


9 a.m. Budgeting techniques forecasting; John W. Goodfart, Viacom, and president, California Cable Television Association.

9:15 a.m. Internal management control—the heartland of the CATV company: David Van Valkenburg, ATC, moderator: Ben Pellegino, Viacom; Carolyn Chambers, Liberty Communications; Ray Jones, Armstrong.

10:10 a.m. Utilization of computer systems Bill Quinn, TM Communications.

10:30 a.m. Recom and prospective changes in accounting principles, Ray O'Toole, Storey Cable; Dave Graham and Ken Monroe, Arthur Anderson & Co.

10:40 a.m. Pay cable accounting. Alan Greenstein, Optimal Systems; James Heyworth, Home Box Office; Don Carroll, Oceanside. Cable.

11:15 a.m. Institutional financing and private loan packages, Don Stacey, Fawcett; Wesbro & Co.; Leonard Tow, Century Communications, Becker Communications.

11:40 a.m. Cable Revenues—a function of regulation, Bill Melody, University of Pennsylvania.

**Exhibitors program**

9:30 a.m. Nominations: Caifornia Cable Television Association board of directors.

10:40 a.m. Technical—how much is your market worth? Eugene A. Jacobs, Multi View Corp., moderator; Robert Schmidt, president, NCTA; Rod Hansen, Cable Data.

**General sessions**

12 noon Luncheon. Address: Henry Huns, president, Cox Cable.

2 p.m. Cable Financial management—future directions. Don Tyksen, president, Liberty Communications, moderator; Gene Schneider, president, United Cable Television Corp.; Leonard Tow, president, Century Communications; Gerry Tischler, western regional manager, Cablecom General.

3 p.m. New television distribution strategies—what happens now with pay? Doug Dilts, Viacom, moderator: Harold R. Farrow, Farrow, Schindlau & Dent; Wilt Goddard, chief, Cable Television Bureau, FCC; Bill Melody, Annenberg School of Communications, University of Pennsylvania.

**Friday**

7:45 a.m. Breakfast: Address: Jonathan Y. Tunney (D-Calif.).

9 a.m. Address: John Eger, acting director, Office of telecommunications policy.

9:15 a.m. The age of broadband communications, Ralph M. Baruch, Viacom, moderator.

Pay cable and MDS, off-line subscription TV, theaters. Bruce Mennel, Ameri can Cable Television; Mar Liberman, chairman, NCTA, and moderates; Peter T. Smith, Partner, Waxman Associates, chairman, Association of Theatre Owners; Mark Fests, Microbrand Corp., ilk, Blonde, Boulder—

**Technical program**

9 a.m. Satellite receiving stations. Bob Cowen, Cable. 10:30 a.m. Pay TV Security. Larry Firethry, Western Communications.

**Exhibitors program**

9:30 a.m. Associate members general meeting.


**General sessions**

12 noon Address: William J. Brenan, president, Teleprompters.

2 p.m. Address: Senator Dannel R. Houghtom (D-Hawaii).

2:15 p.m. Address: Representative Dwayne Van Deeneen (D-Calif.).

2:30 p.m. Address: FCC Commissioner Charlotte Reid.

2:45 p.m. Address: Representative John McCall (D-Calif.).

3:15 p.m. Address: Ray Gaddel.

7:00 p.m. Banquet. Address: I. Lynn law, assistant chairman, the White House Domestic Council, and chairman of executive department meeting on de-regulation of cable television.

Broadcasting Nov 10 1975
Teleprompter plan: a rallying point for cable industry?

It's studied as a compromise on copyright legislation

While cable television groups continue lobbying on the Hill to advance their respective—and not altogether similar—copyright positions, the recent proposal introduced by Teleprompter Corp. (BROADCASTING, Nov. 14) is gaining attention as a middle ground of sorts. The House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice has sent letters to all those who gave testimony on the cable TV sections of the copyright bill (BROADCASTING, June 16) asking for a reaction to the Teleprompter proposal by Nov. 14. Interest in the bill stems from its formula that would make copyright fees closely related to the use of programs, as distinguished from the current bill (HR 2223) which sets a sliding scale fee based on cable-system size.

The National Cable Television Association, which has fought the royalty tribunal provided in the House bill to adjust future royalty fees, is taking a hard look at the Teleprompter proposal to see what numbers it will generate when applied to the over-all industry. The Teleprompter proposal obviates the need for review of rates on a rational, since its fee formula would compensate for changes in system revenues, costs to broadcasters and the proportionate market share of a signal.

Additionally, NCTA is looking for a way it might bring the cable industry together on copyright. The Teleprompter plan which exempts local and distant network signals may offer that potential "It is not out of the question" for NCTA to change its position in favor of the Teleprompter plan, said NCTA President Robert Schmidt, depending on what the staff's analysis of the plan concludes.

Richard Brown, general counsel of the Community Antenna Television Association—which has firmly opposed copyright of any kind, saw the Teleprompter plan as "better" than the current bill, but "still no solution." While CATA would never concede that cable operators should pay copyright at all, Mr. Brown added, it might support the Teleprompter concept as an amendment to the current bill.

There are some problems with the Teleprompter plan, however, said Mr. Brown. It doesn't work for cable systems outside the grade B contours of stations in one- or two-station markets, where affiliates may show only half of all network programming. For those cable systems, copyright payments might go "sky high" if they had to pay for all nonnetwork distant signals, he said.

Another fault with the Teleprompter proposal, said Mr. Brown, is its reliance on the percentage of total revenues broadcasters pay for programming. Cable television is different from broadcast TV as it must reinvest much of its revenue in rebuilding physical plant, said Mr. Brown.

Wisconsin overseer. Bill to put cable TV regulation under public service commission auspices has been introduced in Wisconsin legislature by Representative Edward G. Jacksononis (D-Waukesha). Bill introduced last year that would have set up special state cable commission was passed by Wisconsin Assembly but failed to pass Senate.

NCTA MDS group. National Cable Television Association has appointed Dan Aaron, Comcast Corp., as chairman of multipoint distribution service study group. Others to serve on committee are: Bill Brennan, Teleprompter Corp.; John Gwin, Cox Cable Communications; Alfred Stern, Warner Communications; Ralph Baruch, Viacom International; Dick Roberts, Telecable Corp., and Jim Stillwell, Telesystems.

Down to earth. FCC has granted Teleprompter Corp. approval for earth stations to be built at Eugene, Ore.; Mobile and Tuscaloosa, both Alabama, and Fairmont, W. Va. Construction is to be completed in one month.

Review asked. National Association of Broadcasters, following lead of CBS, NBC and ABC television affiliate associations, has petitioned U.S. Court of Appeals in Washington for review of FCC's modified rules regarding network program exclusivity protection on cable television systems (BROADCASTING, April 21).

Capitol Hill plans special facilities for radio-televison

Multimedia hearing room in new extension will have numerous booths, camera positions, shipping access

The time was—and for the most part still is—when broadcast journalists were at severe disadvantage covering Congress, having to haul bulky cameras and recording equipment about the Capitol, often being confined to corridors outside hearing rooms while their print counterparts, needing only pencil and paper, slid easily in and out of meetings. But the Senate is doing something to change that. In January it will break ground on a new extension for one of its office buildings, a major feature of which will be a "multimedia" hearing room designed specifically to accommodate radio and television.

The new room will be two stories high with built-in facilities for radio and TV, including four booths in the rear—one for each television network and the Public Broadcasting Service—for equipment, then one floor above those, four glassed-in booths in which it is envisioned TV commentators or anchormen can sit, watch the scene on the floor below and...
Sprucing up the evening news in ratings race everyone denies

Refurbishing is the rule at all three TV networks

The television network early-evening newscasts are undergoing changes in appearance as well as content. CBS News has picked up 30 minutes Sunday evening; ABC News has revamped its weeknight co-anchor format, and NBC News is beefing up the Washington staff of correspondents. On the eve of an election year, the networks are feverishly jockeying for position.

Spokesmen for ABC News say they have the feeling that their innovations are working. The ABC Evening News has been reshaped into the ABC News with Harry Reasoner; Mr. Reasoner, whose strength is defined as "that everyman quality" by Vice President Av Westin, is solo anchor while Howard K. Smith relinquished the co-anchor role to deliver commentaries on a flexible schedule, three to five times weekly. The new format allows for maximum flexibility and more live and electronic coverage, according to Mr. Westin. The "news window," as it has been called in considerable print advertising in recent weeks, a chroma-key screen beside Mr. Reasoner, shows correspondents reporting live on-camera with follow-up questions from those in the studio. Another addition is the three-to-five-times-a-week economic and business report by Dan Cordtz.

The philosophy behind the new look, Mr. Westin says, is that the anchor is supplied with broadened information for each piece. Mr. Westin's marching orders to all correspondents: "Each story must include a summary that say: 'What does it mean?' rather than here-they-come, there-they-go reporting.'

At CBS News, where the success of the CBS Evening News with Walter Cronkite might make for reluctance to tamper with a winning format, there have been some changes and there are other news features in the offing.

Beginning today (Nov. 10), a weekly series, "Campaign '76: The Candidates and the Issues," will occupy four minutes in an interview format conducted by Mr. Cronkite with each of the declared presidential candidates Senator Henry Jackson (D-Wash.) is the first subject; others are "in the can." A national poll conducted by the CBS News election survey unit, under Warren Mitofsky, has determined which issues voters feel are salient. The interviews "hard news, profile features," will consider the high cost of living or inflation, unemployment, control of crime, energy crisis, dissatisfaction with government, military commitments and arms limitations. The interviews are not limited to, but have mainly been conducted in Washington.

Other revisions in the Cronkite format: Since the last spring, the opening "clicker" has been abolished. There are no more voice-over announcements of correspondents reporting from different cities; instead Mr. Cronkite opens immediately with the top story. New graphics, a revolving globe, precede his "good evening." Once a week since last July 4, Charles Kuralt has gone into a bicentennial mix, with "On the Road to '76," roving reports from each state continuing to next July 4.

Effective Jan. 24, 1976, CBS-TV will air a half-hour newscast Sundays at 6:30 p.m., the anchor for which has not been selected (rumored for the spot is roving correspondent Charles Kuralt, said to be the popular choice of network affiliates meeting in Puerto Rico last week).

The trend at NBC is toward more in-depth series reports and, in the last half-year, more time is allowed John Chancellor to talk to correspondents on a monitor or screen. An increase in specialist-reporters, such as Irving Levine on economics and Roy Neal on medical topics, will be continued, with the future addition of a consumer reporter. NBC's Washington bureau will be bolstered with the addition of four correspondents, bringing the total there to 19. Sam Iker joined the bureau recently, Linda Ellerbee will begin in December, and two others are being considered.

Mr. Chancellor will move with the primary election spotlight, to key states (nine of which are confirmed at this point) and is slated to make a China trip in the coming year.

Once a week beginning late last month, the NBC Nightly News has begun carrying a profile of a declared presidential candidate. The news budget is much higher due to the election year, but Robert Mulholland, executive vice president, NBC News, will not divulge figures. The special events unit under Walter Pfister Jr. will absorb extra funds in convention/primary/election coverage.

On the subject of ratings, Les Crystal, executive producer of NBC Nightly News, demurs from making over-confident predictions about NBC's standing. It would be "premature," he says, to predict a new era of ratings superiority. "We are obviously very concerned with the competitive situation, but ratings do not determine our programing." Similarly, Mr. Mulholland asserts: "We're not in the ratings business."

NBC recently held the number-one spot in the ratings for its NBC Nightly News for two weeks (with a 27 share Oct. 13-17 and 28 share Oct. 20-24). The qualifier, of course, was that those were World Series weeks.
Documentaries docked in ABC budget cuts

The profit squeeze on company plus Olympic, election costs are blamed for retrenchments

ABC News has cut its Close-Up documentary schedule in half for 1976, and pared the staff to six, letting 21 people go, including four producers. The official explanation for the cutback is the network’s tight schedule, given extensive Olympic and election coverage. Unofficial explanations are that the network’s poor financial position in the third and fourth quarters—stemming at least in part, from its low ratings last season. “It’s a lean year for documentaries,” one ABC official said.

At the ABC affiliates board meeting two weeks ago in Marco Island, Fla., Bill Sheehan, president of ABC News, assured affiliates that the documentary unit would be restored to full force for 1977; the number of Close-Up programs, reduced from one a month to a total of six in 1976, will be back to 12. The affiliates had registered disappointment with the reduced schedule, voiced mainly by Eugene Bohi of WGH-H-TV High Point, N.C., secretary of the affiliates board. Close-Up, though not a ratings hit (averaging a 15 share), has been considered the network’s most ambitious documentary effort, winning praise if not points.

Mr. Sheehan said: “We don’t have the same resources in the entertainment programming side as far as ratings are concerned, but we are also interested. We have nothing against ratings. If nobody watches, we are spinning our wheels.” He said that documentaries should expect to attract 20% of the audience “to be in the ballpark” (two-thirds of an entertainment program audience).

Economic explanations for the cutback in the documentary budget were given by one network source who spoke of the non-broadcast divisions of the company which last year realized slim profits.

But, Mr. Sheehan said, the ABC News budget “is bigger than ever,” ahead of the 1972 election-year budget. Reasons given for the increase include inflation, the cost of minicams and electronic news-gathering equipment and the fact that the political conventions are being held in different cities.

Av Westin, vice president, television documentaries, said it was “with great regret” that he had to cut his staff, but that he prefers to do fewer documentaries on full budgets (about $150,000 per program) than to do more cheaply.

Journalism Briefs

Loyal opposition. Barry Goldwater (R-Ariz.) and George McGovern (D-S.D.) will be ABC News guest commentators at 1976 political conventions, where each will cover opposition party. Walter J. Pifster Jr., vice president of ABC News in charge of special television news programs, said senators will also participate together in two one-hour programs to be broadcast Sunday evening preceding start of each convention.

Saved. Twenty-nine-year-old man who threatened to jump from 15-story window ledge in Pittsburgh was pulled inside by KDKA-TV newsman Bill Burns and local hospital chaplain. Man had been perched on ledge over five hours when he demanded to see Mr. Burns. Two talked to him and wrestled him inside after offering him light for his cigarette.

One of many. Doreen C. Chu, writer for NBC-TV’s Today, was only broadcaster among 15 named as candidates for Columbia University Graduate School of Journalism’s new Walter Bagehot Fellowships in Business and economic reporting. She will take nine months of courses free and receive $13,500 stipend. Program is designed to upgrade economic and business journalism reporting.

UCC joins opponents of FCC’s 315 changes

The United Church of Christ has joined with the Democratic National Committee and Representative Shirley Chisholm (D-N.Y.), along with the National Organization for Women, in seeking court reversal of the FCC order exempting candidates’ news conference and political debates from the reach of the equal-time law (Broadcasting, Nov. 3, et seq.).

Like the other opponents of the ruling, UCC contends that the commission misread the law and legislative intent in reaching a conclusion whose result will be. UCC says, the virtual elimination of the equal-time law as a means of assuring equal treatment of political candidates by broadcasters.

But UCC’s principal concern is the impact on “so-called ‘emerging’ groups—women and members of minority groups—who participate in the political process as candidates and even as voters has been retarded by legal restrictions and discriminatory practices.”

UCC says it is easy to imagine a broadcaster considering the weekly news conference of an incumbent white mayor and then ignoring the news conference of his black challenger on the ground that only the mayor’s news conference is newsworthy. “Is the commission prepared to question that news judgment?” UCC asks.

“The disproportionately low share of media coverage” minority-party candidates now receive will, UCC maintains, “be further reduced to the detriment of our entire political system.”

Future seen for AM stereo

On-air test finds compatibility with receivers now in use; FCC to be asked to OK service

Kahn Research Laboratories, Freeport, N. Y., expects to ask the FCC to permit AM radio stations to broadcast in stereo. The Kahn AM stereo system has undergone a six-month test authorized by the commission on WFBR(AM) Baltimore where test data will be submitted with the petition for general approval of AM stereo.

One purpose of the Baltimore experiment was to determine whether stereo broadcasts could be received without distortion on monaural AM sets, the only kind now in general distribution. The station and Kahn officials reported that no complaint had been received during the entire test period.

Kahn spokesmen said the company has no plans to enter the receiver market, even if it is opened to AM stereo.

The big plus for AM broadcasters in going stereo, said Leonard Kahn, president of Kahn Laboratories, is in car radio reception. Floyd Daisey, WFBF chief engineer, explained that an FM signal, with a “sharp threshold,” is sometimes lost to car reception because of changing terrain while an AM signal would be less susceptible to that problem. Harry Shriver, president and general manager of WFBF, suggested that the AM stereo provides “self-defense” against FM stereo.

RCA has demonstrated an AM stereo broadcast station at the National Association of Broadcasters’ convention last spring (Broadcasting, April 14). RCA is currently working on a prototype system, with several refinements to be tested at the NAB, to be field tested under the auspices of the National AM Stereophonic Radio Committee sponsored by the Electronic Industries Association.

WFBF, however, is the only U.S. commercial station that has tested an AM stereo broadcast system over the air. XTRA(AM) Tijuana, Mexico, has tested the Kahn stereo system.

The Kahn stereo broadcast system produces an asymmetrical sideband signal, as opposed to regular AM which produces a symmetrical sideband signal. The resultant phase-shift characteristics were a subject of the dissertation work of several of the dozen engineers and station management people on hand for an Oct. 31 demonstration of the Kahn system at WFBF. The question often raised was whether the small-time delay in phase modulation on the carrier would create spurious sideband interference. According to Mr. Daisey, there is no effect. There is a loss of 3 db signal-to-noise ratio in the stereo mode, since the over-all power is split in half by separating the sidebands.

Preliminary text results showed no
skywave interference to clear channels from stereo AM broadcasting. Mr. Daisey also said that the Kahn system is adaptable to multiplex stereophonic broadcasting.

Aside from RCA and Kahn, a group called Communications Associates in Hicksville, N.Y., has also shown interest in developing a stereo AM system. The National AM Stereophonic Radio Committee anticipates submitting a report to the FCC this month that proposes for an AM stereo broadcast system in a “year or so,” according to its chairman, Harold Kassens, who did not attend the WFBK demonstration.

Newswire users win one, lose one
FCC rejects petitions to stay rate changes for Telpak end links, but says it wants to study need for preferential press scale

The FCC has some good news and some bad news for broadcasters, newspapers and others using newswire services. The bad news is the denial of requests of several news organizations, supported by the National Association of Broadcasters, that the commission delay rate changes ordered for Telpak end links leased from AT&T—changes that would, newswire services say, increase costs to them by some $5 million annually. The good news, potentially, at least, is the initiation of an inquiry to determine the advisability of authorizing preferential press rates for domestic private line services.

The American Newspaper Publishers Association, the Associated Press, the United Press International, Commodity News Service, Reuters Ltd., and Dow Jones & Co. had asked the commission to defer effectiveness of the order dealing with Telpak until it had completed its hearing of the AT&T rate case. The commission in September reopened its hearing in that case, stating that it lacked the evidence on which to determine whether the new tariff, which marks a departure from nationwide average pricing for voice-grade private-line service, is lawful.

But at the same time, it ordered AT&T to end the “unlawful discrimination” between rates for that service and for Telpak end links. The commission said the Telpak service, as used by newswire services and other multipoint private line users to service teletype networks, was “like” the service offered under the hi-lo tariff, but was offered at a lower rate. The hi-lo tariff results in higher costs for customers in low-density areas and lower costs for those in high-density areas.

The ANPA and the newswire services had said that a stay of the commission’s order was needed to eliminate the “irreparable injury” they might otherwise suffer in having to restructure their networks twice—once now, in accordance with the September order, and again, if the commission decides to reject or substantially modify the hi-lo tariff. The higher rates for Telpak end links are scheduled to go into effect on Nov. 19.

The commission, however, rejected the “irreparable injury” argument. It said the wire services are constantly adding to or subtracting from their subscriber lists and relocating terminals.

The NAB, in supporting the news organizations’ petition, expressed concern over the expected $5-million increase in costs the elimination of the “unlawful discrimination” between Telpak end link service and hi-lo tariff rates was expected to produce (BROADCASTING, Oct. 27). NAB said the costs would be passed on to the newswire services’ customers, including broadcasters, and would result in a reduction in the dissemination of news.

The commission, on the same day that it announced denial of the news organizations’ petition, said it would consider that issue in the inquiry into preferential press rates for domestic private line services. The commission had promised the inquiry in the September order.

The commission said the inquiry will be concerned with four questions:

- The extent to which the rate revisions AT&T had been ordered to file would impair the wide-spread dissemination of news.
- The extent to which the lack of preferential rates for the press impaired the wide-spread dissemination of news.
- Whether preferential press rates were just and reasonable, or unjustly discriminatory.
- And whether the commission should prescribe maximum rates to be applied to press users of domestic voice-grade private-line services, and if so, what the rates should be.

A bumpy road for terrain-roughness factor in contours
FCC suspends use of new element, introduced in August, for predicting station coverage

FCC rules designed to improve accuracy in the prediction of field strengths of FM and television stations have been suspended for six months, only three months after they went into effect. They are not producing the kind of precise results expected, and the commission wants to find out why.

The rules require the employment of a so-called terrain-roughness correction to modify field strength and contour predictions for FM and television stations made with revised field-strength curves.

The commission said that, in most cases, the application of the rules produced predictions that were closer to reality than would have been the case if the corrections were not used, but it also said there were other cases, involving “atypical terrain configurations,” in which the use of the roughness-correction procedures “produces clearly erroneous results.”

The commission began encountering difficulty with the roughness factor almost as soon as the rules became effective on Aug. 1. The commission felt obliged, on Aug. 28, to suspend until further notice the requirements that terrain-roughness corrections be employed in predicting FM contours.

Problems also cropped up in predicting television stations’ contours where the terrain was atypical. The commission said that alternative methods of predicting contours were possible but that none are contained in the rules.

The commission said that until it resolves the problems, it will give prima facie weight, in applying its rules in contested cases, to predicted contours calculated from the new curves without regard to terrain roughness.

CPB calls for less UHF separation; AMST plumbs for status quo
EIA unit urges use of new technology to ease problem

The UHF TV “taboo” table, established in 1951, was the subject of comments received at the FCC last week as parties weighed the necessity of restrictions on the assignment of UHF channels to prevent interference.

According to the Corporation for Public Broadcasting, the taboos are “excessively conservative” and are “inhibiting the efficient utilization” of the UHF spectrum. With the submission of an engineering statement analyzing FCC data, CPB claimed that present mileage restrictions could be eliminated without causing interference.

It called upon the FCC to press receiver manufacturers to improve their products. The interference phenomena which the present taboos standards are designed to prevent against are almost exclusively a function of receiver performance,” CPB said. Its comments were supported by the Joint Council on Educational Telecommunications.

The Consumer Electronics Group of the Electronics Industries Association, however, warned that the taboos should be “evaluated from a practical economic and political standpoint.” CEG-EIA said that the taboo question depends on the industry’s ability to exploit new technology. It explored the dilemma of the need for improving front-end selectivity which increases receiver noise, and the need to decrease noise which degrades selectivity.

The Association of Maximum Service Telecasters opposed the lifting of the taboos, claiming they “are no less valid today than they were in 1951 in serving the function for which they were established—protection of the public’s ability to receive viewable UHF signals.”

Japro Antenna Co. said that some taboos should be eliminated and said directional transmitting antennas would be a useful tool in eliminating need for taboos.
### The Broadcasting

**Playlist Nov 10**

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

#### Contemporary

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>Title (length)</th>
<th>Artist-label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Bad Blood (3:12)</td>
<td>Neil Young-Arista</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Island Girl (3:48)</td>
<td>Eric John-JMC</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>Games People Play (3:29)</td>
<td>Spinners-Atlantic</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>Miracles (3:25)</td>
<td>Jefferson Starship-Grunt</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>Feelings (3:27)</td>
<td>Morris Albert-ABC</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>Lying Eyes (3:58)</td>
<td>Eagles-Asylum</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>Who Loves You (4:04)</td>
<td>Dion &amp; The Four Seasons-Curb/Warner</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>Fly Robin Fly (3:06)</td>
<td>Silver Convention-Midland Int’l</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>Dance With Me (2:59)</td>
<td>Orleans-Asylum</td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>It Only Takes A Minute (3:13)</td>
<td>Tavares-Capitol</td>
</tr>
<tr>
<td>11</td>
<td>11</td>
<td>This Will Be (3:10)</td>
<td>Natalie Cole-Capitol</td>
</tr>
</tbody>
</table>

#### Country

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>Title (length)</th>
<th>Artist-label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Secret Love (3:35)</td>
<td>Freddy Fender-ABCDot</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Love Put A Song In My Heart (2:45)</td>
<td>Johnny Rodriguez-Sun</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>San Antonio Stroll (2:45)</td>
<td>San Antonio Stroll-MCA</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>I Like Beer (2:52)</td>
<td>Tom T. Hall-Mescury</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>Are You Sure Hank Done It (2:53)</td>
<td>Waylon Jennings-RCA</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>Love Is A Rose (2:44)</td>
<td>Linda Ronstadt-Asylum</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>Turn The Light And Love Me Tonight (2:18)</td>
<td>Don Williams-ABCDot</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>All Of Me (2:50)</td>
<td>Charlie Rich-Epic</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>Rocky (3:38)</td>
<td>Dickie Lee-RCA</td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>What’s Happened To Blue Eyes (2:17)</td>
<td>Jessi Colter-Capitol</td>
</tr>
</tbody>
</table>

#### Chart遷移

<table>
<thead>
<tr>
<th>Rank by day parts</th>
<th>Last week</th>
<th>Title (length)</th>
<th>Artist-label</th>
</tr>
</thead>
<tbody>
<tr>
<td>38</td>
<td>38</td>
<td>I Want To Do Something Freaky to You (3:35)</td>
<td>Leon Haywood-20th Century</td>
</tr>
<tr>
<td>37</td>
<td>39</td>
<td>Jive Talkin’ (3:43)</td>
<td>Bee Gees-RSO</td>
</tr>
<tr>
<td>38</td>
<td>40</td>
<td>I’m On Fire (2:47)</td>
<td>5,000 Volts-Philips</td>
</tr>
<tr>
<td>41</td>
<td>41</td>
<td>You (3:40)</td>
<td>George Harrison-Apple</td>
</tr>
<tr>
<td>42</td>
<td>42</td>
<td>Our Day Will Come (3:58)</td>
<td>Frankie Valli-Private Stock</td>
</tr>
<tr>
<td>43</td>
<td>43</td>
<td>Welcome To My Nightmare (2:44)</td>
<td>Alice Cooper-Atlantic</td>
</tr>
<tr>
<td>40</td>
<td>44</td>
<td>Rock Show (3:39)</td>
<td>Paul McCartney &amp; Wings-Capitol</td>
</tr>
<tr>
<td>39</td>
<td>45</td>
<td>Operator (3:09)</td>
<td>Manhattan Transfer-Atlantic</td>
</tr>
<tr>
<td>46</td>
<td>46</td>
<td>Too Many People (2:25)</td>
<td>Melissa Manchester-Atlantic</td>
</tr>
<tr>
<td>47</td>
<td>47</td>
<td>Blue Eyes Crying In The Rain (2:17)</td>
<td>Willie Nelson-Columbia</td>
</tr>
<tr>
<td>48</td>
<td>48</td>
<td>Run Joey Run (3:2)</td>
<td>David Geddes-Big Tree</td>
</tr>
<tr>
<td>49</td>
<td>49</td>
<td>Rock &amp; Roll All Night (3:20)</td>
<td>Kiss-Casablanca</td>
</tr>
<tr>
<td>50</td>
<td>50</td>
<td>Last Game Of The Season (3:30)</td>
<td>David Geddes-Big Tree</td>
</tr>
</tbody>
</table>

**Broadcasting** Nov 10 1975
Week's worth of earnings reports from stocks on Broadcasting's index

<table>
<thead>
<tr>
<th>Company</th>
<th>Period Ended</th>
<th>Revenues</th>
<th>Change</th>
<th>Net Income</th>
<th>Change</th>
<th>Per Share</th>
<th>Yearly Earnings</th>
<th>Net Income</th>
<th>Per Share</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>American Television &amp; Communications Corp.</strong></td>
<td>3 mo 9/30</td>
<td>9,609,164</td>
<td>+25.8%</td>
<td>813,845</td>
<td>+55.2%</td>
<td>.21</td>
<td>7,368,556</td>
<td>524,252</td>
<td>.12</td>
</tr>
<tr>
<td><strong>BBDO International.</strong></td>
<td>9 mo 9/30</td>
<td>51,300,000</td>
<td>+ 3.4%</td>
<td>4,239,000</td>
<td>+ .4%</td>
<td>1.69</td>
<td>49,600,000</td>
<td>4,055,000</td>
<td>1.57</td>
</tr>
<tr>
<td><strong>Combined Communications Corp.</strong></td>
<td>9 mo 9/30</td>
<td>100,340,000</td>
<td>+17.9%</td>
<td>4,657,000</td>
<td>+22.1%</td>
<td>1,00</td>
<td>85,079,000</td>
<td>3,810,000</td>
<td>1.10</td>
</tr>
<tr>
<td><strong>Cox Broadcasting Corp.</strong></td>
<td>9 mo 9/30</td>
<td>79,787,000</td>
<td>+ 8%</td>
<td>9,909,000</td>
<td>+ 8%</td>
<td>1.70</td>
<td>74,092,000</td>
<td>9,180,000</td>
<td>1.57</td>
</tr>
<tr>
<td><strong>Cox Cable Communications.</strong></td>
<td>9 mo 9/30</td>
<td>21,113,886</td>
<td>+25%</td>
<td>2,033,649</td>
<td>+53%</td>
<td>.57</td>
<td>16,849,758</td>
<td>2,532,687</td>
<td>.43</td>
</tr>
<tr>
<td><strong>Grey Advertising.</strong></td>
<td>9 mo 9/30</td>
<td>35,937,557</td>
<td>+0.12%</td>
<td>1,400,000</td>
<td>-8.6%</td>
<td>1.18</td>
<td>35,462,000</td>
<td>1,542,000</td>
<td>1.22</td>
</tr>
<tr>
<td><strong>Harris Corp.</strong></td>
<td>3 mo 9/30</td>
<td>118,600,100</td>
<td>+10.7%</td>
<td>5,851,000</td>
<td>+57.2%</td>
<td>.96</td>
<td>107,121,000</td>
<td>3,271,000</td>
<td>.20</td>
</tr>
<tr>
<td><strong>Haris-Hamka Newspapers Inc.</strong></td>
<td>9 mo 9/30</td>
<td>65,196,000</td>
<td>+14.5%</td>
<td>5,349,000</td>
<td>+21.4%</td>
<td>1.22</td>
<td>58,692,000</td>
<td>4,400,000</td>
<td>1.01</td>
</tr>
<tr>
<td><strong>Heritage Communications Inc.</strong></td>
<td>9 mo 9/30</td>
<td>1,916,351</td>
<td>+129.7%</td>
<td>10,659,150</td>
<td>+115.1%</td>
<td>1.08</td>
<td>834,140</td>
<td>4,954,732</td>
<td>.84</td>
</tr>
<tr>
<td><strong>Kingston Inc.</strong></td>
<td>year 10/1</td>
<td>34,308,000</td>
<td>+21.4%</td>
<td>1,506,767</td>
<td>+300%</td>
<td>1.51</td>
<td>28,235,682</td>
<td>3,165,335</td>
<td>.33</td>
</tr>
<tr>
<td><strong>MCA.</strong></td>
<td>9 mo 9/30</td>
<td>555,062,000</td>
<td>+24%</td>
<td>70,562,000</td>
<td>+73.3%</td>
<td>8.32</td>
<td>450,055,000</td>
<td>40,722,000</td>
<td>4.84</td>
</tr>
<tr>
<td><strong>Motorola Inc.</strong></td>
<td>9 mo 9/30</td>
<td>955,765,000</td>
<td>- 4.4%</td>
<td>28,967,000</td>
<td>-56.4%</td>
<td>1.03</td>
<td>1,049,960,000</td>
<td>66,529,000</td>
<td>2.37</td>
</tr>
<tr>
<td><strong>Oak Industries.</strong></td>
<td>9 mo 9/30</td>
<td>79,488,235</td>
<td>-18.4%</td>
<td>678,188</td>
<td>-82.5%</td>
<td>2.6</td>
<td>98,687,692</td>
<td>3,880,773</td>
<td>2.21</td>
</tr>
<tr>
<td><strong>RCA</strong></td>
<td>9 mo 9/30</td>
<td>3,646,900,000</td>
<td>+ 16%</td>
<td>76,600,000</td>
<td>-20.6%</td>
<td>.97</td>
<td>3,408,200,000</td>
<td>96,300,000</td>
<td>1.24</td>
</tr>
<tr>
<td><strong>Reese Telecom Corp.</strong></td>
<td>9 mo 9/30</td>
<td>5,515,512</td>
<td>+2.4%</td>
<td>333,282</td>
<td>+162.5%</td>
<td>.14</td>
<td>5,387,187</td>
<td>125,945</td>
<td>.05</td>
</tr>
<tr>
<td><strong>Rollins, Inc.</strong></td>
<td>9 mo 9/30</td>
<td>519,279,111</td>
<td>- 3.4%</td>
<td>3,842,957</td>
<td>+19.5%</td>
<td>2.9</td>
<td>55,734,230</td>
<td>3,130,733</td>
<td>.25</td>
</tr>
<tr>
<td><strong>Scientific-Atlanta</strong></td>
<td>9 mo 9/30</td>
<td>9,412,000</td>
<td>+34.7%</td>
<td>253,000</td>
<td>+20.4%</td>
<td>.32</td>
<td>682,500</td>
<td>250,000</td>
<td>.33</td>
</tr>
<tr>
<td><strong>Scripps-Howard Broadcasting</strong></td>
<td>9 mo 9/30</td>
<td>25,744,267</td>
<td>+13%</td>
<td>5,409,051</td>
<td>+18.3%</td>
<td>2.09</td>
<td>22,772,500</td>
<td>5,471,449</td>
<td>1.77</td>
</tr>
<tr>
<td><strong>Time Inc.</strong></td>
<td>9 mo 9/30</td>
<td>651,428,000</td>
<td>+9.9%</td>
<td>30,356,000</td>
<td>-15.7%</td>
<td>3.05</td>
<td>592,501,000</td>
<td>35,992,000</td>
<td>.58</td>
</tr>
<tr>
<td><strong>Transamerica Corp.</strong></td>
<td>9 mo 9/30</td>
<td>1,776,571,000</td>
<td>+9.4%</td>
<td>53,544,000</td>
<td>+38.6%</td>
<td>2.82</td>
<td>1,823,338,000</td>
<td>38,637,000</td>
<td>5.38</td>
</tr>
<tr>
<td><strong>Viacom International Inc.</strong></td>
<td>9 mo 10/1</td>
<td>28,287,000</td>
<td>+5.7%</td>
<td>2,239,000</td>
<td>+17.9%</td>
<td>2.61</td>
<td>26,763,000</td>
<td>1,980,000</td>
<td>.85</td>
</tr>
<tr>
<td><strong>Warner Communications.</strong></td>
<td>9 mo 9/30</td>
<td>491,857,000</td>
<td>-9.7%</td>
<td>40,084,000</td>
<td>-32%</td>
<td>2.37</td>
<td>554,137,000</td>
<td>41,392,000</td>
<td>2.17</td>
</tr>
<tr>
<td><strong>Washington Post</strong></td>
<td>9 mo 9/30</td>
<td>232,226,000</td>
<td>+10%</td>
<td>6,502,000</td>
<td>-28.1%</td>
<td>1.37</td>
<td>202,915,000</td>
<td>9,053,000</td>
<td>1.90</td>
</tr>
</tbody>
</table>

Broadcasting's index of 134 stocks allied with electronic media

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Each</th>
<th>Closing Nov 5</th>
<th>Closing Oct 29</th>
<th>Net change in week</th>
<th>1 change in week</th>
<th>1974-75 High</th>
<th>1974-75 Low</th>
<th>PE ratio</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Broadcasting**

**ADAMS-RUSSELL**

**AVCO**

**BARTELL MEDIA**

**JOHN BLAIR**

**CAMPTOWN IND.**

**CHRIS-CRAF**

**COMBINED COMM.**

**COWLES**

**DUN & BRADBRETH**

**FAIRCHILD IND.**

**FUQUA**

**GANNETT CO.**

**GENERAL TIRE**

**GLOBOTRACKER**

**GRAY COMMUN.**

**HARTE-MANKS**

**JEFFERSON-PILOT**

**KALIER INDUSTRIES**

**KANSAS STATE NET.**

**KINGSTIP**

**KLAAR-RIEGER**

**LAMB COMMUN.**

**LEE ENTERPRISES**

**LIBERTY**

**MCGRAW-HILL**

**MEDIA GENERAL**

**MEREDITH**

**METROMEDIA**

**Weekending Nov 10, 1975**

**60**
Fates & Fortunes.

WHY HIRE A GEORGE RODMAN WHEN YOU CAN RENT ONE.

George Rodman is the communications expert you've always wanted but could never afford to hire. He was advertising/promotion director at three major television stations, the ABC owned television stations when their "Eyewitness News" became famous, and the CBS owned television stations. And now he's available as an advertising/promotion consultant. He'll work in total consultation or on a special project basis.

GEORGE T. RODMAN, INC.
685 Fifth Avenue, New York City 10022
(212) Plaza 5-2735

Media

John D. Gibba, executive VP, general manager, WWSX(AM) Pittsburgh, appointed president, succeeding Oscar M. (Pete) Schloss, retired.


R. Randall Rollins, senior executive VP, Rollins Inc., Atlanta, elected president and chief operating officer.

Leonard R. Roberts, FM public affairs director, staff announcer, WHAM(AM)-WHFM(FM) Rochester, N.Y., named public affairs director, WCBM(AM) Baltimore.

Bill Wade, account executive, KDAY(AM) In Los Angeles, named general manager, KSOM-AM-FM Ontario, Calif.

Larry Getz, account executive, WGS(AM) New Orleans, named station manager, WQUE(FM), same city.

Richard Keegan, producer/director, WMAY(AM) Madison, Wis., appointed public service director.

Russell F. Vossen, operations manager, WZMT-TV Grand Rapids, Mich., named station manager, WAAY-TV Huntsville, Ala.

William S. Murphy, Brown, Clark & Elkus, San Francisco agency, appointed promotion manager, KSFO(AM), same city.

Francine Ellis, continuity supervisor, WBEA(AM). Boston, named traffic director, WMEK(AM), same city.

Dee Lefkowits, copywriter, Andrew Curcio Inc., Boston, appointed promotion assistant, WSKY-TV, same city.

Bernadette Banks, employe development specialist, Census Bureau, Washington, appointed affirmative action program coordinator, non-commercial WETA-TV Washington.

Dean Alexander Johnson, assistant general manager, WAPL-AM-FM Appleton, Wis., named general manager, non-commercial WCTD(AM) Kenosha, Wis.

Carolyn Meyers, part-time research coordinator, non-commercial WPTS(AM) Madison, Wis., named at full-time. Susan Dusheke, public relations, Beech Aircraft Corp., same city, joins KPTS as community relations coordinator.

Broadcast Advertising

Chris Cross, assistant to director of sales planning/proposals, ABC Television Network Sales, Chicago, named director, succeeding Wesley P. Dubin, who has joined Needham, Harper & Steers, Chicago, as network negotiator.

Burt Manning, senior VP, co-creative director, J. Walter Thomson Co., New York, named executive VP and creative director. Bernie Ovett, senior VP co-creative director with Mr. Manning since 1974, will take on more direct involvement with JWT clients' work.

Colleen Halligan, media coordinator, Chicago office, named media buyer.
Stan Rosenfeld, media director, Ted Bates & Co., New York, appointed VP.

Charles Badger, associate media director, Benton & Bowles, New York, elected VP.

Duane C. Bogle, senior VP and board member, Foote, Cone & Belding, Chicago, and president, Clarion Productions, FC&B subsidiary, named senior VP, management supervisor on American Telephone & Telegraph corporate account at N.W. Ayer ABH International, New York.


Peter Moore, national sales coordinator, Torbet-Lasker Inc., New York, named VP.


Arthur E. Duram, president of Fuller & Smith & Ross Inc., New York, and chairman of agency's newly elected executive committee, named vice chairman.

Paul Brickman, senior VP, general manager of agency's Chicago office, named president, chief operating officer.

Robert E. Allen continues as board chairman and chief executive officer.

H. Stuart Hayes, media research manager, Ketchum, Macleod & Grove, Pittsburgh, named VP, associate media director, media research.

Walter H. Preston, Jr., marketing consultant, Jarman, Spitzer & Felix, New York, elected VP, client services.

Jon Weatherwax, account executive, Clinton E. Frank, San Francisco, named VP.

Bob Lurito, manager, Avco Radio Sales, Chicago, named manager of Central division, Buckley Radio Sales, Chicago.

Nine named. Promotion managers at primary affiliates of ABC-TV have elected to newly formed promotion advisory board. Members, representing different geographic regions, are: Marjorie Schmidt, KTVI-TV Denver; Tim Bennett, WITI-TV Milwaukee; Charles Wolf, KTRK-TV Houston; John Lisanti, WCVB-TV Boston; Doug Mallory, WLWTN-TV Cincinnati; Sid Perry, WCIV-TV St. Petersburg, Fla.; Clark Grant, KTVT-Dallas; Louis Gloria Snyder, KREM-TV Spokane, Wash., and Jim Henry, KCAU-TV Sioux City, Iowa. The new board will serve as liaison between affiliated station managers and the network's advertising and public-relations department.

Alan Tobkes, research director, HR/Stone, New York, named marketing research director, Eastman Radio, same city.

Francine Jacobs, buying supervisor, Norman, Craig & Hummel, New York, named assistant broadcast buying director. Rhoda Silver, media buyer, promoted to buying supervisor.

Robert Riesenberg, media buyer, Ted Bates & Co., New York, appointed to same position at NC&K.

Ken Canada, resigns as sales manager, President Group, RKO Radio, New York to become general sales manager, KSD(AM) San Jose, Calif.

Vincent Young, manager, Chicago office, Adam Young Inc., New York, appointed Eastern sales manager.

Wendell L. Crosswhite, VP and account supervisor, Marschalk Co., Inc., New York, named to newly created position of director, agency development.

Tony Salvatore, account executive, WIDE(AM) Detroit, appointed national sales manager.

Martin Conn, general sales manager and station manager, WGMS(AM) Bethesda, Md., appointed manager, national and corporate advertising and assistant general manager.

Richard C. Lovell, art director, Caldwell-Van Riper, Indianapolis, named executive art director in Fort Wayne office.

Mary Sandler, account executive, WRFD(AM) Columbus, Ohio, named media buyer, Trends & Associates, division of Beverage Management Inc., same city.

Bill Hartzman, assistant VP, Lindsey, Bradley & Johnson, Chattanooga, named VP.

Kenneth Brown, account executive, WIRL-AM Peoria, Ill., named sales manager, WSWV(FM) same city. He succeeds Harold (Bud) Bastian who resigned to become general manager, WAKT(Am) Galesburg, Ill.

Jack Scanlon, local salesman, WKEV-TV Peoria, Ill., named local sales manager.

Programing

Richard Cignarelli, VP, MCA-TV, New York, named Eastern division sales manager, Taft, H-B Program Sales, New York.

Dennis Johnson, manager of comedy programs, NBC Television, New York, appointed to newly created position of talent executive, variety programs, ABC Entertainment, same city.


Ms. Sam Bellamy, assistant program director, KMET(AM) Los Angeles, named operations manager, that station. Tom O'Hair, program director, WAFM(FM) New York, named creative director, KMET.

George D. Faber, manager client relations, Viacom Enterprises, Los Angeles, named international director of client relations, serving as liaison between worldwide Viacom offices in areas of program distribution sales, publicity/promotion and merchandising and licensing.

Bob Wolff, TV play-by-play commentator for the New York Knicks, named to same position.
for Detroit Pistons, with WKBD-TV Detroit.

**Norma Sams**, administrative assistant, programming, WFRF-FM, New York, named director of operations and programming.

**Robert A. Pocisk**, assistant director, personnel—administration, Children's Television Workshop, New York, named director, personnel—administration.

**Larry O. Cazavan**, program director, WXZY-TV Detroit, named to same position, WISH-TV Indianapolis. He is succeeded by **Jeanne Findlater**, assistant program director.

**Robert Halper**, producer/director, WMTV-TV Madison, Wis., appointed production manager.

**John McGhie**, operations manager, KON-TV Portland, Ore., named program director.

**Lee Emerson**, sports director/air personality, WORAM South Haven, Mich., appointed to additional post of program director.

**Broadcast Journalist**


Tom Franklin, newsmen, talk show host, WCAX-FM Philadelphia, named news director, WCBS-FM New York, succeeding **Bill GILLIAM**, who continues duties with CBS Morning News and 60 Minutes. Both are CBS-owned stations.


**William R. Barrett**, administrative assistant to UPN Washington VP Grant Dillman, appointed assistant managing editor there.

**Frank Cruz**, reporter, KABC-Los Angeles, named field reporter, KNBC-TV, same city.

**Stuart Hamilton**, reporter, WLAC-TV Nashville, named reporter, KSDK-TV St. Louis.

**Daye McBridge**, reporter, WHTM-L Tomball, Ohio, named news reporter, WGAU-Cleveland.

**William N. Groody**, news producer, on-air personality, KSL-TLV Salt Lake City, named assistant news director, WIZ-TV, Baltimore.

**Mike Sullivan**, reporter-anchor, WJKE-TV Jacksonville, Fla., named reporter, WMRG-TV Mobile, Ala.

**Richard C. Wald**, president of NBC News, named to three-year term on Nieman advisory committee of Nieman Foundation for Journalism, Harvard University.

**Randy Lewis**, Washington State University graduate, named news director, KAPY-Washington, D.C.

**Equipment and Engineering**

John H. Byrne Jr., manager, technical operations, WCAU-TV Philadelphia, named director, operations and engineering.


James F. Jennings, VP, marketing, Phelps Dodge Communications Co., New York, named executive VP. **Albert W. Gallick**, manager, national accounts, named sales manager, **William S. Furr**, regional manager, named manager, national accounts.

**Richard Heffner**, chief engineer, KCTV-Great Bend, Kan., named assistant engineering director non-commercial KFSTV Wichita, Kan.


**Allied Fields**


James J. Popham, staff attorney, National Association of Broadcasters, Washington, named assistant general counsel.

**George Eckstein**, producer-writer (Sunshine) was elected chairman of steering committee of the Caucus for Producers, Writers and Directors. Elected co-chairmen were **Norman Lear**, producer (All in the Family, Sanford & Son, etc.), and **Leonard Stern**, producer (MacMillan and Wife), secretary, **David Levy**, independent producer-writer (Addams Family) and former NBC-TV program executive; treasurer, **James Komack**, writer.

Robert W. Sarnoff, board chairman of RCA Corp., received Third Order of the Rising Sun, one of Japan's highest awards, in ceremonies in Tokyo Oct. 31 for his contributions "to Japanese-American friendship through development of broadcasting and other telecommunications and RCA scholarship program in Japan." Mr. Sarnoff's father, late Brigadier General David Sarnoff, then RCA board chairman, received same decoration in 1960.

**Neil D. Klar**, VP, director of marketing, Telmar Communications Co., New York, appointed general manager of company's new Western division in Los Angeles. Telmar offers computer-based services for media and marketing analysis.


**Deaths**

George B. Storer, 75, chairman of executive committee, Storer Broadcasting Co., Miami-based broadcast and cable group, died Nov. 4 in Miami Heart Institute (see page 34).

Joan Catherine Samuels, 43, personnel director of BBDO, Greenwich, Conn., who died of brain tumor on Nov. 1 while visiting Cuernavaca, Mexico. She had been with PGW for 17 years. Surviving are her father and stepmother, Charles and Louise Samuels of Cuernavaca and brother, Robert C.

Elizabeth Bartholomew Grove, 62, writer for Civil Service Commission's public affairs office, died Oct. 23 after long illness. She was associated with BBDO, New York, for 10 years as writer, editor on Theater of Today, weekly CBS radio program. She is survived by daughter, Lisabeth Lee Eichner.

Eugene A. Olsen, 62, retired VP, Jos. Schlitz Brewing Co., Milwaukee, and prior to that with Foote, Cone & Belding, Chicago, died Oct. 28 at St. Mary's hospital, Milwaukee, following long illness. Survivors include wife, Foster, three sons, Paul, John and Mark.

Richard L. Creque, 47, technical director, Mike Douglas Show, died Oct. 29 of heart attack in San Diego where show was being taped. He is survived by his wife, Lee, and two sons.

John Scott Trotter, 68, former musical director for Bing Crosby, died Oct. 29 in Los Angeles of undisclosed ailment. Trotter supervised music for Charlie Brown and Bob TV specials. Mr. Trotter was former president of National Academy of Recording Arts and Sciences. He is survived by one sister, and three brothers.

Bernard Musnik, president of Publicis Corp., New York, branch of Publicis Conseil, Paris, died Oct. 29 at his home in New York. In late 1930's he did short wave broadcasts in French for NBC and from 1940 to 1957 he was VP with Crosley Broadcasting Corp. He is survived by daughter, Denise, of Paris.

Harvey Orkin, 57, television writer of You'll Never Get Rich series, died Nov. 3 in Mount Sinai hospital, New York. Mr. Orkin also was head of creative services department of Creative Management Associates, New York talent agency. He is survived by his wife, Gisella and children, Jenna and Anthony.
The big picture of radio's '74 finances

Overview charts of the industry are presented here; the story in words begins on page 27.

### Revenue and expense items for all AM and AM-FM stations reporting financial data, 1974 (in thousands of dollars)

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Individual Items</th>
<th>Totals&lt;sup&gt;2&lt;/sup&gt;</th>
<th>Individual Items</th>
<th>Totals&lt;sup&gt;2&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Broadcast revenues</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. <strong>REVENUES FROM THE SALE OF STATION TIME</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Network</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to networks:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)</td>
<td>$10,034</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to other networks (before line or service charges)</td>
<td>2,680</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$12,714</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(2) Nonnetwork sale of trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives, and brokers:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to national and regional advertisers or sponsors</td>
<td>341,119</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to local advertisers or sponsors</td>
<td>1,129,795</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total sale of station time</td>
<td>1,470,914</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B. <strong>BROADCAST REVENUES OTHER THAN FROM SALE OF STATION TIME</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Revenues from separate charges made for programs, materials, facilities and services supplied</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) to national and regional advertisers or sponsors</td>
<td>2,724</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(b) to local advertisers or sponsors</td>
<td>13,060</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total other broadcast revenues, other than line sales</td>
<td>15,034</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. <strong>TOTAL BROADCAST REVENUES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Less commissions to agencies, representatives and brokers (but not to staff salesmen or employees)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(2) Cash discounts</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D. <strong>NET BROADCAST REVENUES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Broadcast expenses</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. <strong>REVENUES FROM THE SALE OF STATION TIME</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Network</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to networks:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)</td>
<td>$276</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to other networks (before line or service charges)</td>
<td>75</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$351</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(2) Nonnetwork sale of trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to national and regional advertisers or sponsors</td>
<td>42,813</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to local advertisers or sponsors</td>
<td>165,012</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total sale of station time</td>
<td>207,925</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B. <strong>BROADCAST REVENUES OTHER THAN FROM SALE OF STATION TIME</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Revenues from separate charges made for programs, materials, facilities and services supplied to advertisers and sponsors in connection with sale of station time:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) to national and regional advertisers or sponsors</td>
<td>131</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(b) to local advertisers or sponsors</td>
<td>728</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total other broadcast revenues</td>
<td>862</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. <strong>TOTAL BROADCAST REVENUES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Less commissions to agencies, representatives and brokers that were not to staff salesmen or employees</td>
<td>20,280</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(2) Cash discounts</td>
<td>192,079</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Footnotes:**
1 Payroll includes salaries, wages, bonuses and commissions. Total payroll: $525,174
2 Includes 2,864 AM and 1,477 FM-AM combination stations. Does not include 397 FM stations that are associated with AMs but which reported separately
3 Includes 550,852 from bulletin-and-barter transactions

### Summary revenue and expense items for all AM stations reporting financial data, 1974 (in thousands of dollars)

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Individual Items</th>
<th>Totals&lt;sup&gt;2&lt;/sup&gt;</th>
<th>Individual Items</th>
<th>Totals&lt;sup&gt;2&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Broadcast revenues</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. <strong>REVENUES FROM THE SALE OF STATION TIME</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Network</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to networks:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)</td>
<td>$351</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to other networks (before line or service charges)</td>
<td>75</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$426</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B. <strong>BROADCAST REVENUES OTHER THAN FROM SALE OF STATION TIME</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Revenues from separate charges made for programs, materials, facilities and services supplied to advertisers and sponsors in connection with sale of station time:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) to national and regional advertisers or sponsors</td>
<td>131</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(b) to local advertisers or sponsors</td>
<td>728</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total other broadcast revenues</td>
<td>862</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. <strong>TOTAL BROADCAST REVENUES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Less commissions to agencies, representatives and brokers</td>
<td>20,280</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(2) Cash discounts</td>
<td>192,079</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Footnotes:**
4 Includes 1,032 combined AM-FM stations that reported FM revenue. Does not include 397 FM stations associated with AMs but reporting separately
5 Stations reporting less than $25,000 in total revenues are not required to report items in revenues and expenses but are required to report in income. Therefore, totals in revenues and expenses are somewhat lower than totals in income.

**Summary:**

- **Broadcast Income:** $1,369,205
- **Broadcast expenses:** $1,366,335
- **Broadcast operating income:** $2,868

**Footnotes:**
3 Includes $10,641.367 from bulletin and barter transactions.
4 Stations reporting less than $25,000 in revenue are not required to report items in revenues and expenses but are required to report in income. Therefore, totals in income are somewhat lower than the totals reported in revenues and expenses.
5 Denotes loss.

Broadcasting Nov 10 1975

65
Money in and out, including the networks

Broadcast financial data of nationwide networks and 4,287 AM and AM/FM stations, 1974 (in thousands of dollars)

<table>
<thead>
<tr>
<th>Broadcast revenues, expenses and income</th>
<th>Nationwide networks 1</th>
<th>Percent change from 1973</th>
<th>18 owned-operated AM stations 2</th>
<th>Percent change from 1973</th>
<th>4,343 other AM and AM/FM stations 3</th>
<th>Percent change from 1973</th>
<th>Total nonnetwork networks</th>
<th>Percent change from 1973</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net sales</td>
<td>53,195 (55)</td>
<td>(1.6)</td>
<td>878 (5.8)</td>
<td>(1.7)</td>
<td>9,761 (13.5)</td>
<td>(5.9)</td>
<td>5788 (5.9)</td>
<td>(11.0)</td>
</tr>
<tr>
<td>Excludes 397 stations excluded from</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>network sales</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deduct: Payments to owned-operated</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>stations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deduct: Payments to other affiliated</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>stations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retained from network sales</td>
<td>17,468 (10.5)</td>
<td>5</td>
<td>814</td>
<td>(6.0)</td>
<td>10,293</td>
<td>5.7</td>
<td>12,881</td>
<td>11.5</td>
</tr>
<tr>
<td>Nonnetwork sales</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To national and regional advertisers</td>
<td>42,035 (1.2)</td>
<td>4</td>
<td>601</td>
<td>(1.0)</td>
<td>10,158</td>
<td>6.2</td>
<td>11,825</td>
<td>6.3</td>
</tr>
<tr>
<td>To local advertisers</td>
<td>33,274 (11.1)</td>
<td>4.5</td>
<td>1,089,165</td>
<td>5.2</td>
<td>1,141,769</td>
<td>6.4</td>
<td>1,202,934</td>
<td>6.5</td>
</tr>
<tr>
<td>Total nonnetwork sales</td>
<td>75,283 (4.0)</td>
<td>4</td>
<td>1,490,340</td>
<td>4.6</td>
<td>1,487,931</td>
<td>4.7</td>
<td>1,541,089</td>
<td>4.7</td>
</tr>
<tr>
<td>Deduct: Payments to other than</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>advertisers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total sales</td>
<td>47,266 (0.6)</td>
<td>5.9</td>
<td>5788 (5.9)</td>
<td>(11.0)</td>
<td>59,610 (1.6)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deduct: Commissions to agencies,</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>representatives, etc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL BROADCAST EXPENSE</td>
<td>46,517 (6.2)</td>
<td>5</td>
<td>55,767 (5.8)</td>
<td>7.2</td>
<td>1,314,879</td>
<td>7.1</td>
<td>1,314,879</td>
<td>7.1</td>
</tr>
<tr>
<td>TOTAL INCOME (before federal income tax)</td>
<td>(6,160) (6)</td>
<td></td>
<td>8,445 (7.2)</td>
<td>(19.5)</td>
<td>94,798</td>
<td>(21.6)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1CBS, NBC, and ABC's three AM networks and one FM network.
2Includes 14 AM stations and 4 AM/FM combinations. Fourteen of the owned-operated FM stations are excluded from this table for 1974. The 1974 revenues of the 14 FM-owned-operated stations totaled $1,675 million and their expenses totaled $1,379 million.
3Excludes 397 FM stations that are associated with AM's but reported separately. The 1974 revenues of these stations totaled $66.4 million; expenses totaled $62.3 million.
4Includes 52,680 in compensation from regional networks. The balance reports the amount reported by the networks under payments to affiliates because of differences in accounting methods.
5Including stations with less than $25,000 in revenues do not report a detailed breakdown. The total revenue of those stations is included in this item. Therefore, a small amount of network and national network sales and program sales may be included here.

Cost accounting

1974 broadcast expenses of nationwide radio networks, their 18 owned-operated stations and 4,280 other AM and AM/FM stations, reporting revenues of $25,000 or more (in thousands of dollars)

<table>
<thead>
<tr>
<th>Type of Expense</th>
<th>Nationwide networks 1</th>
<th>18 network owned-and-operated stations 2</th>
<th>Other stations 3</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical</td>
<td>53,442</td>
<td>8,454</td>
<td>510,276</td>
<td>$515,713</td>
</tr>
<tr>
<td>Program</td>
<td>30,724</td>
<td>20,266</td>
<td>357,992</td>
<td>408,900</td>
</tr>
<tr>
<td>Selling</td>
<td>7,592</td>
<td>14,547</td>
<td>243,528</td>
<td>265,627</td>
</tr>
<tr>
<td>General and admin</td>
<td>5,242</td>
<td>12,308</td>
<td>506,368</td>
<td>523,918</td>
</tr>
<tr>
<td>Total broadcast expenses</td>
<td>65,717</td>
<td>55,576</td>
<td>1,210,565</td>
<td>1,312,985</td>
</tr>
</tbody>
</table>

1CBS, NBC, and ABC's three AM networks and one FM network.
2Includes 14 AM stations and four AM/FM stations filing a combined report.
3Includes 2,815 AM stations and 1,465 AM/FM stations filing a combined report. Does not include 397 FM stations that are associated with AM's but reported separately.

NOTE: Last digits of delayed dollar figures may not sum to totals due to rounding. Because stations are not consistent in the way they classify national/regional versus local sales, year-to-year comparisons should be made with caution.

People and property

1974 employment and investment in tangible broadcast property of nationwide networks, their 18 owned-operated stations 1 and other AM and AM/FM radio stations.

<table>
<thead>
<tr>
<th>Employment</th>
<th>Nationwide networks 2</th>
<th>18 network owned-and-operated stations 3</th>
<th>Other stations 4</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full time</td>
<td>847</td>
<td>1,401</td>
<td>49,933</td>
<td>61,679</td>
</tr>
<tr>
<td>Part time</td>
<td>23</td>
<td>131</td>
<td>16,482</td>
<td>17,617</td>
</tr>
<tr>
<td>Total</td>
<td>870</td>
<td>1,532</td>
<td>66,414</td>
<td>73,750</td>
</tr>
</tbody>
</table>

1Includes 14 AM's and four AM-FM combinations.
2Includes 4,343 AM and AM-FM stations.
3Includes 4,353 AM and AM-FM stations.
4Includes 4,342 AM and AM-FM stations.

The best rock sound in Chicago is put out by an AEL FM-25KD Stereo Transmitter

Just ask WXRT

AEL stereo transmitters always send the very best.
FM: 2,500, 15,000, 25,000, 50,000 watts.
AM: 5,000, 10,000, 50,000 watts.

Call or Write:
AMERICAN ELECTRONIC LABORATORIES, INC.
P.O. Box 552, Lansdale, PA 19446
Tel: 215/822-8292 • TWX: 510/881-4976
### How many radio stations won, how many lost

**Number of AM and AM/FM stations reporting profit or loss, by volume of total broadcast revenues, 1974**

(Stations operating full year only)

<table>
<thead>
<tr>
<th>Total number of stations reporting</th>
<th>Number of stations reporting profits</th>
<th>Number of stations reporting losses</th>
<th>$500,000 and under</th>
<th>$500,000 to $250,000</th>
<th>$250,000 to $500,000</th>
<th>$500,000 to $1,000,000</th>
<th>$1,000,000 to $2,000,000</th>
<th>$2,000,000 to $5,000,000</th>
<th>$5,000,000 to $10,000,000</th>
<th>More than $10,000,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues of:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Over $1,000,000</td>
<td>223</td>
<td>38</td>
<td>6</td>
<td>8</td>
<td>44</td>
<td>16</td>
<td>15</td>
<td>4</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>$500,000 to $1,000,000</td>
<td>319</td>
<td>90</td>
<td>7</td>
<td>8</td>
<td>21</td>
<td>14</td>
<td>18</td>
<td>2</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>$250,000 to $500,000</td>
<td>874</td>
<td>248</td>
<td>3</td>
<td>8</td>
<td>50</td>
<td>38</td>
<td>49</td>
<td>11</td>
<td>15</td>
<td>23</td>
</tr>
<tr>
<td>$500,000 to $250,000</td>
<td>459</td>
<td>123</td>
<td>1</td>
<td>6</td>
<td>13</td>
<td>21</td>
<td>27</td>
<td>5</td>
<td>11</td>
<td>10</td>
</tr>
<tr>
<td>$250,000 to $200,000</td>
<td>661</td>
<td>230</td>
<td>1</td>
<td>6</td>
<td>13</td>
<td>33</td>
<td>41</td>
<td>13</td>
<td>21</td>
<td>27</td>
</tr>
<tr>
<td>$150,000 to $200,000</td>
<td>618</td>
<td>294</td>
<td>1</td>
<td>6</td>
<td>14</td>
<td>26</td>
<td>51</td>
<td>11</td>
<td>25</td>
<td>32</td>
</tr>
<tr>
<td>$100,000 to $150,000</td>
<td>410</td>
<td>186</td>
<td>1</td>
<td>6</td>
<td>15</td>
<td>23</td>
<td>12</td>
<td>12</td>
<td>15</td>
<td>24</td>
</tr>
<tr>
<td>$50,000 to $100,000</td>
<td>329</td>
<td>155</td>
<td>3</td>
<td>12</td>
<td>13</td>
<td>13</td>
<td>7</td>
<td>14</td>
<td>36</td>
<td>38</td>
</tr>
<tr>
<td>$25,000 to $50,000</td>
<td>160</td>
<td>68</td>
<td>4</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Less than $25,000</td>
<td>209</td>
<td>91</td>
<td>7</td>
<td>22</td>
<td>22</td>
<td>22</td>
<td>43</td>
<td>11</td>
<td>21</td>
<td>31</td>
</tr>
<tr>
<td>Total</td>
<td>4,294</td>
<td>1,485</td>
<td>19</td>
<td>24</td>
<td>137</td>
<td>170</td>
<td>242</td>
<td>70</td>
<td>121</td>
<td>160</td>
</tr>
</tbody>
</table>

1Excludes 397 FM stations that are associated with AM's but which reported separately.

### Number of independent FM stations reporting profit or loss, by volume of total broadcast revenues, 1974

(Stations operating full year only)

| Total number of stations reporting | Number of stations reporting profits | Number of stations reporting losses | $500,000 and under | $500,000 to $250,000 | $250,000 to $500,000 | $500,000 to $1,000,000 | $1,000,000 to $2,000,000 | $2,000,000 to $5,000,000 | $5,000,000 to $10,000,000 | More than $10,000,000 |
|----------------------------------|-------------------------------------|-----------------------------------|---------------------|----------------------|------------------------|-------------------------|--------------------------|--------------------------|-------------------------|                        |
| Revenues of:                     |                                     |                                   |                     |                      |                        |                         |                          |                          |                         |                        |
| Over $1,000,000                   | 13                                 | 11                                | 1                   | 6                    | 3                      | 1                       | 4                        | 1                        | 1                       | 1                      |
| $500,000 to $1,000,000            | 51                                 | 31                                | 1                   | 14                   | 11                     | 4                       | 1                        | 1                        | 1                       | 1                      |
| $250,000 to $500,000              | 83                                 | 50                                | 2                   | 14                   | 13                     | 3                       | 3                        | 5                        | 4                       | 5                      |
| $200,000 to $250,000              | 27                                 | 19                                | 2                   | 14                   | 13                     | 2                       | 2                        | 1                        | 4                       | 3                      |
| $150,000 to $200,000              | 71                                 | 37                                | 4                   | 13                   | 13                     | 4                       | 5                        | 5                        | 6                       | 5                      |
| $100,000 to $150,000              | 111                                | 52                                | 1                   | 5                    | 2                      | 10                      | 13                       | 12                       | 12                      | 12                     |
| $50,000 to $100,000               | 74                                 | 30                                | 3                   | 6                    | 6                      | 3                       | 6                        | 3                       | 12                      | 12                     |
| $25,000 to $50,000                | 74                                 | 22                                | 1                   | 2                    | 2                      | 3                       | 3                        | 2                       | 3                       | 3                      |
| Less than $25,000                 | 84                                 | 23                                | 2                   | 2                    | 2                      | 2                       | 2                        | 2                       | 2                       | 3                      |
| Total                            | 623                                | 271                               | 7                   | 22                   | 22                     | 43                      | 11                       | 21                      | 31                       | 46                     |

1Excludes FM stations that are associated with AM's but which reported separately.
Looking back over 10 years

Radio financial data, 1964-1974

(Industry totals)

### A. Gross Advertising Revenues

<table>
<thead>
<tr>
<th>Year</th>
<th>Total3</th>
<th>National and regional spot5</th>
<th>Local5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>($ millions)</td>
<td>($ millions)</td>
<td>Percent of total</td>
</tr>
<tr>
<td>1974</td>
<td>6,175.9</td>
<td>500.3</td>
<td>3.5</td>
</tr>
<tr>
<td>1973 (Rev)</td>
<td>6,471.1</td>
<td>594.2</td>
<td>3.6</td>
</tr>
<tr>
<td>1972</td>
<td>5,147.7</td>
<td>650.0</td>
<td>4.2</td>
</tr>
<tr>
<td>1971</td>
<td>3,387.7</td>
<td>551.1</td>
<td>4.0</td>
</tr>
<tr>
<td>1970</td>
<td>2,526.6</td>
<td>488.6</td>
<td>3.9</td>
</tr>
<tr>
<td>1969</td>
<td>1,200.4</td>
<td>500.9</td>
<td>4.2</td>
</tr>
<tr>
<td>1968</td>
<td>1,310.3</td>
<td>547.4</td>
<td>4.8</td>
</tr>
<tr>
<td>1967</td>
<td>975.7</td>
<td>574.3</td>
<td>5.8</td>
</tr>
<tr>
<td>1966</td>
<td>896.7</td>
<td>543.3</td>
<td>6.0</td>
</tr>
<tr>
<td>1965</td>
<td>802.3</td>
<td>540.0</td>
<td>6.7</td>
</tr>
<tr>
<td>1964</td>
<td>864.7</td>
<td>543.3</td>
<td>6.3</td>
</tr>
</tbody>
</table>

### B. Broadcast Revenues, Expenses, and Income (in millions of dollars)

#### Revenues6

<table>
<thead>
<tr>
<th>Year</th>
<th>Total AM, AM-FM1</th>
<th>Independent AM</th>
<th>AM, AM-FM1</th>
<th>Total AM, AM-FM1</th>
<th>Independent AM</th>
<th>AM, AM-FM1</th>
<th>Total AM, AM-FM1</th>
<th>Independent AM</th>
</tr>
</thead>
<tbody>
<tr>
<td>1974</td>
<td>5,803.1</td>
<td>5,429.7</td>
<td>934.4</td>
<td>5,159.0</td>
<td>5,134.9</td>
<td>5,041.1</td>
<td>584.1</td>
<td>584.8</td>
</tr>
<tr>
<td>1973 (rev)</td>
<td>5,019.7</td>
<td>4,348.5</td>
<td>671.2</td>
<td>3,679.3</td>
<td>3,679.3</td>
<td>3,679.3</td>
<td>367.1</td>
<td>367.1</td>
</tr>
<tr>
<td>1972</td>
<td>4,070.4</td>
<td>3,292.1</td>
<td>778.3</td>
<td>2,514.2</td>
<td>2,514.2</td>
<td>2,514.2</td>
<td>459.1</td>
<td>459.1</td>
</tr>
<tr>
<td>1971</td>
<td>2,258.0</td>
<td>1,176.3</td>
<td>381.7</td>
<td>1,515.2</td>
<td>1,515.2</td>
<td>1,515.2</td>
<td>360.6</td>
<td>360.6</td>
</tr>
<tr>
<td>1970</td>
<td>1,138.9</td>
<td>1,077.4</td>
<td>61.5</td>
<td>1,044.0</td>
<td>1,044.0</td>
<td>1,044.0</td>
<td>340.9</td>
<td>340.9</td>
</tr>
<tr>
<td>1969</td>
<td>1,085.6</td>
<td>1,040.3</td>
<td>45.5</td>
<td>985.0</td>
<td>985.0</td>
<td>985.0</td>
<td>98.6</td>
<td>98.6</td>
</tr>
<tr>
<td>1968</td>
<td>1,085.6</td>
<td>1,040.3</td>
<td>45.5</td>
<td>985.0</td>
<td>985.0</td>
<td>985.0</td>
<td>98.6</td>
<td>98.6</td>
</tr>
<tr>
<td>1967</td>
<td>907.3</td>
<td>884.7</td>
<td>22.6</td>
<td>826.5</td>
<td>826.5</td>
<td>826.5</td>
<td>79.8</td>
<td>79.8</td>
</tr>
<tr>
<td>1966</td>
<td>762.1</td>
<td>822.7</td>
<td>19.4</td>
<td>774.8</td>
<td>774.8</td>
<td>774.8</td>
<td>72.6</td>
<td>72.6</td>
</tr>
<tr>
<td>1965</td>
<td>792.5</td>
<td>776.8</td>
<td>15.7</td>
<td>714.7</td>
<td>714.7</td>
<td>714.7</td>
<td>78.2</td>
<td>78.2</td>
</tr>
<tr>
<td>1964</td>
<td>732.0</td>
<td>712.9</td>
<td>12.8</td>
<td>661.2</td>
<td>661.2</td>
<td>661.2</td>
<td>72.4</td>
<td>72.4</td>
</tr>
</tbody>
</table>

1Includes nationwide network revenues. AM stations and FM stations also includes compensations paid to affiliated stations by other networks (regional, state, etc.). Does not include the revenues retained by these other networks or their expenses.
2Gross advertising revenues are the total amount paid by advertisers for the use of broadcast facilities. They include commissions paid to advertising agencies and representative agencies, and carry charges for broadcast time, and programs, materials, and services supplied by the broadcast industry in connection with the sale of time.
3Detail may not add to totals because of rounding.
4Network advertising revenues for years prior to 1969 were derived as follows: Sales of programs, material, facilities and service in connection with sales of time were divided by 85 to yield a figure which included advertising agency commissions. The result of this calculation was added to national network time sales (before commissions) to arrive at the total national network figure.
5Compensation paid by other networks (regional, state, etc.) to affiliated stations was added to the national network figure to arrive at total network advertising revenues.
6Network and regional advertising revenues for years prior to 1969 were estimated with the help of data obtained for the first time in 1969. These provided information on the precise amounts of broadcasting revenues derived from (1) the sale of time to national and local advertisers; (2) charges for programs, materials and facilities and services supplied in connection with sales of time, and (3) all other broadcast revenues. In prior years' figures reported as "all other broadcast revenues" included some charges for programs, talent, materials and facilities supplied in connection with the sales of time. The amounts of the latter were estimated for years prior to 1969 by applying the ratios which prevailed in 1969. Local advertising revenues for years prior to 1969 were derived in the same fashion as described for national and regional advertising. Because clarifying instructions were issued in 1969 regarding the classification of time sales into national and local, caution should be used in comparing these figures with prior years.
7Gross advertising revenues plus all other broadcast revenue less commissions.
8Before federal income tax. (.) Denotes loss.
9Revenues, expenses and income of the nationwide networks, and compensation paid to affiliated stations by other networks are included with AM, AM-FM figures.
10This begins a new series. The revenues, expenses and income of FM stations that are associated with AM's in the same area but which reported separately are not included in the AM, AM-FM totals but are included in the independent FM totals. See footnote 1 to table 13 for an explanation of the nature of these stations.
11These figures are comparable with prior years. Data for the associated FM stations that reported separately are included in the AM, AM-FM totals and excluded from the independent FM totals.

FM financial data—1964-1974

<table>
<thead>
<tr>
<th>Year</th>
<th>Total FM stations</th>
<th>Total FM revenues (millions)</th>
<th>Number of stations recording</th>
<th>Revenues (millions)</th>
<th>Expenses (millions)</th>
<th>Income (millions)</th>
<th>FM stations associated with AM's1 but reporting separately</th>
</tr>
</thead>
<tbody>
<tr>
<td>1974</td>
<td>2,552</td>
<td>524.2</td>
<td>676</td>
<td>528.0</td>
<td>141.1</td>
<td>580.6</td>
<td>24.2</td>
</tr>
<tr>
<td>1973</td>
<td>2,390</td>
<td>196.3</td>
<td>516</td>
<td>196.1</td>
<td>105.1</td>
<td>91.0</td>
<td>57.5</td>
</tr>
<tr>
<td>1972</td>
<td>2,328</td>
<td>151.9</td>
<td>590</td>
<td>151.4</td>
<td>65.2</td>
<td>86.2</td>
<td>37.5</td>
</tr>
<tr>
<td>1971</td>
<td>2,235</td>
<td>118.0</td>
<td>527</td>
<td>118.1</td>
<td>44.4</td>
<td>73.7</td>
<td>44.4</td>
</tr>
<tr>
<td>1970</td>
<td>2,015</td>
<td>84.9</td>
<td>484</td>
<td>84.6</td>
<td>34.8</td>
<td>49.8</td>
<td>34.8</td>
</tr>
<tr>
<td>1969</td>
<td>1,869</td>
<td>67.4</td>
<td>442</td>
<td>67.1</td>
<td>30.9</td>
<td>36.2</td>
<td>34.8</td>
</tr>
<tr>
<td>1968</td>
<td>1,832</td>
<td>52.3</td>
<td>433</td>
<td>52.0</td>
<td>32.2</td>
<td>19.8</td>
<td>34.8</td>
</tr>
<tr>
<td>1967</td>
<td>1,706</td>
<td>39.6</td>
<td>405</td>
<td>39.3</td>
<td>26.8</td>
<td>12.5</td>
<td>34.8</td>
</tr>
<tr>
<td>1966</td>
<td>1,576</td>
<td>32.3</td>
<td>381</td>
<td>32.0</td>
<td>22.7</td>
<td>9.3</td>
<td>34.8</td>
</tr>
<tr>
<td>1965</td>
<td>1,381</td>
<td>24.7</td>
<td>338</td>
<td>24.4</td>
<td>15.7</td>
<td>8.7</td>
<td>34.8</td>
</tr>
<tr>
<td>1964</td>
<td>1,175</td>
<td>19.7</td>
<td>306</td>
<td>19.4</td>
<td>15.8</td>
<td>3.6</td>
<td>34.8</td>
</tr>
</tbody>
</table>

1FM stations that are associated with AM stations in the same area were requested to file separate reports if all or virtually all of the time on the AM and the FM stations were priced and offered for sale separately. Stations in this category were asked to make a reasonable allocation of joint revenues and expenses to the AM and FM stations separately.
2Includes AM-FM combinations but for which no FM revenues were reported.
3Includes $54.8 million in FM revenues reported by joint AM-FM operations for which no separate FM report was submitted.
4Data not available.
5( ) Denotes loss.

Broadcasting Nov 10 1975
As compiled by Broadcasting, Oct. 27 through Oct. 31 and based on filings, authorizations and other FCC activities.


New stations

TV actions
- Florence, Ala.—Alabama Educational Television Commission. FCC granted ch. 36 (602-608 mhz); ERP 589 kw vis., 58.9 kw HAAT, 765 ft. (See above.)
- Huntsville, Ala.—Alabama Educational Television Commission. FCC granted ch. 25 (536-542 mhz); ERP 631 kw vis., 126 kw HAAT, 1,170 ft. (See above.)
- Louisville, Ala.—Alabama Educational Television Commission. FCC granted ch. 43 (644-650 mhz); ERP 708 kw vis., 70.8 kw HAAT, 940 ft. (See above.)
- Mobile, Al.—Alabama Educational Television Commission. FCC granted ch. 42 (638-644 mhz); ERP 234 kw vis., 23.4 kw HAAT, 600 ft. (See above.)
- Mr. Cheha, Ala.—Alabama Educational Television Commission. FCC granted ch. 7 (574-180 mhz); ERP 316 kw vis., 31.6 kw HAAT, 2,000 ft.; height above ground 581 ft. (See above.)
- Birmingham, Ala.—Royce International Broadcasting Co. seeks 1500 kHz, 10 kw-D. 1 kw-N. P.O. address: 3738 Robertson Ave., Sacramento, Calif. 95821. Estimated construction cost $105,570, first-year operating cost $97,700, revenue $250,000. Format: standard pop. Principal: Edward Royce Stoltz (100%) is owner and general manager of KWOD (FM) Sacramento. Mr. Stoltz also owns communication equipment company. Royce International has also requested interim operating authority of KQRO (AM) Burbank (1500 kHz), which suspended operation July 1974. Ann. Oct. 29.
- Chicago, Ill.—Jose Garduno seeks 1450 kHz, 1 kw-D, 250 w-N. P.O. address: 2139 S. Chicago, Chicago. Estimated construction cost $19,000; first-year operating cost $9,000, revenue $18,000. Format: Spanish language and English standard pop. Principal: Jose Garduno (100%) is bus ticket agent. Ann. Oct. 29.

FM actions
- ESCANABA, Mich.—Alpine Broadcasting Co. seeks 97.1 MHz, 98 kw-H. HAAT 1066 ft. P.O. address: Box 648, Gaylord, Mich. 49735. Estimated construction cost $84,905; first-year operating cost $70,895; revenue $72,000. Format: Variety. Principals: John D. DeGroo (45%) is general manager and 45% stockholder of WWRM (FM) Gaylord. Charles Glenn Cax (11%) owns realty company and 11% of WWRM. Robert K. Catt (11%) owns 11% of WWRM. Lemoine E. Noiri (11%) is manager and majority stockholder of furniture and appliance store, and owns 11% of WWRM. Truman D. McNutt (1%) is manager and stockholder of dairy products distributorship. Jerry P. Fox (11%) is owner of hardware store. Ann. Oct. 28.
- Lake City, S.—Coastline Broadcasting seeks 101.3 MHz, 3 kw, HAAT 196 ft. P.O. address: Box 1177, Lake City 32560. Estimated construction cost $37,429; first-year operating cost $10,000; revenue $40,000. Format: standard pop, soul, C & W. Principals: F. Arnold Graham, S. Charles Green and James W. Floyd (each 33 1/3%) also own WJOT (AM) Lake City. Ann. Oct. 23.

FM owners changes
- KWEI (AM) Weiser, Idaho (1260 kHz, 1 kw-D)—Broadcast Bureau granted assignment of license of Oxbow Broadcasting Co. to Weise Radio Inc. for $148,000. Sellers: Edwin C. and Dorothy Miller and Robert and Majarrie Cooper have no other broadcast interests. Buyers: William B. and Suzanne T. Scott (50% jointly) are self-service laundry owner and dietician, respectively. Arthur C. Thompson (25%) is retired air force officer. James C. Pizas (25%) is also retired (BAL-8486). Action Oct. 22.
- KLPL (AM)-KBED (FM) Lake Providence, La.—Transfer of control of Lake Providence Broadcasting Service from Brendl. L. Exnook to Ashley Norman David Jr dismissed by request of attorney. Action Oct. 29.
- WTXL (AM) West Springfield, Mass. (1490 kHz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license of Communications Industries Inc. to U.S. Broadcasting Corp. for $219,000. Seller: Howard S. Shuman has no other broadcast interests. Buyer: Gerald Williams and Jeffrey P. Levitan. Mr. Williams is talk-show host on WZ/BW (AM) Boston, and Mr. Levitan has real estate interests in New England and Florida (BAL-8463). Action Oct. 22.
- WMSQ (AM) Collierville, Tenn. (1590 kHz, 500 w-D)—Broadcast Bureau granted assignment of license from Albert L. Crain to Radio East Inc. for $100,000. Seller: Mr. Crain is also licensee of KBSN (AM) Crane, Tex. and applicant for AM in St. George, Utah. Buyers: Leonard Buck (70%) who has majority interest in WXTA (FM) Greenville and WYTL (FM) Monticello, both Indiana; WSTL (AM) Eminence, Ky and 1/3 of shopper and TV guide in Monticello. W. Douglas McLaren (30%) also has interest in WVTW and shopper (BAL-8457). Action Oct. 22.

La Crosse, Wis.—Broadcast Bureau requested additional information on availability of trans. anti. sites which would meet air hazard requirements due to protest of assignment to 101.7 MHz. Action Oct. 22.
Summary of broadcasting

FCC tabulations as of Aug. 31, 1975

<table>
<thead>
<tr>
<th>Licensed Commercial AM</th>
<th>Licensed Commercial FM</th>
<th>Licensed Educational FM</th>
<th>Total Radio</th>
<th>Commercial TV</th>
<th>VHF</th>
<th>UHF</th>
<th>Educational TV</th>
<th>VHF</th>
<th>UHF</th>
<th>Commercial TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,472</td>
<td>2,680</td>
<td>750</td>
<td>7,852</td>
<td>700</td>
<td>500</td>
<td>191</td>
<td>225</td>
<td>89</td>
<td>136</td>
<td>925</td>
</tr>
<tr>
<td>3</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>27</td>
<td>40</td>
<td>21</td>
<td>89</td>
<td>8</td>
<td>15</td>
<td></td>
<td>5</td>
<td></td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>4,453</td>
<td>2,720</td>
<td>771</td>
<td>7,944</td>
<td>709</td>
<td>517</td>
<td>187</td>
<td>247</td>
<td>98</td>
<td>15</td>
<td>956</td>
</tr>
<tr>
<td>45</td>
<td>143</td>
<td>82</td>
<td>270</td>
<td>750</td>
<td>42</td>
<td>16</td>
<td>14</td>
<td>6</td>
<td>8</td>
<td>65</td>
</tr>
<tr>
<td>4,498</td>
<td>2,683</td>
<td>853</td>
<td>8,214</td>
<td>760</td>
<td>251</td>
<td>102</td>
<td>260</td>
<td>102</td>
<td>15</td>
<td>1,020</td>
</tr>
</tbody>
</table>

*Special temporary authorization

*Includes all-air licenses

Facilities changes

AM applications
- KDKO Littleton, Colo.—Seeks CP to increase daytime power to 5 kw, change from DA-2 to DA-1. Ann. Oct. 31.

AM actions
- WDAT Ormond Beach, Fla.—Broadcast Bureau granted CP to increase daytime power to 5 kw, install DA-2, change type trans. Action Oct. 29.
- KAHL North Platte, Neb.—Broadcast Bureau granted CP to increase daytime power to 5 kw. Action Oct. 29.

FM actions
- WSTOFI (FM) Owensboro, Ky.—Broadcast Bureau granted CP to install new aux. trans.-ant.; ERP 11.5 kw; ant. height 240 ft.; conditions (BPB-9627). Action Oct. 22.
- WWLM (FM) Canton, Miss.—Broadcast Bureau granted modification of CP to change ant., trans. location, ERP 2.85 kw (H&V), and ant. height 30 ft. (H&B) (BPBM-14634). Action Oct. 23.
- WALL-FM Middleton, N.Y.—Broadcast Bureau granted CP to install new ant.; ERP 3 kw (H&V); ant. height 190 ft. (H&V); remote control permitted; condition (BPB-9655). Action Oct. 22.

In contest

Designated for hearing
- Gainesville, Fla., FM proceeding: Gainesville Media, Gainesville Broadcasting, and University City Broadcasting Co. competing for 100.9 mhz (Doc. 20662-24)—Broadcast Bureau designated for hearing the competing applications. Action Oct. 15.
- Ship Bottom, N.J., FM proceeding: Jersey Shore Broadcasting Corp. and RAAB Communications, competing for 100.1 mhz (Doc. 20613-4)—Broadcast Bureau designated for hearing competing applications. Issues include which proposal would better serve public interest and which should be granted. Action Oct. 10.

Case assignment
- Acting Chief Administrative Law Judge Chester F. Naumowicz Jr. made following assignment on date shown:

Dismissed

Initial decision
- Crowley, La., FM proceeding: KSJG Broadcasting Co., Rice Capital Broadcast Co. and Southwest Louisiana Radio Broadcasting Co., competing for 102.9 mhz (Doc. 20441-3)—ALJ David I. Kraushaar granted application for initial decision. Action Oct. 29.

Review board decisions
- Camilla, Ga., FM proceeding: Capel Broadcasting Co. and Enterprise Broadcasting, competing for 105.3 mhz (Doc. 20245-6)—Review board granted Enterprise Broadcasting 105.5 mhz. Estimated construction cost $66,700, first-year operating cost $37,066, revenue $95,076; Format: MOR, Principals: John Sherwood; action by FCC received Nov. 956.
- Princess Anne and Pocomoke City, Md., FM proceeding: Maranaith Inc., Leisure Time Communications and Peter and John Radio Fellowship, competing for 102.5 mhz (Doc. 20388-90)—Review board added ascertainment of community interest issue against Peter and John Radio Fellowship. Action was in response to petition by Maranaith Inc., competing applicant for some facilities. Action Oct. 22.
- Quinlin, Miss., FM proceeding: A.C. Elliot Jr. and Melvin Pulley, competing for 98.3 mhz (Doc. 20196-7)—Review board denied motion by Melvin Pulley for reversal of ALJ ruling and reinstatement of his application. Action Oct. 22.

Finances
- KLRO(FM) San Diego—Broadcast Bureau ordered Multicasting Corp. to forfeit $250 for repeated violation by operating with excessive power. Action Oct. 28.
- KHLQ (AM) Hilo, Hawaii—Broadcast Bureau notified Escanaba Broadcasting Co. It is apparently liable for $2,000 forfeiture for violation of rules on commercial announcements, entry of sponsorships in logs, duration in logs, and sponsor identification on air. Action Oct. 28.
- WBGR Paris, Ky.—Broadcast Bureau ordered Blue Grass Radio Inc. to forfeit $500 for failing to maintain transmitter operating power within permitted tolerance for Preservice Service Authority. Action Oct. 23.
- WMAR-TV Baltimore—Broadcast Bureau notified A.S. Abel Co. It had incurred apparent liability for forfeiture of $200 for failing to log tower light observations, failing to sign operating logs, and failing to make required entries of meter readings at beginning of operation. Action Oct. 23.
- WLEN(FM) Adrian, Mich.—Broadcast Bureau ordered Lenawee Broadcasting Co. to forfeit $400 for repeated failure to complete equipment performance measurements and failing to enter daily tower light injections in logs. Action Oct. 23.
- WJIO Carlisle, Pa.—Broadcast Bureau notified WJIO inc. it incurred apparent liability of $300 for taking meter readings with modulation. Action Oct. 22.
- KMBR(AM) Hillsboro, Tex.—Broadcast Bureau ordered KMBR Radio Inc. $500 for repeatedly operating with excessive power. Action Oct. 23.
- WGAFM-TV Gate City, Va.—Broadcast Bureau notified Tri-Cities Broadcasting Corp. it had incurred proposed fine of $300 for repeated failure to make equipment performance measurements. Action Oct. 21.

Other actions
- KNXT(TV) Los Angeles—FCC rejected petition by Committee for Open Media to deny application of CBS for renewal of license of KNXT, KNXT's license for renewal remains on deferred status, however, pending resolution of other petitions outstanding against station. Action Oct. 21.
- WMDH(FM) New Castle, Ind.—Broadcast Bureau granted request to identify as New Castle-Muncie, Ind. Action Oct. 16.
- WDUQ(FM) Pittsburgh—FCC renewed license of WDUQ licensed to Duquesne University, rejecting petition to deny renewal by Pittsburgh Coalition for Media Change. Action Oct. 22.
- KSXX(AM) Salt Lake City—Broadcast Bureau granted Star Broadcasting Co. modification of license to change name to D & B Broadcasting Co. Action Oct. 24.

Allocations

Petitions
FCC received following petition to amend TV table of assignments (ann. Oct. 21):
- University of North Carolina, WUNC-TV, WUND-TV, WUNE-TV, WUNG-TV, WUNJ-TV, WUNK-TV and WUNO-TV, Chapel Hill, et al., N.C.—Seeks to delete ch. 59 at 521 mhz and ch. 27 to Wunesville-Canton, *59 to Andrews, and *67 to Bryson City, all North Carolina (RM-2584).

FCC received following petitions to amend FM table of assignments (ann. Oct. 21 and 30):
- Thomas A. Smith, LaBelle, Fla.—Seeks to assign ch. 221A to LaBelle and delete 221A from Naples, Fla. (RM-2599).
- Cherokee Broadcasting Co., Murphy, N.C.—Seeks to assign ch. 288A to Murphy (RM-2604).
- WOB(AM) Oberlin, Ohio—Seeks to assign ch. 261A to Plymouth, Ohio (RM-2603).

Action
- Broadcast Bureau denied petition by Inland Empire Telecasters, proposing assignment of UHF ch. 62 to
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATLANTIC RESEARCH CORP.</td>
<td>5930 Cherokee Avenue, Alexandria, Virginia 22314</td>
<td>(703) 354-3400</td>
<td>Member APOC</td>
</tr>
<tr>
<td>MIDWEST ENGINEERING CONSULTING RADIO ENGINEERS</td>
<td>6934 CONSULTING RADIO</td>
<td>- Established 1926 - PAUL GODLEY CO. CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043</td>
<td>(201) 764-3000</td>
</tr>
<tr>
<td>EDWARD F. LORENTZ &amp; ASSOCIATES</td>
<td>Consulting Engineers (formerly Commercial Radio) 1334 G St., N.W., Suite 500</td>
<td>202-875-1209</td>
<td>Washington, D.C. 20005</td>
</tr>
<tr>
<td>COHEN and DIPPELL, P.C.</td>
<td>CONSULTING ENGINEERS</td>
<td>337 Munsy Blvd.</td>
<td>Washington, D.C. 20004</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>1771 N St., N.W.</td>
<td>Washington, D.C. 20036</td>
</tr>
<tr>
<td>SILLMAN, Moffet &amp; KOWALSKI</td>
<td>711 16th St., N.W.</td>
<td>Republic 7-6646</td>
<td>Washington, D.C. 20005</td>
</tr>
<tr>
<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>2029 K Street, N.W. Washington, D.C. 20006</td>
<td>(301) 827-8725</td>
<td>Phone: (201) 764-3000</td>
</tr>
<tr>
<td>LONNES &amp; CULVER</td>
<td>Consulting Engineers 1136 15th St., N.W., Suite 606 Washington, D.C. 20005</td>
<td>(202) 296-2722</td>
<td>Washington, D.C. 20005</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pl., Dallas, Texas 75209</td>
<td>(214) 631-8360</td>
<td>Kansas City, Missouri 64114</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Suite 400</td>
<td>1730 M St., N.W.</td>
<td>Phone: 216-526-4386</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>2029 K Street, N.W. Washington, D.C. 20006</td>
<td>(301) 827-8725</td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON, INC.</td>
<td>CONSULTING ENGINEERS</td>
<td>Radio &amp; Television Box 68, International Airport San Francisco, California 94128</td>
<td>(415) 543-5208</td>
</tr>
<tr>
<td>VIR JAMES</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd., No. 2006</td>
<td>(202) 333-5542</td>
</tr>
<tr>
<td>ROSNER TELEVISION SYSTEMS</td>
<td>CONSULTING &amp; ENGINEERING</td>
<td>250 West 57th Street</td>
<td>New York, New York 10019</td>
</tr>
<tr>
<td>JOHN H. MULANEY</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>9616 Pinckney Court Potomac, Maryland 20854</td>
<td>301-299-3900</td>
</tr>
<tr>
<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>622 Hoskins Street</td>
<td>Lufkin, Texas 75901</td>
</tr>
<tr>
<td>HATFIELD &amp; DAWSON</td>
<td>Consulting Engineers</td>
<td>Broadcast and Communications 906-36th Ave. Seattle, Washington 98122</td>
<td>(206) 324-7880</td>
</tr>
<tr>
<td>MIDWEST ENGINEERING ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>809 A.A. University</td>
<td>Peoria, Illinois 61624</td>
</tr>
<tr>
<td>P. H. LEE ASSOCIATES, INC.</td>
<td>Consulting Radio Engineers</td>
<td>Applications/Field Engineering P.O. Box 3117-Olympic Station 90212</td>
<td>Beverly Hills, Calif.</td>
</tr>
<tr>
<td>SPOT YOUR FIRM’S NAME HERE</td>
<td>To Be Seen by 120,000* Readers among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM, FM, TV and facsimile facilities. “1970 Readership Survey showing 3.2 readers per copy.”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV</td>
<td>Monitors Repaired &amp; Certified</td>
<td>Lee's Summit, Mo. 64063</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV</td>
<td>445 Concord Ave. Cambridge, Mass. 02138</td>
<td>Phone (617) 876-2810</td>
</tr>
<tr>
<td>BROADCASTING MAGAZINE</td>
<td>1735 DeSales St., N.W. Washington, D.C. 20036</td>
<td>Phone: (202) 638-1022</td>
<td></td>
</tr>
</tbody>
</table>

*1970 Readership Survey showing 3.2 readers per copy.
either San Bernardino or Riverside, Calif., because no party gave intention to apply for CP. Action Oct. 22.

Rulemaking

Action

FCC deleted restrictions on carrying series type programs by pay cable for which a per-program or per-channel charge is made, and by subscription over-the-air broadcast television. A series type program is one with an interconnected plot or substantially the same cast of principal characters. Action Oct. 29.

Translators

Applications


Action


Cable

Applications

Following operators of Cable TV systems requested certification of compliance, FCC announced suspensions listed are TV signals proposed for carriage:

- Cooper Belt Cablevision Inc., Box 816, Ithaca, Okla. 74474, for Hayden, Ariz. (CAC-05747): KTVK, KPHO-TV, KAET, KOOL-TV, and KPAZ-TV, all Phoenix; KTAR-TV, Mesa; KCOA-TV; KIAT-TV; KGUN-TV; KOLD-TV, all Tucson; KAZA Nogales, Ariz.; KTAL, KTIV, both Los Angeles.

- Storer Cable TV Inc. for Glenn Ellen, Calif. (CAC-05740): Add KCTV-12 San Antonio, Tex.

- Ridgecrest Cablevision Inc. for Ridgecrest, Calif. (CAC-05746): Add KBCS-TV Corona, Calif.


- Clearview Cable TV for Spring Grove, Ind. (CAC-05731): Requests certification of existing operations.

From 80 years of experience comes the finest AM & FM Broadcast Transmitters ever manufactured.

CSI
2607 River Road
Philadelphia, Pa. 19141

CSI
2607 River Road
Philadelphia, Pa. 19141

Broadcasting Nov 1975

72

In context


Londonderry, Vt.—FCC denied petitions byerry Cable Co. for waiver of signal carriage rules. Derry's petitions were in response to requests for carriage by WHYR-TV Springfield, Mass., and WAST-TV, Albany, N.Y.
RADIO

Help Wanted Management

Partner needed to manage small market station. $5,000. Cash required. Box K-181, BROADCASTING.

General Manager for small market N.E. North Carolina power days. Excellent salary and bonus arrangement. Personal selling a must. Announcing helpful. Equal Opportunity Employer. Box M-4, BROADCASTING.

Needed. Sales Manager for solid small market station near Twin Cities. Want 107.207. 307-year veteran of radio sales line. Responsibilities will include direction of a radio coverage expansion grant from the Corporation of Public Broadcasting and a federal HEW facilities grant. Other duties include creating a station with strong listener membership and support. Will maintain a liaison with local cultural, civic, and "friends" groups and with the University community. Will develop and promote innovative programming to serve the diverse interests of the community. Writing upon the resources of the University to do so. Immediate availability and management experience required. Advancing degree desirable but not mandatory. Salary range begins above national average for public radio managers. Send resumes, comments, etc. to: Dr. John B. Dunbar, University of Alabama in Birmingham, University Station. Birmingham, AL 35294.

Help Wanted Sales

List available for creative, hard-working salesperson. Major Convention Station. Send resume. Box M-26, BROADCASTING.

Opportunity, for aggressive salesperson in fast growing, one radio station market in largest vacation area of No. Calif. Experience, good voice, production ability a must. Work toward sales manager. Salary plus commission. KBLC Radio, 405 North Main, Lakeport, CA 95453.

Midwest Stereo Rocker needs young, aggressive sales pro to take own account list. Great opportunity with multi-station group. Rush resume Larry McMahon, Sales Manager, KFMO, Dubuque, IA 52001.

Help Wanted Sales Continued

WNBE is looking for an experienced radio salesperson to join our staff in Orlando, Florida, home of Walt Disney World. Orlando is a market with a population of 1,000,000 plus, 24 hour all-news station featuring the new NBC News and Information Service. Orlando is a young city ever expanding, ever growing. If you're motivated in working in an under-saturated radio market call or send resume to Frank Stein, General Sales Manager, WNBE Radio, 222 Hazard St., Orlando, FL 32804, phone 305-425-5500. WNBE is central Florida's only NIS station, and is owned by Roundsville Radio, which is an Equal Opportunity Employer.

If your sales manager says you're ready for his job but he's not moving, contact us. We want good person to sell direct sales department of you, plus two. Good market, great potential. Send all info first letter: WPDC, Elizabethtown, PA 17022, EO/EF/M.

Florida East Coast, Ad Adult Contemporary station in medium market is expanding sales force to include two self-motivated, promotion-minded individuals who can sell in a competitive situation. Salary plus commission. Choice account list awaits the best applicant. Send resume to: Sales Manager, WPGC, Daytona Beach, 904-252-6266, Equal Opportunity Employer.

Account Executive needed to secure advertisers for FM radio background music service. Start immediately; salary to start commission then salary & comm. plus opportunity for advancement. Write: Sullivan, 790 President St., Bklyn, NY 11215.

Market Reps. A NY based programming and direct response media service needs field reps in a number of U.S. markets. Duties include broadcast station contact, full-time or free-lance. Broadcast sales of Agency media. Experience preferred, B.B.P., Box 451, Cooper, Steel, New York, NY 10003.


Help Wanted Managers

Baltimore, top station has immediate opening for strong personality with adult rock experience and production background. Send resume Box M-40, BROADCASTING.

Experienced MOR announcer must be pro production, evening show. Ohio. Indiana. Kentucky area. Excellent working conditions. Good salary. Send resume to Box M-62, BROADCASTING.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested, contact program director. KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

Announcer with first phone. Must have some engineering and broadcast experience. Send tape and resume. Stahan WAND, Aberdeen, SD 57401.

Help Wanted Announcers Continued

WIRG Central Wisconsin's leading adult contemporary station is in need of an experienced commentator to run our 7-midnight shift. Tapes and resume to Don Roberts, 529 3rd Street, Wausau, WI 54401. No calls will be accepted.

The gold of Kentuckiana, WWXV, needs all night air personality who can communicate with audience. Send resume, tape to: Box 668, Jeffersonville, IN 47130.


Help Wanted Technical

Technical director for two AM and one FM stations in Northern Michigan. Must have experience in AM, FM, surveillance, RCA, pro and. Full figure salary based on qualifications and experience. Resume, references to Box K-177, BROADCASTING.

Chief Engineer-Annoncer. Directional AM, New York State, 1st phone experienced broadcaster. EOE. Reply Box K-203, BROADCASTING.

Chief Engineer: 1 kw-DA-2, 100 kw Stereo with 2510 watt immediate opening for experienced person. Experience on studio maintenance. Salary open. Box M-59, BROADCASTING.

Chief Engineer for AM directional FM automated stereo. Equipment new. Maintenance. general repairs. pro. Major market with beautiful climate outside continental U.S. Salary will fit the individual. Full details first letter. Box M-96, BROADCASTING.

South Jersey directional AM and Stereo needs chief Engineer. Must have broadcast engineering experience, be aware of latest FCC regs, do routine maintenance. EOE. Reply Box M-101, BROADCASTING.

Chief Engineer for Cleveland major FM. Must know all phases, construction, maintenance, operation. Contact Robert Raymont, 9448 Broadview Rd, Cleveland, OH 44147. State salary requirements with first letter. EOE. Reply Box M-30, BROADCASTING.

Experienced Engineers. Apply now for future openings with group broadcaster. Chief engineers, studio engineers, technicians. Demanding opportunities. Apply carefully screened. EOE. Reply VP Engineer. Hall Communications Inc., PO Box 551, Norwich, CT 06360.

Need First phone engineer with technical knowledge and Permanent. Call "Manager" collect 310-876-1515.

Broadcasting Nov 10 1975 73
Help Wanted News

$12,000-$15,000 starting salary. 2/3 salaries established above the line with four growth possibilities. Must be self-starter, Prosperous midwest non metro market. Resume. Box M-21, BROADCASTING.

Stable, Successful public broadcaster seeks position. Must be professional in all aspects of the industry. Prefer an interest in sports. Top news station, multiple mobile units with emphasis on live coverage. Equal Opportunity Employer. Send resume with references to Box M-64, BROADCASTING.

Outstanding Montana news operation large area; excellent facilities, fulltime job. Early morning drive time. Send resume and letter to Box M-945, Gillette, WY 82716.

Top 25 No. 1 rated FM looking for experienced public affairs director. Strong radio news background essential. Good air voice, capable of handling 2-way talk and strong on production. Production experience also includes national distribution. Send resume, non-returnable tapes, and cover letter to: KXDM, 1101 5th Street, Tampa, FL 33609. No calls please.

Help Wanted Programming, Production, Others

Talk Host for New Hampshire's leading news/sports/information stations. Must be experienced, imaginative objective and entertaining; also handle some commercial production, limited sales and public service. Third class endorsed required. Send resume, non-returnable tapes, and cover letter to: WMUR, 1125 First Ave, Manchester, NH 03104.

Directors, for progressive School of Journalism. With demonstrated administrative and teaching ability and professional media experience. To direct 700 students and 10 faculty in broadcast, public relations, newswriting/editing, magazine, and photojournalism programs. Earned PhD desirable. Start Jan. 1, 1976. Send nominations and applications by Jan. 1, 1976 to James R. Gordon, secretary, Search Committee, Bowling Green State University, Bowling Green, OH 43403. An Equal Opportunity Employer.

Situations Wanted Management

Is your station in trouble? Turn it into a winner! Five success stories. Believe in right programming, sales-motivation, local responsibility and community affiliation. Definitively bring your bottom line up. Box M-9, BROADCASTING.

Highly motivated general manager wants management position. Strong financial and sales management background. Experience includes radio, CATV and television. Excellent references. Box M-27, BROADCASTING.

Currently employed Top 40 market sales manager looking for better growth opportunity as GSM or GM. RAB, lucrative, aggressive, solid, stable, successful track record. Box M-31, BROADCASTING.

Desire Florida general or sales manager position. Background includes radio & TV sales, radio rep sales and management. Require $20,000. Box M-34, BROADCASTING.

Successful public broadcaster looking for station manager or program director position with innovative operation. Write for impressive credentials. Box M-39, BROADCASTING.

Stable, Successful G.M., unhappy in present situation. Considering change. Have experience in TV. Will consider mid or upper level offers in radio or TV. Box M-47, BROADCASTING.

Situations Wanted Management Continued

Sales Manager and/or sales, proven record of billings and cash flow builder. Looking for position with long term future and good earnings potential. Experience: sales, training, sports, program. FCC and more. Replies. Box M-49, BROADCASTING.

Send for exceptionally unusual resume and qualifications. Box M-52, BROADCASTING.

General Manager. 17 years experience in all phases. Small, medium, major markets. Excellent references. Experience includes all areas of management. A dedicated professional seeking new and rewarding position. Box M-54, BROADCASTING.

Number one salesman in Top 10 market with lots of ego and empathy desists return to Penra-NY in management/sales, radio/TV, any size market. Box M-72, BROADCASTING.

Attention Pennsylvania, experienced manager. Hey on sales, good record, resume on request. Available now. Box M-83, BROADCASTING.


Situations Wanted Sales

3 years exp. Sales manager-small market desires station or sales management. Small to medium California market. Responsible, cost-conscious, good administrator, strong on community and public relations. Box M-1, BROADCASTING.

Situations Wanted Annunciators

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box M-6, BROADCASTING XII

Basketball, play-by-play One of the nation's best. Excellent delivery. Box J-11, BROADCASTING.

Young, single announcer seeking small to medium market & Adult Contemp/MOR station. Hard working, dependable, no smoking or drinking. Send resume with all replies to: Box M-3, BROADCASTING.

Experienced Personal DJ with 3rd and endorse- ment: B.S. broadcasting. Tall board, creative production, news, interviews, PBP. Current sports director seeks advancement/change. Box M-37, BROADCASTING.

5 years 1st phone hard working jock looking for pro outlet. Box M-42, BROADCASTING.

2 1/2 years experience young DJ seeks advancement. Thund. endorsement, Contemp. Box M-45, BROADCASTING.

Cincinnati, Columbus, Cleveland Indianapolis. Louisville and the Midwest. I could be the man you've been looking for. I can offer a show that will feature interviews, talk about the performers and more. I'm a team player who wants to be part of a stable organization. Box M-48, BROADCASTING.

Rock personality looking for a home. Prefer small/mid size market. Ohio area. Let's talk! Box M-56, BROADCASTING.

Mod country jock 1st phone. MD. With 3 yrs. experience looking for southwestern medium market station to grow with. Tape, resume on request. 512-775-4614. Box M-61, BROADCASTING.

Well rounded announcer, major market 5-yr. seeks job with emphasis on sports and PBP Box M-70, BROADCASTING.

Situations Wanted Annunciators Continued

Announcer DJ 5 years experience small & medium markets wish to take live on MOR and continue in jazz-jazz oriented format (law check MOR). Prefer midnight shift in good jazz. Will use own collection 1400 album, but is open to present conditions on open line. Jaz. Will not do MOR in M. Have 1st phone no maintenance. 27 single, dedicated to radio as a career. Write Dedicated Jazz Jock. Excellent references. Box M-71, BROADCASTING.

First ticket MOR pro seeks position with Mid-Atlantic operation. No rock. Will consider country. All replies answered promptly. Box M-86, BROADCASTING.

Young, single announcer seeking progressive rock or "soft rock" FM album station. Currently employed. 1 1/2 yrs. experience. 3rd endorsed. Will relocate. Box M-90, BROADCASTING.

Available in Dec. College grad with 1 1/2 yrs. exp. Rock. Top 40. Good production: Tape available on request. Will relocate. 3rd, Box M-95, BROADCASTING.

Matute, communicative personality in MOR medium market desires MOR or contemporary format in similar size of larger market. Two years experience preceded by eight years successful business management. Age 25. Prefers Ohio, Michigan or Indiana. Box M-96, BROADCASTING.

Enthusiastic personality rocker Third endorsed. College, dependable, employed. Prefer Midwest, all offers considered. Box M-100, BROADCASTING.

Married Ball State Radio/TV grad with 2 1/2 years experience with Indiana medium market Contemporary station. Call Stan at 317-288-3568 or my PD at 317-644-1251.


Presently employed announcer seeking Top 40, rock station. My current rock station is changing format: can relocate! Jim: 716-621-2329 after 5:00 pm NY time.

Morning Personality in small market, seeking advancement, currently employed. 1 1/2 yrs. experience. Unmarried, 3rd endorsed. 417-667-7992. Relocate anywhere.

Wayne Erickson, constantly top rated in 17th market doing modern country is looking. First phone: super production, PD experience, on-camera TV experience-813-546-7219. 6873 H 53th Terrace N, St. Petersburg, FL 33709.

Basketball broadcasters with major league experience seeks college PB regional job. Any region. 303-756-8660.

I need a future, not just a job. Have DJ, Talk, News, sports experience. Bright, friendly personality able to provide listeners with everything they need to know to start or end their day. Total package can include fun topics, politics, controversy, sports interwoven with music. Top ratings. Have been in Boston on 50,000 watt station. Married, 34, 16 yrs. experience. Some TV. Adv. agency exp. Contact Jim Tyrrell, 5 Mayvne Ave., Albany, NY 12203. 518-456-2444.

Experienced announcer/Salesman. MOR or country. Seek full time announcing or announcing sales combination. Broadcast experience also includes program sales, promotion, and news. 414-748-7261.


Northeast only. Experienced OM, PD, MD, announcer. First phone 617-892-9529.

Reliable, versatile 3 year radio man available now to keep your station. Bill Smith 516-731-6168.

Broadcasting Nov 10 1975

74
Situations Wanted Announcers Continued

Contemporary MOR on Top 40 announces. Production/traffic, 2 yrs experience. Box 71, Park Forest, IL 60466.

Experienced professional sportscaster. Excellent sportscasting, commentary. PB/P. Radio and/or television. Jeff, 915-938-1639.

Florida, College educated, 3 yrs experience, contemporary, Appleton. 3rd endorsed, needs break. Norm 305-721-0582.


Commercial radio veteran seeking work with public radio station. Thorough knowledge of classical, jazz, folk and blues. Sharp production, journalism background. Tapes, resume, references. Contact Jim Dutko, 313-994-0503; 2711 Lohr, Ann Arbor, MI 48103.

Black announcer, newscaster 3rd endorsed with an audition tape that demonstrates a talent for a smooth performance. Ken Stanley, 2747 N. 29th St., Philadelphia, PA 215-233-7399. Call after 6:00 PM.

Announcers, experienced, 3rd endorsed. Top 40 or MOR. Johnny Dial, 1216 Washington, Itasca, IL 312-773-2782.

In the door, wrong house. Need work. Need jock who has fun with audience? Good voice, love to be let loose on creative production. Will work hard! Write PO Box 754, Delraye, Ont. Call 419-393-4189.

Situations Wanted Technical

Engineer, 21, 4 yrs TV, AM, FM. Wants Cali. San Joaquin Valley, Feb-March '76. G. Davis, 7711 N. 80th, Apt. 102, Milwaukee, Wisc. 53223.


Situations Wanted News

Opportunity to grow sought by newsmen, with 14 years experience. Now in northeast suburban. Box K-200, BROADCASTING.

All-around Newsmen. Dig, write, and ask. "Actuallity-oriented". Broadcasting degree, Prefer East or Midwest. Will consider others. Box M-19, BROADCASTING.

NIS News director unhappy in present situation. Seeks job in another market, Highly qualified. Box M-46, BROADCASTING.

Professional newsmen I'll be covering the entire presidential campaign. Take my reports exclusively in your market. Unique, complete, low-cost. Box M-50, BROADCASTING.

Experienced reporter, solid delivery, heavy on actualities, features, seeks Top 50 market. 2 yrs. news, BA, 3rd phone. 914-691-2569 of Box M-57, BROADCASTING.

News Director at 100-kw public FM desires move to reporter of ND in medium or large market. Prefer Midwest, Box M-50, BROADCASTING.

Grad, MA Government/Communications seeks first news and/or public affairs position. Political analysis experience. Broadcast school grad, BSEE, studio engineering experience. Tape, resume available. Box M-63, BROADCASTING.

Female, announcer/reporter excellent delivery, on-air experience desires relocation in Mid-Atlantic area, airchecks, resumes available. Box M-73, BROADCASTING.

Situations Wanted News Continued

All-night telephone talk show host, now working at 50,000 watt FM suburban station, looking for bigger market and better pay. Six years in radio, preferably in midwest. Send resume and tape. Box M-6, BROADCASTING.

5 yrs. experience, varied background: all news and college. Talk, college degree. 1st, 27. dependable, references. wants to relocate. 813-689-9171.


Washington Correspondent, remarkable background, Extensive experience. With CBS O&O. Number one radio-TV anchor-man-producer-writer with 65 percent share in top five market for 12 years. Editorialist, newscast director, cartoonist, asst. professor, column writer, authoritative delivery. Now free lance. Seeks Permanent location at station or University. Dick Westerkamp, 9451 Chatteroy Pl., Gaithersburg, MD 20760, 301-868-8127.


Baseball PPB 4 years experience PAC-8. Can do other sports, can double in PL. Sales, advertising, excellent references. Would like to work for a major league operation. 213-477-6176.

Broadcast News woman, creative, efficient, unencumbered. College plus 3 years experience. Sue McNellt, 14306 Lowe, Riverside, IL 312-849-2303.

Situations Wanted Programing, Production, Others

Five years experience. Music, production, promotion, degree, common sense. Ready for medium market Top 40 program directorship. Box K-32, BROADCASTING.

Versatile: 18 mo. experience in production, news, board. 5 mo. on-air experience, 3rd, prefer Michigan. Box M-33, BROADCASTING.

Husband and wife team. She's experienced reporter and writer; he's experienced in public affairs, production, programming and management. Both have good jobs now, but are looking for station willing to develop husband-wife on-air production team. Reply Box M-38, BROADCASTING.

Able director-producer. Competent in all phases. Would like to work for a unit operation (EAM systems). Prefer Northeast, Box M-68, BROADCASTING.

Young, liberated copywriter heading home experience, creative, seeks fast-paced medium/large Northeast market. Box M-79, BROADCASTING.

Northeast only. Experienced OM, RD, MD, announcer First phone. 617-892-9529.

Help Wanted Sales

SALESPEOPLE, TELEVISION COMMERCIALS. Excellent opportunity for production person with the country's top producers of television commercials, syndicated nationally to better retail stores. We are expanding and require one more salesperson, effective January 2nd and presumably in the Eastern territory; but we can be flexible for an outstanding person. At least 7 months intensive travelling experience. Drawing account commission. Includes, in addition to customary earnings. Send resume with photo, references, etc. Box M-75, BROADCASTING.

TELEVISION

HELP WANTED SALES

Salaeperson, Television Commercials. Excellent opportunity for production person with the country's top producers of television commercials, syndicated nationally to better retail stores. We are expanding and require one more salesperson, effective January 2nd and presumably in the Eastern territory; but we can be flexible for an outstanding person. At least 7 months intensive travelling experience. Drawing account commission. Includes, in addition to customary earnings. Send resume with photo, references, etc. Box M-75, BROADCASTING.

HELP WANTED ANNOUNCERS

Wanted experienced staff announcer for Gulf Coast television. Send video tape, resume and salary requirements to: Tommy Young, Box 2367, Mobile, AL 36602, An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Transmitter Supervisor, Southeast VHf good technical background, mature, reliable person who wants a permanent position with an excellent company. Will consider No. 2 who is ready to move up. Box M-41, BROADCASTING.

Major operation in mid. market needs an aggressive hands-on Chief Engineer. Must be a take charge individual with specific knowledge and experience. Primarily in studio operation. Station is well equipped with large VTR department including cart machine. Job offers excellent salary and benefits with a good chance for professional growth. Include current salary and resume in first reply. Box M-67, BROADCASTING.

Chief Engineer, Excellent opportunity for advance- ment at established UHF station in Southeast. Good salary & fringe benefits. Send resume to Box M-69, BROADCASTING.

WGBH-TV in Boston has openings for a Chief Engineer and an Engineer in charge of studio and Post production. Interested parties should send resumes to: Claudia Noble, Personnel Director, WGBH-TV, 125 Westem Avenue, Boston, MA 02134, WGBH is an Equal Opportunity Employer.

Experienced maintenance engineer for radio and television system, including FM stereo, CCTV studios, helical VTRs. First, phone required, Salary $13,000. Contact Harry Matthews, Chief Engineer, State University, Oswego, N.Y. 13126.

HELP WANTED NEWS

Action News format seeks dynamic, experienced anchorman, ABC affiliate in Southeast state capital. Resume, picture, salary requirements. Box M-53, BROADCASTING.

Top 20 market, doing hour news, needs strong sharp, take charge News Producer, Skinny for detail, Must have experience insolid news stations. Box M-85, BROADCASTING.

Sports Broadcaster. Sports should be fun again! TV sports should ask tough questions of the pros, comment, give opinion, and entertain the average people who love it. If you can do it, write Box M-98, BROADCASTING.

Anchorperson major Gulf Coast resort city Hard invesigative news. We are already Number One, but not satisfied. Send all information and tape on first reply, Tapes returned. Kill-TV, Box 6669, Corpus Christi, TX 78411.

Reporter, photographer, some experience radio or television news gathering, reporting, emphasis on mature look, voice WABI-AM-TV, Bangor, ME, 207-947-8321.

Experienced TV Sports Reporter/Announcer, Prefer solid background in athletics and knowledge of video tape technology. Send resume, WGBD-TV, PO Box 878, Charleston, SC 29402. An Equal Opportunity Employer.

News Dir./Chnr. for medium market CBS VHF Call Mr. Walden, 614-282-9011. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Publicity Manager for northeastern public television station. Responsible for all "non-paid" promotion, including production of on-air promotions, press releases, spot copy, critiques previews in two major cities. Applicants should have three years experience, to $14,000 depending on background. Equal Opportunity Employer. Send resume to Box M-22, BROADCASTING.
Situations Wanted Management

Station Manager, operations-program director, etc. Highly qualified experience, air phases. Special expertise in new station preparation (5 V-UHF), organization, troubleshooting. Heavy sales involvement. Acustomed to formidable challenges, responsibility. Aggressive, fast-paced, committed. Ready for new challenge. Box M-58, BROADCASTING.

General Sales Manager, Top 10 market, has achieved first and continuing station profit for hard sell, independent that was in red signal opportunity. Excellent leadership, expertise, family, young, employed. Seek similar challenge. Preference coastal market. Box M-92, BROADCASTING.

Desire position as admin assistant, ass'nt bus mgr. BS in Broadcast Engineering, MBA, 23 and married. Three years TV and radio engineering experience. Reply Box M-93, BROADCASTING.

Situations Wanted News

Producer-Cinematographer, 26, sound newsjudgment: 5 years TV news experience. Seeking position on documentary unit or in production minded news department. Box M-2, BROADCASTING.

Sportscaster-Commentator. Want to relocate. 7 years experience, television and radio sportscasts. Eager to get into large market. Great on the air. Can do play by play Tape available. Box M-25, BROADCASTING.

Versatile, hard-working, degree, medium market experience in all phases. Seek stable position as producer and/or reporter in Midwest or MidSouth. Available in Mid December. Box M-36, BROADCASTING.

Female with radio news experience, excellent voice and appearance. desires switch to television in Mid-Atlantic area, al'checks, resumes available. Box M-74, BROADCASTING.

News Director, AM-FM-TV with superb credentials seeks anchor post. Network related experience. Resume and excellent references furnished upon request. Box M-43, BROADCASTING.

Competitive and creative anchor-journalist looking to break into Top 100. Not all small market television is bad. Just the losers. Tapes available to show why I'm the winner after 20 year dominance by the competition. Box M-82, BROADCASTING.

Weatherman doing number one show in upper 20 market desires a move up to a progressive station. Exception presentation, appearance, and delivery. Box M-97, BROADCASTING.

Professional News Director/Journalist with 22 years major/minor markets. Experienced and skilled all newsroom duties, including anchor, talk to consumer, editorials. Background includes revitalizing lethargic department to creating/managing new and large, major market, newswroom. Sober, mature Los Angeles family man, 40, seeks stable, small station with news commitment. Will relocate. 714-581-0876.

Reporter-Photographer, Four years experience in top forty markets. PO Box 177, Yardley, PA 19067.

Executive Sports Director, Top credentials, on-air and film production. PO Box 7023, West Trenton, NJ 08629.


If you need a producer, assignment editor, or assis- 

tant LN, I can meet your needs and more. I have five years excellent news experience (waveformaster), and know what makes a good newscast. 404-876-1134 after 5 pm EST.

Situations Wanted News Continued


CABLE Situations Wanted Programming, Production, Others

Seeking career in Cable or instructional public TV. Currently serving as ITV/CCTV. coordinator. Have master's degree and 1st Class FCC. Eight years teaching experience in public schools. Box M-55, BROADCASTING.

Situations Wanted Programming, Production, Others

Producer-Director, 3 yrs. experience in majormedium. B.A. Background in news, remote's (sports, etc.), commercials. Heavy experience w/ENG. Budgetconscious, creative, Jonathan Ward, Holden Rd., Box 329A, Pine City, NY 14871.

Studio Wizard, Heavy audio plus camera, floor, lighting, switching, editing, and VTR; 8 year pro ready to relocate. 3rd ticket endorsed, Alan Kaufman, 801 Conundrum, Lansing, MI 48910. Call 517-333-1687.

Experienced Communications one year Color camera, VTR, audio, lighting, B.A. degree, 26, anywhere. David Mackintosh, 6 Herbert Drive, Hyde Park, NY 11040. 516-742-9605.

Bob Long is looking for self-actualizing position in public TV or radio. Masters, married, opportunity to work into upper level management. Currently employed. For resume, write: 603½ Hobart St., Michigan City, IN.

WANTED TO BUY EQUIPMENT

Used 50KW RCA Vesta! side band filter for Channel 13, offset plus, Bridge Diplexer, and Harmonic filters. Also RCA MI-26182-3 ft Microwave dishes with network feeds. Max Pierce, KSFY-TV, Sioux Falls, SD 57102.

Used quad VTR wanted. Prefer Amrex 2000 or 1200. Will consider other hiband. Write to Recorect, 777 Palomar, Sunnyvale, CA 94086.

Want to buy 10 kw FM transmitter less exciter, reasonable vintag. WTR! Box 3032, Charleston, WV 25331.

We need used 250, 50, 1KW, 10KW AM and FM transmitter. No junk. Guaranteed Radio Supply Corp., 1314 Tisbury SL, Laredo, TX 78040.

FOR SALE EQUIPMENT

Gates BC-1G 1 KW AM transmitters. Immaculate. 3,800. Box K-114, BROADCASTING.

Schafer Automation, Model 800, 5 Amplex AG 440, network jetson, 3 casino, 2 [R.S.], logix, SMC Card reader for programming carousels, presently running hitparade format, $14500.00 803-279-2330. WZZW, PO Box 1584, Augusta, GA 30903.

Amplex VR-1100, Loaded, Amtec, Inter-Sync, editor, two used heads. Also OVG 900 SE-3 special effects generator. Call Robert Gascon 716-464-2583.

RCA BTF-38 MBX, includes GE BM-1A monitor, Mostly SCG-25CA, rack, spare tubes, parts. FCC SCA approved. $3,000. KPO 805-443-2303.

For Sale Equipment Continued

Mole Richardson 750's, 2Ks, 5K's cable, grip equipment, Camari Dolly, Crab Dolly, MR 5b boom with perma-quick, grip, pigtails, clamps, trombone flats, Ivanich. Check 219-269-2552.

PC70 Norelco Camera 10-1 zoom, CCU complete. Clean, like new. $35,000.00. 219-269-2552.

Weather radar: X band radar with complete spare including receiver-transmitter and synchronizer units. Twelve inch PPI and remote scopes. Used 6 months, Collins, Aeromet, Inc., 865 N Wabash St., Chicago, IL 60611.


RCA TT50AH Complete less control console. Channel 7, including side band filter, harmonic filter, color notch filter. Spare parts and spare tubes. Hal Hackbart, KHQA TV, Quincy, IL 217-222-6200.


2- Rust Remote Control units & other assorted parts. Any reasonable offer considered. FOB Lynn. Call Paul Allen 617-589-6200.


Helix-styroflex. Large stock — bargain prices — tested and certified. Write for price and stock list. Sierra Western Electric Box 23872, Oakland, CA 94553.

One stop for all your professional audio requirements. Bottom line oriented. F.C.C. Brewer Company, Box 8057, Pensacola, FL 32505.

For Sale: BPI AR-1000 Stereo automation system. Excellent condition, three years old, removed from service for several months. Two digital clock, two auto-joins, three Revox, Carusol with BPI Random select, remote control, stereo line amplifier, all wiring. Two three-bay cabinets. No problems, plenty of expansion room, complete set of cards for AR-1000, WZQ FM 615-794-4103.

COMEDY


"Revolting Garbage," "It's great!" tell on me — say jocks about Dave Spector Comedy, the only new original Kornless sophisticated material available. Sent to over 200 stations, even Nebraska. Chicago columnists: ...the tops even Carson...Spector is taking on Hollywood!" Other services are old, stolen, or korny, but Spector is a whole "Tonight Show" writing staff. 12 monthly issues $15.00. Subscribe immediately and may a deceased engineer use a bulk eraser on your sister? No samples, trust me! Dave Spector, WIBA Suite 2801, 75 E. Wacker, Chicago, IL 60601.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade — better! For fantastic deal, write or phone: Television & Radio Features, Inc., 308 N. Clifton, Chicago, IL 60611. Call collect 312-944-3700.

Miscellaneous Continued


Your commercials done by "network pro" 25 years in the business. No $7.00 per spot. Dio Productions, 207 Elliott, Brattleboro, VT.


Every market can afford programming and engineering consultants. Pack Three Enterprisises offers a combined total of 25 years of experience and research. We can make your radio station. Write Box 15042, Phoenix, AZ 85009. 602-986-9276.

PERSONALS

Abline Christian College ex-students: If you have been or are now active in any phase of broadcast related activities, write Lowell Perry, Station ACC, Box 820, Abilene, TX 79651.

INSTRUCTION


Job opportunities and announcer-dj-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Limited and VA benefits.


Naked girls or free booze are not available at the Institute of Broadcast Art in Chicago or Milwaukee. Current FCC license updates and the lowest prices in the Midwest are available. 312-336-8105 or 414-445-3090.

No tuition, rent! Memorize...study...Command's "Tests-Answers" for FCC first class license, plus "Self-Study Ability Test-Prep" $9.95. Moneyback guarantee. Command Productions, Box 28348, San Francisco 94126. (Since 1967.)

1st Class FCC, 6 wks., $400.00 money back guarantee. VA approved. Natl. Inst. of Communications, 11488 Omnair St., N. Hollywood, CA 91605. 213-980-5120.


Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates, Veterans approved. Financing. Out of state students welcome. Free booklet! Call or write today 312-649-0927. 333 East Ontario, Chicago, IL 60611.


San Francisco Bay area. First Class license. Guaranteed results. Lowest price. Dave Ware School of Broadcasting, 408-377-6000.

RADIO

Help Wanted Management

CLASSICAL MUSIC

For planned, classical/fine arts format in major East Coast market. Inquiries treated confidentially.

BOX M-87, BROADCASTING.

An equal opportunity employer, m/f

Help Wanted Management

General Manager/Minnesota — Exciting growth potential for strong sales-oriented manager in competitive, medium market, AM/FM combo. $30,000 to $35,000 first year. Top sales and management experience a must. Call or write Jim Mishler, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631, (312) 898-8171.

TIGER WANTED

5000 watt full time in major market with FM needs a tiger to manage, plan, manipulate, motivate and show the way in sales. Confidence tell all in your letter to BOX M-103, BROADCASTING. This Station is located in the most ideal of the top 20 ADs. EOR.

This is an open invitation for two people to join TM Productions’ growing marketing team as representatives in the Midwest and Southwest. Frankly, we’re only interested in people who are way above average in integrity, Intelligence, and motivation. We want people with experience in sales and programming at the radio station level, people who can solve problems creatively. Our representatives are self-starting professionals who love to travel. Their earnings are limited only by the amount of time and energy they invest in themselves and their clients. The product they sell is the finest in the world, and we pledge to continue to provide creative, useful product that broadcasters will need and want. If you’re our kind of people, we want you on our team. A letter and resume to Jim Long and Jerry Atchley, TM Productions, Inc., 1349 Regal Row, Dallas, Texas 75247, will get an immediate response.

For Fast Action Use BROADCASTING’S Classified Advertising

Broadcasting Nov 10 1975

77
Help Wanted Announcers

NFL
PLAY BY PLAY
1976
We are now accepting applications for Play by Play RADIO voice for next season. This is year round job in ideal major market. The individual picked will act as sports director of station with regular assignments in addition to NFL Play by Play Send resume and tell all including salary requirements in confidence to BOX M-104, BROADCASTING. An Equal Opportunity Employer.

A FEW
DYNAMITE PEOPLE

We're a major market adult contemporary AM powerhouse localizing our sound—KCMO Radio, Kansas City, Missouri.

We need only a few dynamic polished pros who really understand what is meant by communicating and relating one to one with a listener and his city... and can prove it.

If you think you have the background experience, taste, style and judgment to convince us... rush your reasons and tape to: Al Casey, 125 East 31st Street, Kansas City, Missouri, 64108 (no phone calls please).

Confidentially assured.

An Equal Opportunity Employer

Help Wanted News

SOUTHEAST MEDIUM MARKET looking for radio news director and/or reporter. Possible opportunity for some television news. An equal opportunity employer. Send resume to BOX M-78, BROADCASTING.

Help Wanted Programing, Production, Others

HELP WANTED
PROMOTION DIRECTOR
Top ten market classical music station needs aggressive and creative advertising and promotion director. Experience needed; knowledge of classical music programming important; good typing skills. Write Box M-31, BROADCASTING. EOE. m/f.

Situations Wanted Management

Manager with strong sales and programming background. Experience in small, medium and large markets. A profit maker! Box M-32, BROADCASTING.

Situations Wanted News

RENAISSANCE RADIO MAN—The phrase might sound a bit overblown... but I coined it, believe it and work it. My specialty is telephone talk. I have a strong background in MOR and contemporary music. Warm baritone conversational delivery... sexy bass chuckle... cute soprano gimmick... and a first phone to buy. Top 50 markets only. Write for resume and airmail. Box M-80, BROADCASTING.

Situations Wanted Programing, Production, Others


TOP PRODUCTION/COPY SPECIALIST
Currently employed with group owned station in top 15 market. Award winning spots that sell and get results are the only kind I create, well equipped, major market stations only. please, no "Revolving Doors" need respond.
For immediate tape, resume, rush request to: BOX M-105, BROADCASTING.

TELEVISION
Help Wanted Management

NEWS MANAGEMENT
Dynamic creative person with solid TV news experience who wants to move to top management. Master's degree, plus broad knowledge of TV news operations, ability to work with people, make decisions, think and work hard a must. Management oriented reporters, producers and editors are preferred. Resume to BOX K-173, BROADCASTING.

Help Wanted Technical

We have an immediate opening for an experienced television technician to work in VTR, MC Switching and maintenance. Requires a minimum of two years experience in these areas in a large-market television operation. Modern plant; good salary and benefits. Reply only in writing to:

Larry Messenger
Director of Engineering
Pennsylvania Public Television Network PO Box 397
Hershey, Pennsylvania 17033
An Equal Opportunity MF Employer.

FIELD ENGINEERS

We seek 2 TV Specialists
Who Like To Travel With All Expenses Paid!

We're a leading Midwestern manufacturer of broadcast equipment seeking 2 television experts experienced in the following areas:

- TV VIDEO
- TV TRANSMITTER

You must be technically strong, able to work with a minimum of supervision, and willing to travel. Training at our facility will be provided.

We offer salaries commensurate with experience, and excellent benefits. Send resume indicating area of interest, in confidence to:

Box M-102, BROADCASTING.

An Equal Opportunity Employer M/F

Help Wanted News

Assignment Editor-Producer
If you're the best TV Assignment Editor/Producer going we should talk. But you'll need experience: 2 years on the street and 1 year behind the desk. We're No. 2 and climbing. Where will you be when we're No. 1? An Equal Opportunity Employer. Resume to Box M-89, BROADCASTING.

Situations Wanted News

There's no more "up" for me in this top market. Need a new challenge in sports, talk or both, and room to rise.

Box M-66, BROADCASTING.

"THERE'S NO TIME LIKE THE PLEASANT"

LIFE of the Radio TV Party!

Recognized Master Ad Lib. Top-Rated ENTERPRINTER
Formerly:
Also Radio Aircheck Tapes.
AT LIBERTY:
NEED A TOP-PRO TV TALK-VARIETY SHOW HOST?
Let Your Viewer
Grab the Brass Ring

"MURRAY-GO-ROUND"
Ask For:
1-Hr. Color Audition Video Cassette (WTGQ-TV)
plus "Dandy Brochure".
Write or Call:
5510 C 18th Way So.
St. Petersburg, Fla.
(813) 865-2203.

Help Wanted News

CHIEF ENGINEER
Top 25 market, Midwest group-owned television station seeks ambitious working administrator. Salary $20K, plus benefits. Call or write Dave Boylan, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631, (312) 693-6171.

Help Wanted Technical Continued

Executive Engineer

N.Y.C.-Hollywood-Pittsburgh-Mpls.-

LIFE of the Radio TV Party!

Recognized Master Ad Lib. Top-Rated ENTERPRINTER

Formerly:
N.Y.C.-Hollywood-Pittsburgh-Mpls.-

New Orleans-Dallas-Miami.

Also Radio Aircheck Tapes.

AT LIBERTY:
NEED A TOP-PRO TV TALK-VARIETY SHOW HOST?

Let Your Viewer
Grab the Brass Ring

"MURRAY-GO-ROUND"

Ask For:
1-Hr. Color Audition Video Cassette (WTGQ-TV)
plus "Dandy Brochure".

Write or Call:
5510 C 18th Way So.
St. Petersburg, Fla.
(813) 865-2203.
Midwest television station wants to buy good used CP-16A camera, amplifier, 12-120 lens with 1" viewfinder. Replies to Box M-84, BROADCASTING.

ATTENTION: SMALL AND MEDIUM MARKET RADIO OWNERS

The wrong hiring decision in your management or sales positions can be very costly. That's why Ron Curtis & Company has a specialist in recruiting for markets your size.

Call Jim Mishler at (312) 693-6171 for a discussion of our services.

Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631
For Sale Stations

Fulltime regional AM facility in under-rated medium-small industrial Eastern market. Stock in corporation available at $550,000 which is approximately two times revenues. Building and transmitter property both owned. Best of the two fulltime AM facilities allocated. For further particulars, write an company letterheaded to Box K-152, BROADCASTING.

Religious Broadcasters. 1000 Watt AM Midwest, full time, daily religion over 10 years, profitable-over 300,000 metro, over 700,000 coverage. Box M-91, BROADCASTING.

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy, type or print quality of copy.

Copy: Deadline is Monday for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, film or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Name

City

State

Zip

Insert time(s). Starting date

Display (number of inches).

Indicate desired category:

Copy:

BROADCASTING, NOVEMBER 10, 1975

80
Les Arries Jr.: one of Buffalo's busiest

It may be that Les Arries Jr. has never swept out a studio or performed other janitorial chores around a television station, but don't bet on it. He has done just about everything else along the route to his present post, and it could be that he has established his bona fides with a broom as well. It is a matter of record that he has dugged cesspools, though that was before he got into broadcasting.

His present post is president of WBEN Inc., licensee of WBEN-AM-FM-TV Buffalo, N.Y., and the route to it started 29 years ago at experimental W3XWT Washington, predecessor of WTTG(TV) there. Mr. Arries got into broadcasting by what some might consider the easy way, through his father, the late Leslie G. Arries, who was manager of W3XWT and later of WTTG (and who subsequently became sports director of ABC-TV). Actually, he had planned to be a patent lawyer and, to get some technical background, had taken his degree in electrical engineering. But World War II intervened and he spent two years in Navy classrooms studying things like radar and electronics, and when he got out, he'd had it with schooling. He spent a summer digging those cesspools on a dude ranch in Colorado, and when his father offered to find him a job at the station, he accepted.

It was more like a lot of jobs, for he was doing many things. He started as an engineer, working the audio console and especially the iconoscope cameras, which got him involved in covering things like the Roller Derby, the lighting of the White House Christmas tree, hockey games, baseball and other remote events.

When the Allen B. DuMont Laboratories, which then owned WTTG, opened WDTV(TV) Pittsburgh (now Westinghouse's KDKA-TV) a couple of years later, he was sent there as program operations manager. Another couple of years and he was moved on to New York as a producer-director and subsequently assistant director of programming and production for the DuMont network.

The next broadening of Mr. Arries's experience occurred in 1953 when DuMont sent him back to Washington as W3XWT's third general manager. It was broadened again in 1956 when, with DuMont phasing out its network operations, he signed on with CBS Television Spot Sales as a salesman in Chicago. That association was relatively short-lived. "I was so used to working with have-nots that I didn't know how to work with haves," he says. So when he had a chance to help the Boston Herald-Traveler put its WHDH-TV on the air, he went to Boston as director of television and held that post for the next seven years.

He is particularly pleased with WHDH-TV's performance in news and programming under his direction, which included overseas filming by WHDH crews and a program exchange with Sao Paulo, Brazil. Westinghouse Broadcasting Co., whose WBZ-TV Boston was a competitor, may have been impressed, too, because in 1964 Westinghouse officials hired him to manage their KYW-TV Cleveland. But about that time the FCC issued its famous swap-back order that told NBC to reacquire its Cleveland station and said that Westinghouse should reassume its Philadelphia holdings. The result was literally unsettling. "I had bought a home in Cleveland and still owned one in Boston, and was doing surveys in Philadelphia," Mr. Arries points out.

Mr. Arries has a reputation for speaking his mind, an example of which propelled him to his next job. NBC had appealed the swap-back order, making somewhat less urgent his need to go house-hunting in Philadelphia. Thus he was still in Cleveland when Donald H. McGannon, president of Westinghouse Broadcasting, visited KYW-TV and asked a question. What, he wanted to know, is wrong with Westinghouse's program production company? "I told him, 'You are,'" Mr. Arries says, "and went on to explain that he had two people doing jobs that should be done by one." Mr. McGannon, he recalls, asked him to draw up a blueprint for the production and syndication operations but he stalled until he had no other choice. The upshot was that he was made operations director and later president of the production and syndication companies, since combined under the name of Group W Productions.

Mr. Arries finds—or makes—time to be active in both broadcasting and community affairs. He is currently chairman of the All-Industry TV Stations Music License Committee, a historically thankless job that involves tedious negotiations with TV's major music suppliers; is on the boards of Broadcast Pioneers and the Television Information Office, a member of President Ford's Citizens Action Committee and immediate past chairman of New York State Broadcasters, a former member of NAB's TV board and, at the community level, chairman of the Buffalo Area Chamber of Commerce and on the boards of, among others, the National Conference of Christians and Jews and the Buffalo Philharmonic Orchestra, and the advisory boards of the Salvation Army and the Buffalo Council on World Affairs.

He is also a leading spokesman for U.S. broadcasters along the Canadian border in their ongoing battle against Canadian cable systems' deletion of commercials in picking up their programing, and against pre-release of U.S. programs on Canadian stations. What U.S. border stations receive from Canadian advertisers—a sum the Canadian government is trying to reduce drastically—"is small recompense for U.S. stations, considering that our programs built the $106-million cable industry in Canada," he says.

Mr. Arries sees himself as a member of two generations that turned television into a profession, treating it not as entertainment but as a social force.

"I believe broadcasting is the leading social force in our society today," he has said. He considers the American businessman an "endangered species," partly because of "big government" but also partly as a result of business's own doing. "The community," he said in a recent speech, "must get the same kind of attention formerly given only to profits, customers and employees.

Profile


Broadcasting Nov 10 1975
It didn't have to happen

Family squabbles are usually regrettable. Certainly it is dismaying to see members of one branch of television suing other branches, as is happening in the current court challenge to "family viewing" (Broadcasting, Nov. 3). Whoever wins, television may lose, if only because of the inflaming of antipathies that habitually occurs when disputes reach such a pass.

We cannot accept whole the contentions of either side. We do not know, for instance, whether the family-viewing concept has in fact frustrated creativity, as the producers and unions claim. But even if it has, regrettable as that would be, it is broadcasters, not producers and unions, who by law must have final say over what is broadcast. For their part, the broadcasters adopted family viewing to accommodate the FCC. Thus they have enabled the FCC to engage indirectly in meddling that would be patently unconstitutional if attempted directly.

On this, our position coincides fairly squarely with the central thrust of the lawsuit: that family viewing was adopted as a result of government interference designed to circumvent the First Amendment. If the suit leads the courts to invalidate that technique, it will have been more productive than internal litigation usually is. Heaven help us if it leads to judicial endorsement of the principle of FCC nudge and industry response. In that case the real nudging, not to mention shoving, is yet to come.

Curiouser and curiouser

Lewis A. Engman, the chairman of the Federal Trade Commission, has summed up all the best arguments for repeal of the fairness doctrine. Unlikely though his new role may seem to broadcasters who are accustomed to read harsh restrictions coming from his agency, Mr. Engman must be welcomed as an articulate ally who has put the case for fairness relief as well as anybody has put it.

It all gets a little bewildering when public officials get to talking about the fairness doctrine these days, or about the political-broadcasting law, Section 315, which contains it. In the same week that the chairman of the FTC was decrying the fairness doctrine as an unconstitutional abridgement of the broadcasters' rights (Broadcasting, Nov. 3), the chairman of the FCC was defending it. The bewilderment doesn't stop there. FCC Chairman Richard E. Wiley's defense of the fairness doctrine was coupled with his equally assertive defense of the agency's recent actions liberalizing the definition of news events that are exempt from the equal-time standard in the same law. When Section 315 is the topic of discussion, the journey through wonderland is endless.

Wonderland was to be found in the Senate last week when Chairman John O. Pastore (D-R.I.) began stoking up the case against the FCC's redefinition of candidate news conferences and debates as bona fide news events that qualify for live coverage without obliging broadcasters to give equal time to every other candidate seeking the same office. Mr. Pastore was the floor leader in 1959 for the legislation that amended Section 315 to exempt news broadcasting in all its forms from the equal-time restriction.

It was during that 1959 debate that Senator William Proxmire (D-Wis.) argued for the insertion of the fairness doctrine in the law. Before that, fairness had been merely a vaguely stated and erratically applied whimsy of the FCC. Once adopted in an act of Congress, it became a mandate for all of those heavy-handed FCC rulings that have ensued.

Here the paths through wonderland turn even more perplexing.

Senator Proxmire for the past year or so has been loading the Congressional Record with arguments favoring repeal of the whole of Section 315, including the fairness doctrine he originally demanded. Indeed he now asserts that the entire section violates the First Amendment.

Mr. Engman has chosen a smaller target, but the points he makes apply as well to the whole section as to the fairness paragraph. Both the equal-time and fairness restrictions have probably inhibited the broadcast of controversy and thus have created unconstitutional prior restraint. And as for broadcasting's entitlement to the same freedom the First Amendment guarantees to older members of the press, Mr. Engman's case is persuasive.

It may be true that Mr. Proxmire's is a lonely voice on Capitol Hill and Mr. Engman's in the federal bureaucracy. But the enlightenment that has come to them must inevitably spread. Perhaps not in this session of the Congress, or in the next; perhaps not this year in the courts, or next, but some day the gross unconstitutionality of Section 315 will be finally declared. Broadcasters who value their journalistic role will unceasingly seek that finality.

OTP's nine lives

President Ford and Congress may be at sword's point on other matters, but the Office of Telecommunications Policy, which is supposed to be advisory only to the chief executive, holds its lease on life mainly because of congressional pressure.

OTP has been flying on one wing since its first and only director, Clay T. Whitehead, resigned more than a year ago. The Office of Management and Budget, also in the White House, had urged the phasing out of OTP, with spectrum housekeeping functions transferred to the Commerce Department. But OTP supporters in House and Senate mustered enough support to keep it airborne, in spite of a totally unproductive record since its creation by President Nixon in 1970.

Now President Ford himself has announced that OTP will continue operations (Broadcasting, Nov. 3). This came after Senator Howard Baker (R-Tenn.) had interceded. And it came at about the time former FCC Commissioner Robert Wells, Kansas Republican, was eliminated from nomination for the directorship.

We still think the OTP ought to be terminated as such because it has no record of accomplishment. Now it will be interesting, in light of these late developments, to see whether someone bearing the endorsement of Senator Baker gets the director job.

*Editorials*
We'll put your name in lights.

For some time, we've been running ads talking about the proper use of our name. Now we'd like to see if our message has been getting through. That's why we're running this little quiz. Read the seven statements and decide which ones you think use the Xerox trademark improperly. (Hint: the answers are at the bottom.) Circle the improper statements, fill in the rest of the coupon and mail it to us. Coupons must be received by January 1, 1976. All correct coupons will be put in a barrel and five winners will be drawn by our trademark attorney. If you're lucky enough to be a winner, you'll receive a glowing 14-inch neon sculpture of your very own signature.

After all, if you do something for our name, it's only right we do something for yours.

XEROX

Trademark Quiz, P.O. Box 9332, Xerox Corporation, Stamford, Connecticut 06904.

I am circling the numbers of those sentences which use the Xerox trademark improperly.
1. The Xerox copier sales rep called on us today.
2. I want all the xeroxed copies in one file.
3. There's a xerox on the sixth floor which will reduce documents.
4. Could you Xerox these files for me?
5. The Xerox 4500 copier can copy on both sides of the paper.
6. Let me see those Xeroxes.
7. Xerox textbooks are used in many schools.

Name
Address
City
State Zip

Void where prohibited by law.
HASN'T IT ALL GONE FAR ENOUGH?

Faith For Today's new series "Westbrook Hospital" can help your station become part of the healing process in our fractured society. For audition print or information CALL COLLECT (805) 498-6661

Ask for Jim Evans

"WESTBROOK HOSPITAL"
WE CAN HELP YOUR STATION
SAY SOMETHING ABOUT TODAY'S ISSUES
OF PUBLIC CONCERN