

Copy 1
A coming-on-strong cable industry assembles in Anaheim
The candidates and the contest for NAB's chairmanship

Broadcasting Jun 18

The newswEEKly of broadcasting and allied arts

Our 42nd Year 1973

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With business booming everywhere, how come your station can't make money?

And how come a few stations make a lot of money? There's only one answer.

You've got to sell the national advertiser.

And you've got to sell him consistently. Month after month. Year after year.

The way Century Broadcasting does it.

The fact is, every Century station not only made money last year, but had the biggest year in its history.

We think we've proved that with the right people and the right methods the national advertiser can be sold. That's why we created Century National Sales.

So we can do in other markets what we've done in our own.

But we're not going to do it in the usual way of national sales organizations. We're not going to sell little bits of time for a long list of stations.

We're going to sell a lot of time for a few stations.

That means there's a limit on the business we will handle. No more than twenty-five stations. But we'll handle those stations in a way that's better for them and for us.

If you're interested in the national advertiser, we'd like to hear from you. We'll tell you frankly and quickly if we think we can help.

Call Gordon Potter at (212) 489-9650. Or, write Century National Sales, 65 West 54th Street, New York, New York 10019.

Century National Sales knows the way to the money.

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NEWSPAPER

Matinee Idols.



Source: NSI, Feb. Mar. 1973 & 1972.
Market Rankings, SRDS. Audience estimates are subject
to qualifications available on request.

They're big with young women in the biggest markets.

Andy, Barney and Gomer draw more women 18-34 than any competing attraction in 22 cities (16 are Top 50 markets, leading off with New York, Chicago, San Francisco and Cleveland).

In 35 markets (23 of which are Top 50) an average 51% more women 18-34 watch The Andy Griffith Show than year-ago programs in the time period.

And in 9 markets (6 in the Top 50) where Andy Griffith played in the same time period last year, an average 35% more women 18-34 watch him this year.

So popular is The Andy Griffith Show that stations in New York, Los Angeles, Atlanta and Cincinnati play it twice a day and win more women 18-34 in both time periods this year than last.

Boffo!

The Andy Griffith Show

Another great sitcom from Viacom





Cash for trash.

Litter is becoming more of a problem everywhere, especially after elections when posters cover buildings, fences, telephone poles and vacant lots.

After a recent election, the Fetzer radio station in Kalamazoo offered two cents for every used poster brought into the station. In three days, they were swamped with more than two thousand posters.

Not only was the town cleaned up, but the job of the local trash collectors was made a lot easier. (One defeated candidate asked for his posters back—a hint to the news department that he might be thinking of running again.)

Helping people to find ways to keep their town the way they want it is all part of Fetzer total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac
				KMEG-TV Sioux City

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At Deadline

In Brief

Held off. U.S. Court of Appeals in Washington has stayed FCC order permitting counsel for citizen group challenging renewal of Metromedia's KTTV(TV) Los Angeles to examine station's confidential FCC financial reports and ordered expedited hearing of case. Commission previously had refused to reconsider its own action, as requested by Metromedia, claiming that firm had put KTTV reports "at issue" in defending itself against challenge. ■ **Over there.** Irwin Margolis, general manager of NBC News specials, New York, has been named general manager of news, Europe, and will be based in London. Robert McFarland, associate producer of *NBC Nightly News*, has been appointed manager of news, Europe. Ronald Steinman, director, news operations, London, succeeds Mr. Margolis in New York. ■ **Buying up.** Sonderling Broadcasting has announced double tender offer to purchase shares of its capital stock for \$11 and its 5 1/4 % convertible subordinated debentures for \$700. Egmont Sonderling, president, cited depressed market as creating favorable climate for repurchases. One million shares of outstanding common stock closed at 10 1/2 and \$8 million of outstanding bonds closed at \$690 (year's high) last Thursday (June 14). ■ **At last.** Cosmos Broadcasting's seven-year effort to win FCC approval of proposed facilities improvement at its WSAF-TV Montgomery, Ala., appears to be over. Firm's application, calling for move of transmitter and near doubling of antenna height to 2,000 feet, has been OK'd by commission's review board, although decision is still subject to review by commission itself. ■ **Good news.** Stockholders of Cox Cable Communications heard at fifth annual meeting last week that revenues and cash flow have increased 300% over past five years, and net income from subscribers has risen 250%. ■ **Diggers.** Series of at least 12 one-hour investigative reports will be carried on ABC-TV in prime time in 1973-74 season. Over-all title will be *ABC News Close-Up*. Av Westin will supervise production. ■ **Deal.** KEZX(FM) Seattle has been sold, subject to FCC approval, by Marketcasters Inc. to Able Communication Co. for \$600,000. Ed Blake is president of Able, which owns KJOI(FM) Los Angeles and KOAX(FM) Dallas. ■ **Reaching deaf.** Public Broadcasting Service has been granted \$215,000 by Department of Health, Education and Welfare to conduct experimental project in captioning programs for benefit of those with impaired hearing. ■ **Summer soldier.** FCC Chairman Dean Burch, lieutenant colonel in Army reserves, begins two weeks of active duty July 4.

CBS exercises option and will cover Dean Watergate appearance

Although not its turn in rotation, network will go live; meanwhile, incomplete Nielsen nationals indicate first days of coverage got bigger audiences than expected

John W. Dean III, former White House counsel, will be covered live and in full by at least two commercial-TV networks when he takes stand in Senate Watergate hearings, scheduled tomorrow (June 19). CBS-TV said Friday (June 15) it would provide full coverage of Mr. Dean's testimony, even though Tuesday is NBC-TV's coverage day in rotation plan being employed for hearings. CBS's day is Wednesday (June 20) and ABC's follows. NBC and ABC spokesmen said they had not decided whether they would cover Dean testimony on days when coverage was not their primary responsibility in rotation plan.

First national Nielsen data on Senate Watergate hearings showed Friday (June 15) that three-network TV coverage of first five days had more than 14.3 average rating and more than 59% average share of total TV audience—"more than," because ABC-TV coverage, unsponsored, was not included in ratings report. Nielsen figures compiled by NBC research for five hearings days covered in report (May 17-18 and 22-24) showed NBC-TV's coverage with average 8.0 rating and 33 share, CBS-TV's with 6.3 and 26. Since June 5, three networks have been rotating coverage daily.

Overnight Niensens meanwhile showed last Thursday's (June 14) Watergate coverage, carried by ABC, was clear winner over entertainment programing in Los Angeles with 9.5 rating and 40% share (versus 4.1 and 17% for NBC, 2.2 and 9 for CBS), while in New York it was close third with 4.4 and 19 (versus 5.0 and 22 on CBS, 4.6 and 20 on NBC). (See earlier story, page 73.)

Not all over for WLBT?

Office of Communication of United Church of Christ, which led fight before FCC and courts that resulted in Lamar Life Broadcasting Co. losing its license for WLBT-TV Jackson, Miss., may turn its attention to comparative hearing now under way to pick successor licensee. Citizen group in Jackson, Community Coalition for Better Broadcasting, has asked Office of Communication's assistance in bringing about "corrections" it feels necessary as result of initial decision in proceeding, issued in April, that favored Dixie National Broadcasting Corp. (BROADCASTING, April 23).

Community Coalition expressed concern that Dixie National "does not measure up to minimum standards in the area

of race," and said there "is serious evidence" that some Dixie principals "may not be responsible businessmen."

Group also said its initial conclusion as result of its inquiry indicates "someone has planted misleading stories in the national press in order to confuse the public concerning" the initial decision in case. It said newspapers and *Jet* had carried stories indicating Dixie is black group. Group noted that of 11 directors three are blacks who own 4% of total stock. It also said that principals are men who have been identified as opponents of civil rights movement and that Dixie National Life Insurance Co., which holds about 40% of stock in broadcasting company, has employment record on race that is "throwback to the 19th century."

FCC Administrative Law Judge Lenore Ehrig, who favored Dixie National over four other contenders, including Lamar Life Broadcasting, based her decision largely on finding that black as well as white principals would play major roles in management of station.

Dr. Everett Parker, director of Church of Christ's Office of Communication, said his office is checking into issues raised by Jackson group, "and expects to take appropriate action" before FCC.

FCC objects to FOI proposals

FCC has expressed opposition to proposed amendment of Freedom of Information Act that would require agencies to make initial determination on FOI requests within 10 working days, and to act on appeals in 20 working days. Commission, in letter to Senator Edward Kennedy (D-Mass.), chairman of Administrative Practice and Procedure Subcommittee, who had requested comments, said 10-day limit was impracticable, in terms of time commission officials needed to act on requests.

Commission also said 10-day proposal would probably require it to abandon rules protecting rights of persons providing it with confidential information.

Commission, in addition, sought elimination of clarification of proposed provision in another amendment that would require agencies to make available investigatory records that are the basis for public policy statement or rulemaking. Commission said that it sometimes issues public notices to licensees concerning possible rule violations as result of complaints alleging willful or repeated violations. And while disclosure of complaints or of identity of persons complaining could be harmful, commission said, proposed amendment is not clear whether information might be withheld.

Go and stop negotiations

Writers Guild of America resumes negotiations today (June 18) with TV networks on new contracts for writers employed on live and/or tape programs.

With a lot of help from our friends



Awards represented:

NATAS, San Francisco Emmy Award
National Conference of Christians & Jews Brotherhood Award
San Francisco Press Club Award
California State University San Francisco Broadcast Media Award
California State University San Francisco Broadcast Preceptor Award
Gabriel Award (produced by the Archdiocesan Communications Center, San Francisco)
California Highway Patrol Citation



A communications service of Cox Broadcasting Corporation

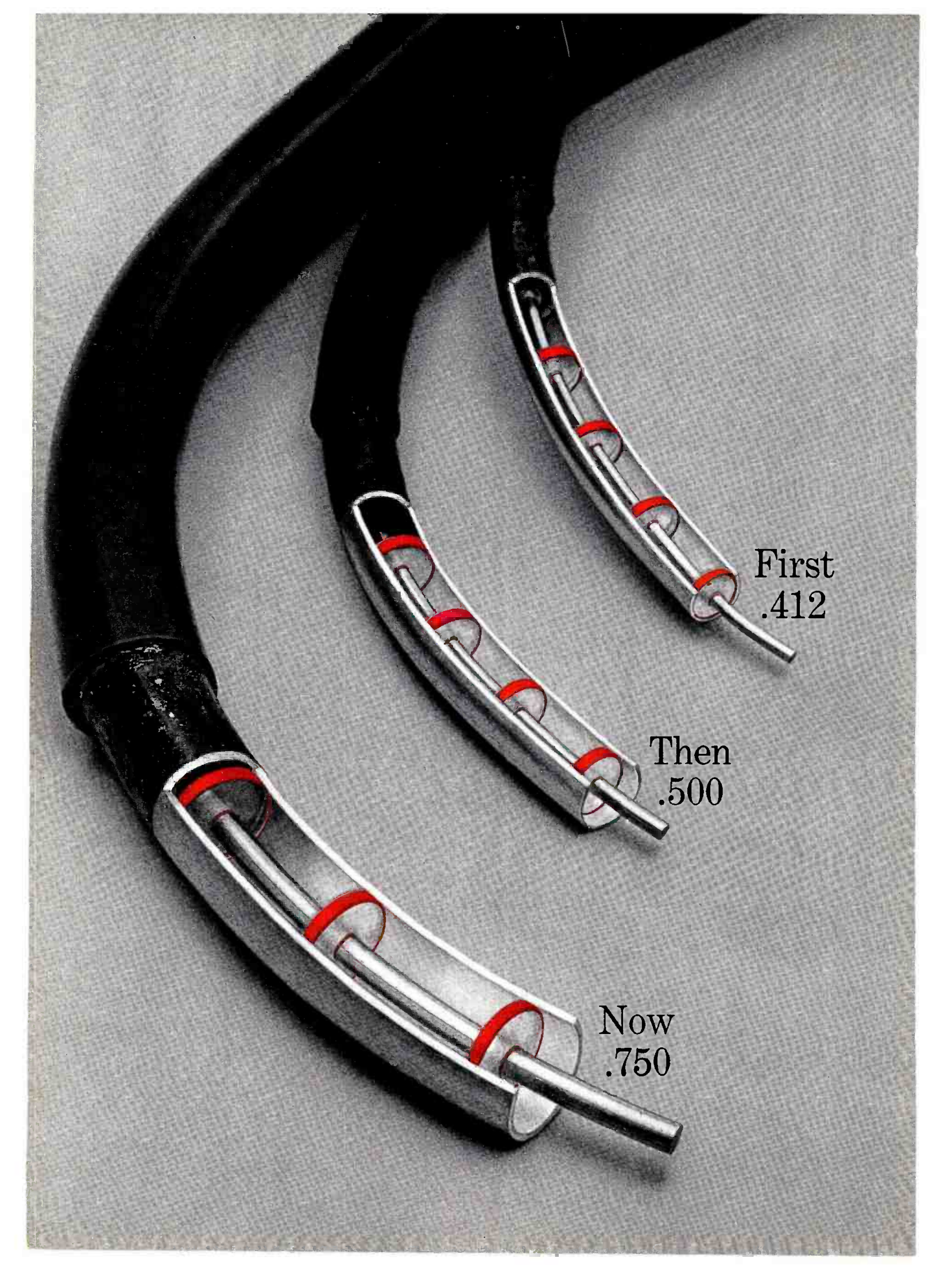
Represented by TeleRep

Cox Broadcasting Corporation stations:
WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton;
WSOC AM-FM-TV, Charlotte; WIOD AM, WAIA FM, Miami;
WIICTV, Pittsburgh; KTVU, San Francisco-Oakland

2

KTVU

San Francisco-Oakland Television

The image displays three sequential cross-sections of a cable, arranged from top-right to bottom-left, illustrating the growth of internal layers. Each section shows a central core surrounded by a series of concentric layers, with red rings highlighting the boundaries between them. The layers become progressively thicker in each successive section. The entire assembly is encased in a black outer jacket.

First
.412

Then
.500

Now
.750

INTRODUCING THE NEW .750" FUSED DISC^{*} COAX CABLE.

It's just one more reason why you owe it to yourself (and to your subscribers) to talk to us first if you're planning to install new plant or replace obsolescent trunk cable.

We'll show you that our new $\frac{3}{4}$ " big brother to the .412" and .500" Fused Disc cables does more for you than your present 1" foam or $\frac{3}{4}$ " "low-loss" trunk cables. And without asking you to pay a premium.

We offer you levels of high performance available only with our precision engineered and manufactured, electrically uniform .750" Fused Disc.

Here's what we mean:

- You get absolute protection against moisture migration along your cable.
- You get an unqualified guaranteed SRL of 35 dB or better.
- You get an impedance tolerance of only $\pm \frac{1}{2}$ ohm.
- You get 95% velocity of propagation.
- You get better echo level performance.
- You get low attenuation values (see chart).
- You get ease of installation.

- You get investment dollar savings.
- You get maintenance dollar savings.
- And you can get long, long lengths.

**.750" FUSED DISC CABLE
MAXIMUM ATTENUATION VALUES,
PER 100 FEET @ 68°F.**

frequency MHz	55	83	100	175	211	250	300
db	.37	.47	.52	.72	.80	.88	.99

Now that .750" Fused Disc cable is available along with our .412" and .500" you can build a Fused Disc system from headend to subscriber tap.

For more information, or if you'd like to see a short film showing how easily Fused Disc cable can be installed, call your nearest General Cable sales office or write: General Cable Corporation, Department 200-130, 730 Third Avenue, New York, New York 10017.

**General
Cable** 

We go to greater lengths to
help you build better systems.

Meeting, to be held in Los Angeles, is continuation of conference that began last month.

Meanwhile latest WGA negotiations with major Hollywood TV-film producers reached impasse late last week over new schedule of fees and were recessed with no specific date set for resumption. Producers, under banner of Association of Motion Picture and Television Producers, are also in negotiations with Directors Guild of America. Writers' strike is now in fourth month.

U.S. tries to stall UN satellite group

Stuart McIntyre, Bureau of International-Organization Affairs of State Department, last Friday (June 15) told United Nations Working Group on Direct Broadcast Satellites that, though many members feel group should begin elaborating principles to govern direct TV broadcasting by satellites, U.S. considers "such action wholly inadvisable." He said such action would be premature on procedural as well as technical-development grounds. In what some U.N. observers consider delaying tactic, U.S. has suggested legal subcommittee be given opportunity to analyze area. Mr. McIntyre reiterated U.S. position on principle of prior consent from receiver countries incorporated in U.N. resolution passed Nov. 9 (BROADCASTING, Nov. 13), in which U.S. cast only negative vote. "We see . . . in the blanket principle of prior consent," he said, "an inherent danger of sanctioning not only total censorship but such an arbitrary and diverse application of the principle as to nullify the basic human right to exchange ideas and information." (See earlier story, page 48.)

FCC veteran Plummer retires

Curtis B. Plummer, who in 33 years with FCC held more top staff jobs than anyone else in history of commission, has retired from government, effective June 30. His present job is chief of Field Engineering Bureau. Commission, in announcing his retirement on Friday (June 15) announced also retirements of three other top FEB staffers—Ivan T. Lorenzen, acting deputy chief; Carl T. Nuhn, acting chief of monitoring systems division, and Hobart W. Johnson, chief of engineering and facilities division.

Depletion of top ranks of FEB could pave way for reorganization of bureau, which has been under consideration. One proposal, by Office of Management and Budget after study by its experts, was for merging FEB, Safety and Special Radio Services Bureau, and Chief Engineer's Office.

Mr. Plummer, who spent his entire government career with commission, has headed five major bureaus or offices. He became chief of FEB in 1966, after serving as commission's first executive director. He was appointed to that post in 1962. His other major posts were chief engineer, chief of the broadcast bureau, and chief of Safety and Special Radio

Services Bureau. C. Phyll Horne, deputy chief engineer, will serve as acting chief of FEB.

Decision on access rule by September is promised by FCC, despite oral arguments next month

FCC says oral argument it will hold on its prime-time access rule on July 30 and 31 (see page 75) will not delay decision in proceeding beyond September. Rule limits major-market affiliates to three hours of network programing in prime time.

Commission, in announcement on argument issued on Friday (June 15) also said that, within few weeks, it will issue decisions on number of matters involving 1973-74 broadcast year, including various requests for waiver of rule.

Commission is not limiting discussion in oral argument to specific subjects. But it mentioned two questions it would like covered, including one that touches on matter of rule's effect on quality of programing—number and types of syndicated and local programs likely to be aired during "access period" next year and in future, to extent that is predictable. Other question of specific interest to commission is rule's impact on U.S. program production activity and employment.

Commission noted that in concluding proceeding it might leave rule intact, repeal it or modify it in any one of variety of ways—and it invited parties to discuss wide range of alternatives.

Commission expressed hope that principals of companies affected by rule as well as their attorneys would be available to answer questions. It also said it would like to hear disinterested persons with

knowledge of subject, such as economists.

And while it might not be able to accommodate all who would like to participate, commission added, it hoped there would be presentation of viewpoint of "ordinary viewer."

Two days now scheduled for oral argument might not be end of talk. Commission said that if it appears that pertinent material would be developed, it would recall participants for further discussion on Aug. 1 or on date shortly thereafter.

Commission's action came at time when independent producers are making concerted effort to buttress previously-expressed positions for or against rule's retention. Late last week, producer Gene Roddenberry, on behalf of National Committee of Independent Television Producers (of which he is co-chairman), sent letter to agency asserting that rule has failed to live up to positive expectations he and many of his peers held for it when put in effect.

NCITP, representatives of which last month visited commissioners in Washington to argue for rule's repeal (BROADCASTING, June 4), says that rule's life-span "has been characterized by low-budget and often low quality programing, some of it imported, which we believe serves neither the viewing public nor the intent of the rule."

Now, the other side

CBS News announced Friday (June 15) it would present special 15-minute broadcast Tuesday night (June 19) in reply to President Nixon's price-controls speech (see earlier story page 72). Participants will be Leonard Woodcock, president of United Auto Workers; Senator Henry Jackson (D-Wash.) and E. Douglas Kenna, president of National Association of Manufacturers. CBS News sources said they would appear separately, not in roundtable format, in program to be carried at 10 p.m. NYT by CBS-TV and at 10:06 p.m. (after 10 o'clock news) on CBS Radio. Program is first under new CBS policy of arranging for broadcast of contrasting views following presidential broadcasts "on matters of major policy concerning which there is significant national disagreement" (BROADCASTING, June 11).

More and less for OTP

Clay T. Whitehead, director of Office of Telecommunications Policy, appeared Friday (June 15) before Senator Joseph Montoya's (D-N.M.) Subcommittee on Treasury, Postal Service and General Government to outline OTP's fiscal 1974 budget request.

Office is seeking \$3,270,000, increase of \$270,000 over fiscal 1973. Mr. Whitehead told Appropriations Committee subgroup that increase is due principally to OTP's request for \$1.2 million for outside studies and research, increase of \$175,000 over fiscal 1973. He said OTP's permanent staff will be cut by 20%, to 52 full time employees, by end of 1974, in line with President's desire to reduce size of Executive Office.

Headliners



Mr. Price

Frank Price, senior VP, Universal TV, elected executive VP-production. His promotion follows changes week before at top of MCA Inc., Universal's parent. Lew R. Wasserman, president of MCA, became chairman and chief executive officer, succeeding Jules C. Stein who remains director and "honorary founder." Sidney J. Sheinberg, former executive VP, MCA, became president and chief operating officer. Mr. Price, 43, was story editor at CBS in New York 1951-54, later story editor for Screen Gems and NBC's *Matinee Theater* in Hollywood. He joined Universal in 1959 as associate producer, became VP in 1964 and senior VP in 1971.

The people who assemble GM cars enjoy their paychecks. We're trying to find ways to help them all enjoy their work.

A lot of people who work at GM assembly plants like the work. And some don't. Wages are fair. On the average GM hourly employees will earn \$12,500, or more, this year plus \$3,000 more in fringe benefits.

But the work is demanding. It has to be. Quality standards are high. In many instances the safety of people who drive GM cars is involved. We can't afford to let down there.

Working on an assembly line will never be a "soft touch." GM executives know that. They also know that an executive's job isn't a "soft touch" either. Everyone at GM is expected to work seriously and efficiently.

The reason is that production per man hour must be kept up to keep prices down and to compete with foreign manufacturers. And quality must keep going up.

Assembly plants can be noisy. They are less noisy now than they used to be. But we're working on designing sound absorbing buildings, quieter motors and new methods for reducing sound within buildings.

To solve present noise problems, many GM plants have a noise reducing "earplug" available to employees; it cuts out unpleasant sound without impeding the wearer's ability to hear human voice communication.

We're working on the problems of tedium. An experimental "team-building" program is being evaluated now at GMC's motor home plant. The chassis of a motor home is put together by a team of 3 people, and a 6-member team is responsible for the body.

We're also studying new organizational techniques in an effort to give the people who work on the line a greater say in how the work that must be done is done and how it is apportioned.

Meanwhile, GM must earn a profit if it is to continue to grow and change and provide more and better jobs. GM has to strike a balance between those needs and the needs of the people who work on the line.

Our aim is to keep on making the work of GM employees more satisfying.

General Motors cares about cars.

GM cares about its people too.

General Motors

Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac, GMC Truck

Datebook®

■ Indicates new or revised listing.

This week

June 17-19—17th annual *Television Programming Conference*, sponsored cooperatively by participating TV stations with agenda to deal with operational and production topics as well as available programming. Pre-registration and information available through Bill Thrash, WKY-TV Oklahoma City 73114. Galt House, Louisville, Ky.

June 17-20—Annual convention, *National Cable Television Association*. Convention Center, Anaheim, Calif.

June 19—Radio workshop sponsored by *Radio Advertising Bureau and Association of National Advertisers*. Waldorf-Astoria, New York.

June 19-21—Seminar on lighting for television, sponsored by Kliegl Bros. WTMJ-TV Milwaukee. Contact: Mr. Baird, Kliegl Bros., 32-34 48th Avenue, Long Island City, New York 11101.

June 19-22—Joint board meeting, *National Association of Broadcasters*, to include election of new joint board chairman. NAB headquarters building, 1771 N Street, N.W., Washington.

June 20-23—Annual summer convention, *Maryland, D.C., Delaware Broadcasters Association*. Buck Hill inn, Buck Hill Falls, Pa.

June 22-23—Spring meeting, *North Dakota Broadcasters Association*. 4 Bears Motor Lodge, New Town, N.D.

June 22-24—Chesapeake Associated Press Broadcasters Association meeting. Hilton, Annapolis, Md.

Also in June

June 24-26—New Jersey Broadcasters Association 27th annual convention. Speakers: Herbert J. Stern, U.S. Attorney for New Jersey; Wallace Johnson, chief, Broadcast Bureau, FCC; Perry Bascom, VP and general manager, WNBC(AM) New York; Professor Jerome Aumente, director of Urban Communications Teaching & Research Center, Livingston College, New

Brunswick, N.J. Shelburne hotel, Atlantic City, N.J.

June 25—Meeting between small-market CATV operators and staff members of FCC's *Cable Television Bureau*. 11 a.m., Holiday Inn, south, Cincinnati.

June 26—Annual stockholders meeting, *Rust Craft Greeting Cards Inc.*, Rust Craft Park, Dedham, Mass.

June 27—Meeting between small-market CATV operators and staff members of FCC's *Cable Television Bureau*. 11 a.m., Holiday East, Harrisburg, Pa.

June 27-29—Annual meeting, *National Broadcast Editorial Association*. Senator John O. Pastore (D-

R.I.), chairman. Senate Communications Subcommittee; Clay T. Whitehead, director, Office of Telecommunications Policy, and Senator William Proxmire (D-Wis.) among speakers. Mayflower hotel, Washington.

June 27-30—*Montana Broadcasters Association* summer convention. Speakers include: Dan Rather, CBS White House news correspondent; Reid Collins, also CBS News; Governor Thomas L. Judge; Representative John Melcher, and John Summers, NAB legal counsel. Big Sky of Montana, Gallatin Gateway, Mont.

June 27-30—Eighth annual Public Broadcasting Development Conference, coordinated by *National Association of Educational Broadcasters*. Williamsburg (Va.) 1776 hotel.

■ **June 28-29**—Southeastern convention, *National Religious Broadcasters*. Holiday Inn south, Orlando, Fla.

June 28-30—Meeting, *Oklahoma Broadcasters Association*. Western Hills State lodge, Tahlequah.

June 29—Meeting between small-market CATV operators and staff members of FCC's *Cable Television Bureau*. 11 a.m., Holiday inn, north, Syracuse, N.Y.

■ **June 30**—Entry date for sixth annual *Atlanta International Film Festival*, Sept. 7-15. For information, write J. Hunter Todd, Director, Atlanta International Film Festival, Drawer 13258K, Atlanta 30324.

■ **June 30**—Meeting, *UPI Broadcasters of Oklahoma*. Western Hills State Lodge, Tahlequah.

July

July 1—Deadline for entries in 1973 public service journalism awards competition sponsored by *American Optometric Association*. Awards offered for articles and radio and television broadcasts on subject of vision and its care. Contact: Public information division, American Optometric Association, 7000 Chippewa Street, St. Louis 63119.

July 3—Annual convention, *National Press Photographers Association*. Arlington hotel, Hot Springs, Ark.

July 8-10—Annual *South Carolina Broadcasters As-*

Major meeting dates in 1973-74

June 17-20—Annual convention, *National Cable Television Association*. Convention Center, Anaheim, Calif.

Sept. 30-Oct. 3—Annual convention, *Institute of Broadcasting Financial Management*. Marriott hotel, New Orleans.

Oct. 8-13—Annual international conference, *Radio Television News Directors Association*. Olympic hotel, Seattle.

Nov. 11-14—Annual convention, *National Association of Educational Broadcasters*. Marriott hotel, New Orleans.

Nov. 14-16—1973 seminar, *Broadcasters Promotion Association*. Sheraton Cleveland hotel, Cleveland.

Nov. 14-17—Annual convention, *Sigma Delta Chi*. Statler Hilton hotel, Buffalo, N.Y.

Nov. 26-29—Annual meeting, *Television Bureau of Advertising*. Hyatt Regency hotel, Houston.

March 17-20, 1974—52d annual convention, *National Association of Broadcasters*. Albert Thomas Convention and Exhibit Center, Houston.

the National Advertising Show

THE NEW YORK HILTON Aug 13th - 16th, 1973

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BROADCASTERS

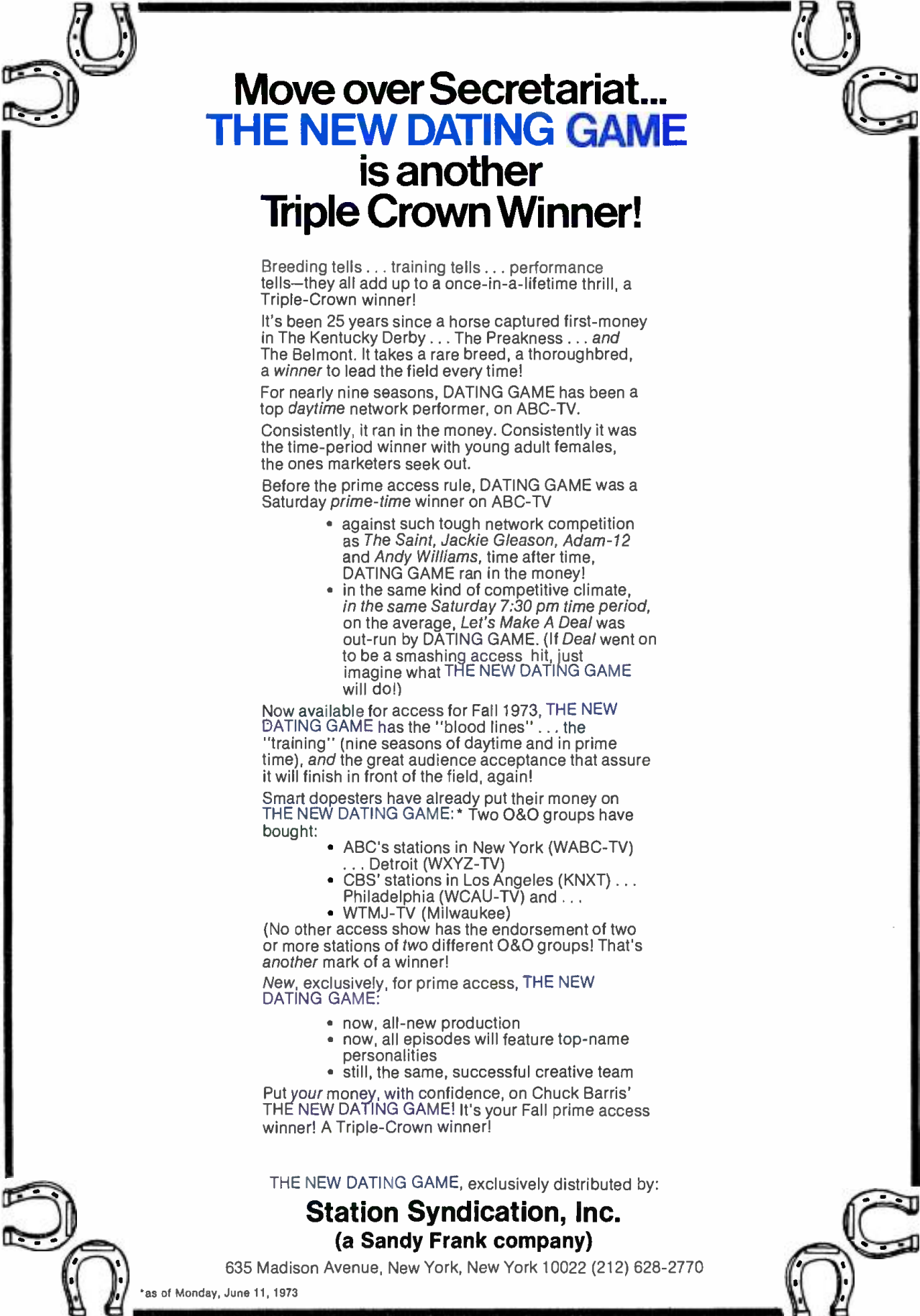
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Move over Secretariat... **THE NEW DATING GAME** is another **Triple Crown Winner!**

Breeding tells . . . training tells . . . performance tells—they all add up to a once-in-a-lifetime thrill, a Triple-Crown winner!

It's been 25 years since a horse captured first-money in The Kentucky Derby . . . The Preakness . . . and The Belmont. It takes a rare breed, a thoroughbred, a *winner* to lead the field every time!

For nearly nine seasons, DATING GAME has been a top *daytime* network performer, on ABC-TV.

Consistently, it ran in the money. Consistently it was the time-period winner with young adult females, the ones marketers seek out.

Before the prime access rule, DATING GAME was a Saturday *prime-time* winner on ABC-TV

- against such tough network competition as *The Saint*, *Jackie Gleason*, *Adam-12* and *Andy Williams*, time after time, DATING GAME ran in the money!
- in the same kind of competitive climate, in the same Saturday 7:30 pm time period, on the average, *Let's Make A Deal* was out-run by DATING GAME. (If *Deal* went on to be a smashing access hit, just imagine what **THE NEW DATING GAME** will do!)

Now available for access for Fall 1973, **THE NEW DATING GAME** has the "blood lines" . . . the "training" (nine seasons of daytime and in prime time), and the great audience acceptance that assure it will finish in front of the field, again!

Smart dopesters have already put their money on **THE NEW DATING GAME**: * Two O&O groups have bought:

- ABC's stations in New York (WABC-TV) . . . Detroit (WXYZ-TV)
- CBS' stations in Los Angeles (KNXT) . . . Philadelphia (WCAU-TV) and . . .
- WTMJ-TV (Milwaukee)

(No other access show has the endorsement of two or more stations of two different O&O groups! That's another mark of a winner!

New, exclusively, for prime access, **THE NEW DATING GAME**:

- now, all-new production
- now, all episodes will feature top-name personalities
- still, the same, successful creative team

Put your money, with confidence, on Chuck Barris' **THE NEW DATING GAME**! It's your Fall prime access winner! A Triple-Crown winner!

THE NEW DATING GAME, exclusively distributed by:

Station Syndication, Inc.
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*as of Monday, June 11, 1973

For a better lead-in to news, follow the leader. The Mike Douglas Show.



It's no coincidence that, generally, wherever The Mike Douglas Show leads in to news, the news is #1. And it is #1 in all categories, in many, many cities: Chicago, Buffalo, Utica, Pittsburgh, New York, Philadelphia, Los Angeles, Jacksonville, plus many more.

So if you've got problems finding a great lead-in to news (or to anything else), and need a star-studded show that's up, in, and out-rating them all in many markets, The Mike Douglas Show may be your answer. For further information write: Group W Productions, 90 Park Avenue, New York, N.Y. 10016. Or call (212) 993-5081.

GROUP W PRODUCTIONS INC.

WESTINGHOUSE BROADCASTING COMPANY
We've produced more first-run shows than anyone else in syndication.

Source: ARB Feb-March 1973. Audience estimates are subject to qualifications available on request.

sociation convention, Holiday Inn, Clemson, S.C.

■ **July 11-14**—Rocky Mountain Public Broadcasting Network annual meeting, Ramada Inn, Boise, Idaho. Contact: Paul Corbin, KALD-TV, Boise.

July 11-14—Annual summer convention, Colorado Broadcasters Association, Kandra and Tallman lodges, Vail.

July 8-11—Summer convention, National Association of Farm Broadcasters. Banquet speakers: FCC Commissioner Richard E. Wiley. Shoreham hotel, Washington.

July 10—Annual meeting, Taft Broadcasting Co. Kings Island, Kings Mills, Ohio.

July 15-17—New York State Broadcasters Association annual convention, Otesaga hotel, Coopers-town, N.Y.

July 18-19—Seminar on television documentary, sponsored by Alabama Broadcasters Association and broadcast and film department, University of Alabama. Continuing education center, University of Alabama, Tuscaloosa.

July 19-20—Summer meeting, California Broadcasters Association, Del Monte Hyatt house, Monterey.

July 22-25—Idaho State Broadcasters Association summer convention, Shore Lodge, McCall, Idaho.

July 22-27—Sales management seminar, sponsored by National Association of Broadcasters, Harvard University Graduate School of Business Administration, Cambridge, Mass.

August

Aug. 1—Extended date for filing comments on March 22, 1973, notice of inquiry in matter of ascertainment of community problems by broadcast applicants, Part 1, Sections IV-A and IV-B of broadcast application forms and primer thereon (Doc. 19715).

Aug. 2-5—Summer conference, Concert Music Broadcasters Association, Queensbury hotel, Glens Falls, N.Y.

Aug. 8-12—1973 convention, National Association of Television and Radio Announcers, Marriott hotel, New Orleans.

Aug. 9-10—Annual summer convention, Arkansas Broadcasters Association. Featured speaker: Vincent T. Wasilewski, president, National Association of Broadcasters, Arlington hotel, Hot Springs.

Aug. 16-18—Utah Broadcasters Association summer convention, with Washington syndicated columnist Jack Anderson as featured speaker, Park City (Utah) Resort.

Aug. 22-24—Canadian Speech Association conference '73, "Integrity in Communication," Seneca College of Applied Arts and Technology, Toronto. Contact: Jim Streeter, Seneca College, 1750 Finch Avenue East, Willowdale M2N 5T7, Ontario.

Aug. 25—Radio Television News Directors Association board meeting, Studios of WGN-AM-TV Chicago.

Aug. 31—Deadline for entries in Abe Lincoln Awards competition sponsored by Southern Baptist Radio-Television Commission.

Aug. 31—Extended date for filing reply comments on March 22, 1973, notice of inquiry in matter of ascertainment of community problems by broadcast applicants, Part 1, Sections IV-A and IV-B of broadcast application forms and primer thereon (Doc. 19715).

September

Sept. 7-15—Sixth annual Atlanta International Film Festival. Award categories include: features, documentaries, short subjects, experimental, TV commercials and TV productions, Stoufflers Atlanta Inn and Fox Theater, Atlanta.

Grassroots efforts. Six management development seminars for small-market radio station managers will be held this fall by the Small Market Radio Committee of the National Association of Broadcasters. Under the direction of Professor Richard D. Cupka, Purdue University, the seminars will explore problems of attitude and individual motivation and their impact on station performance and profit. They will be held the day before NAB fall conferences in Hartford, Conn. (Oct. 15), Chicago (Oct. 17), New Orleans (Oct. 22), Atlanta (Oct. 24), Denver (Oct. 29) and San Francisco (Oct. 31).



Upcoming. This drawing of Abbie Hoffman at the Chicago seven conspiracy trial, made by Andy Austin for WLS-TV Chicago, is one of a group of 24 courtroom drawings by Ms. Austin that will be on exhibition July 2-31 at First Federal Savings and Loan Association of Chicago, 1 South Dearborn Street.

Sept. 8—Regional seminar, Radio Television News Directors Association, University of Michigan, Ann Arbor.

Sept. 11-14—Western electronic show and convention, sponsored by WESCON, Brooks hall/civic auditorium, San Francisco.

Sept. 14-Oct. 26—Plenipotentiary conference of International Telecommunication Union, Malaga-Torremolinos, Spain.

Sept. 15-18—Nebraska Broadcasters Association annual convention. Speakers include: FCC General Counsel John W. Pettit and Washington communications attorney Erwin G. Krasnow. Holiday Inn, Kearney, Neb.

Sept. 17-20—Annual convention of National Association of Theatre Owners, with Motion Picture and Concessions Industries trade show, Hilton hotel, San Francisco.

Sept. 18-20—Video Expo IV featuring hardware and software equipment exhibits and workshops sponsored by Media & Methods Magazine and International Industrial Television Association, Commodore hotel, New York.

Sept. 19-21—Fall meeting, Pennsylvania Community Antenna Television Association, Host Farm, Lancaster, Pa.

Sept. 28-Oct. 3—VIDCA, International market for videocassette and videodisc programs and equipment, Festival palace, Cannes, France.

Sept. 30-Oct. 3—Annual convention, Institute of Broadcasting Financial Management, Marriott hotel, New Orleans.

October

Oct. 1-4—National Premium Show, Hall-Erickson Inc., managing director, McCormick Place, Chicago.

Oct. 4-7—Annual national meeting, Women in Communications Inc. Benson hotel, Portland, Ore.

Oct. 7—Second annual meeting Michigan News Broadcasters Association, Kellogg center, Michigan State University, Lansing.

Oct. 8-11—Electronic Industries Association 49th annual convention, Fairmont hotel, San Francisco.

Oct. 8-13—Annual international conference, Radio Television News Directors Association, Olympic hotel, Seattle.

Oct. 10-12—Convention, Western Educational Society for Telecommunications, Snowbird resort, Snowbird, Utah.

Oct. 15-18—Fall conference, National Association of Broadcasters, Marriott hotel, Philadelphia.

Oct. 16—Fall conference, National Association of Broadcasters, Hartford, Conn.

Oct. 17-18—Fall conference, National Association of Broadcasters, Marriott hotel, Chicago.

Oct. 22-23—Fall conference, National Association of Broadcasters, Monteleone hotel, New Orleans.

■ **Oct. 22-23**—Annual convention, North Dakota Broadcasters Association, Ramada Inn, Jamestown, N.D.

Oct. 24-25—Fall conference, National Association of Broadcasters, Sheraton Biltmore hotel, Atlanta.

Oct. 29-30—Fall conference, National Association of Broadcasters, Brown Palace hotel, Denver.

Oct. 31-Nov. 1—Fall conference, National Association of Broadcasters, Stanford Court hotel, San Francisco.

November

■ Nov. 11-14—Annual convention, *National Association of Educational Broadcasters*. Marriott hotel, New Orleans.

■ Nov. 11-15—Annual conference, *Public Relations Society of America*. Sheraton-Waikiki hotel, Honolulu.

■ Nov. 12-16—Media Fair '73, sponsored by department of radio-TV-film, University of Wisconsin, Oshkosh.

■ Nov. 14-16—Eighteenth annual seminar, *Broadcasters Promotion Association*. Sheraton Cleveland hotel, Cleveland.

■ Nov. 14-16—International Film & TV Festival of New York. Americana hotel, New York. Contact: In-

ternational Film & TV Festival, 251 West 57th Street, New York 10019.

■ Nov. 28-Dec. 1—California Community Television Association convention. Las Vegas Hilton hotel, Las Vegas.

January 1974

■ Jan. 9—One-day conference, "Electronic Distributor—'79," five-year outlook into electronic market sponsored by *Electronic Industries Association's distributor products division*. Chicago.

■ Jan. 14-16—Winter meeting, joint board of directors, *National Association of Broadcasters*. Mullet Bay Beach hotel, St. Maarten, Netherlands Antilles.

Open Mike®

Nomination

EDITOR: I sent the following letter to Chairman Harley O. Staggers [D-W. Va.] of the House Commerce Committee on June 6:

Dear Congressman Staggers: I have just learned of your introduction of a bill [H.R. 7667] which will require one member of the FCC to be an engineer. I wish to heartily commend you for this excellent proposal. History records the great advantage gained by the administrative agency in the services of such distinguished engineers as George Sterling, T. A. M. Craven and Ewell K. Jett.

There is a man, presently serving on the FCC staff, who is admirably qualified as a member of the commission. He is A. Prose Walker, who now heads the amateur and citizens licensing division. Mr. Walker is one of the finest broadcast engineers in America, and his expertise also extends to the whole range of regulatory understanding.—*Rex G. Howell, chairman of the board, XYZ Television Inc., Grand Junction, Colo.*

Credit where credit is due

EDITOR: Don Hewitt deserves enormous credit for the [Emmy] broadcast itself, but the driving force behind the idea of a separate award night for news was Bob Lewine [president of the National Academy of Television Arts and Sciences]. It is he who worked and finally sold the three networks on the plan.—*Frank Stanton, chairman, American National Red Cross, New York.*

(Dr. Stanton refers to a May 28 editorial, "Award to Awards," that cited Don Hewitt as executive producer of the news and documentary Emmy awards program.)

Good ole Louisiana boy

EDITOR: I agree with [the editorial, "Award to awards," BROADCASTING, May 28] that the Emmy news awards program was well done, all around. What amazed me, however, was actually hearing a network newsmen (ABC's Howard K. Smith) pronounce the name of the state of Louisiana correctly. Most of them seem to think the state was named for some lady in antiquity named Louise. In the May 21 issue there appeared a

profile on Mr. Smith, and my amazement diminished. No wonder he got it right; the man was born and raised in Louisiana. I won't attempt to show you how it should be pronounced, since those interested in correctness can simply ask old Howie.—*Jack Sharp, sales manager, KDRS(AM) Alexandria, La.*

Unlisted numbers

EDITORS Your chart in the May 28 issue ranks the top-25 cable-TV systems in the U.S. Permit me to record an omission. As of Feb. 28 we had 22,345 families on cable. As I dictate this letter we stand at 24,699 families on cable. Somehow or other we should be in the top-dozen rank although you do not list us at all. I believe at present our system is eleventh in size and will be the eighth largest system sometime around the end of the year.—*Leo Hoarty, general manager, Buckeye Cablevision, Toledo, Ohio.*

EDITOR: Your June 4 issue listed the top-50 MSO's in cable. Sullivan Productions Inc., through its various cable systems, serves 16,052 primary subscribers and approximately 5,000 secondary subscribers, as of June 1.—*John R. McGeehan, vice president, CATV, Sullivan Productions, New York.*

(The information for both the top-25 systems and top-50 MSO's listings came from the National Cable Television Association. NCTA obtained its information from available industry sources and emphasizes the listings are not completely authoritative. Both NCTA and BROADCASTING welcome the additional information.)

All in a name

EDITOR: Thanks for the article ["Wells, Rich, Greene: Heavy work behind the humor," May 28]. Dick (Marty) Stern liked it too. And it's the first time Maurice Webster's (Mahler's) mother found out he wasn't Jewish. Otherwise, we all loved it.—*Charles Moss, president, Wells, Rich, Greene, New York.*

Photo outlines incorrectly identified Marty Stern as Dick Stern and Maurice Mahler as Maurice Webster.)

KOA answers WCAU

EDITOR: I certainly enjoyed the May 28 special report on talk radio. I must take

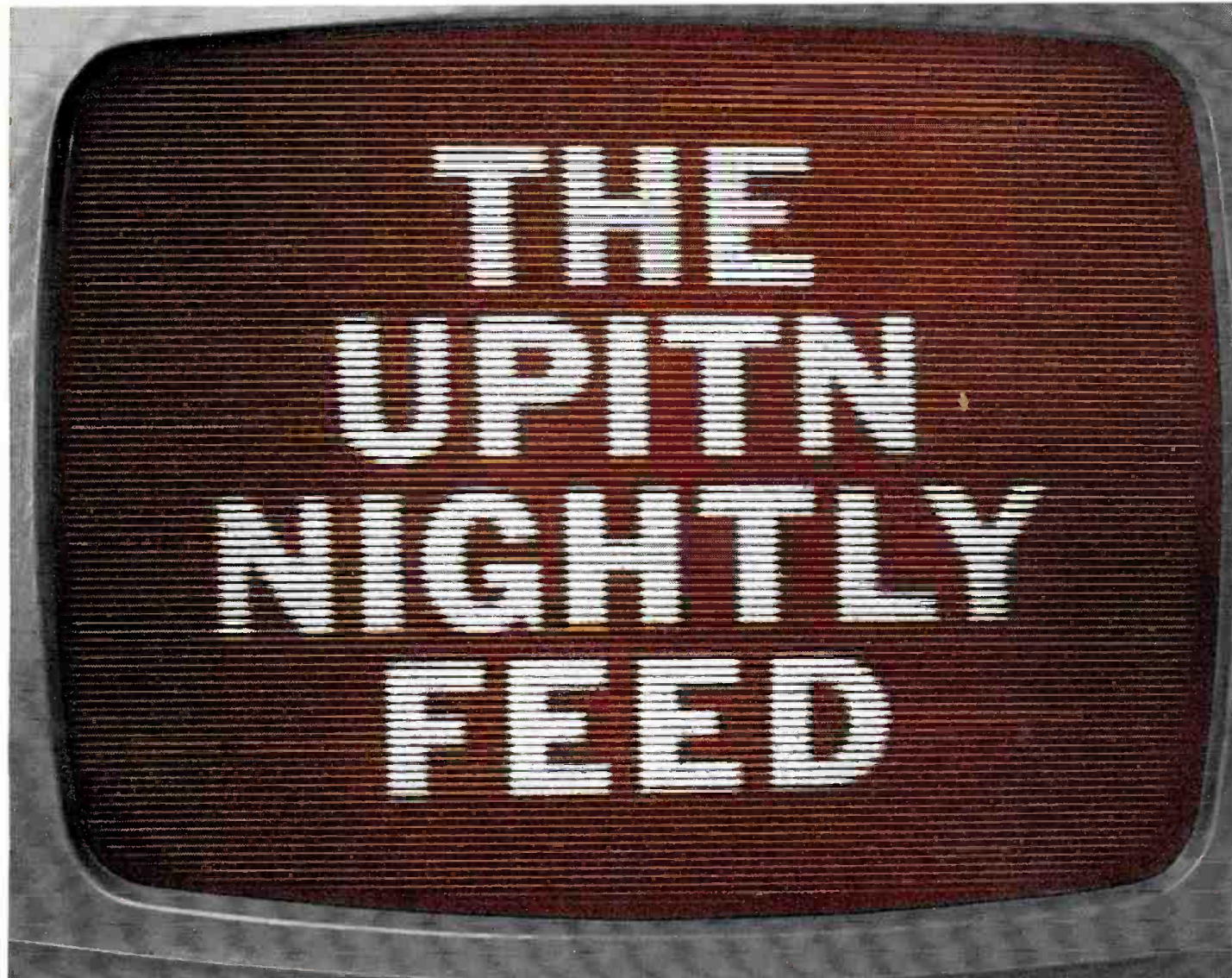
If The Mike Douglas Show doesn't own the morning, it owns a pretty big share of it.



Mike ranks #1 in the morning in Cleveland, Harrisburg, Spokane, Terre Haute, just to name a few. In fact, from March '72 to March '73, this show has had a 75% increase in total homes and 62% in total adults in morning markets. If you've got programming problems, in the morning (or any other time), and need a star-studded show that's up, in, and out-rating them all in many markets, The Mike Douglas Show may be your answer. For further information write: Group W Productions, 90 Park Avenue, New York, N.Y. 10016. Or call (212) 983-5081.

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WESTINGHOUSE BROADCASTING COMPANY
We've produced more first-run shows than anyone else in syndication.

Source: ARB Feb-March 1972-1973. Audience estimates are subject to qualifications available on request.



You can get an instantaneous, nightly, one-hour news feed from UPITN.

UPITN is now all electronic! No more REA deliveries. No more drop-offs.

Every night, starting at 6:30 E.D.T., UPITN will feed you 15 to 30 stories.

You'll get full coverage of national and international news, features and sports.

It's a whole, new, exciting news feed for your nighttime slot.

UPITN has a lot going for it. It is the major news supplier to world-wide television. Backed by UPI's global newsgathering organization and ITN's international news production facilities. It's the finest service of its kind.

Like to see a demonstration of UPITN's nightly feed? Call Ed Turner, UPITN's News Director, collect at (212) 246-1957.

UPITN

460 West 54th St., New York, N.Y. 10019
Phone: (212) 682-0400

exception, however, to the claim made by John Downey that WCAU(AM) Philadelphia has the heaviest play-by-play sports schedule in broadcasting. If Mr. Downey can beat our schedule, I'll withdraw the protest. Our play-by-play line-up includes:

Denver Broncos (NFL) football, 19 games (exclusive); Denver Rockets (ABA) basketball, 90 games (exclusive); Colorado University (Big 8) football, 11 games (exclusive); Denver Bears (American Association) baseball, 136 games (exclusive).

In addition to the 295 games listed above, we also originate Colorado high-school football and basketball championships and major golf tournaments. We also broadcast the Indy 500, the AFC/NFC championship, World Series, major league All-Star Game, Rose Bowl, Orange Bowl and Super Bowl (when NBC).—*Mick Schafbuch, vice president and general manager, KOA-AM-FM Denver.*

Alive and well

EDITOR: BROADCASTING reports May 28 on the American Association of Advertising Agencies convention at White Sulphur Springs, W. Va., saying, "the convention site at White Sulphur Springs, W. Va., is virtually impervious to broadcast signals from the outside."

Indeed this was true until August 1971, when WSLW(AM) began broadcasting with 5,000 watts at 1310. WSLW is located in White Sulphur Springs one-half mile from the famous Greenbrier, is an affiliate of the ABC Information network and has a delightful, entertaining and professional sound.—*Robert B. Harvit, vice president, WSLW.*

Complaint from all over

EDITOR: Why are so many TV stations playing down their call letters? Nothing else sets them apart as unique in this age of trend conformity. TV2, TV2, TV2... there must be a dozen of these, for instance, in the eastern U.S.; the summer skip season bounces signals all over the continent, and the ubiquitous TV2 ID's make it a chore to tell which is which. The channel number is the last thing we need to be told in an ID, thanks to clearly marked TV set channel selectors. What we need are call letters, whose original purpose is being undermined by this plague of conformity.—*Glenn Hauser, Worldwide TV-FM DX Association, Von Ormy, Tex.*

Resurrection

EDITOR: I was appalled that the June 4 issue of BROADCASTING carried a statement to the effect that the Bill Ballance program is no longer on KGBS(AM). The name *Feminine Forum* on Mr. Ballance's show was dropped on April 2 and the policy changed to prohibit the inclusion of sexually oriented conversations. With those changes, the Bill Ballance program has continued without interruption on KGBS and your report is going to scare hell out of a lot of advertisers who are buying time on his program.—*Ray Stanfield, general manager, KGBS Los Angeles.*

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The newsmagazine of broadcasting and allied arts

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TORONTO: John A. Porteous, *contributing editor,* 3077 Universal Drive, Mississauga, Ont., Canada. Phone: 416-625-4400.

BROADCASTING* magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932. Broadcast Reporter in 1933. Telecast* in 1953 and Television in 1961. Broadcasting-Telecasting* was introduced in 1946.



* Reg. U.S. Patent Office.
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M&H

REFLECTIONS

As we start our 11th year in business, it's difficult not to reflect on a lot of things. We have many new competitors in our field. When we started we were alone and the concept of studying anything but a rating book was new. The idea that you could find out *why* the ratings come out the way they do was startling. It was a hard sale then, but now our success has inspired many others to try their hand at it. They each go at it in their own way. By now, occasionally as many as three stations in a given market are all doing studies at the same time. Still nobody approaches the problem in quite the same way we do and very few with the same rewarding results.

News has expanded and become a key to station imagery and ratings. Almost every move to improve a newscast that looks good and can be copied, is on the air on competitive stations in the same market in a few days and in other markets in a few weeks. The real key to success, however, is still to knowing *why* you're doing what you're doing and not relying on being only a mirror of your competitor.

If you'd like to talk more about it, give us a call for a no-obligation presentation.

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

7900 Westpark Drive
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Area Code 703
790-5050

Monday Memo

A broadcast advertising commentary from Albert M. Rung, vice president, PR and advertising, Burlington Northern, St. Paul

Putting a railroad on the right track with TV advertising

Why does Burlington Northern advertise on television? The answer is simple. TV works. We get great response from all levels of the public, including leaders in business and government. These viewers talk to our directors, to our top officers, to our traffic salesmen. They say, in effect, "We're glad to see you're one railroad very much among the living, and we like what you say."

Does that mean something to a company that operates in 19 states, two provinces of Canada, employs almost 45,000 people and has several billion dollars in assets? We think it does.

We think that in this age of heightened concern about everything, and especially in this age when most people—particularly young people—believe the railroad industry is over the hill, one-fourth of one per cent of revenues is a reasonable amount to spend on a total communications program, the largest part of which is television advertising.

I suspect few will disagree with the observation that a company's communications program—its advertising—reflects the convictions of its chief executive. If he thinks communications are important, and insists upon an effective program, he is going to get an effective program. If he thinks it is a necessary evil of modern business, that's the kind of advertising and communications he is going to get.

If Burlington Northern advertising is unique in this day when most of our industry is more silent than it has been since the Depression, it is because Lou Menk, our chairman, has a unique, instinctive sense about what is right and what is needed in advertising and communications.

I guess if you feel your boss is a great guy it's all right to go ahead and say it. I had been in advertising, public relations and editorial work for quite a few years before Lou Menk showed up on the former Burlington. And I must confess I thought I was pretty damned good. But Lou Menk taught me a lot about advertising and PR. He doesn't meddle in these things because he's too busy. He simply has the intuitive knack of knowing when something is right and when it is not.

He told me to find a hot agency, and gave me two weeks to do it. He told them he wanted a lively campaign. And he got it. He said he thought humorous radio commercials were needed. I thought he was nuts. But I am a reasonable man, so we tried humorous radio commercials.

He was right, of course. Suddenly people began to know who we were. I be-



Albert Rung began in the railroad business in 1954 with the Association of Western Railways. He joined the former Burlington Railroad in legislative relations in 1957 and in 1960 was appointed director of public relations. With merger into Burlington Northern in 1970 he became vice president, public relations and advertising. He is also a member of the Association of American Railroads executive committee on advertising and public relations. This "Monday Memo" was adapted from a recent speech.

lieve some of them even got to like us as they laughed. Bright newspaper and magazine ads were the mainstay of the campaign, which won us a Golden Freight Car award.

A few years later, we tried television spots on Chicago's 10 p.m. newscasts, a medium Lou Menk's instincts told him was good for us.

When merger arrived in March 1970, we launched what we thought was a sprightly print campaign. There were full pages and double-trucks, and a four-color roto insert in Sunday papers. It ran in all weekenders on our line, plus the *New York Times*, *Los Angeles Times*, and *San Francisco Chronicle*.

But the supplement, a handsome piece written for us by Dave Morgan, didn't produce very much playback. A half-million-dollar piece of advertising, and the quiet was almost deafening.

So we tried television. The first spots showed an actor, filmed in our yard at Pasco, Wash. A middle-management type who looked like a westerner. Actually he was from Pittsburgh. The messages hit TV screens in September 1971, during football games and on local news, weather and sports shows. We spent over \$206,000 by year's end, on-line and in Washington, D.C., and the playback began to be heard. A rising crescendo, it reached the decibels of a successful roar well within four months.

Those commercials proved to be an

eye-opener. Not just to me, but to everyone in the company. And apparently to a few million outsiders. Our new company was beginning to be recognized. So much so I began to worry that we could never repeat our success.

That's when we came up with an old "new idea." Back in the 1950's I was sent by the former Burlington to represent them in the Wyoming legislature. I'd no sooner unpacked my bag than I discovered that, to westerners, "high freight rates" was, like damnyankee to a Southerner, one word. Yet rates were *not* high. Even when you multiplied a low rate by twice as many miles as an eastern railroad might haul something, it still resulted in a pretty reasonable freight bill.

To get myself known as something other than a carpetbagger, and to combat the "high freight-rate" rhetoric, I decided to publish a monthly newsletter and send it to several thousand opinion leaders. In each letter I included a freight rate example. This is an actual illustration:

"Last month, Burlington delivered a carload of Girl Scout cookies at Casper, from Waverly, N.J., a distance of 1,971 miles. Each box weighed an average eight ounces, sold for 50 cents. Freight cost per box: only 1½ cents!"

I thoroughly expected to be criticized for my audacious propaganda, but, to my surprise and delight, readers found these illustrations highly interesting.

So, 15 years later, here was a proved idea ready to make its television debut. Our agency illustrated it with a model car running over a table-top layout. After a few months on the air, our mail and other feedback indicated the public still found such rate information interesting.

Last year we spent about one million dollars on TV, of which about \$75,000 was for four new commercials, the rest for air time. We continued to buy regional NFL football, plus Monday night football in Kansas City, Mo., where we couldn't buy enough NFL time to obtain a minimum 60 rating points per market. We bought, for \$205,000, NHL network hockey on 194 stations between late December and the Stanley Cup Playoffs in April.

We have been so impressed by the size and quality of the audience watching pro football that we are going to buy about 80% of the NFL network next fall. Our commercials will not be seen in the Deep South and Florida. Otherwise, they will be seen coast to coast, and in the important major markets of the East and West Coasts. We'll top it off in Houston on Jan. 13 when we have two of our 30-second spots on the Super Bowl, at a cost of over \$147,000. This game reportedly is seen by an estimated 40% of all the men in the U.S.

SIoux FALLS PUBLIC LIBRARY
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Don't buy any CATV equipment before you get the Facts.

You can get the facts by contacting a representative of the EiE Division of RCA. Or by joining us in booths 85, 86 and 87 at the Anaheim NCTA Convention, June 17-20.

Then we'll have a chance to get acquainted with you. And acquaint you with what we have to offer.

And that's plenty.

You'll see *proof* of the profitable services our bi-directional cable tv systems can provide.

You'll see *proven* system components.

Complete from head-end to subscriber.

You'll see examples of our *proven* capabilities in two-way installations.

And you'll see what can happen when a company like EiE joins up with a company like RCA. In terms of total systems capability, technology, and stability.

We're the most experienced company there is in two-way cable tv. So don't sign anything until you've seen what we have to offer.

It's worth waiting for.



**Electronic
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7355 Fulton Ave., North Hollywood, California 91605. (213) 764-2411.



Ready when you are, C.B.!

Impact. One of the key elements of motion picture creative success. How do you achieve it? With film.

With good film because there are certain scenes you can shoot only once...scenes you wouldn't care to do over. The "one-shots" that make a picture memorable.

"When we found out it would cost a hundred thou to kill Sonny Corleone, we figured we could do it only once. Jimmy Caan was wired with 110 explosive charges and we blew up a beautiful 1941 Lincoln Continental...but we ended up with a very realistic execution."

Al Ruddy. Producer of "The Godfather"

"See, Shaft's supposed to shoot this helicopter down. We hauled a life-size mock-up 150 feet in the air over the Queensboro Bridge. Of course, traffic was blocked up for miles because the thing was full of high explosives. We got a beautiful take the first time. It's a good thing, because the cars would probably still be jammed up if we didn't."

Urs B. Furrer. Director of Photography, "Shaft's Big Score"

"Shooting Popeye's chase with a subway train was a one-shot sequence that took five weeks. We'd set up a particular shot, check out all the safety angles, get the car and cameras going, and cross our fingers. In addition, a lot of unplanned things happened that we couldn't duplicate. The total result was a focal point of the film."

Owen Roizman. Cinematographer, "The French Connection"

All classic scenes. All shot on Eastman film... the first and only time. Artistic, creative, classic. When the same goes for commercials you care about, stay with high-quality film.

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A harder line in media competition to keynote NCTA meeting

Foster set to call for new stance by the industry—one that would include making waves over FCC's regulations, pay cable, ownership by cities and copyright. Together in Anaheim to hear him will be a record 6,000-plus delegates

The 1973 National Cable Television Association convention may signal the beginning of an aggressive campaign for a bigger—much bigger—piece of the action in the mass-communications business. David Foster, president of the association, appears ready to launch a direct attack against anything standing in the way of cable growth.

Last week, preparing an address for presentation at today's (June 18) luncheon session of the convention, Mr. Foster said: "I think it's time we quit pretending that we are not going to rock the boat . . . of course we are." Mr. Foster has chosen to address an audience that could contain valuable allies in shaping cable's regulatory future. The 150 speakers, panelists and moderators scheduled to appear at the convention will include five members of Congress, four FCC commissioners, seven FCC staff members, three Office of Telecommunications Policy representatives and 12 members of the FCC advisory committee on federal/state/local regulatory jurisdiction.

Broadcasters and theater owners may be identified as targets of the new NCTA militancy. Mr. Foster observed last week that older forms of entertainment "do not have a sanctified right to their audience" and that instead of attempting to perpetuate obsolete technologies they should look to their own inventiveness to hold their business.

Federal regulation also concerns the president of the NCTA. He considers the FCC rules under which the industry now operates to be basically unfair because they "do not provide a basis for growth." Assuming a more aggressive position, the "NCTA will go after the rules and the way they are administered."

The president's call to action will be one of the major events on an agenda



NCTA President Foster:

"I think it's time we quit pretending that we are not going to rock the boat . . . of course we are. Nobody gave them [the established media] a sanctified right to their audience."

stretching from June 17 through 20 at the Anaheim, Calif., Convention Center. Another will feature a panel of California congressmen. Democrats John E. Moss, Jerome R. Waldie, Lionel Van Deerlin and Republicans Barry Goldwater Jr. and Charles Wiggins will appear in a morning session on Tuesday (June 19). With NCTA Chairman-elect Amos B. Hostetter as moderator, they will wrestle with such cable issues as copyright, pay cable, government ownership, program origination and over-all regulation.

Other government representation is heavy throughout the same day. FCC Chairman Dean Burch is to be the luncheon speaker. Commissioner Benjamin L. Hooks is to appear both as speaker and panelist. Commissioner Richard E. Wiley will moderate a panel. Commissioner H. Rex Lee will be a panelist. On Wednesday, OTP Director Clay T. Whitehead will be the luncheon speaker.

Whatever else may be on delegates' minds this week in Anaheim, no other subject is apt to attract more attention

than pay cable. The box office in the home is now seen by many cable operators as the key to Fort Knox and by broadcasters and theater owners as the engine of destruction. William J. Brennan, president of Teleprompter, the biggest of all multiple-systems owners, and chairman of the NCTA, has said the possibilities of pay cable are "limitless." Everett H. Erlick, senior vice president and general counsel of ABC, owner of theaters as well as broadcast networks and stations, has warned that an unrestricted pay-cable system could "outbid free television for its most attractive programs" once 25% of the nation's homes were wired. And even radio broadcasters have good reason to be concerned about pay cable siphoning off material from free television, according to Richard Chapin, the outgoing chairman of the National Association of Broadcasters. Speaking before the Missouri Broadcasters Association on June 8, Mr. Chapin charged that "if the CATV entrepreneurs succeed in getting sports events from free TV, those same events will also disappear from radio." And, he said, cable operators will "inevitably" try to offer their own radio services on cable—either free or at an additional charge. Finally, Mr. Chapin pointed out, no paycable operator has ever said he would not try to sell advertising if it would be to his advantage.

Pay cable is the topic of a Monday-morning "eye-opener" that is to get the NCTA convention under way. A who's who in pay cable will appear in that session and the rerun Monday afternoon. The morning panel, moderated by Henry Harris of Cox Cable Communications, includes Richard Lubick of Home Theatre Network, James T. Ragan of Athena Communications Corp., William Butters of Trans-World Productions, Gerald Levin of Home Box Office Inc., Frank Cooper of Gridtronics, and Gary Christensen of the Washington law firm of Hogan & Hartson.

The afternoon session will complete the representation with Berle Adams of Sports Cable moderating a panel including Dore Schary of Theatrevision Inc., Geoffrey M. Nathanson of Optical Systems, Gordon Stulberg of 20th Century-Fox. Martin Newman of National Association of Theater Owners and Washington attorney Philip R. Hochberg.

For nationally distributed pay-cable events, interconnection of cable systems would be needed. That was to be among considerations discussed at an informal meeting of cable operators was to be held yesterday (June 17). The purpose was to raise \$100,000 to \$200,000 to pay for a major feasibility study of technical, fi-

nancial, legal, marketing, and economic ramifications of cable-industry participation in a system of interconnection by satellite. The study also would investigate the availability of programming for a satellite-interconnected system. John Gwin of Cox Cable Communications, who has been holding informal meetings on the subject since 1972, has said there are possibilities for pay-cable via satellite interconnection but they should not be overemphasized. Along with Mr. Gwin, Hubert Schlafly of Teleprompter and Bruce E. Lovett of American Television & Communications have been instrumental in getting the idea off the ground.

A Monday-morning highlight will include a satellite demonstration in conjunction with Teleprompter (see box, page 56). The transmission will originate from Washington where an as yet unnamed dignitary will deliver a brief welcoming speech.

Networking by various means will be discussed in a Monday-morning panel session moderated by Commissioner Wiley and including Robert Button of Teleprompter Corp., Peter Goldmark of Goldmark Communications Corp., Barry Zorthian, president of Time-Life Cable Communications, John Malone of Telecommunications, Paul Vischer of Hughes Aircraft Co. and Washington attorney John D. Matthews.

For the first time in five years the convention includes no panel on copyright. However, regulatory problems will occupy a prominent position at the convention. An afternoon session (June 18) on federal/state/local regulatory jurisdiction will include Steve Effros, staff attorney for the FCC's Cable TV Bureau, Frank Young of the League of Cities/Council of Mayors, and Archie Smith of the Public Utilities Commission of Rhode Island.

Also likely to attract attention are sessions on marketing and small-market operation. The former, of increasing concern to managers who wish to increase their system's saturation, will enlist the aid of Xenny Mitchell of Teleprompter, Eric Selch of J. Walter Thompson, and Ken Lawson of MSI. The small-market session is in tune with an NCTA drive to increase membership among small companies. It will be moderated by Robert Tarlton, of Lansford, Pa., a pioneer system operator.

The technical end of cable will have varied offerings. Morning and afternoon sessions will be held daily with an engineering forum, sponsored by the Coordinating Committee for Cable Communication Systems and by the Society for Cable Television Engineers, to be one of the highlights. The forum will deal with internal structures and functions of the organizations themselves, and two papers will be delivered entitled, "The Key Aspects of Signal-to-Noise in Television Viewing" by John E. D. Ball and R. Evans Whetmore of the Public Broadcasting Service and "Report on Sources of Variability in Color Reproduction as Viewed on Home Television Receivers," by K. Blair Benson of the Joint Committee on Intersociety Coordination.

Another event intended to interest engineers and managers alike is a demon-

stration of Plato IV. Part of a subscriber-response system, a Plato IV terminal, located at the convention, will interact with a central computer based in southern Illinois. Demonstrated by Computer Based Education Research Laboratory, University of Illinois, the system is designed for two-way individualized student instruction via cable TV. It is currently in use in two Illinois cable systems.

"Optical Waveguides-Future Cable for CATV" will be the subject of a paper and demonstration by W. Bart Bielawski of Corning Glass Works. Mr. Bielawski will demonstrate how video signals can be sent through a thousand-foot spool of a special fiber optic. This means of signal transmission is considered a potential alternative to coaxial cable. Along the same lines, Russell B. Chadwick and Peter McManamon will discuss how to extend main trunk cascades in a paper entitled "Advantages of Digital Transmission for CATV Trunks" June 19. That evening there will be an engineers reception at which the NCTA technical achievement award is to be presented.

In all, there will be 13 90-minute eyep opener sessions that are to begin at 8 a.m., and to be repeated again in afternoon with different participants. On June

19 the annual membership meeting will take place at which the five at-large directors will be elected. Members at the meeting will also be asked to approve a dues revision plan (BROADCASTING, April 16) and the new NCTA budget, as well as changes in the by-laws.

The 1973 convention is planned as the biggest ever. There are 556 booths which occupy a floor space three times that of the 1969 convention. Some 6,000 delegates are expected. Computerized registration forms will produce printouts of the names, addresses, industry affiliations, titles and hotel reservations of all those who fill out the forms.

With talk of pay cable, satellites, interconnection and technical advances, the convention promises to step into the world of the new, the exciting—and the rough and tumble. David Foster's speech will set the tone. When asked what he would like to instill in this year's convention goes the president of the NCTA unhesitatingly replied: "Confidence."

Complete agenda of the NCTA convention, plus a roundup of equipment, program and service exhibitors, begins on page 52

A short course in cable, 1973

There are 2,996 operating cable systems in the U.S., serving 5,663 communities. Another 1,763 systems are approved but not yet built, and 1,604 communities have applications pending. Pennsylvania has the most systems (280) and California the most subscribers (918,000). Systems currently in operation reach about 7.25 million homes, perhaps 22.5 million people—10.1% of the U.S. television-homes universe. The average cable system is estimated to have 2,240 subscribers. The largest (in San Diego) has 57,000. Some have fewer than 100. Teleprompter is the largest multiple-systems owner (MSO) with 800,000 subscribers. The 50th largest has 18,000. Most systems offer between six and 12 different channels. Systems in the top 100 markets constructed after March 31, 1972, are required to have 20-channel capability. Monthly subscriber fees average \$5.40. Installation fees range from nothing to over \$100; the average is about \$15. Costs of laying cable range from \$4,000 per mile in rural areas to upwards of \$75,000 in the largest cities. The average system size is between 100 and 200 miles of cable. Approximately 1,500 systems provide automated programming; 700 systems originate live programming from their own studio. Costs to equip a small black-and-white cable studio range from \$25,000 to \$50,000 and for a color studio from \$50,000 to \$200,000. The average system originates between 8 and 10 hours a week. Advertising is accepted on approximately 450 systems, with rates varying from \$4 to \$200 per minute. Pay cable serves 29,000 homes in 15 cities. Hotel pay TV operates in 130 hotels in 32 cities serving 37,500 rooms. In early 1972, 47% of the industry was owned by other media interests. Broadcasters accounted for 38%, newspapers and other publishers about 9%, motion-picture producers 8%. Total subscriber revenues: \$391 million in 1972.

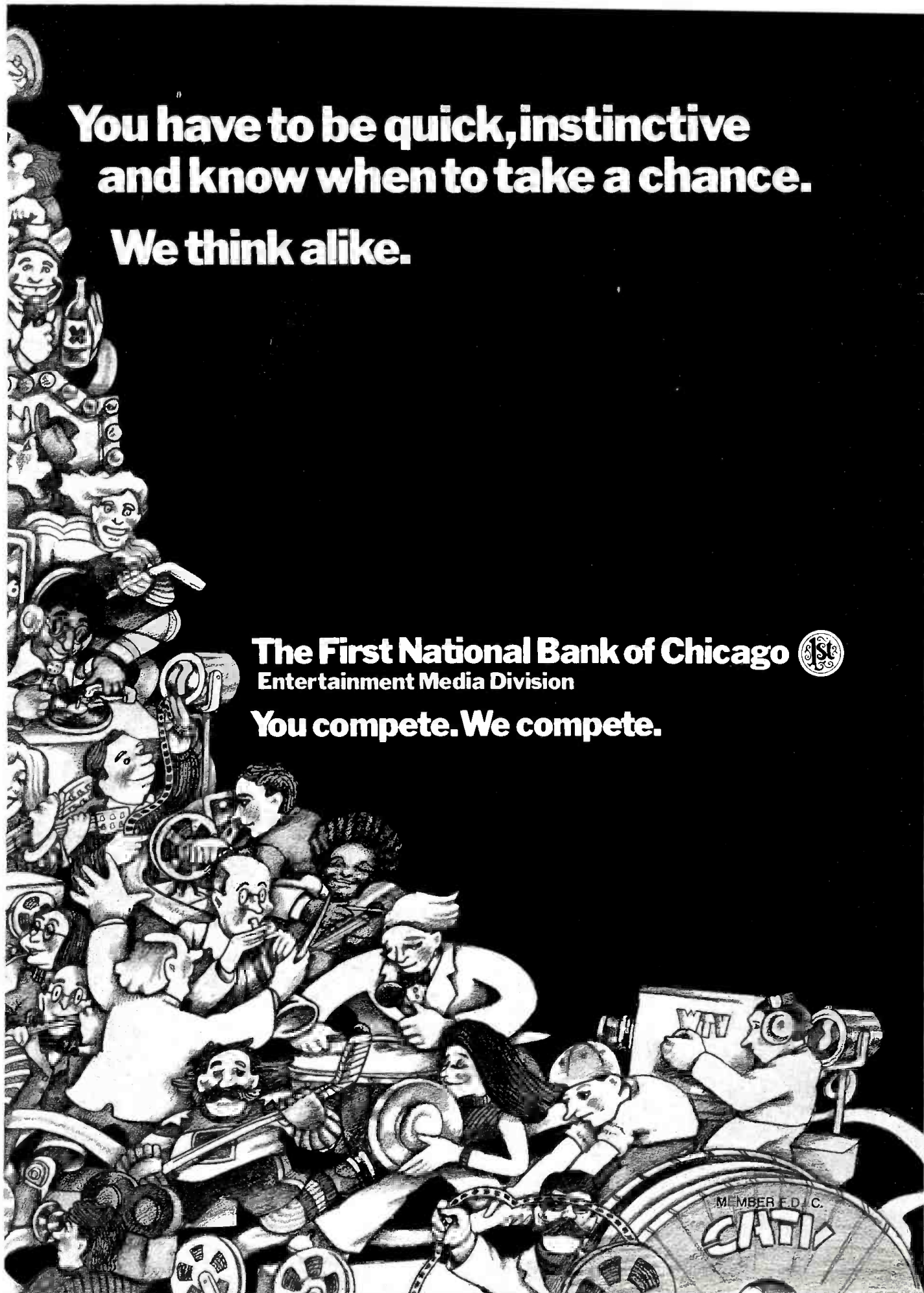
The entertainment jungle.

**You have to be quick, instinctive
and know when to take a chance.
We think alike.**

The First National Bank of Chicago
Entertainment Media Division



You compete. We compete.



Code guidelines fail to satisfy McGovern on TV food ads

He tells Helffrich and networks they can do more to improve children's nutrition education

Stockton Helffrich, director of the Code Authority of the National Association of Broadcasters, and the three network presidents responsible for program standards appeared at a Senate hearing last week in defense of NAB's newly adopted guidelines on children's television advertising (BROADCASTING, June 11).

But from the outset, Senator George McGovern (D-S.D.), chairman of the Select Committee on Nutrition and Human Needs, made it clear that he thought television's record on nutrition education has left much to be desired.

The session last Monday (June 11) was the last in a series of hearings the committee has been holding on television food advertising directed at children.

In his opening statement, Senator McGovern said publication of the so-called Winick report—a content analysis of children's TV commercials commissioned by NAB and conducted by New York sociologist Charles Winick (BROADCASTING, June 4)—“is a sign that good faith is on its way to being translated into action.” But, he said, “I believe the report goes a long way towards supporting the concerns of the critics” of children's TV advertising. He said the report verifies that there is a good deal of food advertising directed at children and that “the least useful foods lead the list.” Second, he said, the report shows that 90% of the commercials never show a balanced meal

and 95% never mention a balanced meal.

But the “most startling finding of all,” he said, was that 85.2% of commercials do not relate good eating habits with health. “I find that to be simply a devastating statement,” he said. “Here we have the world's most powerful tool of communication and persuasion, capable of moulding the habits for a lifetime of Americans. Yet, at the same time that medium is subjecting the minds of our children to hundreds of hours of nutrition miseducation, it is doing virtually nothing to provide them with the fundamentals of good nutrition and good health. This is nothing less than a tragic waste of both television's potential to teach and of children's potential to learn.”

Mr. Helffrich told the committee that the Winick report led to adoption by the television code board of a “statement of principles,” outlining broad standards for production and presentation of children's TV commercials.

“The code board and the Code Authority believe it both in order and reasonable to stress that code activities involving substantial changes in broadcast practice cannot proceed faster than the necessary gathering of facts and projections therefrom permit,” Mr. Helffrich said. He went on to call the code board action “an endeavor to be right rather than sorry, and what we believe to be the surest way to serve the public-interest responsibility with respect to children.”

Thomas J. Swafford of CBS, Herminio Traviesas of NBC and Alfred R. Schneider of ABC outlined for the committee the operation of their respective program standards departments and the efforts that their networks are devoting to nutrition education through public-service spots and programs. Mr. Swafford spoke for all of them when he said the statement of principles “provides a blueprint to build on.”

Senator McGovern had praise for the efforts of NAB and the networks. But

he said to whatever extent nutrition-education material can be included in commercials would help to buttress efforts in other areas.

“I realize you can't be a nursemaid to children and adults,” he told the witnesses, “but you can do some things to perform even better for the public.”

Money matters at ANA session

Workshop hears suggestions for payments to agencies on basis of campaign performance

A suggestion that “maybe” the advertising media should be paid on the basis of the results they get—“the inquiries they produce or the awareness they develop”—rather than on the audiences they offer to advertisers was advanced last week by Donald B. Miller, chairman of Rumrill-Hoyt, New York.

He raised the question speculatively in what seemed a throw-away sentence in a speech proposing that sales can be used as the basis for payment of advertising agencies and describing, in fact, a sales-based compensation system that he said his agency and some of its clients are “experimenting with.”

Mr. Miller, speaking at a three-day advertising financial management workshop conducted by the Association of National Advertisers, said his agency's experimental system, called “profit on performance,” is essentially an incentive plan. Under it, he said, agency and client agree on a realistic sales goal and on a communications budget needed to attain it, agree on what services the agency will provide, how much staff time it will take and what the agency's cost rates are. Then:

“If the sales goal is achieved, the agency receives full profit (20% before taxes). If the goal is exceeded, the agency



Thought for food. Senator George McGovern (D-S.D.) (picture at right), chairman of Select Committee on Nutrition and Human Needs, listens to testimony on children's TV advertising from (pic-

ture at left, l to r): Herminio Traviesas, NBC; Alfred R. Schneider, ABC; Stockton Helffrich, director of Code Authority of National Association of Broadcasters, and Thomas J. Swafford, CBS.

receives additional profits in increments up to but not exceeding 100% additional profit. If the goal is missed, agency profits are decreased in a like manner down to, but not below, net costs."

Mr. Miller said the incentive plan might be based on factors other than sales goals, such as share of market, qualified inquiries or corporate or brand recognition. But, he added, "It must be based on something scientifically measurable."

Some 30 speakers and panelists at the workshop took on a wide range of subjects, including liability for media payment, proof of performance, expediting payments and stations' handling of TV commercials. It was held Monday through Wednesday (June 11-13) at Montauk, N.Y.

In one of the opening speeches, Victor G. Bloede, chairman of Benton & Bowles and also of the American Association of Advertising Agencies, said the agency business has survived "some very real problems during the last five years" and reached "a new level of business responsibility and maturity." He also forecast as "almost certain for this year" another 10% increase in advertising expenditures, to a new high of \$24.5 billion to \$25 billion.

Among problems he said agencies had survived were the "do-it-yourself" or "piecemeal" trend among advertisers; the 1970 recession, "which mortally wounded a few agencies," and "the narcissistic excesses of the so-called creative revolution and the absurdity of some of the creative award festivals that accompanied it."

Mr. Bloede predicted that the coming year will see still more evidence of the agency business's maturity—"its willingness to stand up and be counted as an advocate for the enterprise system and the advertising structure that supports this system." He reviewed particularly AAAA's plans for a national speakers bureau "to generate a continuing and extensive advocacy for our industry" (BROADCASTING, May 21, 28).

Roy A. Muro, vice president and comptroller of Vitt Media International Inc., an independent media-buying service, estimated that these services currently handle about \$350 million in billing a year, or approximately 15% of "the entire TV pie."

Mr. Muro's talk, on contractual and financial arrangements with independent buying services, included a review of various methods of paying media, direct payment by advertisers, creation of an advertiser/buying service joint checking account and establishment of an escrow agreement with the service.

One of the advantages of direct payment, he noted, is that the advertiser gets the use—or bank interest on—his money up until the moment of payment. This, he noted, can be 30 to 60 days longer than the standard 10 days after the end of the month, and it can add up:

"Stated another way, if you spend \$12 million per year it is like returning an additional \$600,000 to \$1.2 million of pre-tax profit per year—assuming a 30-

day delay basis yields \$1 million and a 60-day delay basis yields \$2 million, which is invested at 5%. The potential is generally greater when that excess money is invested in the business, since most large companies today earn more than a mere 5% on the capital they employ in their business."

RAB's raiders

Radio reps to contact spot users in goodwill gesture designed to help both

A plan under which the 18 radio reps that are members of the Radio Advertising Bureau will form nine teams to call on existing spot-radio advertisers, help them with any problems that may arise and hopefully help them find ways to use more radio ("Closed Circuit," June 11) is being announced today (June 18) by RAB.

Lester M. Smith of the Seattle-based Kaye-Smith stations, chairman of RAB's "think force on the future of national spot radio" and a former chairman of RAB, explained: "One of the many ways in which we think the medium's growth can be accelerated is through better communication with existing advertisers." He said the nine rep teams would initially call on 18 advertisers and their agencies, while RAB concentrates, as it traditionally has, on bringing new advertisers into radio. Miles David, RAB president, noted that RAB will also provide computer analyses, trend studies, research on radio's impact and other special materials as needed by the reps on behalf of the advertisers and agencies they are working with.

"The objective," Mr. David said, "is both to thank and help these existing accounts. We believe that in the process we will also be increasing use of the medium."

What's that? A veteran broadcast salesman thinks too many radio commercials are self-defeating because the words of the selling messages are garbled. Kevin Sweeney, former president of the Radio Advertising Bureau, and now head of Media Development Corp., Tarzana, Calif., reported on a two-year study that involved checking the audio clarity of 516 radio advertisements. The study found 22 ads in which half the selling message could not be understood under normal listening conditions. An additional 39 were found in which at least one quarter of the message was indistinct. Most of unintelligibility, Media Development said, was caused by the use of singing groups in the commercials; the worst, it said, are those ads using rock groups. Mr. Sweeney's firm also criticized many radio stations for sloppy translation from disk to tape cartridge and "the compulsion to put music behind every speaking voice" at levels that drown out rather than complement the announcer.

Rep's new best friend

McGavern-Guild touts Uni-Rad, computer system for determining efficiencies of advertising buys

McGavern-Guild, radio-station representative, New York, will be the first firm to have Telmar Communications' Uni-Rad computer system when the service goes active this fall.

The new system permits comparisons of specific line and independent networks by market or region, including audience, rating, come, share and station ranking data. When costs are entered, cost-per-rating-point and cost-per-spot will be calculable as well. The user may enter overall gross-rating points and/or reach and frequency goals and receive instructions on where to heavy up. After the Uni-Rad computer prints out every radio buying alternative, users may then input secondary criteria to help select the optimum radio schedules for their clients. Uni-Rad is also capable of post-buy analyses.

Ralph Guild, president of McGavern-Guild, says the system "is completely flexible, allowing marketing men to establish their own market lists based on any conceivable set of criteria and it shows the media people every alternative media plan that exists within the advertiser-defined region."

Diplomas for salesmen

RAB confers CRMC certificates on 25 from radio stations

Members of the first "graduating class" of Certified Radio Marketing Consultants in the Radio Advertising Bureau's new sales-executive certification program have been announced by Miles David, RAB president.

Salesmen and saleswomen nominated by their station managements receive study material from RAB and then take examinations, described by RAB as about three hours in length, at any U.S. office of the national accounting firm of Peat, Marwick, Mitchell & Co., or at any RAB office; if they pass they receive CRMC certificates and the right to use the CRMC designation in their sales and other business activities (BROADCASTING, April 2). The objective is to promote higher professional standards in radio selling.

RAB said 25 radio sales executives were in the first group qualifying as CRMC's. The group included some sales managers as well as salesmen and saleswomen and represented 15 stations in markets of various sizes, it was noted by Kenneth J. Costa, RAB director of member service, who administers the program. The first 25 CRMC's were listed as follows (stations are AM except the two indicated as FM):

Michael Oatman, commercial manager, and Terry Burford, Ralph Crann, James Davis, James Setters and Ernest Tousley of KFDI Wichita, Kan.; Morgan Skinner Jr. of KOOL Phoenix; Robert Waddell of KRLY(FM) Houston; Glenn Valentine of KTOK Oklahoma City; Fred T. Kelly of KTRI Sioux City, Iowa; Theodore Ballenger of KVOE Emporia, Kan.; Lynn Beaumont and Sandra Mizlri of KXYZ Houston; Don-

We can't talk our way

It used to be hard to get people to talk about the energy problem. Now, it seems everybody is talking about it. If we're going to solve the energy problem before it becomes a crisis, it's time to stop talking and start taking action.

This country is entering a period in which our available domestic energy supplies will not be enough to meet our needs. In short, we're using up our low cost fuels faster than we can produce them.

Oddly enough we have more energy supplies right here in America. Experts estimate there are substantial quantities of oil and gas and nuclear fuel still to be found. We have billions of tons of known coal and shale oil reserves. What we need is the national determination to initiate the policies and programs that will enable us to develop these resources.

It would have been tough enough to solve the energy problem if we had started ten years ago. The tragedy is, we haven't really started yet. If this country is going to maintain its national security and current standard of living, every single one of these policies must be put into effect as soon as possible.

We must produce 90% of our energy from domestic sources.

Some people think we can solve our energy problems by importing oil from foreign countries. The trouble is, energy supplies are growing scarce in other industrial nations, too. As we compete with these nations for oil and gas, the price goes up.

Too many foreign imports would result in intolerable balance of payment problems, further devaluation of the dollar and a weakening of our position in foreign affairs.

To keep our total energy imports at a reasonable level of around 10%, means that all forms of domestic fuel must be developed.

We should strive to increase oil and gas production by ½ by 1985.

This is a big and difficult task. Federal lease sales will have to be larger and more frequent. Exploration and production will be required



both onshore and offshore with proper safeguards for our environment. Alaskan oil will have to be brought to market. And since some imports will have to continue for a long time, import costs must be reduced, by building more U.S. refineries and deepwater ports for super-tankers.

Coal production will have to increase 176% by 1985.

There is plenty of coal left in this country. Enough to last hundreds of years. But most coal is dirty. We must continue to develop methods for removing ash and sulphur from coal.

In addition, we should increase coal prices to encourage construction of new mines. We also must allow strip mining, but under conditions which insure the restoration of the land. And we must develop processes for making natural gas from coal on a commercial basis.

Nuclear energy will have to increase to 22% of our total energy needs.

Potentially, nuclear power represents our most plentiful energy resource. But today, only one percent of our energy needs are provided by nuclear generators. And there are only 29 nuclear power plants operating in the entire country. We will need anywhere from 230 to 305 new 1-million kilowatt plants initiated in the next several years. To make this deadline will require streamlining of licensing procedures and site approvals and elimination of delays caused by unwarranted environmental concerns.

A strong private energy industry must be maintained.

With all the work there is to be done, it's quite obvious that neither government nor industry can do it alone. What's needed is an attitude of mutual cooperation. Much like that which exists in the American Space Program. Price controls over fuels should be eliminated to allow prices to reach a level which will provide incentives for research,



exploration, development, and protection of our environment. Tax incentives are needed in the form of credits for research expenditures, tax free bonds for environmental protection facilities and nuclear fuel plants, current deductions for equipment designed to conserve our less plentiful fuels, and depletion allowances. These incentives will stimulate the attraction of capital that is needed to help finance the activity that will solve the energy crisis.

Government should make more public lands available to the energy industries.

Currently, one-third of the nation's land mass is under Federal domain...750 million acres in all. The Federal Government also has control over vast tracts of the continental shelf. It is estimated that half of our remaining oil and gas potential lies under Federally controlled lands. Not to mention 80% of our oil shale, 40% of our coal, and 40% of our uranium.

These lands must be made available for commercial energy resource development. This would include exploration, mining, and the building of power plants, refineries, pipelines and deepwater ports. The Federal Government should also establish uniform land-use laws among the states, and jurisdiction over the submerged lands of the continental mass.

A balance must be established between the needs of our environment and the nation's need for energy.

It's true that the energy industries, like most industries and most people, were once guilty of neglect of our environment. And it was only right that conservationists and ecologists were concerned. But now the pendulum has, in many cases, swung too far in the other direction.

We can, and must, arrive at programs that will strike a proper balance between energy production and a suitable environment.

Environmental standards must be set at levels that can be met



out of the energy crisis.



at reasonable cost. Because eventually the public must pay this cost in the form of higher prices for fuel.

We must permit offshore drilling to find new reservoirs of oil and gas while utilizing effective methods to avoid ecological damage. In 25 years, there have only been three major oil spills in the drilling of over 14,000 offshore wells. And we are constantly improving on that record.

We must construct the Alaskan Pipeline. The nation's largest oil field has never yielded us a drop of oil in spite of the most extensive environmental impact study in history and the proven technology of pipeline construction. And right now, we need that oil more than ever.

Strip mining must be permitted under conditions where the land can be returned to beneficial use. In many areas, such restoration has been accomplished with outstanding results.

And we must not allow delays in the construction of nuclear power plants. Some environmentalists have succeeded in doing this, in spite of an outstanding performance to date of the nation's 29 operating nuclear power plants.

The people in the energy industries have no interest in harming the earth. We live here, too. In recent years we have tried to understand the environmental problems. It is time the environmentalist tried to understand the energy problem.

Energy conservation must be encouraged by the government, the public, and industry.

Nobody thinks that proper energy consumption practices alone will solve the energy problem. But they can make it much easier to solve the problems by other methods.

A free market price system would encourage conservation. As supply decreases, prices will increase. Increased prices will, in turn, stimulate more production and increased efficiency in the use of existing fuels.

We must also encourage the use of mass transit, smaller auto-

mobiles, and more building insulation.

The Government should encourage U.S. industry to develop energy sources in foreign countries.

Our ability to discover and develop oil in other countries would not only result in a greater supply, but would lower world prices, improve the balance of payments picture for this country, and provide us with a more secure access to the oil we need to import. The Federal Government must maintain a stable and friendly relationship with oil producing countries and provide a stable tax and financial climate that will encourage foreign investment.

The Government should create the economic environment needed to commercialize synthetic fuels.

There are large deposits of shale oil and coal in this country which could be converted into clean fuel. But the price would for some time be too high for general commercial use.

And there are environmental and engineering problems still to be solved. What's needed are incentive devices to generate capital so that private industry can afford to tap these valuable resources.

The Government must support long range research programs.

The energy problem is immense. To solve it is going to require one of the most extensive technological programs in history. Not only a research and development program, but a framework to provide for practical commercialization as well.

The Federal Government and private industry will have to share in the funding of such a research program. Incentives such as tax credits and a strong patent program should be used to reward those companies willing to take risks to help solve our energy problems.

Energy companies must continue to invest in new sources of energy.

While long-range programs are being established, the energy

industry must continue to make substantial investments in energy sources and technology.

For example, Gulf invested \$141 million in exploration and dry hole expense last year, and expects to spend even more this year. We continue to try to find economically viable ways of getting oil out of plentiful shale. We are building a pilot plant in Tacoma, Washington that can remove virtually all of the ash and up to 80% of the sulphur from coal. We are the leading builder of high-temperature gas-cooled nuclear reactors, and we've invested millions of dollars toward developing breeder reactors which will actually make their own fuel.

We're going to need all the sources of energy we can find or invent.

A national energy program should be established.

It should be painfully obvious that there is an incredible amount of work to be done. To develop the policies and programs that are needed, the Federal Government must act as a focal point for the energy problem. It's up to the small, top level group recently formed by the President to issue energy plans and recommend energy policies. These policies and plans put forth by the executive branch will, by necessity, require much Congressional legislation. And all of this needs the understanding and support of the public.

A country like ours needs energy. Energy to run our factories and our electric power plants. Energy to run our trains and trucks. Energy to drive our cars, heat our homes and cook our food.

To develop this energy isn't going to be easy. It's going to be expensive, time-consuming and, in some cases, unpopular.

But the important thing is that we stop talking and start doing something. Right now. Today. We can't wait for tomorrow.



For a free brochure that explains the energy problem and solutions in more detail, write: The President, Gulf Oil Corporation, P.O. Box 1166, Pittsburgh, Pa. 15230.

ald Smith, sales manager of WEAQ Eau Claire, Wis. Also Edward Seykowski of WFLM(FM) Crown Point, Ind.; Joseph Gunther of WHEN Syracuse, N.Y.; Roy Lindau, general sales manager of WIND Chicago; Wilbur C. Lewis of WLCS Baton Rouge, La.; Michael Gavin, Robert Johnson and Dean Phelps of WLW Cincinnati; Thomas Arvo of WWJ Detroit, and Donald Teasler, Albert Corey and David Kimmel of WWSR St. Albans, Vt.

DOD plans \$8-million ad budget for volunteers; radio-TV may be left out

The Department of Defense is planning a one-year, \$8-million pilot advertising campaign for all-volunteer armed forces, using print media and other promotional materials. The use of television and radio may hinge on whether DoD asks permission from Congress.

According to a Pentagon spokesman, the media campaign planned for 1974 would not be "service specific"—geared toward any one of the services in particular. He said more precise plans regarding media and agency to be used will not be forthcoming until Congress approves the allocation of \$8 million (of about \$80 million earmarked for military advertising) for the project.

Pointing out that TV and radio advertising has been, in effect, prohibited by Congress, the spokesman said he was not sure whether DoD would seek clarification of the situation from Congress.

Senate moves to restrict length of campaigns

The Senate Rules Committee last week approved legislation to limit the campaigns of federal-office candidates.

The measure (S. 343), sponsored by Majority Whip Robert Byrd (D-W. Va.), would establish the first Tuesday in October as election day for all federal offices. (Elections are now held on the first Tuesday after the first Monday in November.) States would have to hold primaries for federal-office candidates between the first Tuesday in June and the first Tuesday in July. Presidential primaries are now held as early as the first week in March in some states.

The measure also provides that political parties hold their presidential nominating conventions in August.

Still being considered by the committee is a package of campaign-reform measures, including S. 372 by Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.). The bill, which would repeal Section 315 of the Communications Act for presidential and vice-presidential candidates and establish one over-all ceiling for all spending by federal-office candidates, was approved by the Commerce Committee on May 16.

30 minutes to go

TVS Television Network has signed five sponsors for its telecast of the World University Games from Moscow via satellite from Aug. 15 through Aug. 25.

TVS said last week that the games,

BAR reports television-network sales as of May 27

CBS \$287,087,300 (34.9%), NBC \$282,427,000 (34.3%), ABC \$252,535,200 (30.8%)

Day parts	Total minutes week ended May 27	Total dollars week ended May 27	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	96	\$ 654,900	1,554	\$ 10,035,600	\$ 9,315,800
Monday-Friday 10 a.m.-6 p.m.	635	4,900,100	20,053	168,877,700	143,475,700
Saturday-Sunday Sign-on-6 p.m.	255	2,579,300	6,151	85,769,800	85,485,100
Monday-Saturday 6 p.m.-7:30 p.m.	96	1,696,400	1,984	42,036,500	37,219,300
Sunday 6 p.m.-7:30 p.m.	12	191,700	322	8,066,200	6,888,100
Monday-Sunday 7:30 p.m.-11 p.m.	394	18,747,300	8,238	457,887,000	398,793,000
Monday-Sunday 11 p.m.-Sign-off	170	2,360,400	3,280	49,376,700	38,002,400
Total	1,658	\$31,130,100	41,582	\$822,049,500	\$720,179,400

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

which feature top student athletes from 70 countries, will be packaged into 10 hours of programing and priced at \$1,280,000 for 80 commercial minutes.

Fifty minutes of commercial time already have been bought by J. C. Penney Co., Equitable Life Insurance, State Farm Insurance, Colgate-Palmolive and Wilkinson Sword. TVS, a subsidiary of Corinthian Broadcasting, said the package has been accepted on a barter basis by more than 150 stations.

Complaints scoreboard for May posted by NARB

Five complaints against national advertising were upheld by the National Advertising Division (NAD) of the Council of Better Business Bureaus during May. Four others were dismissed and three cases were referred to the National Advertising Review Board for panel resolution, the NARB announced last week.

Two TV commercials were among the five cases in which NAD upheld complaints, finding the advertising misleading or deceptive. One was for Kayser-Roth Hosiery Co.'s "No-Nonsense Pantyhose," the other for Thomas J. Lipton Inc.'s "Tabby Tasty Dinners." The NARB said that in both cases, as well as in the three others found misleading, the advertisers involved agreed to discontinue the challenged copy or make appropriate changes in future advertising.

A complaint against a TV commercial for Hardee's Food Systems Inc.'s hamburger-cooking process, seeking substantiation of the claim that hamburgers are "charco-broiled," was one of three cases referred to NARB. This is the procedure when NAD cannot resolve issues satisfactorily through negotiations with the advertiser.

TV commercials involved in complaints dismissed on grounds that the advertised claims had been adequately substantiated were a spot for Procter & Gamble's Pampers diapers and one for American Air Lines.

Homemade commercials

The Canadian Senate has asked its Communications Committee to explore the advisability of requiring all TV and radio commercials seen in that country to be made in Canada.

Approved was a motion by Senator Sidney Buckwold (L-Sask.), who argued that a Canadian subsidiary of a foreign company pays only a fraction of the original production cost of a commercial because the material can be imported inexpensively, while Canadian-owned firms must foot the entire bill. He said the discrepancy in advertising production costs is making work scarce for Canadian advertising talent and gives foreign-owned firms a competitive advantage.

Canadian cable systems have talked of substituting their own commercials for American commercials, which they may delete from U.S. programing they pick up ("Closed Circuit," June 4).

Business Briefs

Agency appointments. Ore-Ida Foods, Boise, Idaho, subsidiary of H. J. Heinz, has appointed Foote, Cone & Belding, Los Angeles, to handle advertising for new products. FC&B's initial assignment, Yankee Crispers, began TV testing in Philadelphia end of May and is expected to run through July. ■ C. Da Silva and Co., Oporto, Portugal, has appointed Geer, Dubois to handle advertising for Isabel wines. Company plans to use radio in introducing red wine in next few months.

Rep appointments. KCOH(AM) Houston; KBIG(AM) and KXTV(FM) Los Angeles, KPSC-FM Sacramento, Calif.; KPSE-FM San Diego; KPSJ-FM San Jose, Calif.; Avco Radio Sales, New York. ■ KFSA-TV Fort Smith, Ark.: Avery-Knodel, New York. ■ KGMB-AM-FM Honolulu: Katz Radio, New York. ■ WRRR(AM) Rockford, Ill.: Buckley Radio Sales.

Men in the News

The National Association of Broadcasters' joint board of directors will elect its new chairman Tuesday (June 19) in Washington. Two men are running for the job. Hamilton Shea and Andrew Ockershausen. The sketches that follow are based on interviews in the closing days of that campaign.

Ham Shea: the challenger

"NAB needs a more mature person than Andy at this point. My whole campaign is based on the fact that I've had broader experience and I am more mature. This is the keynote of our whole interview. My experience is broader than my opponent's and I have a more mature outlook on the problems of this industry because I've been in it deeper and longer."

Hamilton Shea was summing up an hour's conversation in his Harrisonburg, Va., home a week ago Sunday—a week and several days before the members of the joint board of directors of the National Association of Broadcasters would choose between him and Andrew Ockershausen as the new board chairman. Ham Shea was the latecomer to the campaign—the countercandidate, as it were—and he had been running hard since the NAB convention in March. Mr. Shea thought he had the votes last week. Enough so that he left Tuesday for a Bermuda cruise with the Virginia Association of Broadcasters, leaving others to make those last phone calls. And enough so that he had reserved a room at Washington's Madison hotel through Thursday this week. The loser, presumably, would not need accommodations past Tuesday.

Mr. Shea's credentials as a broadcaster date back to 1948, when he signed on at NBC's then-new owned-and-operated stations division. Three years later he was in Cleveland running WTAM and WNBK-TV—now WKYC-AM-TV—and, as it turned out, being spoiled for the big-city life. Three years later he was back in his native New York as general manager of the NBC radio and television stations there, and three years after that had put the skyscrapers behind him for the small-town broadcaster's lot at WSVN-AM-TV in Virginia's Shenandoah Valley. Mr. Shea found not only a home—a stone's throw away from his studio—but a broadcasting way of life. "The only way they'll get me out of here is when Bucky Lindsay [the local undertaker] comes to cart me away."

Except, that is, to Washington or other nonHarrisonburg points where NAB duty calls. Then Mr. Shea is fast to respond. For the last two years he has been chairman of the NAB's legislative liaison committee—the industry lobbying unit he calls the realization of a dream. What it is is a one-to-one committee (or two or three or more to one) assigned to each congressman and senator on Capitol Hill. "Our paid lobbyists in Washington just can't exert enough time and pressure

when it's needed. There are too few of them and there are too many people involved . . . it's too hard to call on all those people in the few days before a vote. We can turn this thing loose by telegram or telephone and generate, when we need it, contact with every member of the Congress. Overnight. By a broadcaster who's appointed because he knows that congressman personally. He's from his home town or, frequently, he has appeared on his station.

"Not only do they [the NAB's staff lobbyists] not have the time but they don't vote in his district and they are not in a position to help that congressman or senator with broadcast time. To me, grassroots contact is the name of the game."

That committee has been instrumental, he believes, in drumming up over 200 bills in the House on license renewal, the issue highest among broadcasters' concerns. Passage of one of them in that body, and subsequently in the Senate, would be Ham Shea's first priority in office. But aside from that and other issues, Mr. Shea has still another goal in mind. He wants NAB to have more muscle. To get it, he says, the organization needs more members.

"What I would do," he says, "is urge the creation of four new divisions among the NAB staff. One would deal with accounting, financial and labor relations. Another with selling and promotion. A third with engineering and capital purchasing. The fourth with news and public affairs. And then I'd put a key man in charge of each—a working broadcaster."

Those four units in the Shea plan would be instructed to gather information in the areas of their expertise and disseminate it in every way possible to the NAB membership. "Four thousand members are twice as good as 2,000," says Ham Shea, "and 6,000 are three times as good. To get them it means more radio members and more small-market members. They're not going to come in on a Chamber of Commerce basis. But if this new structure works, and works well, a lot of guys would join, and would be there when we needed them."

Mr. Shea was asked whether he favored a federation structure for the NAB. "You're anticipating me by a little," he said. "I'm not against it. I do feel the industry has become too splintered. If

the NAB had been supplying services as it should, those other organizations would have no reason for being." Mr. Shea explained that he meant such organizations as the Radio and Television News Directors Association, the National Association of Television Program Executives and the Institute of Broadcasting Financial Management. Those that represent special interests on which all broadcasters do not agree—including the Association of Maximum Service Telecasters and the Clear Channel Broadcasting Service—he feels should remain. "But the strength of NAB is maximum membership," says Ham Shea, "and I wonder how to get to that."

One element Mr. Shea does not see in an eventual federation is the cable industry. "Not in my lifetime, at least." He has had a lot of experience with the medium, as Harrisonburg was one of the early markets in which that service got a toe-hold. "We dearly didn't need any fractionalization of our audience," he says now. "I still wish they didn't exist and that when they first got started someone had taken them on and made them pay like any other business. But I'm a realist. We were sound asleep. So they're here. There's no way to wish them away. NAB must be quite militant in seeing that terms of the compromise agreement are administered faithfully. If they are we can live together. Otherwise, trouble."

Before his involvement with the legislative committee Mr. Shea was chairman of the television board, and before that served in a number of committee assignments. He also was chairman of the industry's ASCAP negotiating committee, an experience that brought him into contact with broadcasters of all economic persuasions, and which he cites in listing his qualifications for office. ("I have more experience because I'm older [58]. I have run stations in the No. 1 market, the No. 10 market and now the 184th market.")

Mr. Shea is not now a board member, a fact that is no bar to his candidacy for the joint board chairmanship—any NAB member is eligible. He entered the race when Peter Storer, the retiring TV board chairman, pulled out. At that point the field looked wide open for Mr. Ockershausen, the retiring radio board chairman, and there were those who wanted a contest.

One of the sub-issues of the campaign



Mr. Shea

has to do with the rotation of the joint board job between radio and TV members. The bylaws don't require it, but there was a general idea around that that's the way things would work. One reason: The retiring joint board chairman—in this case Richard Chapin of Stuart Enterprises, a radio man—remains on the executive committee with a vote. If the new chairman is a radio man it could give radio a theoretical voting majority. (The other members are the NAB president, the chairman and vice chairman of the radio board and the chairman and vice chairman of the TV board, plus a non-voting representative of the networks.)

Mr. Shea discounts this as a critical consideration, but concedes it's there. "But I wasn't interested in running just to create a mathematical balance of any kind. I was interested in running because I thought I could do it better."

Andy Ockershausen: the challenged

"Yes, I've heard those stories—'Vote for Ham this time and Andy will have another chance.' That's baloney. Again, that's taking turns. *This* is my chance. You only get to bat a few times in this business. You have to swing for all you're worth."

Andrew Ockershausen, who hopes to have enough votes this Tuesday to qualify as the NAB's next joint board chairman, won this race once before—albeit against minimal competition. By the time of the NAB convention he had it all to himself. Since then, with the advent of Ham Shea as the television-identified opposition, Mr. Ockershausen has been scrambling to hold the lead. Mr. Shea was confident enough to tell BROADCASTING he had the votes. Mr. Ockershausen said he thought he had the votes but not yet the election; anything could happen, he said, in the last minutes. While Mr. Shea was in Bermuda, Mr. Ockershausen was in Washington, still intent on the "three to five" last contacts he felt vital to the race. If the "radio candidate" did have an advantage in his board's numbers, he wasn't counting on it.

Speaking candidly, as is his way, Mr. Ockershausen said that "I don't think there's anything Ham could have done to affect this thing. I think it was up to me to win or lose it. I was in in December, January, February and March. Ham didn't come in until the end of March. I know I had the votes at the time of the convention. He couldn't take them away—I had to lose them. Since then I've been running hard and working hard and I wouldn't have it any other way. If it does happen, you can't say it was a gift."

That whole radio-vs.-television issue is a "fiction," in Mr. Ockershausen's view. "The bad part about it," he says, "is that if you say every two years, 'OK, radio, it's your turn,' or 'TV, it's your turn,' that means in essence that 15 guys [there are 15 members on the TV board, 29 members on the radio board] elect the chairman. And what it really means is that eight votes out of the 15 are going to say who the TV candidate is and the

rest have to go along. The same is true the other way."

The better course, in the Ockershausen view, is to pick the man better qualified for the job. His being a close friend of Ham Shea doesn't stand in the way of laying claim to the title. "It [the chairmanship] is a thing I worked for and trained for. I've spent a lot of hours learning how to do this job. I have to run on that."

If "experience" and "maturity" are the key words in the Shea campaign, the key word in Mr. Ockershausen's is "momentum." He thinks the NAB has come a long way in the last three or four years and—from an organizational, or reorganizational, standpoint—thinks success has already been achieved. "I don't come into this thing as a reformer," he says. "The reforms have already been accomplished. I want to keep the momentum going."

Mr. Ockershausen, as does his opponent, hopes that momentum will carry the NAB and the industry past their first goal, the achievement of license-renewal legislation. He, too, feels there's a good chance for House action this session, and thinks a five-year bill with the right kind of language will emerge.

Mr. Ockershausen has two other views of the license-renewal situation—and the situation that gave rise to it—that are distinctly his own. First, he thinks the issue has united the industry as it's never been united before. Second, he feels that the pressures that made the effort necessary haven't been all bad. "All the pressures from outside—the consumer groups, the activists, all the filings—have sharpened the hell out of us as an industry. They've made us much more aware of our responsibilities to the public. We're probably going to be a lot better because of it."

Andy Ockershausen's own NAB involvement began with membership on the radio code board in 1965, and proceeded through membership on the radio board in 1969, the vice chairmanship

of that body in 1970 and the chairmanship in 1971 and 1972. He also has served on a number of special and ad hoc committees, including the code evaluation organization to which he gives substantial credit in proving the worth of the codes to the NAB and the industry in general.

Mr. Ockershausen confesses to some amusement at the charge that he is too young and inexperienced for the joint board post. He's 44—or, as he puts it, "a hell of an age. I think it's an asset. I'm a broadcaster of today." Moreover, he says, the Evening Star Station Group—of which he is vice president—has made its way successfully through the "today" environment of a highly urban, highly sensitive market with a massive minority population and enormous regulatory visibility. As a result, he says, "I know what makes the Congress tick and I know what makes the commission tick. I've lived through the crucible of Washington."

As a matter of fact, he's lived through that crucible from the beginning: He was born there on March 13, 1929, and was educated in the Washington school system and through the city's American University. He has never worked for another broadcasting organization: as he once told an interviewer, "I started working for this company for 18 bucks a week and a street-car pass." The Ockershausen fortunes have progressed considerably since that time. His executive compass presently extends to WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va. and WCIV(TV) Charleston, S.C.

Should Mr. Ockershausen come away with 24 or more votes this Tuesday (there are 47 votes in all, including those of the NAB president, chairman and immediate past chairman), Mr. Ockershausen has a definite notion of the role he would play. Uncharacteristically, perhaps, for so outgoing a personality, it would be essentially low-key. "The truth of it," he says, "is that the chairman does not lead this organization. You show me an organization where the chairman leads and it's in trouble. This is not a one-man job by any means. The chairman's job is to chair the executive committee and to chair the board meeting. He's not the chief executive officer of the NAB. Vince Wasilewski is. I have absolutely zero intention of trying to tell him how to run it."

He does feel there is a public role for the chairman—in appearances on Capitol Hill, for example, and at state associations around the country—as there is a backstage role in advising the president on committee appointments and other organizational matters. His close experience on the executive committee in the last three years will be another asset in this regard, he feels.

Referring again to momentum, Mr. Ockershausen speaks glowingly and with pleasure of the change that has come over the organization in that period. "We have a healthy, viable board now. There are no rump meetings. We're all together now. The industry is beginning to act rather than to react. I want to keep it going."



Mr. Ockershausen

A strong vote for de-regulation

Cambridge conference conclusions, inspired by Mickelson report, urge that broadcasting be accorded same freedoms print media enjoy

Broadcasters and others who have been advocating the complete elimination of government from the regulation of broadcast content have found support for their position in an unlikely location—deep in the heart of academe.

Some 50 academicians, lawyers and broadcast and print journalists, meeting in Cambridge, Mass., over the June 8-9 weekend, approved recommendations calling for essentially the same kind of freedom for broadcasters that the print media now enjoy.

The recommendations, resulting from a report presented by Sig Mickelson, one-time president of CBS News and now a professor of journalism at Northwestern University, were debated and approved in the annual Chief Justice Earl Warren Conference sponsored by the Roscoe Pound-American Trial Lawyers Foundation.

Coming when they did, the recommendations appear to be part of a backlash against what had seemed to be a growing effort on the part of the courts and public-interest groups to restrict broadcasters' editorial discretion. Three weeks ago, the U.S. Supreme Court upheld the right of broadcasters to impose a flat ban on editorial advertising, contending that to do otherwise would involve government too deeply in stations' day-to-day operations (BROADCASTING, June 4). And in a separate opinion, Justice William O. Douglas went even farther—he categorically held that broadcasters are entitled to the same First Amendment rights as newspapers. In addition, two liberal members of the U.S. Court of Appeals, Chief Judge David Bazelon and Judge Skelly Wright, have expressed concern over the impact the fairness doctrine has had on broadcast journalism (BROADCASTING, Nov. 13, 1972; June 11).

The recommendations approved in the Cambridge conference essentially are rooted in Section 326 of the Communications Act—which bars the FCC from

censoring programming—and the First Amendment. Section 315—both the equal-time and fairness-doctrine provisions—would be eliminated. The commission would be prohibited from establishing guidelines for determining programming performance or from limiting the amount of advertising broadcasters could accept. And it would not be allowed to require broadcasters to survey community needs.

Mr. Mickelson, in an interview last week, expressed the view that standards dealing with the program matter are bound to be administered by the government in a "subjective manner." His paper, which was obtained from a source in Washington, notes that a broadcaster should "obviously" be expected to operate in the public interest, but that "there are unfortunately no hard and fixed guidelines on which to judge his performance."

There was, reportedly, substantially more support for affording that kind of freedom to radio stations than to television licensees, at least in part on the theory that there are so many radio stations—about 7,000, compared to about 700 commercial television outlets—that there is little problem in assuring diversity of voice in the markets they serve.

Mr. Mickelson's paper does not make specific recommendations as to the kind of regulatory freedom broadcasters should be given. But it does say that, 40 years after its adoption, the Communications Act may well be out of date, and calls for the creation of a commission to determine "not where it should be patched up but whether it should be retained, or a new structure established."

The paper also says that special attention should be paid to developing the means for keeping broadcast communications "as free of government constraint as they can possibly be consistent with the necessity of maintaining some type of licensing system."

The paper suggests, and Mr. Mickelson in the interview last week said more explicitly, this requires returning broadcast regulation to first principles—to focusing its concern mainly on frequency traffic-cop functions. The commission should consider only nonprogramming matters in conducting its licensing function, Mr. Mickelson said. But this could include such nontechnical matters as anti-monopoly questions.

It's NAB board time. The 44-member joint board of the National Association of Broadcasters will take up a wide range of issues when the board, as well as the TV and radio boards, holds its annual meeting this week in Washington. The first order of business: selection of a new chairman to succeed Richard Chapin of Stuart Enterprises (see "Men in the News," page 33).

The joint board has an all-day session on Tuesday, June 19, followed by a meeting of the TV board on June 20, a session for the radio board on June 21 and another joint session Friday, June 22.

Matters on which the joint sessions are likely to focus include renewal legislation and the FCC's new license-renewal procedures; proprietary-drug advertising, consumer-affairs issues such as the proposed Consumer Protection Agency and the effects on broadcasting of the price freeze that President Nixon announced last week.

The TV board will explore copyright legislation; the NAB-commissioned content-analysis study on children's television commercials, and antisiphoning legislation.

On the radio side, program-length commercials will receive attention, as will NAB's Radio Free U.S.A. promotional campaign.

Essentially, the recommendations assume that the marketplace—including a station's ratings and its concern with its public image—will control broadcasting. For instance, a broadcaster presumably would not fill an hour with commercial matter if he wanted to hold an audience.

The Mickelson paper traces what it suggests is increasing government involvement in the regulation of program content over the years, sometimes as a result of "trade-offs." The commission formally adopted the fairness doctrine in 1949 in the same order that granted broadcasters the right to editorialize. Ten years later, Congress incorporated the doctrine in the Communications Act at the same time that it eased the equal-time law restrictions. The commission with the support of the U.S. Court of Appeals in 1968 extended the doctrine to cigarette advertising.

"It's odd how an innocuous little sentence which simply specified that broadcasters have the obligation to 'afford reasonable opportunities for the discussion of conflicting views on issues of public importance' could be stretched to the point where it could be applied to almost any part of the broadcast schedule," Mr. Mickelson said.

He also noted that in 1969 the Supreme Court not only affirmed the constitutionality of the fairness doctrine but shifted its focus from the media to the rights of the public to see and hear a diversity of voices. "Thus was born the controversy over 'public access.'"

Besides the question of the First Amendment as it relates to broadcast journalism, the conferees heard and discussed papers on newsmen's shield laws and on public access to government information. The conference adopted recommendations to give newsmen, scholars and researchers a virtually unqualified privilege to refuse to divulge information obtained in confidence, and for strengthening the public's right to obtain government information.

The paper on reporters' privileges was presented by Professor Benno C. Schmidt Jr., of Columbia University School of Law; the one on access to government information, by Samuel J. Archibald, director of the Washington Office for Freedom of Information Center, of the University of Missouri School of Law.

The work of the conference, including the papers, comments of the conferees and the recommendations adopted is now being prepared for publication by the sponsoring organization. The final report is expected to be ready in August.

The conferees were drawn from a broad cross-section of academic, journalism and law. They included Elie Abel, former NBC correspondent who is now dean of Columbia University Graduate School of Journalism; Jerome A. Barron, dean of the Syracuse University law school and a principal articulator of the concept of public access to the media; Bert Case, news director of WAPT-TV Jackson, Miss.; Marshall Cohen, professor of philosophy of the City University of New York; Edward R. Cony, Pulitzer-

prize winning reporter for the *Wall Street Journal*; Robert Haydock Jr., of Boston, representing the American Bar Association; Paul Pappas, reporter-cameraman for WTEV-TV New Bedford, Mass., who was involved in one of the three cases the Supreme Court decided last year when it held that newsmen do not have a constitutional protection against subpoenas requiring them to disclose confidential sources; Warren Weaver Jr., *New York Times* Washington bureau; Tracy Weston, director of Stern Community Law firm, Washington, and Thomas H. Wolf, vice president and director of television documentaries for ABC News.

WARO buyer-to-be says protesters are wrong about program changes

Mortenson claims citizen group was misled by mistaken religious-programming percentage cited in transfer application

Mortenson Broadcasting Inc. has told the FCC that the citizen group opposing Mortenson's acquisition of WARO(AM) Canonsburg, Pa., on the ground that a "radical" change is proposed for the station's format is, in effect, making a mountain out of a molehill. But Mortenson indicated its own error may have helped lead to the allegedly exaggerated charges.

The citizen group, Save Our Station (SOS), had said the station, the only one in the community, is uniquely attuned to

the multiethnic, crosscultural needs and interests of the area, and claimed that Mortenson's proposals indicate an "insensitivity" to those needs and interests (BROADCASTING, May 7). SOS expressed concern about what it said was Mortenson's plans for dropping popular local programming while transforming the station into one carrying 90% religious programming.

But Mortenson, in its reply, said that the station, now owned by Universal Communications of Pittsburgh Inc., has long employed a basically religious format, that the new format would add only two hours of religious programming each day—and that the 90% figure results from its own miscalculation of percentages.

The correct percentage of planned religious programming is 66.1%, Mortenson said. And this, it added, does not constitute a change in format, in view of the station's emphasis on such programming for the past 10 years and Universal's proposal, in the renewal application the commission approved in 1972, to devote 50% of its time to religion.

Mortenson also said it has a special familiarity with the station and its programming. It said its president, the Rev. Jack Mortenson, who has been in religious broadcasting since 1961, helped a former owner of WARO, Tom Sutton, to install a religious format at the station after he acquired it in the early 1960's. And over the years, Mortenson said, Mr. Mortenson consulted with Mr. Sutton frequently on WARO's programming.

But while it would merely be continuing a religious format and actually improving the station's performance in news

and public-affairs programming, Mortenson said, it does plan to drop the kind of music that now fills the time not devoted to religion. This includes "golden oldies," polkas and country and western. Mortenson said such music is not compatible with a basically religious format—but is available to WARO listeners from other stations in the Pittsburgh area.

Mortenson also sought to rebut implications it had been guilty of misrepresentations in connection with its survey of community needs. SOS had said three of the 59 community leaders said to have been contacted by Mortenson had signed statements claiming they had never talked to a Mortenson representative, and that another eight said the same thing orally.

Mortenson said it had rechecked those it had surveyed and asserted that its submission to the commission had been truthful. But it said that some of those it resurveyed had simply forgotten the interviews—a "quite natural occurrence," it said, considering that the interviews, which were brief, had been conducted several months previously.

Changing Hands

Announced

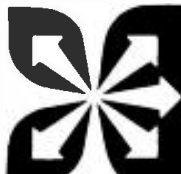
Following sales of broadcast stations were reported last week, subject to FCC approval:

■ **WICE(AM)** Providence, R.I.: Sold by Susquehanna Broadcasting Co. to Crohan Communications Co. for \$1,250,000. Lewis J. Appell is president of Susquehanna, York, Pa.-based group broadcaster. President and majority stockholder of buying firm is Robert J. Crohan. Mr. Crohan, who presently has no other broadcast interests, was formerly vice president and general manager of WJAR-AM-FM-TV Providence. WICE is full time on 1290 khz with 5 kw day and 1 kw night. Broker: Blackburn & Co.

■ **WATH-AM-FM** Athens, Ohio: Sold by Radio Athens Inc. to Fred A. Palmer and others for \$316,500. Mr. Palmer, owner of Fred A. Palmer Co., Worthington, Ohio, sales-consulting firm, has been in broadcasting since 1929. Son, David, now employed at KGMB(AM) Honolulu, is to join Mr. Palmer and wife in operation of WATH stations. WATH(AM) is daytimer on 970 khz with 1 kw. WATH-FM operates on 105.5 mhz with 3 kw and antenna 200 feet above average terrain.

■ **KMAR(AM) - KCRF(FM)** Winnsboro, La.: Sold by KMAR Broadcasting Corp. to Franklin Parish Broadcasters Inc. for \$120,000. Si Willing is president and general manager of selling firm. Sole principal of Franklin Parish Broadcasters is Edward O. Fritts, Indianola, Miss. Mr. Fritts also owns WNLA-AM-FM Indianola. KMAR is on 1570 khz daytime with 1 kw. KCRF operates on 95.9 mhz with 3 kw and antenna 170 feet above average terrain. Broker: Chapman Associates.

■ **WBRJ(AM)** Marietta and **WMWM(AM)** Wilmington, Ohio: Sold by Times Co. to Gannett Co. as part of transaction involving Gannett's acquisition of Marietta Times and broadcast subsidiary. Price was



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not disclosed, total consideration being subject to formula based on aggregate closing price of Gannett stock over month-long period. Worth of broadcast portion of deal, however, was estimated to be in area of \$500,000. Rochester, N.Y.-based Gannett owns WHEC-TV there. Publicly owned firm is largest publisher of newspapers in country; it owns 53 at present and will increase that number by one with Times acquisition. WBRJ is day-timer on 910 khz with 5 kw directional. WMWM also operates daytime on 1090 khz with 1 kw directional.

Approved

■ WBMG-TV (ch. 42) Birmingham, Ala.: Sold by Birmingham Television Corp. to Roy H. Park for \$4.75 million. Selling firm is owned by group broadcaster Southern Broadcasting Co., William P. Dubois and others. Mr. Park, with this transaction, becomes only person in nation to individually own full complement of seven television stations permitted by FCC. His station holdings include WIBC-AM) Duluth and KRSI-AM-FM St. Louis Park, both Minnesota; WUTR-TV) Utica, N.Y.; WNCT-AM-FM-TV Greenville, N.C.; WNAX-AM) Yankton, S.D.; WDEF-AM-FM-TV Chattanooga and WJHL-TV Johnson City, both Tennessee; WTVR-AM-FM-TV Richmond and WSLS-TV Roanoke, both Virginia, and KWJJ-AM) Portland, Ore. FCC approval of sale is subject to outcome of renewal case involving WTVR-AM-FM-TV, which have been challenged by local black group. WBMG-TV, CBS-TV affiliate, operates with 1,070 kw visual, 214 kw aural and antenna 1,145 feet above average terrain.

■ WESM(FM) Prince Frederick, Md.: Sold by George E. Gautney and Carl T. Jones to MJS Communications Inc. for \$120,500. Melvin Golleb, Philadelphia businessman with no other present broadcast interests, is owner of buying firm. In approving sale, commission waived three-year rule for station ownership—present owners have been in possession of WESM only since October 1970—due to claims of substantial financial losses. WESM operates on 92.7 mhz with 2.4 kw and antenna 465 feet above average terrain.

Cable

■ Binghamton, N.Y., and Lebanon, Pa.: Systems serving 18 communities in greater Binghamton and Lebanon areas, in addition to 21 raw franchises in Delaware Valley (Pa.) area, sold by Triangle Financial Inc., subsidiary of Triangle Publications Inc., to Harris Cable Corp., Los Angeles, for estimated \$11 million. Existing systems were reported to have total of 28,000 subscribers. Entire package, including undeveloped franchises, has subscriber potential of 230,000 homes. Transaction involves bulk of Triangle's cable inventory. Firm, which also publishes *TV Guide*, has within past year sold out remainder of its broadcast portfolio. Burt Harris is president of buying firm. H. F. Lenfest, head of Triangle's cable division, reportedly will join Harris organization. Transaction will take effect July 31.

XETV strikes out in Supreme Court

The U.S. Supreme Court last week wiped out the last hope of XETV-TV) Tijuana, Mexico, of holding on to its ABC affiliation. The high court issued a brief order that in effect left standing an FCC order terminating what had been a 17-year relationship.

The commission's order, issued last year, denied ABC's application for renewal of authority to transmit programming across the border to the Mexican station. (BROADCASTING, June 5, 1972).

The commission's decision was based in large part on the feeling that ABC could serve viewers in southern California through the San Diego UHF—KCST-TV) (ch. 39), whose lack of network affiliation was hurting it in competition with the two network-affiliated VHF's in the market—KFMB-TV and KGTV-TV. The alternative offered by a California station was not available to ABC when it began feeding XETV in 1956.

The U.S. Court of Appeals in Washington upheld the commission's action, in ruling on appeals taken by ABC and XETV, in December (BROADCASTING, Jan. 8). And the parties subsequently reached

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what was thought to have been an agreement for ending the dispute without further litigation (BROADCASTING, Feb. 26).

However, the subsequent announcement of the sale of KCST, by Bass Brothers Enterprises, to Storer Broadcasting Co. for \$12 million, led to unraveling of the agreement. XETV, charging "fraud" on the part of Bass Brothers, declared the agreement void, and reinstituted its court fight to retain its ABC affiliation. (BROADCASTING, March 26).

New Detroit U to mark blacks' entry into ranks of TV ownership

WGPR-TV targets on 1974 start with 90% of its programing to be locally produced for minorities

The FCC grant of a construction permit for a new UHF station on channel 62 in Detroit, a relatively routine action on its face, has something of an historic quality about it. For with some 700 commercial television stations on the air, the action provides for the construction of what would be the country's first black-owned television station.

What's more, the station's owners are pledging an all-out effort to serve the black community and other minority groups in Detroit.

The permittee is WGPR Inc., licensee of WGPR-FM Detroit, and a subsidiary of the International Free and Accepted Modern Masons Inc., a black fraternal organization with headquarters in Detroit.

Dr. William V. Banks, who is president of WGPR Inc. and supreme grand master of the black masons organization, called the grant of the permit the achievement of "a seemingly impossible dream." He also calls it "an example of what free enterprise is all about, and an example of what minority groups in the U.S. can achieve while working within the system of free enterprise."

In approving the grant, the commission held it was justified even though WGPR Inc. owns an FM in the market. The one-to-a-market rule requires case-by-case examination of UHF grants to anyone who already runs an AM or an FM station in the same market.

The grant of the permit serves to focus attention on a growing interest on the part of minority groups—particularly blacks—in becoming a part of the broadcast-ownership establishment. The movement, which appears to be picking up some momentum, now includes about 20 black owners of radio stations.

And if plans of a Washington-based group come to fruition, the District of Columbia will be the site of the second television station owned principally by blacks. The group acquired the right in a bankruptcy auction to apply for channel 50, Washington.

WGPR Inc., which applied for its tele-



First team. These people will be operating WGPR-TV Detroit, the only black-owned-and-operated TV station in the U.S.: (seated) Ivy Banks, vice president-corporate secretary; her husband William Banks, president and general manager; (standing, l-r) Gary Schmidt, chief engineer; James Panagos, vice president, operations and sales; George White, vice president, program director, and Ulysses Boykin, assistant to the president and director of public relations and public affairs.

vision permit on Oct. 25, 1972, plans to have its WGPR-TV in operation some time next year. Its principals plan to devote 90% of the station's time to locally produced programing of special interest to minorities.

"WGPR-TV will be the one station especially dedicated to serving the black community and other minority groups," Dr. Banks said. "The program schedule will provide in-depth penetration into the problems, goals, aspirations and achievements of blacks and related ethnic groups."

Officials also say programing will be developed to help raise the blacks' self-image. Ulysses S. Boykin, assistant to the president and director of public relations, said programs will be produced that "put the spotlight on what blacks are achieving in the system."

He also said the educational programing being contemplated will be directed both at the young—informing them in academic and cultural areas—and at adults—helping them meet some of the everyday problems of urban living, such as seeking out employment opportunities.

WGPR Inc. plans to build a tower and transmitter near the Detroit city limits but to locate its studios in the inner city. This will not only be convenient for the local talent the station plans to use and members of the public who want to contact the station; WGPR Inc. plans to make its production facilities available to Detroit advertising agencies for the production of commercials.

Dr. Banks estimates the cost of putting the station on the air at more than \$1 million. But he also paints a rosy picture of the station's immediate financial future.

Not only was WGPR Inc. able to raise the money to build the station, he said,

but a number of advertisers have already pledged themselves to buy \$123,000 in advertising during the first year of station operations. The companies and their commitments, as listed by Dr. Banks, are General Motors Corp., \$25,000; Ford Motor Co., \$25,000; Old Pro Clothes, \$30,000; Sears, Roebuck & Co., \$25,000; Chrysler Corp., \$10,000, and the K-Mart Division of S. S. Kresge Co., \$8,000.

Furthermore, WGPR Inc. executives feel that the large black population in the market will assure success for a black-owned station. Shortly after WGPR applied for its television permit Mr. Boykin estimated that in an area of 700,000 blacks—about 44% of the population of 1,600,000—WGPR's UHF could gross about 10% of the \$30 million spent on local and national advertising, even with the locally produced programs that will fill most of the broadcast day. He noted that the FM station with a format of jazz, rhythm and blues, public service and weekend church programing grosses about \$50,000 monthly (BROADCASTING, Oct. 30, 1972).

Shooting again in Wichita

KAKE-TV Wichita, Kan., has complained to the FCC and to the Federal Trade Commission about a competitor, KARD-TV Wichita, accusing it of hyping.

KAKE-TV says KARD-TV's licensee, Kansas State Network, carried out intensive special advertising campaigns deliberately calculated to coincide with the November 1972 and February/March 1973 audience surveys for Kansas.

The aim, KAKE-TV says, was to inflate the audience ratings of KARD-TV and its satellites—KCKT(TV) Great Bend and KGLD(TV) Garden City, both Kansas,

and KOMC(TV) McCook, Neb.-Oberlin, Kan.

KAKE-TV noted that it had named Kansas State Network in similar complaints filed with the FTC in November 1965 and February 1967 but said that to its knowledge the outcome of the FTC action has never been made public.

KAKE-TV did not specify the kind of sanction it felt the agencies should apply. But it said that, in view of KSN's alleged hypoing activities in the past, issuance of a warning will not suffice to prevent such practices in the future.

Hopes brighter for CPB funding

Macdonald subcommittee approves measure similar to Senate's; next step is full Commerce group; at earlier hearings, Whitehead confirms administration wants to keep a tight lid on medium with low-level, one-year money

Public broadcasting last week moved a step closer to securing the federal funding levels its leaders are contending are necessary to insure the system's independence, when the House Communications Subcommittee passed legislation that would allocate a total of \$130 million to the Corporation for Public Broadcasting over the next two fiscal years. The bill (H.R. 8538), introduced by Representative Torbert H. Macdonald (D-Mass.), also makes provision for \$115 million in facilities grants for local stations to be distributed by the Department of Health, Education and Welfare over a four-year period.

The subcommittee's action was heartening news for the public-broadcasting community which, having essentially resolved its internal differences, is all too cognizant of the fact that congressional passage, and subsequent presidential approval, of adequate and timely funding levels for CPB is an essential increment of the "partnership" under which it is now operating. Jubilation, however, would be premature at this time. For it also became apparent last week that the White House does not feel that public broadcasting is ready for the loose reins of bigger money.

The bill, approved on a voice vote by the subcommittee last Thursday (June 14), is nearly identical to legislation that passed the Senate on May 7 (BROADCASTING, May 14). That measure (S. 1090), sponsored by Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.), would authorize \$55 million for CPB in fiscal 1974, \$65 million in 1975, plus an additional \$5 million in each of those years on a matching-fund basis. It would also authorize facilities grants of \$25 million per year for fiscal 1974 through fiscal 1977. In addition, the bill requires stations to keep audio tapes of their public-affairs programs for 60 days after broadcast.

The only provision that differentiates the Macdonald bill from the Senate-passed measure is an amendment, insert-

ed at the request of Representative Lou Frey Jr. (R-Fla.) to provide an additional \$5 million in facilities grants for fiscal 1975, 1976 and 1977.

However, the subcommittee failed to insert two other amendments. One, by Representative Clarence Brown (R-Ohio), would have cut CPB funding in the bill by \$5 million each in 1974 and 1975 and would have limited facilities grants to a two-year program—\$25 million in 1974 and \$30 million in 1975. The Brown amendment was defeated 4-to-4. (Amendments fail unless carried by a simple majority.)

Also defeated was an amendment offered by Representative James Collins (R-Tex.) to prohibit the use of appropriated funds for news and public-affairs programming. That lost on a voice vote.

The parent Commerce Committee is expected to take up the CPB-funding bill this week.

During three days of hearings last week on H.R. 8538 and related legislation, Subcommittee Chairman Macdonald and his associates heard testimony from public broadcasting's leaders, calling in unison for an end to the "starvation diet" of allocations they are presently being fed by the government. However, also dropping in was Clay T. Whitehead, director of the Office of Telecommunications Policy, who had a different message for the legislators. The administration, Mr. Whitehead testified, supports the "concept" of long-range funding for public broadcasting. But, he stipulated, "we have, nevertheless, taken the position that long-range funding cannot be undertaken before there exists a greater propriety between the goals of the 1967 Public Broadcasting Act and the public broadcasting system's present structure and operation."

Uppermost in Mr. Whitehead's fears was the prospect of public broadcasting clinging to the concept of "fixed-schedule, real-time" networking, determined not by licensees but by officials in Washington and New York. Other continuing matters of concern, he said, were the specter of "homogeneity," rather than diversity in programming, facilitated by the existence of

In and out. The owner of WSWG-AM-FM Greenwood, Miss., turned up last week in a quarterly report filed with the General Accounting office as a \$10,000 contributor to the Nixon re-election campaign. But the report, filed by the Finance Committee to Re-Elect the President, also noted that the money, received last June, was returned to the donor, Charles D. Saunders, the next month. The report said only that required information as to the committees the funds were to be distributed among was not received. As a result, it added, the money was held in escrow and then returned. The money had not previously been reported because it was not accepted as a contribution, according to the report. Mr. Saunders declined to discuss the matter. "I don't see how anything I say could possibly help me," he said.

centralized PTV production centers, and public broadcasting's alleged failures in the past to strike a "reasonable balance" between local and national programming and among various program types.

Mr. Whitehead's alternative to the pending two-year authorization and, for the present, to longer funding periods, is H.R. 6872, introduced (at the request of the administration) by Congressman Harley O. Staggers (D-W.Va.) and Samuel Devine (R-Ohio), which would give CPB \$45 million in fiscal 1974 with no provision for future authorizations.

But Mr. Whitehead emphasized that the administration does not wish to keep the public broadcasting system chained down with insufficient resources. Indeed, he noted, with the signing of a partnership agreement last month between CPB and the Public Broadcasting Service (BROADCASTING, June 4), the medium now seems prepared to "come to grips" with its problems. He said, the administration is prepared to begin seriously considering long-range funding. But that would have to wait until there is "full compliance" with the policies of the 1967 act and until "the future directions of public broadcasting are clear."

Present indications are that the Macdonald bill stands a good chance of passage by the House. However, Mr. Macdonald was obviously concerned last week that final legislation might fall victim to a presidential veto, as had a congressionally approved bill allocating nearly \$70 million to CPB last year. His efforts to secure an indication from Mr. Whitehead as to whether President Nixon would be inclined to repeat the veto this year proved fruitless.

Mr. Macdonald's bill, however, came in for universal support from the public broadcasting officials testifying last week.

At the June 11 (Monday) session, a panel consisting of CPB Chairman James R. Killian, CPB President Henry Loomis, PBS Chairman Ralph Rogers and PBS President Hartford Gunn jointly asserted that the two-year funding plan is a bare minimum. Dr. Killian asserted that experience has taught public broadcasters that one-year funding—particularly for television—is "inefficient and wasteful." Expressing opposition to the administration legislation, Dr. Killian contended that passage of H.R. 8538 would be a "long step" toward the ultimate goals of independence, diversity and excellence envisioned for public broadcasting by the Carnegie Commission in 1967. But long-range funding, encompassing a period of not less than three years, Dr. Killian maintained, is the system's needed safeguard against ineffective programming and external intervention.

Mr. Loomis added that CPB's present \$35-million allocation, while providing for "orderly growth" in 1972, was "barely status quo subsistence" in 1973 and would amount to "stagnation" if maintained for a third consecutive year. If the administration's bill eventually prevails, Mr. Loomis cautioned, "we will face yet another year of little growth in public broadcasting."

Mr. Rogers continued the assault: "Is

it fair any longer to starve public broadcasting when so many communities have stretched and strained to keep it going?" he asked. With the absence of federal funding to complement fund raising on a local level, he warned, "millions of people throughout the nation are getting the impression that local efforts are not appreciated."

Mr. Gunn added that no "rational" public-broadcasting system could retain that status with less than two years of planning and that, consequently, the time and dollar levels provided for in H.R. 8538 are "the absolute minimum necessary for the realistic survival of public broadcasting."

Further indication of a need for expanded federal funding for CPB came from McGeorge Bundy, chairman of the Ford Foundation, who testified at the Tuesday session. Mr. Bundy indicated the foundation's desire to gradually end its financial support of public broadcasting as new revenue sources can be located. He speculated that its total allocation to the medium next year would be in the area of \$14 million. "We are not an expanding conglomerate in public broadcasting," he said. Alluding to criticisms of the preceding day by Representative Devine regarding the foundation's prior decision to withhold public-broadcasting allocations pending resolution of the CPB-PBS dispute (the congressman, ranking Republican on the House Commerce Committee, had called the possibility of Ford Foundation influence on program content through this action "appalling") Mr. Bundy emphasized that the foundation has long refrained from making grants to any particular program series.

While William G. Harley, president of the National Association of Educational Broadcasters, agreed with his public-broadcasting peers as to the importance of adequate funding levels and authorization periods. His testimony on Tuesday focused on a specific ramification of those assets: their influence in the attraction and maintenance of competent, creative individuals to run the system. "No broadcasting system of excellence and diversity is possible without the energy and talent of creative individuals," Mr. Harley stressed, "and no creator worthy of the name will waste five minutes of his life inside a system that actively discourages, bureaucratically inhibits, or simply ignores creative energy."

New assignments put CBS's financial team more into mainstream

Key appointment in massive reshuffling is naming of Robert Rice to new post

In a move to give financial officers "a more operationally oriented role" in CBS affairs, Robert M. Rice, the company's senior vice president for finance and development, was designated senior vice president and chief financial officer last week. His planning and development responsibilities were assigned to Sheldon M.



Spare change? Nine young girls spent two days stationed along downtown Tryon Street in Charlotte, N.C., surprising motorists with free money for parking meters. The stunt was part of WBT(AM) Charlotte's spring promotion campaign: "WBT will surprise you." The station's call letters were conspicuously emblazoned on the front of the girl's matching T-shirts, while the flip side read "Surprise! the parking's on us."

Wool, who was promoted to vice president, development.

The announcement of these and related shifts was made in a memo distributed to officers and department heads by President Arthur R. Taylor, whose own background runs heavily to finance.

Mr. Wool, a former associate of Mr. Taylor at International Paper Co., had been vice president, profit evaluation, since he followed Mr. Taylor to CBS last fall. The profit-evaluation function is being added to Mr. Rice's responsibilities in the realignment.

Reporting to Mr. Wool will be William G. Barker Jr., vice president, planning; Drew Brinkerhoff, vice president, manpower management; Robert E. Kalaidjian, director of personnel, and J. Grandel Jones, former senior vice president of Economics Laboratory Inc. who moved to CBS on June 1 as CBS/Columbia Group vice president for acquisitions, and who now becomes responsible for corporate acquisitions.

James F. Sirmons, vice president, personnel and labor relations, will "devote full time to our increasingly complex labor relations problems" with the new title of vice president, industrial relations, President Taylor said.

His memo also explained that "to bring about the kind of partnership I have spoken about [in giving finance a stronger operational role] and increasingly efficient staff operations will require the best efforts and good will of all the line managers and financial people involved. More particularly, however, it will require the full-time concentration of [Mr. Rice]."

CBS spokesmen said the company's principal financial officers will continue to report to Mr. Rice: James H. Geer, vice president, finance; John J. Manion Jr., vice president and treasurer; David D. Allen, vice president, management-information systems, and Marilyn Walsh, vice president and director of taxes.

Messrs. Rice, Wool and Sirmons will report directly to President Taylor.

Zenith again gets cold feet on pay TV

It asks for and receives permission from the FCC to back out of buying WCFL-TV, as it once did on KWHY-TV

Zenith Radio Corp., which led the long and costly fight that resulted in the FCC action in 1969 establishing pay television as a broadcast service, has provided additional evidence it is not yet ready to enter the business as the owner of a pay-TV station. The commission last week, acting on Zenith's petition, dismissed applications for approval of Zenith's acquisition of the construction permit for WCFL-TV (ch. 38) Chicago, now held by the Chicago Federation of Labor and Industrial Unions Council, and for authority to operate the station as a pay-television outlet.

The commission, in dismissing the applications, denied CFL's request for a declaratory ruling that Zenith had failed to prosecute the applications in good faith. The commission said the question "involves factual and legal issues to be resolved in the courts." Since a construction permit and not a license was involved, the asking price was limited to the seller's actual expenses; the parties had agreed to an outside limit on the sale of \$2 million.

The dismissal of the applications had a familiar ring. In April 1972, Zenith's plans to acquire KWHY-TV Los Angeles (ch. 22), for \$1.6 million, and turn that station into a pay-television operation were terminated.

Zenith chose not to pursue the WCFL-TV sale after the sales contract expired on Feb. 5, without commission approval of the assignment application. A petition to deny by a former applicant for the channel, since withdrawn, was a factor in delaying commission action.

A spokesman for Zenith, a Chicago-based manufacturer of radio and TV receivers, last week said the company "never intended to be in broadcasting." Its interest, he said, is in manufacturing equipment for its Phonevision pay-TV system.

Zenith has authorized Pay Television Corp., a former subsidiary, to operate the system in the U.S. The company has applied for the acquisition of KBSC-TV Corona, Calif., from Kaiser Broadcasting, and plans to operate it as a pay-TV station.

Pay TV was also a factor in the WCFL-TV matters. Under the terms of the sales contract, Zenith's rights could have been assigned to Pay Television Corp. However, Zenith told the FCC that Pay TV was unable to raise sufficient funds to become a viable applicant and to operate the station. The head of Pay TV, Peter E. Van Beek, last week attributed the financial troubles to the fact Pay TV was going through a refinancing, and said it is still interested in acquiring WCFL-TV or another station in the market.

Zenith, which has yet to receive any orders for its pay-TV equipment, probably has deeper roots in pay television

than any other company in the country. On July 3, 1947, it announced the first of its Phonevision systems, after 15 years of development. And five years later, it petitioned the FCC to authorize pay television. Between 1962 and 1969, it operated the first—and only—over-the-air pay television test in the U.S., over WHCT(TV) Hartford, then owned by RKO General Inc.

But if Zenith is not prepared to enter the pay-television business, there are signs that others are. The commission last week approved the applications of B&F Broadcasting Inc. for a construction permit to build a station on channel 24 in Milwaukee and to operate it as a subscription-television outlet. B&F will use Tele globe Pay-TV System Inc.'s "Tele globe pay-TV 410 system."

The grant was the third for a pay-TV system in less than a year. In July 1972, the commission approved Blonder-Tongue Laboratory's proposal to build and operate a pay TV station on channel 68 in Newark (WBTB-TV) and, in March, Boston Heritage Broadcasting Inc.'s plans to operate WQTV(TV) (ch. 68) Boston for which it holds a construction permit, as a pay-television station. Those stations plan to employ the Blonder-Tongue pay TV system, BTVision.

KWHY-TV is not out of the pay television picture, either, despite Zenith's loss of interest in the station. Its owner, Coast TV Broadcasting Corp., applied to the commission in May for authorization to operate as a pay-television outlet (BROADCASTING, May 28). The system would be Tele globe's "410," provided through Telease Inc., of Milwaukee, which is headed by Robert S. Block, one of the principals of B&F Broadcasting. Telease has a 25-year exclusive license, with the right to sublicense, for the use of the "410" system in most major markets in the country. (BROADCASTING, March 12).

Two back on air in Orlando

WDBO-TV and WFTV(TV), both Orlando, Fla., have resumed operation after the collapse of their common transmitting tower on June 8 (BROADCASTING, June 11).

WFTV has switched to an alternate transmitter located on the station's premises. Station, with the help of Bell Telephone emergency crews, constructed a temporary 350-foot tower from which it now transmits. WDBO-TV almost immediately returned to the air with auxiliary equipment.

Two construction workers were killed in the collapse. Originally three workers were reported to have died. The cause of the collapse has not yet been determined.

Rise and shine

It's an unlikely time of day for the program, and its audience does not have the demographics for a big-time sponsor. But it is a good example of the public-service involvement of most broadcasters. The program is the weekly "Wake Up! . . . Country Style" produced by the West Virginia Department of Welfare



Best for the building. Winning design for outside installation on the RKO General building in Boston will be placed on exhibit next week for 19 days at the Boston Architectural Center. It is the handiwork of architects Anthony C. Belluschi and Graig D. Roney who will receive \$25,000 for design, fabrication and installation of the three-dimensional stainless steel and neon piece on the RKO General building in Government Center. Competition was sponsored by the local Institute of Contemporary Art, Boston Redevelopment Authority and RKO General. Judges reviewing the winning model (l-r): Al Korn, national vice president of RKO Television; Jeanne Wasserman, Fogg Art Museum, Harvard; Richard Joslin, Boston Redevelopment Authority; Andrew C. Hyde, director of ICA, and Perry Ury, eastern regional vice president, RKO Radio.

and carried by 32 stations. Format of the quarter-hour is country-and-western music, provided by nonprofessional volunteers, and a mixture of information for welfare and moderate-income families (e.g., good buys, inexpensive recipes, interpretations of welfare department regulations, etc.). It runs at varying times from 4 a.m. on WEIR(AM) Weirton, W. Va., to 3:45 p.m. on WVRC(AM) Spencer, W. Va. That early hour in Weirton is prime travel time for that city's many steel workers.

Late is almost as good as never

FCC rejects past-deadline petitions to deny Southern renewals but says they will be treated informally

The FCC has refused a request by the New Orleans-based Southern Media Coalition for a month-long extension of time in which to file petitions to deny the renewals of 11 stations in Mississippi and Louisiana. The action came when a number of late challenges against stations in the South were arriving at the FCC.

In denying the SMC request, the commission stated that the coalition had given insufficient reason to justify its desire to file late. Petitions to deny against stations in Mississippi and Louisiana were due no later than June 1. The coalition had stated that several of the stations against which it had sought litigation had not filed their license-renewal applications by the commission's deadline—May 1—necessitating extra time to examine those late submissions. But the commission noted that SMC had failed to identify those stations and that of the 11 facilities SMC had mentioned, only two had not filed at the FCC by the due date.

Stations identified in the SMC request

were KVOL(AM), KATC(TV), and KLFY-TV, all Lafayette, and WBRZ-TV, WAFB-TV and WRBT-TV, all Baton Rouge, both Louisiana; WJTV-TV and WAPT-TV, both Jackson, WDAM-TV Hattiesburg, WELZ(AM) Belzoni, and WXTM(AM) Lexington, all Mississippi. The commission said that while any forthcoming SMC challenges against those stations would not be considered a formal petition to deny, the coalition is free to file in any case and those pleadings would be treated as informal objections to their renewals. SMC two weeks ago filed petitions to deny against WAPT-TV, WDAM-TV, WAFB-TV, WBRZ-TV and WRBT-TV (BROADCASTING, June 11). Those pleadings, the commission said, will be considered as informal objections only.

The commission's action did not apply to three other challenges filed by SMC two weeks ago against New Orleans VHF's WWL-TV, WDSU-TV and WVUE(TV). The commission's staff, reportedly, has yet to decide what course of action to take with respect to the latter two stations, since they have already received renewal. The pleading against WWL-TV, whose renewal application is pending, will be treated as an informal objection, a commission spokesman said.

In a related action last week, yet another late-filed petition to deny, directed against WHBB(AM) Selma, Ala., was submitted to the commission by the Dallas County (Ala.) Progressive Movement for Human Rights. That filing, which alleged that the station had failed to live up to program promises made in its 1970 renewal application, had aired insufficient public-interest programming and had inadequately ascertained community needs (particularly with respect to black citizens), will not be subject to the same treatment afforded the SMC requests. The Citizens Communications Center, Washington, which prepared the petition, requested and received an extension of time.

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Ascertainment called wasteful, ignored

**Student group says local boards
ought to monitor needs, performance**

Radio broadcasters are paying strict attention to the precepts laid down by the FCC on community ascertainment, according to a research project by three graduate students at the University of Southern California, but the broadcasters' findings don't seem to make much difference in the programming that is submitted in license-renewal applications.

To the researchers, the ascertainment procedures seemed "make-work" and "wasteful." One of them felt the same results could be obtained by any "semi-aware" member of a station's staff who regularly reads community newspapers and listens to his own station's news reports.

The key conclusion was that stations apparently do not follow precisely the findings that their ascertainment probes turn up. The study was based on an ascertainment survey done jointly by seven AM and four FM stations in the San Bernardino-Riverside, Calif., market and program proposals listed in the license-renewal applications by the individual stations.

Among their conclusions, the researchers suggested that regional or local market boards be established with authority to ascertain basic needs, provide this information to the stations, and then "supervise station efforts at helping to solve some of these problems."

The USC group was led by John M. Boyd, former newscaster with KFI(AM) Los Angeles and KGB(AM) San Diego, as principal investigator and editor. The other members were Sandra MacMillen and Gene A. Blinde. Copies of the report were sent to the FCC.

In the ring on AT&T rates

The FCC has scheduled oral argument for June 26 in Washington to explore the relationship between contract and occasional users of program-transmission facilities offered by AT&T. The proceeding is a component of the case now being processed by the agency involving the Bell System's requests to file new tariffs for customers falling into both categories. Under the AT&T proposal, annual charges to contract (television network) customers would decrease by some \$18 million, while occasional-use fees would rise by \$10 million yearly. The commission has already approved AT&T's request regarding the filing of "contract" tariffs (BROADCASTING, May 14). It is withholding action on the occasional-use proposal pending resolution of several questions connected with the propriety of that request.

Parties scheduled to participate at the June 26 session (with the number of

minutes allocated to them listed in parentheses), include, in order of appearance:

Bell System respondents (60); ABC, CBS and NBC (jointly) (45); Hughes Sports Network Inc. (60); commissioner of baseball (20); Mutual Broadcasting Corp. (20); Association of Independent Television Stations (20); National Hockey League (15); TVS Inc. (5); Detroit Tigers Television Network (5); UPITN Corp. (20); Corporation for Public Broadcasting and the Public Broadcasting Service, jointly (5); European Broadcasting Union (10).

IATSE still out at five Group W outlets

Automated equipment is issue in Pittsburgh, Baltimore; Philadelphia strike is attempt to get common expiration date

Four television stations and a radio station owned by Group W have been struck by locals of the International Alliance of Theatrical Stage Employees.

The stations have continued operations through the use of supervisory and other personnel since the walk-out began on June 7.

A strike was averted at Group W's WBZ-TV Boston where the International Brotherhood of Electrical Workers is the principal technical union. A three-year contract was signed last Monday (June 11). About five or six film editors, belonging to IATSE, struck WBZ-TV.

A spokesman for Group W said about 150 employees were on strike, but statistics from the union claim the figure is closer to 200.

Stations struck by IATSE are KYW-TV Philadelphia, WJZ-TV Baltimore and KDKA-AM-TV Pittsburgh and WBZ-TV.

The 90-minute *Mike Douglas Show*, taped at KYW-TV and syndicated nationally, also has been struck by IATSE, and the American Federation of Musicians has directed its members not to cross picket lines. The regular orchestra on the show has obeyed the edict, but a union spokesman said that several freelance musicians have appeared on the program. Recorded music is being used on the show. He added the local has appealed to the American Federation of Television and Radio Artists for co-operation and said the New York local had advised IATSE it was considering support of the strike.

The main issue at the Pittsburgh and Baltimore stations is said to be jurisdiction over automated equipment Group W is installing. The union contended that management demands would result in loss of jobs by its members. In Philadelphia the principal point of contention, according to station officials, was the union's insistence that IATSE contracts at all Group W stations expire at the same time. This also was said to be one issue in Baltimore and Pittsburgh.

Local union heads said they were seeking the common expiration date so that they could bargain from a position of strength.



Together. One of the last major group owners not out to start its own rep firm reaffirmed that policy last week: Scripps-Howard Broadcasting Inc. renewed its affiliation with John Blair & Co. Details of the three-year pact—estimated to cover some \$50 million in billings—were signed by Jack W. Fritz (l), president of Blair, and Jack R. Howard, president of Scripps-Howard. Stations covered are WEWS Cleveland, WCPO-TV Cincinnati, WMC-TV Memphis, WPTV West Palm Beach and KTEW Tulsa.

ABC wants none of national overnights

As lone TV-network holdout, it says new Nielsen service lacks needed demographics

A. C. Nielsen Co.'s projected new national overnight network-TV rating service was officially made a subject of controversy last week as ABC-TV announced it would not subscribe to it.

What is needed, ABC said, is more data on "people viewing," not more on "household viewing," because "virtually the entire industry . . . gears its decision-making to people measurements."

Both CBS-TV and NBC-TV are subscribing to the new service, which Nielsen expects to launch—with or without ABC as a subscriber—in October or, at the latest, next January ("Closed Circuit," May 28).

The national overnights, which will be based on Storage Instantaneous Audimeters—already installed in more than two-thirds of a national sample of 1,200 homes—is offered as a supplement to Nielsen's current network ratings services, which ABC and the other networks will continue to take.

The annual cost of the supplemental service reportedly is about \$300,000 per network subscriber. This would be in addition to approximately \$1 million a

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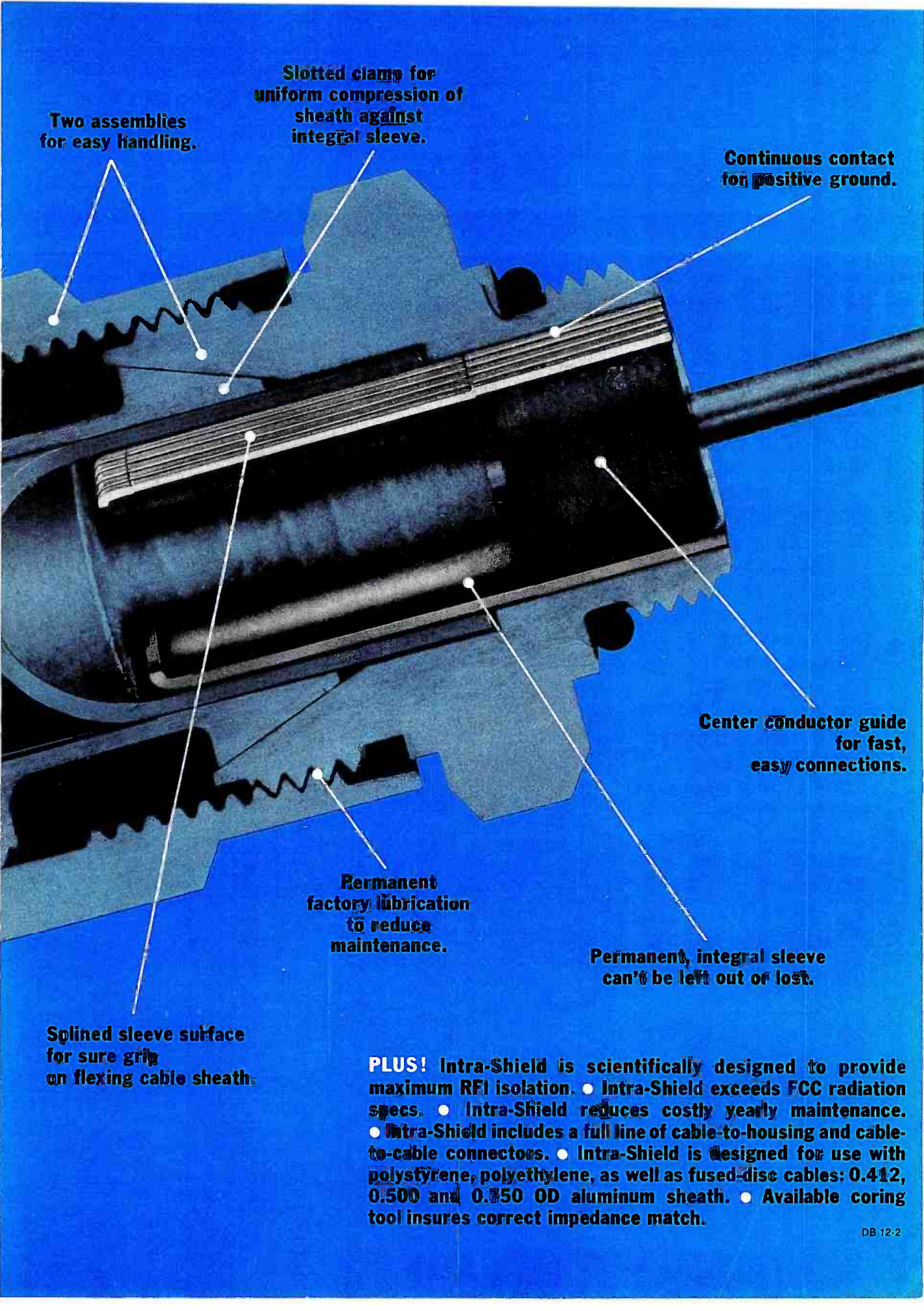
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year that each network is believed to pay for the basic services.

ABC's opposition to the new service had been widely reported, and last week's announcement made it official. Marvin Antonowsky, vice president and associate director of planning, marketing development and research services for ABC Television planning and development, said in the announcement that ABC is "prepared to make a major financial commitment toward the improvement of the quality of existing persons data and the expansion of persons reports beyond the 30 weeks currently measured."

But, he said, getting the household data within 24 to 48 hours through the new SIA service is "highly unlikely" to "alter any programming or media decisions at networks, advertisers or agencies." More important, he added, it "does not answer the industry's need for improved persons data."

If ABC does not subscribe to the SIA service, the audiences for its programs will not be shown in the SIA reports. They will continue to be reported in the other Nielsen network-TV services, since ABC continues as a subscriber to those. Some of these reports are available in about a week, others in about two weeks.

NBC is radio active

NBC Radio has reorganized its management team, adding two executives to its staff and creating a top-level post for planning. Robert W. Lemon, president, NBC Radio division, is announcing the changes today (June 18). They become effective July 9.

As part of the expansion, Ulrich F. Caro, director, staff budgets and planning, RCA, moves to NBC Radio as vice president, business affairs, and Joan Konner, producer-writer for the *New York Illustrated* series on WNBC-TV New York, becomes director, programs, NBC Radio network.

Marion Stephenson, who has been vice president, administration, NBC Radio division, has been named vice president, planning, NBC Radio network, and Robert Wogan, who is vice president, programs, NBC Radio network, has been appointed executive producer, special programs, NBC Radio network. Ronald Friedwald, director of research and sales services, NBC Radio division, becomes director, research and planning, NBC Radio division.

Media Briefs

More for CBS. CBS Radio has announced signing of three new affiliates: KIXI(AM) Seattle, WSIX(AM) Nashville and KGNC(AM) Amarillo, Tex. KIXI, owned by KIXI Inc., operates full time on 910 khz; WSIX, owned by General Electric Broadcasting, operates with 5 kw full time on 980 khz; KGNC, owned by Stauffer Publications, operates at 10 kw full time on 710 khz.

Moving Day. Media Payment Corp., New York, begins operating out of new and larger quarters today (June 18) at 310 Madison Avenue, New York 10017.

Equipment & Engineering

To the UN on satellites

**U.S. sends big delegation
to preparatory conferences**

The Working Group on Direct Satellite Broadcasting convened last Monday (June 11) at the UN. The group will meet through June 22, when it must have ready a report on the various issues surrounding direct satellite broadcasting for the UN Committee on the Peaceful Uses of Outer Space. The committee will meet from June 25 to July 6 to work on a draft of an international agreement on the matter.

An indication of the importance the U.S. attaches to the matter may be seen by the size of the U.S. delegation working on the report. In addition to Robert McKew, a member of the U.S. mission to the UN, Washington has sent the following persons: Stuart McIntyre and Donald Black, Bureau for International Organization Affairs of the State Department; Leonard Jaffee, deputy associate administrator for applications—National Aeronautics and Space Administration; Stephen Doyle, manager of international organizational affairs of the Office of Telecommunications Policy; Gordon Huffcutt, Bureau for Economic and Business Affairs, State Department; Richard Marsten, director of communications programs, NASA; Francis Ruddy, OTP; Eilene Galloway, legislative reference service, Library of Congress, and Julia Willis, office of legal advisory, State Department.

Mr. Black says the U.S. delegation had not changed its stand of last November: "We're still of the same viewpoint that it's a bit premature to elaborate principles. But we are willing to sound out people as to the elements [of direct satellite broadcasting] needing regulation."

Ala. grant goes other way

The FCC has overruled its review board in awarding a construction permit in Newhouse Alabama Microwave Inc. for microwave facilities to deliver CBS-TV programming to WHMA-TV Anniston, Ala.

The commission disagreed with a May 1972 review board decision awarding the CP to a competing applicant, Alabama Microwave Inc.

The commission said the board had erred in several areas in awarding the permit to Alabama Microwave. It said that firm's cost-evaluation data which, according to the proposal, would have afforded lower program-transmission rates to WHMA-TV than Newhouse could provide, was "unrealistic" because of an apparent accounting error. The commission also disagreed with the board's contention that Newhouse should be given a comparative demerit because of its extensive ownership of other communications media in the area (its parent company owns WAPI-AM-FM-TV Birmingham, Ala., as well as several newspapers and magazines distributed in the region.)

Finding that both applicants were es-

entially on equal footing in all other areas, the commission concluded that Newhouse should be preferred because its proposal contemplated occupancy of less spectrum space.

Technical Briefs

Rental deal. Ampex Corp., Redwood City, Calif., announces five-year leasing agreement with Pennsylvania public-television network. Agreement, valued at \$900,000, is for 10 VR-1200C high-band color video-tape recorders, one HS-100 slow-motion video disk recorder, and a VR-3000 portable color video-tape recorder.

Ground gainers. FCC last week approved separate applications by General Electric Radio Services Corp. and Western Union Telegraph Corp. to construct total of six receive-transmit earth stations to be used with proposed domestic communications-satellite systems. GE authorizations, for facilities at Valley Forge, Pa., and Pleasanton, Calif., will be used to explore possible modifications to private nationwide communications system leased by GE, and also for general experimentation in domsat technology. Total cost to firm is projected at \$2 million. Western Union was authorized to construct earth stations near Los Angeles, Dallas, Chicago and Atlanta, which will be used in connection with firm's domsat system, already authorized by FCC.



Beefing up. RCA Corp. has added a library of prerecorded programs and a hand-held black-and-white television camera to support the introduction of its new "Selectavision" video player/recorder. RCA said last week it will place Selectavision in certain retail stores and in consumer homes late this year as part of a pilot marketing program to gather research data and product usage information before starting national distribution in 1974. RCA plans to make available about 100 prerecorded programs of the type not carried now on broadcast TV. The player-recorder, which carries an optional retail price of \$795, was demonstrated last week for the first time with a light-weight hand-held black-and-white TV camera at the Consumer Electronics Show in Chicago. The camera is expected to have an approximate optional retail price of \$300.



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Special report: Who, what, when and where in Anaheim—official NCTA agenda

All sessions, workshops and luncheons will take place at the Anaheim Convention Center unless otherwise indicated.

Sunday, June 17

Registration. South lobby. Noon-8:00 p.m.

Exhibits open. Main exhibit hall, grand lobby and north lobby. 1-7:00 p.m.

Exhibitor's reception. Exhibit areas. 5:30-6:30 p.m.

Monday, June 18

Registration. South lobby. 7:30 a.m.-5:00 p.m.

Exhibits open. 9:00 a.m.-6:00 p.m.

Management eye-opener sessions

Subscription services for CATV. Garden Grove room #4. 8:00-9:30 a.m. *Moderator:* Henry Harris, Cox Cable Communications, Atlanta. *Panel:* Richard Lubic, Home Theatre Network, Los Angeles; James T. Ragan, Athena Communications, New York; William Butters, Trans-World Productions, Hollywood; Gerald Levin, Home Box Office, New York; Frank Cooper, Gridtronics, New York; Gary Christensen, Hogan & Hartson, Washington.

Public access to CATV. Huntington Beach room. 8-9:30 a.m. *Moderator:* Joel Smith, Warner Cable, New York. *Panel:* Bill Johnson, Cable Bureau, FCC; Richard Galkin, Sterling Communication, New York; Charles Tate, Communications Resource Center, Washington; Sandi Hansen, Jackson County Intermediate Education District, Medford, Ore.; Michael Shamberg, Top Value Television, San Francisco.

Developments in urban markets. Santa Ana room #2. 8-9:30 a.m. *Moderator:* Gene Schneider, LVO Cable, Tulsa, Okla. *Panel:* Douglas H. Dittick, American TV & Communications, Denver; Thomas G. Shack Jr., Shack & Mendenhall, Washington; John McGuire, Cable Information Center, Washington; Robert W. Behringer, Theta-Com of California, Los Angeles; Carl Pilnick, Telecommunications Management, Los Angeles; Walter Sutter, Office of Telecommunications Policy.

Financial aspects of CATV. Fullerton room. 8-9:30 a.m. *Moderator:* Jerry Greene, Warner Cable, New York. *Panel:* Paul Kagan, Paul Kagan & Associates, New York; Robert W. Hughes, Communications Properties, Austin, Tex.; Benjamin Lenhardt Jr., The First National Bank of Chicago, New York; Wynn Hinsworth, Salomon Brothers, New York; E. Stratford Smith, Smith & Pepper, Washington; William E. Becker, Commercial Credit, Baltimore; Gary Weinberg, Cable Information Center, Washington.

Legislation affecting CATV. Buena Park room. 8-9:30 a.m. *Moderator:* James Goetz, General Television, Minneapolis. *Panel:* Charles S. Walsh, NCTA, Washington; John V. Kenny, Haley, Bader & Potts, Washington; Walter Kaitz, California CATV Association, Castro Valley, Calif.; Bill Kenny, New England CATV Association, Tilton, N. H.; Paul E. Van Hook, Warner Cable, New York.

Technical Eye-Opener Workshop

Stand-by Power—What Price Reliability? Orange county room #19. 8-9:30 a.m. *Sponsor:* Society of Cable Television Engineers. *Organizer/Moderator:* Loyal C. Park, T-V Transmission, Lincoln, Neb. *Panel:* A. Robert Leserve, Interstate Telephone & Electronics, Dallas; Robert Schultz, Glenetronics, Glendale, Calif.; Selig Lenefsky, Coral Communications, Hoboken, N. J.; E. Harold Munn Jr., E. Harold Munn Jr. & Associates, Coldwater, Mich. *Reporter:* John Oresic, Suburban Cable TV, Broomall, Pa.

Opening Session. Anaheim room. 9:45-10:45 a.m. Patriotic flag pageant presented by U.S. Marine Corps contingent, San Diego. *Welcome:* Burt T. Harris, NCTA convention chairman. *Chairman's annual report:* William Bresnan, NCTA national chairman.

Joint Management/Technical Session. Anaheim room. 10:45-11:45 a.m. *Plato IV:* Live demonstration. *Chairman:* Burt I. Harris, Harris

Cable, Los Angeles. *Demonstrated by:* Dr. Donald L. Bitzer, director, Computer-Based Educational Lab, University of Illinois.

Luncheon. Arena. Noon-1:45 p.m. *Presiding:* William J. Bresnan, Teleprompter, New York. *Invocation:* Rev. Edwards Elliott, Presbyterian Orthodox Church, Garden Grove, Calif. *Speaker:* David Foster, NCTA president.

Another look at the morning subjects

Subscription services for CATV. Garden Grove room #4. 2-3:30 p.m. *Moderator:* Berle Adams, Sports Cable, Los Angeles. *Panel:* Dore Schary, Theatrevision, New York; Nick Mileti, president, Cleveland Indians, Cavaliers, and Crusaders; Geoffrey M. Nathanson, Optical Systems, Los Angeles; Marty Newman, National Association of Theater Owners, New York; Philip R. Hochberg, O'Connor, Green, Thomas, Walters & Kelly, Washington; Gordon Stulberg, 20th Century-Fox, Los Angeles.

Public access to CATV. Huntington Beach room. 2-3:30 p.m. *Moderator:* Charlotte Schiff Jones, Teleprompter, New York. *Panel:* John Gault, American Television & Communications, New York; Edward Kuhlman, Renouf, McKenna & Polivy, Washington; Verda Swaim, Warner Cable of Kern County, Bakersfield, Calif.; Lewis A. Rivlin, Peabody, Rivlin, Gore, Cladonhous & Lambert, Washington; Maurice V. Jacobsen, Los Angeles Public Access Project.

Developments in urban markets. Santa Ana room #2. 2-3:30 p.m. *Moderator:* Alfred R. Stern, Warner Cable, New York. *Panel:* Gregory J. Liptak, LVO Cable, Tulsa, Okla.; Leland Johnson, Rand Corp., Santa Monica, Calif.; Herbert Dordick, Telecommunications Management, New York; Moses Shapiro, General Instrument, New York; John P. Cole, Cole, Zylstra & Raywid, Washington; Richard L. Jackson, Jackson Communication, Clayton, Ohio.

Financial aspects of CATV. Fullerton room. 2-3:30 p.m. *Moderator:* Monroe M. Rifkin, American Television & Communications, Denver. *Panel:* Robert Todd, Teleprompter, New York; Ed Hopper, LVO Cable, Tulsa, Okla.; Dave Harrison, Bank of New York, New York; Simon Pomerantz, Jerrold Electronics, Horsham, Pa.; Dennis McAlpine, Tucker, Anthony & R. L. Day, New York; George Green, Coral Communications, Hoboken, N. J.

Legislation affecting CATV. Buena Park room. 2-3:30 p.m. *Moderator:* Eugene Iacopi, Nor-Cal Cablevision, Oroville, Calif. *Panel:* Thomas Susman, assistant counsel, Senate Subcommittee on Administrative Practice and Procedures; Ward H. White, minority counsel, Senate Communications Subcommittee; David Fiske, press secretary, Senator Richard S. Schweiker (R-Pa.); Robert Healey, legislative assistant, Senator Hubert H. Humphrey (D-Minn.); Al Alquist, California senate; Don Anderson, NCTA.

Technical sessions

Satellites, microwaves and fiber optics. Orange County room #18. 2:15-4:15 p.m. *Session chairman:* Hubert J. Schlafly, Teleprompter, New York. "The Effects of Satellites on CATV," R. W. Swensen and D. W. Lipke, Comsat, Washington; "A Cable Television Satellite Earth Station," Thomas Smith and Peter M. Pifer, Scientific-Atlanta, Atlanta; "A High-Power Single Channel AML Microwave Relay System," I. Rabowsky, C. Meyers and P. Vaughan, Theta-Com, Los Angeles; "Toward a More Economic Microwave System for CATV," J. F. Roche, Raytheon, Burlington, Mass.; "Optical Waveguides—Future Cable for CATV," W. Bart Bielawski, Corning Glass Works, Corning, N. Y.

Installation and maintenance. Orange County room #19. 2:15-4:15 p.m. *Session chairman:* Charles Henry, Badger CATV, Iron Mountain, Mich. "Lightning and Surge Protection of CATV Facilities," C. Bruce Barksdale, Telecommunications Industries, Kansas City, Mo.; "The Case of the Disappearing Head Room," Warren Braun, P. E., Harrisonburg, Va.; "Utility Grounding Practices," H. M. Smith, P. E., General Electric Cablevision, San Antonio, Tex.; "A Study of Aluminum Cable-Connector Interfaces and Their Effect on CATV System RF Ingress," Eric Winston, Jerrold Electronics, Horsham, Pa.; "Destructive Corrosion," Owen J. McCaughey and Gaylord G. Rogeness, Anaconda Electronics, Anaheim, Calif.

Engineers reception. Garden Grove room #3. 6-8:00 p.m. Presentation of NCTA technical achievement award.

Tuesday, June 19

Registration. South lobby. 8:00-5:00 p.m.

Exhibits open. Main exhibit hall, grand lobby and north lobby. 9:00-6:00 p.m.

Management eye-opener session

Certificates of compliance. Garden Grove room #4. 8:00-9:30 a.m. *Moderator:* Lawrence Kliever, Peninsula Broadcasting, Hampton, Va. *Panel:* Arthur Stambler, Stambler & Shrinsky, Washington; Steve Gold, NCTA; Jack Mayer, FCC; Richard Hildreth, Fletcher, Heald, Rowell, Kenehan & Hildreth, Washington; Delbert D. Smith, attorney, Madison, Wis.; Lynn Wickwire, New York State CATV Commission.

Federal/state-local regulatory jurisdiction. Huntington Beach room. 8-9:30 a.m. *Moderator:* Benjamin J. Conroy Jr., Communications Properties, Austin, Tex. *Panel:* Allen Cordon, deputy chief, CATV Bureau, FCC; Morton Aronson, Massachusetts Cable Commission, Boston; Morris Tarshis, Bureau of Franchises, New York; Wayne Currant, Buckeye Cablevision, Toledo, Ohio; Robert V. Cahill, Farrow, Cahill, Kaswell, Segura & Rader, Washington; Yolanda Barco, attorney, Meadville, Pa.

Marketing CATV services. Santa Ana room #2. 8-9:30 a.m. *Moderator:* Del Henry, Cable Marketing Group, Los Angeles. *Panel:* Xenny Mitchell, Teleprompter, Ottawa, Ill.; Eric Selch, J. Walter Thompson, New York; Sandy Freeman, Warner Cable, New York; Gene Shaw, C/S TPT Manhattan Productions, New York; Roger Rice, KTVU(TV) Oakland-San Francisco; Ken Lawson, MSI Television, Salt Lake City.

Concerns in smaller CATV systems. Fullerton room. 8-9:30 a.m. *Moderator:* Robert J. Tarlton, West Penn Cable, Lansford, Pa. *Panel:* William Turner, Welch Antenna, Welch, W. Va.; James W. Meador Jr., Hampton Roads Cablevision, Newport News, Va.; Ken Everett, Jackson Community Antenna, Jackson, Tenn.; McLean A. Clark, TV Cable Association, Big Timber, Mont.; Kyle Moore, TV Cable, Cordell, Okla.; Mort Berfield, Cohen & Berfield, Washington.

Technical eye-opener workshop

The relationship between federal/state/municipal control in technical standards. Orange county room #19. 8-9:30 a.m. *Sponsor:* Society of Cable Television Engineers. *Organizer/moderator:* Joe E. Hale, Cable Dynamics, Burlingame, Calif. *Panel:* Kenneth Foster, State Commission on CATV, Albany, N.Y.; Sydney Lines, FCC; Delmer Ports, NCTA; Vic Nicholson, Cable Television Information Center, Washington; Michelle Rosen, Cable TV Office, Newark, N.J. *Reporter:* Keith Davis, Western TV Cable, San Francisco.

A cable caucus. Anaheim Room. 9:45-10:45 a.m. *Moderator:* Amos B. Hostetter, Continental Cablevision, Boston. *Panel:* Representative John E. Moss (D-Calif.); Representative George E. Danielson (D-Calif.); Representative Charles E. Wiggins (R-Calif.); Representative Barry Goldwater Jr. (R-Calif.); Representative Lionel Van Deerlin (D-Calif.).

Networks for cable—when and how. Anaheim room. 10:45-11:45 a.m. *Moderator:* Richard E. Wiley, commissioner, FCC. *Panel:* Peter Goldmark, Goldmark Communications, Stamford, Conn.; Barry Zorthian, Time-Life Cable Communications, New York; Paul Vischer, Hughes Aircraft, Los Angeles; Robert Button, Teleprompter, New York; John Malone, Tele-Communications, Denver; John D. Matthews, Dow, Lohnes & Albertson, Washington.

Technical sessions

Television systems. Orange County room #18. 9:45-11:45 a.m. *Sponsors:* Institute of Electrical and Electronics Engineers broadcasting group and IEEE broadcast and television receivers group. *Session chairman:* John T. Guarrera (vice president, IEEE) Guide Scientific Industries, Sun Valley, Calif. "Reduction of Co-Channel Interference by Use of Precision Frequency Control in the Originating Transmitters," I. Switzer, Maclean-Hunter Cable TV, Rexdale, Ont.; "Local Origination—Laying it on the Line," Oliver Berliner, Audio International, Burbank, Calif.; "The JCIC Ad Hoc Committee on Television Broadcast Ancillary Signals—Why it was Established, and What it Expects to Accomplish," Robert A. O'Connor (chairman, JCIC ad hoc committee on television), Broad Ancillary Signals, New York; "A Television Receiver Especially Designed

for CATV," G. W. Bricker and G. C. Hermeling, RCA Sales, Indianapolis.

Special applications. Orange county room #19. 9:45-11:45 a.m. *Session chairman:* Rex Bradley, Telecable, Norfolk, Va. "An Analysis of Proved Pay CATV Systems," Richard D. Petit, K'Son Corp., Orange, Calif.; "Considerations for Reverse Signals in the Feeder Lines," Robert Wilson, Ameco, Phoenix; "The Magnavox Premium TV System," F. Douglas Forbes and Caywood C. Cooley, Magnavox, Manlius, New York; "Pediatrics and Cable Television," Edward Wallerstein; Carter L. Marshall, M.D.; Rodney Alexander, Mount Sinai School of Medicine, New York.

Luncheon. Arena. Noon-1:45 p.m. *Presiding:* William Bresnan, NCTA national chairman. *Invocation:* The Rev. Larry Mulkey, St. Boniface Catholic Church, Anaheim, Calif. *Speaker:* Dean Burch, chairman, FCC.

Another look at the morning subjects

Certificates of compliance. Garden Grove room #4. 2:00-3:30 p.m. *Moderator:* John Gwin, Cox Cable Communications, Atlanta. *Panel:* Jack Mayer, Cable Bureau, FCC; Sheila Mahoney, Cable Information Center, Washington; Stanley B. Cohen, Cohn & Marks, Washington; Stuart Feldstein, NCTA general counsel; Aaron I. Fleischman, Warner Cable, New York; Marcus Gravey Wilcher, Coalition for Media Change, San Francisco.

Federal/state-local regulatory jurisdiction. Huntington Beach room. 2:00-3:30 p.m. *Moderator:* J. Orrin Marlowe, Spectrum Communications, West Springfield, Mass. *Panel:* Steve Effros, staff attorney, Cable Bureau, FCC; Archie Smith, Public Utilities Commission, Providence, R. I.; Frank Young, League of Cities—Council of Mayors, Washington; William Walls, city attorney, Newark, N. J.; Bruce Merrill, Ameco, Phoenix; Thomas Houser, Sidley & Austin, Chicago.

Marketing CATV services. Santa Ana room #2. 2-3:30 p.m. *Moderator:* Jeffrey A. Marcus, Sammons Communications, Dallas. *Panel:* David Brody, Jerrold Electronics, Horsham, Pa.; Bill Donnelly, Young & Rubicam, New York; Robert Seawak, Teleprompter, New York; Don Andersson, NCTA; Graham Moore, Tele-Communications, Denver.

Concerns in smaller CATV markets. Fullerton room. 2:00-3:30 p.m. *Moderator:* Polly Dunn, Columbus TV Cable, Columbus, Miss. *Panel:* William Karnes, CATV consultant, Dallas; William Dimmerling, Warner Cable of Pottsville, Pottsville, Pa.; Ed Sterling, Tru-Vu Cable, Altadena, Calif.; Harold H. Thoms, Thoms Broadcasting, Asheville, N. C.; Sam Haddock, Moscow TV Cable, Moscow, Idaho; Suzanne Meyer, Dow, Lohnes & Albertson, Washington.

Technical sessions

Engineering forum. Orange county room #18. 2:15-4:15 p.m. *Sponsors:* Coordinating Committee for Cable Communication Systems; Society of Cable Television Engineers. *Session co-chairmen:* Archer S. Taylor (chairman, CCCS), Malarkey, Taylor & Associates, Washington; William Karnes, president, SCTE, Dallas. "The Key Aspects of Signal-to-Noise in Television Viewing," John E. D. Ball and R. Evans Whetmore, Public Broadcasting Service, Washington; "Report on Sources of Variability in Color Reproduction as Viewed on Home TV Receivers," K. Blair Benson, chairman, Ad Hoc Color TV Committee, Joint Committee on Intersociety Coordination, New York.

Computers and design. Orange county room #19. 2:15-4:15 p.m. *Session chairman:* Herbert P. Michels, Time-Life Cable Communications, New York; "An Analysis of System Planning," Terry Crawford, Jerrold Electronics, Horsham, Pa.; "Programmable Calculators as an Aid in System Design," W. R. Thompson, Warner Cable, Pennsauken, N. J.; "Computer Controlled CATV System," Jack Cauldwell, Arvin Systems, Dayton, Ohio; "Advantages of Digital Transmission for CATV Trunks," Russell B. Chadwick and Peter McManamon, Institute for Telecommunication Sciences, Office of Telecommunications Policy, Boulder, Colo.

Annual membership meeting. Anaheim room. 3:15-5:00 p.m. *Presiding:* William Bresnan, NCTA national chairman. Election of directors; proposed bylaws amendments; reports of standing and special committees; other business.

Chairman's reception. Disneyland hotel, grand ballroom foyer. 6:30-7:30 p.m.

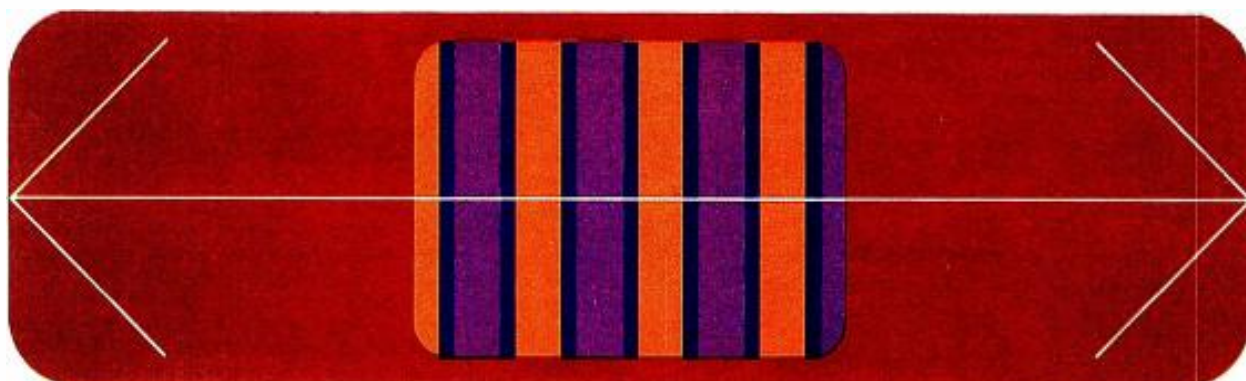
Annual banquet. Disneyland hotel, grand ballroom. 7:30 p.m. *Master of Ceremonies:* Raymond P. Shafer, Teleprompter, New

The 1973 NAB Convention was something else again!

Our sincerest appreciation to all of our new found friends whose enthusiasm for the new CV 500 digital video signal corrector created an immediate order backlog of \$3,000,000.

**If you were there and witnessed the CV 500 process industrial quality 1" helical to broadcast color levels—
you probably agree—helical video will never again be the same.**

**WE'VE CHANGED THE FACE
OF HELICAL VIDEO**



The technology that has produced this significant advance in helical color involves the digitizing of the helical signal. This approach creates a "window of signal correction" thirty times that of conventional analog time base correctors.

We'll not go into a long technical conversation but instead invite you to send for our complete brochure. What we can say is that we're in production. We are delivering. And we're being very careful about product quality . . .

We want our Q. A. Manager to be our toughest customer.

Meanwhile at the NCTA Convention . . . CVS will introduce another major product.

It's the CVS 502 digital video signal corrector—big brother to the CVS 500. Among other things, the 502 will let you dub a capstan servo'd $\frac{1}{2}$ " or $\frac{3}{4}$ " VTR signal up to a quad.

Seems ridiculous—until you see the demo!

Consolidated Video Systems



In the heart of Helical Valley

3300 Edward Avenue
Santa Clara, California 95050
(408) 247-2050

York. Introduction of new officers and directors. Presentation of annual Larry Boggs Award: John Gwin, Cox Cable Communications, Atlanta. Presentation of National Community Cablecasting Award: Barry Zorthian, chairman, community services committee.

Wednesday, June 20

Registration. South lobby. 8:00 a.m.-3 p.m.

Exhibits open. 9:00 a.m.-1:00 p.m.

Management eye-opener sessions

The evolution of CATV. Garden Grove room #4. 8:00-9:30 a.m. *Moderators:* M. William Adler, Weston TV Cable, Weston, W. Va.; John Muir, Cable Media Corp., Los Angeles. *Panel:* Edward A. Deagle Jr., Cable Information Center, Washington; Edgar P. Smith, Time Inc., New York; Paul Klein, Computer Television, New York; Harry M. Plotkin, Arent, Fox, Kintner, Plotkin & Kahn, Washington; Wally Baer, Rand, Santa Monica, Calif.; Henry Goldberg, Office of Telecommunications Policy.

Advances in Cablecasting. Santa Ana room #2. 8:00-9:30 a.m. *Moderator:* D. A. Purcell, Telecable, Norfolk, Va. Cablecasting awards presentation: Barry Zorthian, Time-Life Broadcast, New York. *Panel:* Spencer Kaitz, California CATV Association, Castro Valley, Calif.; John Cardenas, Napa Valley Cablevision, Phoenix; John Sanfratello, Videomation, New York; George Shapiro, Arent, Fox, Kintner, Plotkin & Kahn, Washington; Thomas Freebairn, New York University Deafness Research & Training Center; Jeffrey Jones, Continental Cablevision of Ohio, Findlay, Ohio.

Education on the cable. Fullerton room. 8:00-9:30 a.m. *Moderator:* Rex Bradley, Telecable, Norfolk, Va. *Panel:* H. Rex Lee, commissioner, FCC; Stanley Gerendasy, Cable Information Center, Washington; Frank Norwood, Joint Council on Educational Telecommunications, Washington; Virginia Fox, director of education, Kentucky Educational TV, Lexington, Ky.; Holt Riddleberger, National Association of Educational Broadcasters, Washington; Jay E. Ricks, Hogan & Hartson, Washington.

Technical eye-opener workshop

The elusive subscriber terminal—how much and when? Orange County room #19. 8:00-9:30 a.m. *Sponsor:* Society of Cable Television Engineers. *Organizer/moderator:* Steven Dourdoufis, Vision Cable, Fort Lee, N. J. *Panel:* Caywood Cooley, Magnavox, Manlius, N. Y.; Jerry Crusan, Television Communications, Pennsauken, N. J.; Wallace Lambourne, Trans-World Communications, Las Vegas; Pat Nettles, Scientific-Atlanta, Atlanta; Abe Reiter, Athena Communications, New York; Perry Schwartz, Gridtronic, New York; John Sie, Jerrold Electronics, Hosham, Pa.; Gene Walding, Oak Electro/Netics, Crystal Lake, Ill. *Reporter:* John Oresic, Suburban Cable TV, Broomall, Pa.

Management sessions. Anaheim room. 9:45-10:15 a.m. *Speaker:* Benjamin L. Hooks, commissioner, FCC.

Franchising considerations. Anaheim room. 10:15-11:15 a.m. *Moderator:* Bruce E. Lovett, American Television & Communications, Washington. *Panel:* Benjamin L. Hooks, commissioner, FCC; Bowman Cutter, Cable Information Center, Washington; Hugh Flaherty, Teleprompter, New York; Frederick W. Ford, Pittman, Lovett, Ford, Hennessey & White, Washington; Marc Nathanson, Harris Cable, Los Angeles; Theodore S. Ledbetter Jr., Urban Communications Inc., Washington.

Presentation: To be announced. 11:15-11:45 a.m.

Eight strong in Anaheim. Representing *Broadcasting* at the NCTA convention in Anaheim, Calif.: Sol Taishoff, editor; Lawrence B. Taishoff, publisher; Donald West, managing editor; Earl B. Abrams, senior editor; Peter Robinson, staff writer; David Whitcombe, marketing director; John Andre, sales manager-equipment and engineering; Bill Merritt, Western sales manager.

Technical sessions

Program origination. Orange county room #18. 9:45-11:45 a.m. *Session chairman:* Joseph L. Stern, Goldmark Communications, Stamford, Conn. "Wide-Screen Scanning System for Film-to-Tape Transfer," K. Blair Benson, Goldmark Communications, Stamford, Conn.; "The Cartridge-Loading Super 8 Videoplayer—A Means for Originating Film Programs," John A. Pistor, Eastman Kodak, Rochester, N. Y.; "Standalone VTR Time Base Corrector Systems for CATV Head-End Installation," C. Robert Paulson, Television Microtime, Bloomfield, Conn.; "A One-Inch Video Cartridge Recorder Designed for Professional CCTV and CATV," Keith Reynolds, International Video, Sunnyvale, Calif.; "The Psychology of Staging for Television," Rick Williams, Telemation, Salt Lake City.

Channel allocations. Orange county room #19. 9:45-11:45 a.m. *Session chairman:* Delmer Ports, NCTA. "Required System Triple Beat Performance," Bert Arnold, Electronic Industrial Engineering, North Hollywood, Calif.; "Mutual Interference Effects in Data/CATV Systems," Charles E. Sampson, Ross Telecommunications Engineering, Washington; "Practical Requirements of Phase Lock Modulators and Processors," James O. Farmer, Scientific-Atlanta, Atlanta; "Implementation of Coherent Headends and Their Effects on CATV Systems," Robert L. Schoenbeck, EIE, North Hollywood, Calif.; "Crosstalk and Isolation Requirements in Dual Trunk Systems," Henry Marron, Jerrold Electronics, Horsham, Pa.

Luncheon. Arena. 12 noon-1:45 p.m. *Presiding:* Amos B. Hostetter, NCTA national vice chairman. *Invocation:* Raymond Beckering, Garden Grove Community Church, Garden Grove, Calif. *Speaker:* Clay T. Whitehead, director, Office of Telecommunications Policy.

Another look at the morning subjects

Advances in cablecasting. Santa Ana room #2. 2:00-3:30 p.m. *Moderator:* Jack Williams, Warner Cable, New York. *Panel:* John Boudny, National Film Board of Canada, New York; Frank Thompson, El Paso Cable Vision, El Paso; Helen Love, Cablecommunications Resource Center, Washington; Shlm Teitelbaum, Synanon Foundation, Marshall, Calif.; Lee M. Mitchell, Sidley & Austin, Washington.

Education on the cable. Fullerton room. 2:00-3:30 p.m. *Moderator:* Ethel Greenfield Booth, CATV consultant, Beverly Hills, Calif. *Panel:* Kenneth Dowlin, director, Natranoa county public library, Casper, Wyo.; James L. Loper, KVET-TV Los Angeles; Harold Livingstone, director of classroom TV, Oregon State University, Corvallis, Ore.; Gary Gerlach, Arnold & Porter, Washington; Richard Adler, Aspen Workshop on Uses of Cable, Palo Alto, Calif.; Bonnie Molitor, producer, School Zone Cable 2, San Diego.

Technical sessions

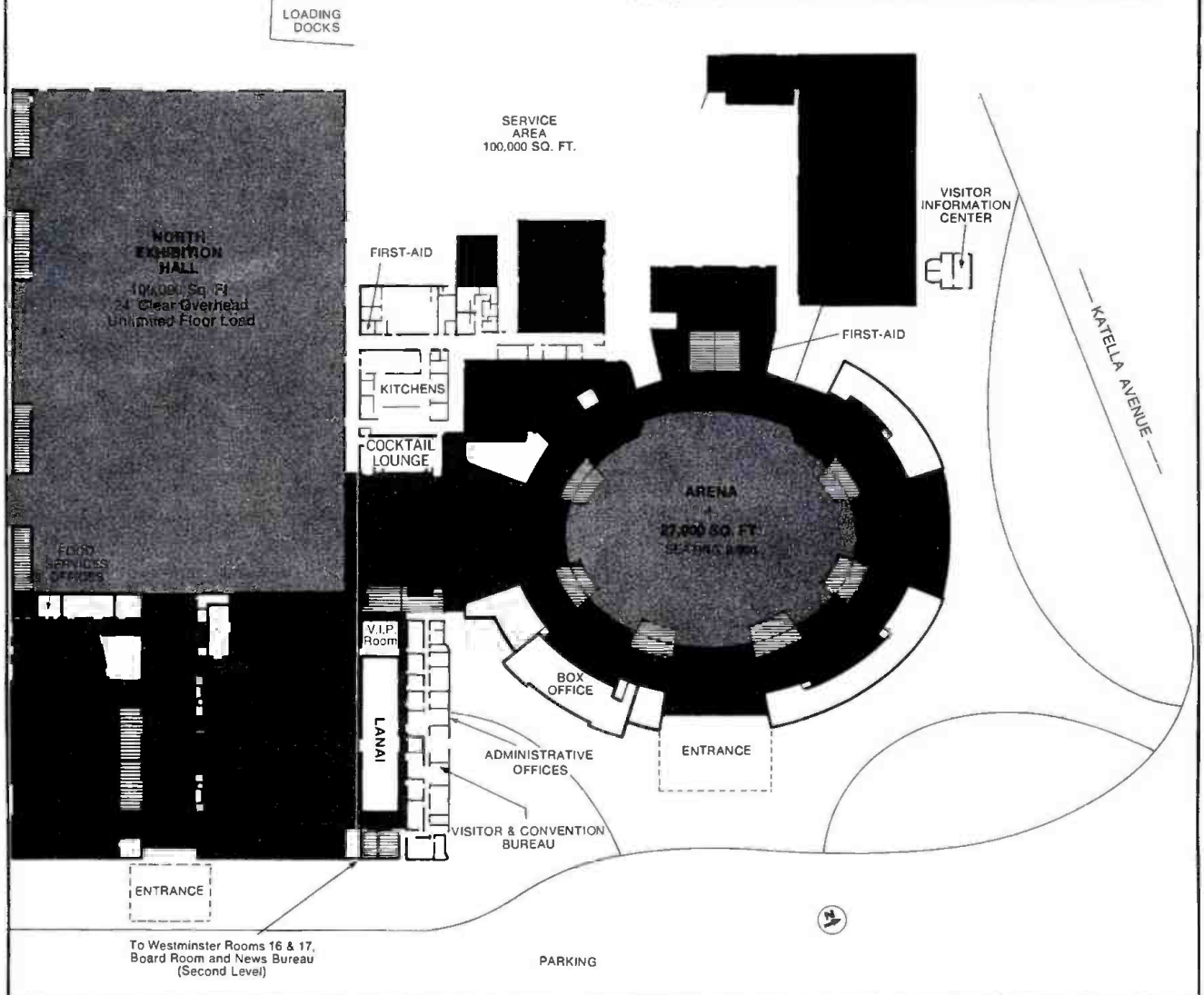
System design. Orange county room #18. 2:15-4:15 p.m. *Session chairman:* Michael F. Jeffers, Jerrold Electronics, Horsham, Pa. "Third-Order Distortion Build-Up in a Multi-Channel Cascade," R. Bell and P. Rebeles, Semi-conductor Division of TRW, Lawn-dale, Calif.; "Accumulation of Noise and Intermodulation Distortion in Two-Way Cable Television Systems," J. J. Gibson, RCA Laboratories, Princeton, N. J.; "On the Realities of Non-Linear Distortion in CATV Amplifiers," Jacob Shekel, Jerrold Electronics, Horsham, Pa.; "Commercial Data Transmission Over a Cable Television System," Robert V. C. Dickinson, P.E., Berkeley Heights, N. J.; "The Design of Expansion Loops for Reducing Fatigue in Coaxial Cable Installations," B. D. Garrett, Comm/Scope, Hickory, N. C.

Operation, measurements and standards. Orange county room #19. 2:15-4:15 p.m. *Session chairman:* Jack Landrum, Commco, Austin, Tex.; "Practical Testing Under Current FCC Rules," Robert Tenton, Home Box Office, New York; "A Shielding Effectiveness Measuring Jig for CATV Cables," Kenneth A. Simons, Jerrold Electronics, Horsham, Pa.; "Determining Radiation Levels in CATV Cable Systems for Compliance with FCC Regulations," L. A. Marvin, Anaconda Electronics, Anaheim, Calif.; "Common-Sense Care of Video Tape," Arden Thompson, Minnesota Mining and Manufacturing, St. Paul; "Scan Loss and Its Elimination in CATV Swept Frequency Measurements," R. L. Cowart, Gill Cable, San Jose, Calif.; and Russell D. Anderson, Avantek, Santa Clara, Calif.

Adjournment. 4:15 p.m.

Post-mortem. The NCTA board of directors meeting will be the last item of business at this year's convention. The session is scheduled for 9 a.m. Thursday (June 21) in the Yorba Room of the Disneyland Hotel.

Where it's at at the convention center



Equipment exhibitors

Following are cable-equipment manufacturers that will be displaying and demonstrating their wares in several exhibit areas in the Anaheim Convention Center (see map above). Capsule listings include the firm's name and home office address, the exhibit-space number, the firm's products and the personnel in attendance. Also listed on subsequent pages are programmers for cable and service firms that will be at the NCTA convention.

Aberdeen Co. 3
11515 West Jefferson Boulevard, Culver City, Calif. 90230

Product: Materials for construction and maintenance of CATV systems. *Personnel:* George M. Acker, Nadine J. Acker, Larry Borson, Ted Wieland, Milt Young, Carroll Courtner.

AEL Communications Corp. 93
P.O. Box 507, Lansdale, Pa. 19446

Product: Single and bi-directional CATV equipment; complete turnkey construction;

tunerless converters. *Personnel:* Conrad J. Fowler, Leon Riebmman, Leonard Rosenfeld, Albert Cavaleri, Samuel Colodny, Sol Berg, George Kern, Harold Musler, Robert Bailey, Adolph Rosset, Kenneth Landis, Walter Ackerman, Joel Sacco, C. David Batalsky, Elliot Bell, William Stone.

Ameco Inc. 48
2960 Grand Avenue, P.O. Box 13741, Phoenix 85002

Product: Complete line of CATV signal processors, amplifiers, taps, splitters; two-way amps and sub-band supertrunk equipment; field power units, test equipment and equipment protectors; headend and program origination equipment. *Personnel:* Bruce Merrill, John Buchanan, Jack Blanchard, Richard G. Old, Paul Askos, Glenda Walker, Donald Gregory, Kenneth Jones, Gene Wampler, Lee Prins, Donald Morton, Paul White, Robert Wilson, Fred Griswold, John Ryan, Andrew Carson, James Nordahl.

American Technology Co. 205
3630 West Clarendon Street, Phoenix 85019

Product: Outdoor directional taps; line splitters; directional couplers; coaxial connectors. *Personnel:* Paul Rhodes, E. A. Munson, Marvin Athans, W. E. Earl.

Ampex Corp. 47
401 Broadway, Redwood City, Calif. 94063

Product: One-inch and 1/2-inch helical videotape recorders; closed-circuit TV cameras; professional audio recorder/reproducers; audio and video tape. *Personnel:* Donald V. Kleffman, Richard Sirinsky, Frank Santucci, Carlos Kennedy, Gil Fagerlin.

Anaconda Electronics 80
305 North Fuller Street, Anaheim, Calif. 92803

Product: Century trunk and distribution amplifiers; Compath series communication cables; passives. *Personnel:* Al Ginty, Bob Spann, Jeff LeHecka, Bill Gaylord, Gay Rogeness, Larry Fry, Kirk Hollingsworth, Vic Tarbutton, John Egan, Bob Hannon, Lou Marvin, Pete Chunka, Don Steele, Jack Choate.



We're giving 130 cable systems a lot more than a new name.

Within the last year, TeleVision Communications, Cypress Communications and Continental Transmission all joined together to form a new company.

Today, under our new name, Warner Cable, we have over 130 operating systems serving more than 400,000 subscribers.

And we're continuing our growth.

We've accelerated our activities in seeking new market franchises.

But we don't measure our success merely by the number of communities we serve.

We're also proud to be meeting our responsibilities as a leader in the field of cable communications technology. We are exploring new products and services such as entertainment satellite systems, electronic publishing and other services for home and industry.

So now, whenever you see the Warner name and symbol on our signs and equipment across the country, you'll know what's behind it: new talent, new technology, new ideas and more than 50 years of leadership in the entertainment industry.

And for every system that bears our name, there's a new and exciting future.



WARNER CABLE

75 ROCKEFELLER PLAZA, NEW YORK, N.Y. 10019



A Warner Communications Company

Domsat shows for Anaheim. If everything works, delegates to this week's convention of the National Cable Television Association will get an eyeful of satellite interconnection.

Teleprompter has installed a portable earth station at Convention Center, Anaheim, Calif., for several planned demonstrations, the first to originate from Washington at 10:30-11 a.m., Pacific daylight time, today (June 18), fed by land line to an American Satellite Corp. earth station at Germantown, Md., then to the Canadian Anik satellite and from it to Anaheim.

At 7-8 p.m., PDT, tonight, the heavyweight championship bout between Jimmy Ellis and Earnie Shavers from New York's Madison Square Garden will be the first sports event to be transmitted across the U.S. via domestic satellite. Home Box Office Inc., which is producing the cablecast, said last week the transmission will travel by land line from the Garden to Germantown and from there by the Amsat-Anik route to Anaheim.

From the Teleprompter earth station, the program will be relayed by Theta-Com Corp.'s amplitude modulation link (AML) short-haul microwave to the Disneyland hotel closed-circuit system and to a pay-TV test at Teleprompter's San Bernardino, Calif., CATV system. Home Box Office is also delivering the event to 12,000 pay-cable subscribers in Pennsylvania via ordinary telephone.

On Tuesday morning Teleprompter will import a CBC French-language program to the NCTA convention and that night it will pick up CBC news.

Andrew Corp. 35
10500 West 153d Street, Orland Park, Ill. 60462

Product: CARS band antenna systems; microwave antennas and waveguides; coaxial cables, connectors and accessories. *Personnel:* G. Dienes, T. Glab, W. Moore, B. O'Brien, H. Schmid, E. Torkar, C. Van Hecke, H. Woodbury.

Angenieux Corp. of America 25
440 Merrick Road, Oceanside, N.Y. 11572

Product: Television lenses applicable to cable-television origination facilities demonstrated on various cameras; motion picture lenses for TV news cameras. *Personnel:* John Wallace, Bern Levy, Walt David, Bob Jagemann.

Anixter-Pruzan Inc. 55
1963 First Avenue South, Seattle 98134

Product: Construction equipment; pole-line hardware; active devices; passive devices; coaxial cable; coaxial-cable connectors; tools, safety equipment; converters. *Personnel:* Jack Pruzan, Herb Pruzan, Don Thomson, Phil Glade, Gordon Halverson, Alan Scheinman, Tim Rankin, Royce Busey, Larry Freemire, Gene Robinson, Irv Sylvan, Les Lomax, Larry Gay, Sandy Maner, Leo Larkin, Scott Anixter.

Arvin Systems Inc. 43
1771 Springfield Street, Dayton, Ohio 45403

Product: Video-disk recorder. *Personnel:* Robert Walker, Jack Cauldwell, George Foster.

Avantek Inc. 203
3175 Bowers Avenue, Santa Clara, Calif. 95051

Product: Remote automatic sweep system. *Personnel:* W. E. Evans, R. D. Anderson, J. P. Moore, W. F. Epperly, S. B. Witmer, R. D. Jones.

Avtel Corp. 97
44 Railroad Avenue, Glen Head, N.Y. 11545

Product: Two-camera color mobile system, battery-operated color portable system; time-base corrector system; color-camera encoder; distribution switcher; mediaplex film-chain/graphics system. *Personnel:* John Larkworthy, Donna Tyler.

Belden Corp. 27
2000 South Batavia Avenue, Geneva, Ill. 60134

Product: Complete line of drop cable and messenger drop cable; electrical and electronic wire and cable. *Personnel:* Ed Stull, Paul Miller, John Wohlhuete, Ron Stier, Harold Hofman, Dave Rucker, Angel Colon.

Berkey-Colortran Inc. 20
1015 Chesnut Street, Burbank, Calif. 91502

Product: Fresnel spotlight line; Super Scoop; 2.4 kw and 316 kw dimmer pack system; Minipan 20; medical light; Supersilk; 30-volt battery-powered lights. *Personnel:* Joseph Tawil, Marion Rimmer, Harold Gross, Thomas Pincu, Moe Tawil, Dick Chew, Ed Gallagher, Philip Sidham, Gene Murphy, Paul Roscorla, Richard Chalek, Billy Cook, Lou Behrmann.

Beston Electronics Inc. 4
20 on the Mall, Prairie Village shopping center, Prairie Village, Kan. 66208

Product: Character generator; news and weather; time-base corrector; oscilloscope vector display; automatic light control for film chain. *Personnel:* Bernard J. Lipari, Donald R. MacCumont, David L. Anderson, Larry Plumer, Rod Herring, Dick Abraham.

James G. Biddle Co. 211
Township Line and Jolly Roads, Plymouth Meeting, Pa. 19462

Product: Radar-type cable fault locators; Megger insulation testers; Megger ground testers. *Personnel:* Mike Carnaby, Jack Guy, Tom Lunschen, Stan Ericsson, Bob Anholt, Bob Avdeef, Ken Hobberstead, Vince Horncastle.

Blonder-Tongue Laboratories Inc. 54
One Jake Brown Road, Old Bridge, N.J. 08857

Product: Subscription TV systems; custom CATV headends, antennas, preamplifiers, test equipment. *Personnel:* Isaac Blonder, Robert Fitz, Joe Glaab, Ray St. Louis, Marc Winchester, Steven Belyo, Les Farey, George Bahue, Samuel Stone, Martin Sperber, Jay Shapson, Kant Mistry, Wiley Steakley, Pete Sepsis.

Broadcast Electronics Inc. 221
8810 Brookville Street, Silver Spring, Md. 20901

Product: Spotmaster audio-tape cartridge systems; Titlemaster video-character generator; studio console and recording equipment. *Personnel:* Jack Neff, Gene Bidun, Mel Black, Walter Schier, Ben Breslauer, George Riggins.

Burnup & Sims Inc. 42
4047 Okeechobee Boulevard, West Palm Beach, Fla. 33401

Product: Demonstration of "fast plant" system-design capability; cable durability demonstration. *Personnel:* Thomas R. Pledger, Robert E. Gruno, Billy R. Jones, Barry Ankeny, Maxwell Dean Hill, Bobby Hendrix, Robert Long, Larry Wallace, Rudy McJunkins, A. T. Lowery, William Smith, Frederick R. Bodnarchuk, Jerry Staggs, Michael Goldwire, S. F. Stewart, James Shepherd.

Cablevision Construction Corp. 303
Nine Ten Bay Area building, Houston 77058

Product: Construction, engineering, marketing. *Personnel:* Cliff Gardiner, Mark Thomason, Ken Burnworth, Fred Lynam, Marge Lynam.

Cadco Inc. 202
4410 Newcastle Road, Oklahoma City 73118

Product: Amplifiers, headend, turnkey service. *Personnel:* Steve Richey, Dan Richey, Robert Cooper, Sue Cooper, Jim Reynolds, Marvin Athans, Patricia Athans, Stan Wigh, Roger Wright.

Cambridge Products Corp. 215
101 Foley Street, Somerville, Mass. 02145

Product: Aluminum coaxial connectors and F fittings. *Personnel:* Alan Horowitz, Earle Davis, John Blanchenot.

Canon U.S.A. Inc. 127
10 Nevada Drive, Lake Success, N.Y. 11040

Product: Television lenses; 16mm camera; special optics. *Personnel:* Seiichi Takikawa, Mark Miyaoka, Mike Momosawa, Dick Turchen, Art Kramer, Paul Powers, Matt Miyazaki, Andy Oshika, Ken Toda.

Catalyst Communications Inc. 304
211 South Winter Street, Yellow Springs, Ohio 45387

Product: Catalyst cable origination network (programming); public channels management services. *Personnel:* Rick Newberger, Dinah LeHoven, Steve Christiansen.

CATEL Division, United Scientific Corp. 61
1030 West Evelyn, Sunnyvale, Calif. 94086

Product: Cable FM equipment including: FM processors, stereo receivers for background music, FM modulators and demodulators, receivers for WWV Standard Time and National Weather Service. Also television modulators, band pass filters, TV monitors. *Personnel:* Dick Old, Don Loll, Joe Greenlee, Ray Brown, Don Werner, Frank Genochio.

C-Cor Electronics Inc. 49
60 Decibel Road, State College, Pa. 16801

Product: CATV equipment and systems design. *Personnel:* James Palmer, George Dixon, Thomas Kenly, William Hakanson, Derald Cummings, Willard Truckenmiller, Fred Yeaton, William Lasky, Jere Smith, John Hastings, Don Weaver, George Livergood.

Century Strand Inc. 10

5432 West 102d Street, Los Angeles 90045

Product: Complete line of local origination lighting equipment, including six-dimmer fully filtered remote controlled system. **Personnel:** Larry Nelson, Philip Rose, Dennis Yoshida, Harry Forman, Bill Liento, Terry O'Connell.

Cerro Wire & Cable Corp. 110-111

Halls Mill Road, Freehold, N.J. 07728

Product: Full line of CATV trunk, distribution and drop cables, featuring Styrafoam low-loss aluminum sheathed cables and Metro-shield drop cables. **Personnel:** Frank Spexarth, Dave Karrmann, Tom Athans, Mike Ganley, Mayes Kendrick, Doug Fuller, George Voehl.

Channell Commercial Corp. 103

620 West Foothill Boulevard, Glendora, Calif. 91740

Product: Cable closures; pedestal housings; underground housings. **Personnel:** William H. Channell, Carl DeSimone.

Cinca Communications Corp. 316

9229 Sunset Boulevard, Los Angeles 90060

Product: Pay TV system. **Personnel:** Robert Breckner, Dimitri Villard, Thomas G. Cushing, George Brownstein, Robert Johnson, Joan Peterson, Joseph Brady, J. Dempsey, E. Schecter.

Cohu Inc., Electronics Division 17

P.O. Box 623, San Diego 92112

Product: 1210 single-tube color camera; 1230 single-tube color camera with viewfinder; 9501 compact production switcher. **Personnel:** H. L. Berlin, E. V. Dempsey, J. V. DiMatteo, D. R. Frost, J. O. Palmer, J. J. Pec, R. J. Schlicht, L. E. Sherman, S. L. Thomas.

Collins Radio Co. 38

Building 407, Dallas 75207

Product: Microwave video-relay systems. **Personnel:** M. G. Richey, R. R. Maxwell, R. M. Miliner, J. J. Lenehan, M. N. Botu, W. Fisk, J. M. Wiggins, J. C. Culp.

Commercial Electronics Inc. 81-82

880 Maude Avenue, Mountain View, Calif. 94040

Product: CEI-280 color television camera and related system accessories. **Personnel:** Bill Porter, Rod Maddison, Dick New, George Grasso, Don Lefevbre, Jim Summers, Bud Mills, Jim Hanks, Jack Moynihan, Mark Broemmelsiek, Raoul Proctor, Jim Fadely, Kathy Nolan, Roger Elton, George Miller.

Communications Carriers Inc. 121

33 River Road, Greenwich, Conn. 06830

Product: Microwave transmission equipment; integrated headend/RF pick-up and transmission system. **Personnel:** Norman E. Chase, Clifford Fields, Eugene Secor.

Communications Marketing Inc. 234

8690 Center Drive, P.O. Box 2276, La Mesa, Calif. 92041

Product: Professional marketing and consulting services; consumer attitude studies; CATV subscriber marketing; pay TV subscriber marketing; advertising sales; media advertising from idea through placement;

directory publishing. **Personnel:** James L. Bloxham, Keith R. Smith, Jim Vernon, Randy Steward, Stan Howes, Al Kernaman, Mary Vernon, Mary Company, Nancy Smith, Ken Comina, Frank McWilliams, Jerry Math-er, Jim Paulk, Suzanne Ramon, Sue Klein, Chuck Walters, Jim Boyd, Bill Company, Chrys McDonald, Robert L. McDonald.

Comm/Scope Co. 45

1 Superior Plaza, Hickory, N.C. 28601

Product: Coaxial cable and connectors; video pairs. **Personnel:** J. H. Bowman, Frank Drendel, Don W. Hoffman, Fred N. Wilkenloh, Tom Gardner, Gene Swithenbank, Jim Sherrill, Bill Barbour, Roy Tester, D. Anderson, B. Garrett.

Comprehensive Service Corp. 51

18 West 61st Street, New York 10023

Product: Complete selection of video and motion-picture supplies including video and audio tape, tape accessories, studio and projection lamps, vidicons, shipping and storage supplies. **Personnel:** Jules Leni, Walter Baxter, Bruce Anderson.

Consolidated Video Systems Inc. 207-208

3300 Edward Avenue, Santa Clara, Calif. 95050

Product: CVS model 500 digital video signal corrector; CVS model 502 digital video signal corrector. **Personnel:** Stanley W. Meyer, Harold C. Blakeslee, Al Swain, Richard Maxwell, Jimmy O. Hahn, Charles D. Corbett,

William B. Hendershot, Michael Tallent, Gary Koester, William McDonough, Lary L. Lindsey.

Contender Corp. 243

P.O. Box D, 433 Community Lane, Woodland, Calif. 95695

Product: Horizontal earth-boring equipment for installing utility lines under streets, highways, sidewalks and other surface obstructions. **Personnel:** Dudley R. Holman, Howard Hansen.

Coral Communications Corp. 77

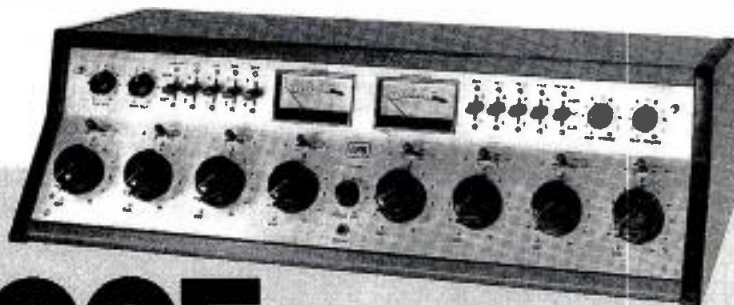
7700 Marine Plaza, River Road, North Bergen, N.J. 07047

Product: CATV bi-directional amplifiers (2-300 series); expanded range amplifiers (300 series); (12- and 21-channel series) active and passive CATV/MATV electronic products, fittings, cable and hardware; test equipment and headend components. **Personnel:** M. J. Rodriguez de Diego, R. E. Tooley, A. Lipp, G. Mattison, W. Ewing, J. Campbell, J. Ross, L. Jaffe, G. Gunter, W. McNair, A. Laughlin, D. Dworkin, R. Nadeau, A. Whitaker, W. Krempasky, J. Shmaitis, J. Grossman, C. Sims, G. Green, A. Wages, G. Ring, S. Lenefsky, J. Stewart, F. Whiting, R. Hilliard.

Datavision Inc. 251

15932 Shady Grove Road, Gaithersburg, Md. 20760

Product: D-1500 video character generator;



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In Canada: P.O. Box 669, Orleans, Ontario (613) 824-3232

D-2400 video character generator; D-1032 title generator; MG-1 message generator; TT-1 time-temperature generator; DT-1 date-time generator. *Personnel:* Jerry L. Shumway, Frank J. D'Ascenzo, Philip K. Edwards, Anthony R. Maltia, James N. Mazzoni, Richard Sudkamp.

Davis Manufacturing, Division of J.I. Case Co. 30
1500 South McLean Boulevard, Wichita, Kan. 67213

Product: Davis Mini-Sneaker—self-propelled, direct-burial line layer; Davis Fleetline 30-4 Super, 30-horsepower trencher. *Personnel:* Bob Giles, Loyde Keith, Bob Gourley, Chuck Ulmer.

Delta-Benco-Cascade Ltd. 116-117
124 Bellfield Road, Rexdale, Ont.

Product: Complete line of CATV products, headend, trunk, distribution. *Personnel:* Merrill Flynn, G. A. Allard, P. Allman, Bill Robinson, C. J. Evans, T. A. Cross, Leo Cull, G. Brothers, H. Peters, Jerry Stovall, J. Spisar, M. Papadouris, Ken Schiller, J. Conn, A. Prochazka, D. Shumate, J. Derocher, I. Macfarquhar, D. Fear.

Digital Communications Inc. 70
310 Fourteenth Avenue South, St. Petersburg, Fla. 33701

Product: Meters; converters; pay-TV systems, software and operations. *Personnel:* Frank Merklein, J. Merklein, Russell Kroeker, Charles Kirk, Michael Paolini, George Simons.

Ditch Witch Division, Charles Machine Works Inc. 253-254
Box 66, Perry, Okla. 73077

Product: VP12 self-contained vibratory plow which buries wire, cable and plastic or copper tubing without trenching; J20 trencher. *Personnel:* Bill Haynes, John Bridwell, Ed Felton, Fred Beers.

Dix Hills Electronics Inc. 313
25 North Mall, Plainview, N.Y. 11803

Product: Cross-mod measurement instruments; multiple frequency signal generator; distortion analyzer; distortion test set. *Personnel:* Jack Kouzoujian, Thomas B. Warren, Bob Pizzutiello, William Marcy.

Dolphin Communications Corp. 89
181 Church Street, Poughkeepsie, N.Y. 12601

Product: Passive electronic devices. *Personnel:* Phillip J. Nelson, Don Whittemore, John Cooper, Eli Gordon, Tom Stockton, Steve Jennings, Bruce Martin, Dan Foley.

Durnell Engineering Inc. 72
Highway 4 South, Emmetsburg, Iowa 50536
Product: "Van Lift," personnel lift for mounting or heavy duty vans; "Dur-a-Lift." *Personnel:* Jack R. Adams, Bernard Schrauth, Linda Saxton, Morris Durnell.

Dynair Electronics Inc. 5
6360 Federal Boulevard, San Diego 92114

Product: TX-4B Dyna-mod II TV modulator; RX-4B Dyna-tune TV demodulators; SE-70A color special-effects generator; Series 150 vertical interval production switchers; new series X routing switcher. *Personnel:* Garry

NCTA honors two. Kenneth A. Simons, director of research and development at Jerrold Corp., Philadelphia, and Donald W. Levenson, president of Wheeling Antenna Co., Wheeling, W. Va., will receive the first annual National Cable Television Association Outstanding Technical Achievement Awards. The awards will be made at the Anaheim convention center tonight (June 18) at the engineers reception. The winners were selected by a special committee of the Society of Cable Television Engineers. Mr. Simons, who will receive the award for outstanding achievement in engineering and manufacturing, participated in the design of several Jerrold products. He has written numerous articles on the industry and is a member of several industry engineering committees. Mr. Levenson, who will receive the award for outstanding achievement in the area of systems engineering, is known for his design of the "simultaneous-sweep" technique used for cable system analysis. Co-author of several technical papers at RCA, Mr. Levenson is also a member of several engineering committees.

Gramman, George Bates, Max Ellison, Ken Stone, Bill Killion, Bob Jacobs, Dwain Keller, Mike Bingham, Gary Beeson, Phyllis Lynch.

Eastman Kodak Co. 96
343 State Street, Rochester, N.Y. 14650

Product: Kodak Supermatic film videoplayer VP-1. *Personnel:* J. A. Pistor, B. R. Berner, G. L. Boyd, R. F. Grant, P. B. Hinds, R. G. Hufford, J. E. Knaus, J. C. Lakolas, T. R. McMurtry, F. X. Millor Jr., F. R. Reinking, J. L. Robertson, V. C. Shaner.

W. Edwards CATV Industries 212
P.O. Box 232, 136 North 13th Street, Santa Paula, Calif. 93060

Product: Standby power supplies; power supplies; enclosures. *Personnel:* William T. Edwards, Leo Lopez, Al Jackson, Jerry Albert.

EG&G Inc. Electro-Mechanical Division 252
Georgetown, Mass. 01833

Product: Full line of CATV connectors. *Personnel:* Douglas R. Vining, Win Jackson, Bob Stitt.

Electronic Industrial Engineering (division of RCA) 85-87
7355 Fulton Avenue, North Hollywood, Calif. 91605

Product: Full line of CATV amplifier distribution equipment; headend equipment; turn-key services and engineering design services. *Personnel:* Don Chandler, Bob Corrao, Marshall Savage, George Kanen, Warren Reihls, Ron Yokes, Jim Bruce, Wade Hansen, John Thompson, Robert Schoenbeck, Bert Arnold, Robert Hamell.

Essex International Inc. Communications and CATV Division 7
6235 South Harlem Avenue, Chicago 60638

Product: CATV coaxial cables. *Personnel:* John W. Holland, Tom L. Gleason, Ed Carr, Dan Walls.

F & B/Ceco Industries Inc. 204
7051 Santa Monica Boulevard, Hollywood 90038

Product: Super 8, 16, 35mm cameras; lenses; TV projectors; lighting, editing equipment; accessories, supplies and parts. *Personnel:* Carl Porcello, Phil Dewald, Frank Baha, Ed Leontides, Carl Burleson, Bob Rothgery.

Farinon Electric 213
935 Washington Street, San Carlos, Calif. 94070

Product: Microwave equipment. *Personnel:* John Bartelme.

Fort Worth Tower Co. 32
5201 Bridge Street, P.O. Box 8597, Fort Worth 76112

Product: Towers; equipment buildings; power units. *Personnel:* Tommy Moore, Fred Moore, Betty Moore, Cheryl Moore, Carl Moore.

Fribley Enterprises 200
P.O. Box 389, Canada Road, Painted Post, N.Y. 14870

Product: Apartment-house terminal boxes for in-field inventory control; Cyclocac weather-proof plastic serving four to 24 apartments with one to four outlets per apartment. *Personnel:* Charles W. Fribley, Sally D. Ulicny.

Gamco Industries Inc. 220
317 Cox Street, Roselle, N.J. 07203

Product: Connectors and passive devices. *Personnel:* Gary J. Balsam, Martin Horak, Roy J. Kane, Mark Dzuban.

General Cable Apparatus Division 14
P.O. Box 666, 5600 West 88th Avenue, Westminster, Colo. 80030

Product: Telsta aerial lifts. *Personnel:* J. McLean, W. Alving, R. Young, S. F. Kahn, L. Bardell.

General Cable Corp. 8
730 Third Avenue, New York 10017

Product: .412", .500", and .750" fused-disk coaxial cables; cable hardware; lashing wire 81 strand; terminal housings for buried cable. *Personnel:* John Cavanaugh, A. L. Torpie, Larry Corsello, C. J. Bodenstab, Tillman Smith, J. F. Stock, C. R. Biggs, E. V. Wolfe, Larry Smith, E. C. Barb, R. M. Peters, Herb Lubars, Howard Boyd, Dick Nearing, Bob Stark.

General Radio 206
300 Baker Avenue, Concord, Mass. 01742

Product: 1710 RF Network Analyzer and an expanded line of accessory equipment, including s-parameter set for transistor characterization, immittance probe for component measurements, frequency marker-counter, sampling X-Y recorder and new reference storage unit. *Personnel:* David P. Friedley.

Gilbert Engineering Co. 62
3700 North 36th Avenue, Phoenix 85019

Product: CATV connectors, fittings, sleeves, terminators and tools. *Personnel:* G. R. Geiger, Leo Van Vleet, Paul Disser, Robert D. Hayward, Jim Chapman, Don Arndt, Jim Moulin, Willard Pequignot, Bob Snider.

Glenronics 224
Division of Sawyer Industries Inc.
 748 East Alosta Avenue, Glendora, Calif. 91740

Product: Power supplies. *Personnel:* James J. Marino, William Paul Nader, Robert T. Schultz, James E. Balch, Mike Foster, Ted Chuck, John Messmer, Glen Johnson, Bernie Rothermund, Howard Drechsler, Frank Beardsley, Marie Foster.

Globe Battery Division, 311
Globe-Union Inc.
 5757 North Green Bay Avenue, Milwaukee 53201

Product: Batteries for CATV systems. *Personnel:* Jeff Christofferson, Richard G. Dance, Lee Owens, John Sheerin, Lance Schwartz, Gary Williamson.

GTE Sylvania, CATV Operations 75-76
 114 South Oregon Street, El Paso 79901

Product: New set-top converter, 300 mhz equipment and mid-band split equipment; Pathmaker line of distribution equipment. *Personnel:* O. D. Page, R. W. Pawley, Lee Dolby, Bill McCullough, Tom Mayers, Don Phillips, Dick Covell, Steve Manly, Charles Auer, Jeff Headley, Rocko Lupo, Bob Sherwood, Ron Casey, Bill Buschmann, Bob McClow, Jim Rolling, Ken Sechrist, Larry Stevens, John Twomey, Frank Muller.

Gulton Industries Inc. 240
 13041 Cerise Avenue, Hawthorne, Calif. 90250

Product: Complete line of uninterruptible power supply systems, including new EMNB109 system. *Personnel:* Harry Linden, Marvin Eisen, Donald May, George Heffner, Jane Fowler, Kathie Woodmansee.

Hitachi Shibaden Corp. of America 92
 58-25 Brooklyn-Queens Expressway, Woodside, N.Y. 11377

Product: Color cameras, monitors and cartridge video recorders. *Personnel:* Y. Hirano, J. Tosaka, M. Russin, N. Pisciotla, K. Yamazaki, N. Asahi, Y. Sato, H. Gillogly, K. Ebisawa.

Home Theater Network Inc. outside area
 1880 Century Park East, Los Angeles 90067
Service: Mobile demonstration van parked outside convention site offering "mini" pay-TV system. *Personnel:* Calvin Johnston, Dick Lubic, Paul MacNamara, George Stein, John McKesson, Margarita Berg.

IBM Corp. 226-228
 1133 Westchester Avenue, White Plains, N.Y. 10604

Product: Data-processing equipment and services. *Personnel:* Gene Moran, Bob Heubner, Ken Wright, Frank Edwards, Dick English, Toby Terrell, Jack Lynne, Tom Stafford, Dick Cottrell, Tony Alcock, Dan Piccone, Herb Helle.

International Video Corp. 101-102
 990 Almanor Avenue, Sunnyvale, Calif. 94086

Product: Origination equipment, including IVC-500A color broadcast video camera, IVC-40M monochrome video camera and IVC-150A color video camera. Video-tape recorders to be shown include VCR-100

video cartridge recorder and IVC-870, IVC-760 and IVC-960 reel-to-reel recorders. New IVC Diplexer will also be on display. *Personnel:* Michael Moscarello, A. Moscarello, Ronald H. Fried, Ron DePinto, Carter Elliott, Grant Ellis, Gene Warren, Chuck Martin, Bob Martin, Dick Fletcher, Keith Reynolds, Fred Haines, Dick Reilly.

Imperial Plastics Inc. 244-245
 1015 West Hoover, Orange, Calif. 92667

Product: Plastic pipe, sweep and fittings, wire clip, Jet-line products. *Personnel:* Art MacBride, John Harris, Marylou White, Drucie Reyes, Caryl Harris.

Interstate Telephone & Electronics 223
 10920 Indian Turnpike, Suite 101, Dallas 75229

Product: Regular and standby power systems for headend and distribution systems. *Personnel:* W. J. Riley, E. D. Larson, K. J. Johnson, Wayne Wainright, Don Werner.

ITT Cannon Electric 122
 666 East Dyer Road, Santa Ana, Calif. 92702

Product: Complete line of all-weather, seized-center conductor "Scotty" connectors. *Personnel:* Jim Cowan, Mere McKinley, George Blazs, Rod Cruse.

Jackson Communication Corp. 19
 P.O. Box 6, Clayton, Ohio 45315

Product: Make-ready engineering; strand mapping; CATV construction. *Personnel:*

Richard L. Jackson; Oscar Jackson; Ron Charlton.

Jacobsen Manufacturing Co. 65
Sod Master Division
 3456 Washington Avenue North, Minneapolis 55412

Product: Underground cable plow. *Personnel:* J. M. Pendell, G. G. Fitzgerald.

Jerrold Electronics Corp. 84
 200 Wilmer Road, Horsham, Pa. 19044

Product: Head-end, distribution and subscriber sub-systems, and turnkey services. *Personnel:* William Firestone, Lee Zemnick, Dave Brody, Mike Jeffers, Si Pomerantz, Bill Lambert, Joe Romasco, John Sie, Bill Redstreak, Len Ecker, Jim Nelson, Len Goldman, Jack Forde, Walt Mecleary, Al Micheli, Ray Pastie, Mel Gray, Bruce Lane, D. Atchison, M. Bush, R. Gardner, W. Lindberg, M. Hamilton, R. Santora, J. Bailey, G. Fletcher, J. Zawojski, A. DeLoss, T. Slopey, R. Murdough, J. Puchalski, J. Orwick, H. Flink, C. Moody, J. Horton, M. Milliken, J. Poff, C. Grisham, G. Pell, M. Gay, M. Martell, W. Tourtillott, S. Syversen, R. Arbin, R. Peasick, L. Borin.

Kay Elemetrics Corp. 113-115
 12 Maple Avenue, Pine Brook, N.J. 07058

Product: CATV test sets, sweep generators, attenuators, wideband amplifiers, VHF spectrum analyzers. *Personnel:* Jack Nichols, Karl Sturz, Jim Connors, E. Crump, Bill Harbeson, Bob Mahon, Herb Then, Tony Monfriedo.

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K'Son Corp. **249-250**
250 East Emerson Avenue, Orange, Calif. 92665

Product: Components and systems for presentation and control of pay programs on CATV and MATV systems. *Personnel:* K. S. Sorenson, D. E. Lewis, E. M. Farole, P. R. Hayden, R. A. McMahon, J. W. Mickelson, E. D. Murray, R. D. Petit, G. F. Ritz, F. L. Cross.

Laird Telemedia Inc. **107-108**
2125 South West Temple, Salt Lake City 84115

Product: Television character generator, optical multiplexers, TV slide projectors, TV movie projectors time/date generator. *Personnel:* William G. Laird, Jeff Peterson, Ronald Jones, Dick Turchen, Ronald Hymas, Donald McClellan, Charles Michel, Art Percival.

Lindsay Specialty Products Ltd. **26**
50 Mary Street West, Lindsay, Ont.

Product: Amplifiers, antennas, passive devices, connectors, splitters, apartment control systems. *Personnel:* Bob Toner, John Thomas, Don Vanalstyne, Frank Pennypacker, Koert Koster, Hillar Kassfeldt.

LRC Electronics Inc. **34**
901 South Avenue, Horseheads, N.Y. 14845

Product: F connectors, aluminum cable connectors, special RFI connectors. *Personnel:* Clayton Blanchard, Arthur Bodner, Roland Reinisch, Keith MacIntosh, Ben Duval.

Magnavox Co. CATV Division **78-79**
133 West Seneca Street, Manlius, N.Y. 13104

Product: Complete line of distribution equipment including new passive devices, MX-404 amplifier and FV-30 converters; Magnovox-Teleprompter Premium TV system. *Personnel:* Daniel Mezzalingua, Charles Hively, Larry Kincaid, Maqbol Qurashi, Andy Tresness, Ivan Bigelow, Robert Stanton, Thomas Malson, Thomas Olson, Caywood Cooley, Robert Greiner Jr., Don Nash, Stan Delbert, Colby Fletcher, Chet Syp, Claude Simons, Joseph Gibbs, Robert Finnerty, James Emerson, Michael Heigle, Prent Hedrick, Joe Loscalzo, Jack Reed, Joe Ostuni, Frank Egenstafer, Ken Siegel.

Magnavox Consumer Electronics Co. 101A
Video Systems Division
Video Systems building, 1700 Magnavox Way, Fort Wayne, Ind. 46804

Product: Television color cameras, television receivers (monochrome and color), television monitor/receivers (monochrome and color). *Personnel:* J. Philip Stack, Charles S. Dolk, D. Judson Koehler, John D'Aiuto, Harry Gladwin, Keith Tindall, Don Price, Joe Behaim, Jesse Durbin, Erik Sluyter, Ed Graham, Jim Moya, Jim Cope, John Markland, Don Hall, Chuck Chalk, Gene Adams, Fieldy Dize, Dean Needham, Bernie Susens.

Market International Inc. **19**
36 West Second, South Suite 529, Salt Lake City 84101

Product: Featured will be a marketing, installation and construction display. *Personnel:* Anthony Ragozzine, Richard McGurk, Ray Harper, Jim Rice.

Martin Marietta Aerospace, Communications and Electronics **310**
P.O. Box 5837, Orlando, Fla. 32805

Product: Microwave. *Personnel:* Lowell Hardison, George Nelson, Richard Jones, J. Douglas Wells, Mill Barbour, Kerry Fox.

Metrodata Corp. **314**
3201 Fairview Avenue East, Seattle 98102

Product: Alphanumeric generators and displays, computer-edited multichannel display equipment. *Personnel:* Jim Dalke, Jim MacKenzie, Jim Hayes, Gordon Rock, Doug Ammons.

Microwave Associates Inc. **112**
South Avenue, Burlington, Mass. 01803

Product: MA-12G radio, B-line Portable radio and MA-7H IF heterodyne radio. *Personnel:* Stan Bennett, Phil Cass, Mert Knold, Herman Markowitz, Clyde McCauley, John Morrissey, Dan McCarthy, Erik Stromsted, Jack Toropovsky, John Van. Les Fisher.

Mid State Communications Inc. **229**
P.O. Box 203, 40 North 7th Avenue, Beech Grove, Ind. 46107

Product: Frequency counters and processors, installers' signal-level meters, lab-style amplifiers, frequency tunable voltmeters, general CATV instrumentation. *Personnel:* Doyle T. Haywood, Lawrence C. Dolan.

Mole-Richardson Co. **31**
937 North Sycamore Avenue, Hollywood 90038

Product: New seven-light Molefay strip; new 120-volt Molepower wet-cell battery pack

and charger kit; new camera light type 5631 1,950-w Molequartz Obie light; new compact 2,000-w softlite; 2,000-w Molequartz Molelipso pattern light; focusing quartz family, 650-w Teenie Mole; 1000-w Mickey Mole; 2,000-w Mighty Mole; quartz Solarspot family; 1000-w Baby Baby; 2000-w Baby Junior; 5,000-w Baby Senior; 10,000-w Baby Tener; 200-w Midget Solarspot; 200-w Mini-Mole Solarspot; 1,000-w Baby Solarspot; 2,000-w Junior Solarspot; 650-w one-light Molefay; 2,600-w four-light Molefay; 3,900-w six-light Molefay; 5,850-w nine-light Molefay; 1,000-w Molequartz Molepar; 6,000-w Molequartz six-light Molepar; quartz broods, scoops, soft-lights, Nooklites and a variety of light kits and a car kit; telescoping hangers and adapters, and hangers for hanging and mounting fixtures; grip equipment and special effects. *Personnel:* Howard R. Bell, Larry Mole Parker.

Multiplier Industries Corp. **120**
224 North Fifth Avenue, Mount Vernon, N.Y. 10550

Product: Safety equipment packages to enable cable companies to comply with OSHA. ANSI federal and state highway laws. *Personnel:* Warren Heim, Walter Ullrich.

Oak Industries Inc. CATV Division **125-126**

South Main Street, Crystal Lake, Ill. 60014
Product: Block converters, electromechanical and varactor converters, cable financing services, CATV terminal equipment including Pay-TV devices. *Personnel:* Carl J. Bradshaw, Eugene M. Keys, Donald V. Pascarella, Eugene C. Walding, Charles B. Radloff, Loren N. Young.

Optical Systems Corp. **100**
11255 West Olympic Boulevard, West Los Angeles, Calif. 90064

Service: Proprietary pay-TV system. *Personnel:* Geoffrey M. Nathanson, Alan H. Greenstadt, Ron S. Brutoco, John Calvetti, Richard R. Peterson, Ernie Thomas, Harry Bennett, Carl Akrell, Patrick Court, Ron Mandell.

Panasonic **98**
P.O. Box 3980, Grand Central Station, New York 10017

Product: Video-tape recorder and players—cartridge, cassette, open-reel; cameras; monitors and accessories. *Personnel:* A. Barshop, J. Weeks, T. Conner, P. Marrinan, C. A. Shera, Steve Planchard, S. Davis, G. Critchfield, L. Vihon, R. Quaid, I. Iizuka; Y. Nakano; T. Fujikawa; F. Sameshima.

Panduit Corp. **71**
17301 Ridgeland Avenue, Tinley Park, Ill. 60477

Product: Line of wiring components; featured will be Pan-ty cable ties, including releasable and nonreleasable lashing ties. *Personnel:* Howard Johnson, Ken McPherson, John Chkoski, Steve Hurd, Rudy Johnson, Tom Fullerton, Glen Carroll.

Phasecom Corp. **106**
13130 South Yukon Avenue, Hawthorne, Calif. 90250

Product: Headend equipment consisting of modulators and heterodynes, including a coherent headend with harmonically related carriers. *Personnel:* Bert Rosenblum, Arie

Robert Ellis Rudolph Corp.

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Zimmerman, Ted LaFleur, Judith Baer, Patrick Seagrave.

Phelps Dodge Communications Co. 29
60 Dodge Avenue, North Haven, Conn. 06473
Product: Spirafil coaxial cable, Foamflex coaxial cable. Personnel: F. W. Deturk, J. F. Jennings Jr., W. C. Youkers, W. A. Kraus, S. E. Woodstrum, W. D. Furr, E. T. Anderson.

Philips Broadcast Equipment Corp. 40
1 Philips Parkway, Montvale, N.J. 07654
Product: Norelso color and monochrome equipment for studios and mobile units, including cameras, color video-cassette systems and audio equipment. Personnel: Warren Charles, Mat Ceterski, Kenneth Gustafson, Herman Schkolnick, Walter Wolthers, William Eagle, Howard Albano, David Thomas, Andy Bolla, Jon Munderloh.

Plastoid Corp. 68
4261 24th Street, Long Island City, N.Y. 11101
Product: Coaxial cable. Personnel: Bill Grant, Tom Gibbins, Vic Burt.

Preformed Line Products Co. 56
5349 St. Clair Avenue, Cleveland 44103
Product: Guy-grip dead-end, false dead-end, splices, lashing rods, guy guards, tree guards, tangent supports; Telegrip, Teletap, Telesplice, dead-ends for coaxial cable; dead-ends for figure eight cable and dual coaxial cable. Personnel: Robert D. Skilton, Max A. Lexson, Ray Sullivan, Al A. Greene.

Quick-Set Inc. 2
3650 Woodhead Drive, Northbrook, Ill. 60062
Product: Line of instrument positioning equipment including tripods, pedestals, trolley, heads, wall mounts and columns. Personnel: Mark Stolman, A. J. Weber.

Raychem Corp. 16
300 Constitution Drive, Menlo Park, Calif. 94025
Product: Heat-shrinkable products for the CATV industry—Mini WRS wraparound repair sleeve, TCS thermofit cable sleeve, cable jacket repair and maintenance. Personnel: W. C. Anderson, R. A. Barlow, L. O. Chapman, R. W. Hughes, J. D. Kelly, A. A. Lawrence, R. A. Metro, D. W. Starr, V. E. Walsh, J. A. Webb, W. L. Zirbel.

RCA Consumer Electronics 105
600 North Sherman Drive, Indianapolis
Product: Cable color televisions. Personnel: William Boss, Gordon Vricker, Frank Weikel.

Repco Products Inc. 15
74000 State Road, Philadelphia 19136
Product: Below-ground flush-mounted closures for electronic equipment; above-ground closures. Personnel: Paul Bunten, Walter Wisniewski, Joe Fanelli Jr., Robert Simonski, Tom Shea, Marvin Athans, Bill Earl, Larry Brown, Len Pinkowski, Jerry Balash, Vince Bocchinfuso Jr.

Reynolds/Leteron Inc. 36
9830 San Fernando Road, Pacoima, Calif. 91331
Product: TV tilters. Personnel: J. Becher Anderson, E. N. Hydal, Carol Dobbs.

RMS Electronics Inc. 18
50 Antin Place, New York 10462
Product: Passive devices, coaxial connectors (Super Fit series) and associated hardware for the CATV industry. Personnel: Don Edelman, Gene Fink, Dan Parsont, Harvey Wilson, Rick Oberman.

Rowland Productions Inc. 219
200 West 57th Street, New York 10019
Product: Dorothy Collins Show, Habit Forming (exercise show), Magic World, Budget Decorating, all produced exclusively for CATV. Personnel: Jack Brooks, Sy Alper, Betty Brooks.

Sadelco Inc. 104
299 Park Avenue, Weehawken, N.J. 07087
Product: CATV test equipment. Personnel: D. C. Williamson.

Scientific-Atlanta Inc. 73-74
Product: Complete headend and two-way digital communications system; live videotape inputs. Personnel: Sidney Topol, Jack Kelley, Howard Crispin, Howard Klippel, Tom Smith.

Sigmaform Corp. 21
2401 Walsh Avenue, Santa Clara, Calif. 95050
Product: Thick-walled, heat-shrinkable, self-sealing tubing and molded shapes; windproof torches; cross-linked tape sealant. Personnel: K. C. Monroe, E. A. Peterson.

Singer Instrumentation, 233
Los Angeles Operation
3211 South LaCienega Boulevard, Los Angeles 90016.
Product: FM-10C CATV and communications service monitor and RFI meters. Personnel: Richard E. Reed, Gerald P. Rothhammer.

Sola Electric Division, 58
Sola Basic Industries
1717 Busse Road, Elk Grove Village, Ill. 60007.
Products: CATV family of voltage regulators. Personnel: James D. Kimball, Ruxton G. Tucker, Fred H. Lemke.

Soladyne International Inc. 123
7455 Convoy Court, San Diego 92111
Product: Model 1501 television microwave system. Personnel: Barbara Agajeenian, Mike McDaniel, Fielding Hedges, Frank Sanders, Bob Hall.

Sony Corp. of America 50
47-47 Van Dam Street, Long Island City, N.Y. 11101.
Product: Videocassettes, video tape, closed-circuit TV equipment (monochrome and color), videocassette duplicating equipment. Personnel: Russ Pilcher, Ward Bingham, Mike Fleming, Ed Bougher, Max Harris, William Harlow, H. T. McAdams, Dale Matheny, Bob Mueller, Gene Kregg.

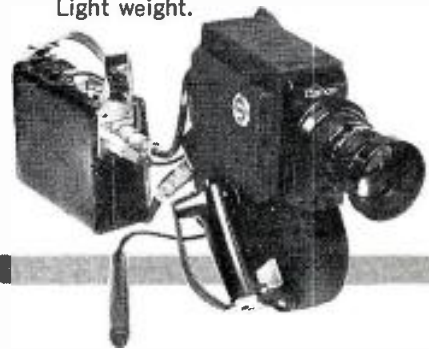
STA Productions, Division of Vicor 122A
7385 Convoy Court, San Diego 92119
Product: Closed-circuit TV for hotels, motels and cable systems. Personnel: C. P. (Sam) Bales, Arnold Topel, Bob Thelen, Rose Marie Alvarado.

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- Stelco Inc.** 24
7700 Wedd, Overland Park, Kan. 66204
Product: Truck-mounted aerial devices. Personnel: John R. Buckley.
- Systems Wire & Cable** 53
3500 South 30th Street, Phoenix 85040
Product: Complete line of trunk, distribution and drop cables for cable television. Personnel: J. R. Woods, N. M. Marshall, M. K. White, J. McAward, C. R. Bullock, R. F. Abate.
- Tektronix Inc.** 6
P.O. Box 500, Beaverton, Ore. 97005
Product: Picture and waveform monitors; generators; vectorscopes, time-domain reflectometers; spectrum analyzers; oscilloscopes. Personnel: Austin Basso, Clifford Schrock, Martin Jackson, Steve Kerman, James Sandberg, David Shores, Rubert Mahoney, Andy Morrow, Dennis Bayne, Ron Marquez, David Comstock, Len Garrett, Art Andersen, Duncan Doane, Lloyd Bennett, Tom Milton, Johannes Van der Hoak, Lindley Gumm, Joe Gayer, Ralph Show.
- Telemation Inc.** 83
P.O. Box 15068, Salt Lake City 84115
Product: Porta-color studio featuring the FPC-1000; Porta-studio monochrome featuring multicaster; color studio featuring the IVC-870 and FP-1200 color camera; color film system featuring the HV 1100 color camera; new digital weather/information channel; headend automation system featuring multichannel information/weather/news/nonduplication switching; T-Matic automated video-tape cassette program system and T-Matic automatic tape duplication system; surveillance systems; nonduplication switchers. Personnel: Lyle O. Keys, Russ Ide, Jack Kope, Robert C. Bacon, Henry Maynard, Cliff North, Gerald A. Eastman, Thomas R. Meyer, Ronald Hymas, Richard White, Marshall Ruehrdanz, Edward Shuey, Jay K. Hubbell, Richard Corcoran, Michael Richardson, Walter Shubin, Gary Atkins, William Hickey, John Briggs, Edward Manzo, Richard Williams.
- Telemet, Division of Goetel Inc.** 67
185 Dixon Avenue, Amityville, N.Y. 11701
Product: All-channel VHF demodulator with built-in chopper; modulators, fixed-frequency demodulators; video test-signal generators; V. I. production switchers. Personnel: S. Hamer, R. Lawrence, A. Bolletino.
- Teleng Ltd.** 109
405 Serrano Drive, 4E San Francisco 94132
Product: Super Oxford, Oxford, Superverter A. Personnel: John Braund, Anne Braund, George F. Stone, Francis I. Clements, Maurice Olman.
- Telesync Corp.** 37
20 Insley Street, Demarest, N.J. 07626
Product: Retro-reflective front screen projection system, CATV prompting system. Personnel: Bob Anderson, George Andros, Jim Henderson, Sam Monteforts, Don Robinson, Bob Swanson, Jim Stevenson.
- Theatrevision Inc.** 90-91
641 Lexington Avenue, New York 10022
Product: Theatrevision pay-TV system. Personnel: Dore Schary, Will Baltin, George Lane, Leo Genest, Charles Fuller, John Ringstad, Betty Smith, Jerry Friske.
- Terra Equipment Co.** 216
1270 Town Line Road, Mundelein, Ill. 60060
Product: T129 Dyna-Plow. Personnel: Robert F. Strauss.
- Theta-Com of California** 94-95
9320 Lincoln Boulevard, Los Angeles 90045
Product: CATV electronic equipment and accessories, coaxial and drop cables; AML microwave equipment; SRS subscriber response systems. Personnel: Dennis Ashcroft, Bob Behringer, Duane Crist, Ray Davis, John Elsasser, Ben Forte, Ed Foust, Jimmie Kerner, Gay Kleykamp, Jack Kuhner, Bob Melton, Marty Moran, Ferris Peery, Maynard Polkinghorn, A. E. Puckett, Jim Randolph, John Richardson, Carl Riddle, Vince Ridikas, Al Schneider, George Storer, Tom Straus, Art Sullivan, Jim Taglia, Bob Vendeland, Jean Welch, A. D. Wheelon, Bob Woods, Dan Baltz, P. C. (Bud) Bell, Dick Callais, Marsh Carpenter, Alan Hall, Carl Jessel, Wally Lee, John Lemmer, Rex Ling, Cesare Marchesini, Chuck Mettam, Martin Nigohossian, Dick Sklar, Charles Smiley, Simon Solingen, Larry Stern, Paul Warther, Lewis Watson, Rene Zegers de Beyl, Margaret Allard, Jim Bryan, Steve Demchak, Linda Hare, Wayne Helgeson, Jim Leigh, John McKniff, Cy Meyers, Walt Renneman, Jim Repking, Jim Scott, Abe Sonnenschein, Paul Vaughan, Dick Walters, Ivan Wolff, Norm Woods, Ray Adams, Bert Henscheid, Chuck King, Tom Krieg, Don Lanzinger, Dick MacMillan, Chuck Maki, John Pranke, Dan Ryason, Jack Stires.
- Tidal Sales Corp.** 222
182 North Hamilton Street, Poughkeepsie, N.Y. 12602
Product: Connectors, cable. Personnel: Gary D. Drezin, George Drezin, A. Earl Ericson, Harold Schuchman, Stephen B. Abrams, Neil Phillips, Sidney J. Rosen, Lou Gould, Marge Drezin.
- Time Manufacturing Co.** Outside
7601 Imperial Drive, Waco, Tex. 76710
Product: Aerial bucket lifts. Personnel: Van Smith, Edward Blondell, Larry Underwood, Clyde Dunkley, Russell L. Howard, Charles B. Turner, Bob Skinn, Walt Mays, Dallas Dodson, Dorothy Turner, Irma Howard, Pat Abrams.
- Times Wire & Cable Co.** 64
358 Hall Avenue, Wallingford, Conn. 06492
Product: Coaxial cable for trunk-feeder-drop, Dynafoam, Alumifoam, Alumifoil. Personnel: Ray V. Schneider, F. F. Bud Desmond, Robert W. Burton, William Lynch, Rex Porter, Dean Taylor, Zea Grissinger, Frank Hamilton, Jim Morton, John Glass, Kevin Barry, John Patterson, Jack Arbuthnot.
- Tocom Inc.** 39
P.O. Box 47066, Dallas 75247
Product: Complete line of CATV products including bidirectional equipment and Tocom II, computer-controlled two-way interactive cable-TV system, new line of taps and splitters. Personnel: John Campbell, Jim Scott, Jim Smith, Charles Lowe, Patrick Wilson.
- Tomco Communications Inc.** 246
2134 Old Middlefield Way, Mountain View, Calif. 94040
Product: UHF to VHF converters, UHF/VHF preamps, apartment-house amplifiers, filters and IF switches. Personnel: Vincent R. Borelli, Thomas A. Olson, Phillip DuVal, Richard Slocum.
- Trans-World Communications, Subsidiary of Columbia Pictures Industries Inc.** 247-248
711 Fifth Avenue, New York 10022.
Product: In-home and hotel pay-cable system. Personnel: William J. Butters, Herbert Estrin, Robert Fisher, Larry Lynch, Wally Lambourne, Ralph Zaldin, Bob Elliott, Stanley Solson, Frank Grant.
- Trompeter Electronics Inc.** 28
8936 Comanche Avenue, Chatsworth, Calif. 91311
Product: Coax patch panels, patch cords, jacks, looping plugs, power dividers, RF connectors, switches and matrices. Personnel: Ed Trompeter, Sylvia Trompeter, Reg Finnsson, Hal Wardein, S. Stevens, Leroy Tichy.
- Ultra Audio Products** 237-238
634 South Victory Boulevard, Burbank, Calif. 91502
Product: Chroma-keyers, vectorscopes, titler/promoters, pulse-cross monitors and waveform monitors featuring improved WV-063 waveform and video-monitor combination. Products will be demonstrated in a complete two-camera color studio set-up. Personnel: Oliver Berliner, Ole Olson, Paul Bona, Joan Herzfeld, Ginny Dorsey, Jack Taylor, Don Lauritzen, Marinas Welman, Suzanne Covington, Art Moser.
- Utility Products Co.** 9
3111 West Mill Road, Milwaukee 53209
Product: Complete line of cable closures, featuring new closure to house the latest dual-system amplifiers. Personnel: Ken Huff, Kurt F. Glaisner, Dennis J. Ellmauer, Harvey Wilson, Ted Ludlow, Don Countryman.
- Utility Tool (subsidiary of Ripley Co.)** 59
1 Factory Street, Middletown, Conn. 06457 (sales offices)
Product: Instruments to prepare ends of coaxial cable for attachments of connectors. Personnel: Frank Rudolph, Jim Matthews, Samuel Kellough.
- Van Ladder Inc.** 46
Combelt Industrial Park, Box 709, Spencer, Iowa 51301
Product: All-electric aerial lifts. Personnel: Eugene W. Faulstich, Ed Dart.
- Videodelics Corp.** 315
2121 South Manchester Avenue, Anaheim, Calif. 92802
Product: Telestrator, sequential videosette. Personnel: Leonard Dozier, Rich Braith-

waite, Richard Alejandro, Bob Clark, Lew Twill, Norm Dummer, Brad Miles, Bruce Ferguson, Carl Messina, Jerry Astor, Sheldon Pines, K.C. Brunn, Patti Widom, John Russell, Don Tractenberg, Al Ramirez, John Steven, Bruce Crayford, Steve Irick, Hoy McConnell, Dave Sheetenheim.

View-all 52
Box 2026, Anniston, Ala. 36201

Product: Directional taps, indoor and outdoor splitters, apartment distribution centers.
Personnel: Walter Baxter, Walter Hotz, Sidney Day, Everett Sears.

Wavetek, Indiana Inc. 124
P.O. Box 190, Beech Grove, Ind. 46107.

Product: Model 1801A sweep/signal generator, general purpose sweep generators, attenuators, detectors and miscellaneous components. **Personnel:** Louis Abbott, Tony Reuter, Ed McDonald, Bob Welsh, Phil Ray.

Zei-Mark Corp. 230
P.O. Box 182, Brookfield Center, Conn. 06805

Product: Model 3200 optical multiplexer; model 3200-4P, a four-input, two-output (one Preview) system including Zei-Mark 1500 dual-slide auto-change system; pedestal-mounted Eastman model TV12M6 16mm videofilm projector by Zei-Mark; Hitachi-Shibaden HV-1100 color-film chain TV camera and HV-15 monochrome Preview TV camera. **Personnel:** Richard Zeidler.

Program Exhibitors

Alto Fonic Programing Inc. 301
6362 Hollywood Boulevard, Hollywood 90028

Product: Program services for local origination; mono and stereo program equipment for above; cable subscriber marketing (National Telesystems Division). **Personnel:** D. Alan Clark, Don W. Clark, Phillip Koener, David Young, Elinore Freeland.

AP 22-23
50 Rockefeller Plaza, New York 10020

Product: Various syndicated news services. **Personnel:** Robert Eunson, Roy Steinfort, Robert Sundry, Joseph Assenheim, Robert Hull, Arian Schlagel, Kenneth Clark, Jack Pace, Lawrence Kananen, Paul Finch.

Blue Ridge Communications 241
Television Center, 701 Thomas Road, Lynchburg, Va. 24505

Product: Programming for cable TV. **Personnel:** Mark L. Lloyd.

Cable Network Television 214
12636 Beatrice Street, Los Angeles 90066

Product: Motion pictures, half-hour series, educational shows, Spanish-language motion pictures. **Personnel:** Arden Moser, Paul Berkowitz.

Cablevision Bingo 118
360 South Monroe, Suite 550, Denver 80209
Product: Cable bingo equipment. **Personnel:** Alan Harmon, W. A. Gossett, Susan Jo Brown, Dick Godon.

Hershey Video Systems 306
875 North Michigan, Chicago

Product: Pay-TV software. **Personnel:** R. Scott Hershey, Daniel Corns.

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Home Box Office Inc. 255
Room 3530 Time and Life building, Rockefeller Center, New York 10020

Product: Sports and current film programs for nightly prime-time pay-TV service to cable system subscribers. *Personnel:* Gerald M. Levin, J. Richard Munro, John R. Barrington, Reva Melniker, James O. Heyworth Jr., Kenneth A. Ash, Seth Kittay, James Ezzes, Bob Tenten, W. Thomas Oliver, Sylvia Caso, Frank Randolph, John MacPherson.

L/G Productions Inc. 242
754 National Press building, Washington 20004

Product: Software. *Personnel:* Tony Lupo, Phil Grouss.

MSI Television 88
4788 South State Street, Salt Lake City 84107

Product: Data weather, multichannel Data-casting System—Data Stock, Data News, Production Titler, Data Cassette Memory, low-cost Data Weather, remote keyboard, Reuters. *Personnel:* Kenneth D. Lawson, Ray M. Unrath, Barry L. Kenyon, Anita Petersen, D. Kent Wright, Gerald A. Van Mondfrans.

**The National Foundation—
March of Dimes** 232
1275 Mamaroneck Avenue, White Plains, N.Y. 10605

Product: March of Dimes film announcements (color and B/W), MOD color slides, MOD scripts, MOD weather channel cards, MOD lapel buttons, MOD pamphlets and brochures, MOD-CATV educational pieces. *Personnel:* Drex Hines, Tom Luce, Bill Stock, Marion Glender, Lee Williams, Nancy Carroll, Edward Comstock.

Panamericana Television 236
Los Angeles Inc.
1680 North Vine Street, Suite 700, Hollywood 90028

Product: Spanish-language production on ¾ inch cassette for CATV systems. *Personnel:* Alexander Prada, William Castro, Harold Vorbeck.

Red Eye Net 235
33 West 60th Street, New York 10023

Product: Program service featuring five hours per week of newly created material for cable. *Personnel:* Lawrence Goldman, Herbert Wise, David Othmer.

Reuters Ltd. 13
1700 Broadway, New York 10019

Product: Reuters News-View news display. *Personnel:* Peter Holland, David S. Mitchell, John Demery, William Best.

Synanon Foundation Inc. 218
P.O. Box 786, Marshall, Calif. 94940

Product: Rehabilitation-community CATV-CCTV system. *Personnel:* Shim Teitelbaum, Joe Florio, Lou Delgado, Skip Ferderber, Ronette Watson, Frances Warfield, Sam Martin, Barbara Martin, Hillary Huff, James O'Donnell, Frank Rehak, Wayne Reeves, Bob Cohen, Alan Cameron, Helen Brush, Dan Sorkin, Leon Levy, Cory Levy, Jay Spiegel.

Tape-Athon Corp. 63
502 South Isis Avenue, Inglewood, Calif. 90301

Product: Background and foreground music; central studio equipment and music library. *Personnel:* David J. Anthony, Wally Rubin.

Telewide Systems Inc.
2 East 78th Street, New York 10021

Product: 200 theatrical motion pictures; 100 hours of children's programing; 300 hours of mystery, romance and adventure programing; 200 hours of matinee-oriented programing. *Personnel:* Bernard L. Schubert, Saul Reiss, Marvin Gray.

Trans America Film 305
1680 Vine Street, Hollywood 90028

Product: Films for program originations, feature films, western features/cartoons and TV series. *Personnel:* A. R. Bob Nunes, Cyndy Wynne, Kyle Thomas, Bill A. Bloom, David Bloom, Tom C. Corradine.

Twentieth Century-Fox TV 217
Box 900, Beverly Hills, Calif. 90213
Product: Programing. *Personnel:* William L. Clark, Graham White, Gerald Feifer.

Thomas J. Valentino Inc. 69
151 West 46th Street, New York 10036

Product: Production music and sound-effects libraries for use in cable-television program origination and production. *Personnel:* Thomas J. Valentino, Frank Valentino, Chris Carrino.

Videomation Inc. 201
888 7th Avenue, New York 10019

Product: Producers, syndicators and distributors of software for cable TV. Programs include *What's Happening America*, *World on Wheels*, *Skippy*, *Scene '70*, *The Joe Namath Show*, *The Most Valuable Player*—Willis Reed. *Personnel:* Stephen B. Eden, Art Wagner, John D. Sanfratello.

Video Techniques Inc. 312
39 West 55th Street, New York 10019

Product: Videotaped and live programs for cable and pay TV. *Personnel:* Henry A. Schwartz, Barry Burnstein.

Service exhibitors

Barash Advertising Inc. 60
P.O. Box 77, 403 South Allen Street, State College, Pa. 16801

Product: Advertising, public-relations, sales-promotion and marketing services. *Personnel:* Sy Barash, Mimi Barash, Ron Shroyer, Arden Shroyer, Glenn Albert, Louise Albert.

Cable Data, Division of U.S. Computer Systems 11-12
1931 K Street, Sacramento, Calif. 95814

Service: Cable-management information system, sample statements for pay TV, demonstration of terminal computer. *Personnel:* Robert Mathews, Rod Hansen, Gayna Millate, Frank Bradford, Dennis Garcher.

Daniels and Associates 1
2930 East Third Avenue, Denver 80206

Personnel: Bill Daniels, Tom Johnson, Hugh McCulloh, Fred Burmont, Maggie Fosse,

Dick Zell, Tom Morrissey, Bob Clark, Vern Milligan, Jerry Buford, Bob Brooks, John Saeman, Keith Burcham.

Downe Computer Services Inc. 210
112 10th Street, Des Moines, Iowa 50309

Service: Cable-Scan computerized billing and accounting service. *Personnel:* Roger Stover, Jess Watkins, Don Scranton, Steve Strickman.

Economy Finance Corp. 239
110 East Washington Street, Indianapolis 46204

Service: Cable financing. *Personnel:* David H. McCormick, William K. Van Huss, Joan C. Lucas.

United Compucred Collections Inc. 302
Box 39154, Cincinnati 45239

Service: Financial services.

Warranty Processing Service 57
443 Grand Avenue, South San Francisco, Calif. 94080

Service: CATV computer services, subscriber billing, management information system, CATV subscriber marketing and marketing research studies. *Personnel:* Rick Albert, Lisa Best Moir, Shari Roberge, Ben Kittay, Mark Zelin.

Cablecasting

Cable Bureau takes final shape

FCC splits it into four divisions, makes way for big staff build-up

The FCC's Cable Television Bureau, which came into existence in 1970 as a successor to the old CATV Task Force, is now a bureau in form as well as in mission.

The commission last week completed the bureau's organization, dividing it into four basic areas—Certificates of Compliance Division, Special Relief and Microwave Division, Policy Review and Development Division, and Research Division. In addition, the Certificates of Compliance and Special Relief divisions

will be subdivided into specialized branches.

The commission has named no division or branch chiefs. But officials speculated that Jack Mayer would become head of the Certificates of Compliance Division and Edward J. Brown, of the Special Relief unit. Both men, who have been in cable regulation since the Task Force was established in 1966, are now performing essentially the functions they would handle in heading those divisions.

When the commission created the cable bureau in 1970 to adjust its regulatory functions to the growing volume of work cable was generating, it said it would determine the staff and organization at a subsequent date. The commission's adoption of new cable TV rules in 1972 made the need for a formal organization apparent, the commission said last week in announcing the new structure.

The commission was aided in designing the structure by the management consulting firm of Harbridge House Inc., of Boston.

The bureau, which is headed by Sol Schildhouse, is in for a major increase in personnel. The bureau is staffed by 44 professionals and support employees; in fiscal year 1974, which begins July 1, the number is to grow to 96. Twenty attorneys have already been hired and are to be added to the payroll over the summer.

Pay possibilities

Pre-marketing activities for pay cable operations in Escondido and San Clemente, both California, are scheduled to get under way the end of this month by Cinca Communications Corp., Los Angeles. Cinca, organized in 1972, operates a two-month-old pay system on a leased channel of the Long Beach, Calif., CATV system, using mid-band frequencies and an Oak converter. Subscribers pay a flat monthly rate of \$6, in addition to their regular CATV fee, for 12 films every eight weeks.

Cinca principals are Dmitri S. Villard, chairman, and Thomas G. Cushing, vice chairman, both in banking, and Robert W. Breckner, president. Mr. Breckner is former president of the Los Angeles Times-Mirror Cable Division and was formerly general manager of KTTV(TV) Los Angeles. George Brownstein, for-

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merly vice president-CATV operations and engineering for International Tele-meter Corp., New York, and director of engineering for ITC's 1960-1965 Toronto subscription television operation, is Cinca's director of field operations.

New credit for Televents

Televents of California Inc., Pleasant Hill, Calif., cable-systems owner, has announced a revolving-credit and term-loan agreement with The Bank of New York and Wells Fargo Bank to provide \$7 million credit to the company. Agreement stipulates that Televents may borrow at 2.25% over the prime rate any portion of the amount during a two-year period with no compensating balance required. At the end of that period, the company may convert the credit into a six-year term loan. The credit is to be used to refinance existing term loans and provide funds to continue expansion of Televents properties, according to Chief Executive Officer Gail E. Oldfather. Firstmark Financial Corp., which operated as Economy Finance Corp. until last month, continues to maintain a position in the account on a direct-loan basis with Televents.

Warner sprucing up

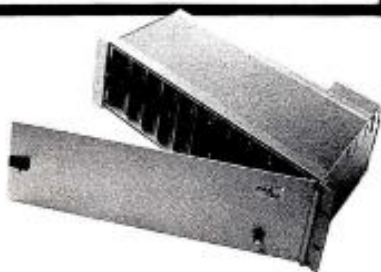
Warner Communications Inc.'s cable television subsidiary has a new name, a new corporate symbol and a new address. Warner Cable now embraces the former

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Television Communications Corp. (TVC), plus Cypress Communications Corp. and Continental Transmissions Corp. which had been acquired by Warner Communications. Warner Cable has devised a new corporate symbol, consisting of a "w" surrounded by a "field" of blue plus a stylized "warner cable" logotype. On July 2 Warner Cable will move into three floors in a building at 75 Rockefeller Plaza, New York, new world headquarters for Warner Communications Inc.

Multipay cable

Key Channel installation sets Pennsylvania opening

XTRRA-Vision Pay TV, Northumberland, Pa., has announced a July 9 turn-on date for its first Key Channel pay cable system in Carrolltown, Pa.

The 5,100-subscriber system will be the first operation in the country to present multichannel pay programming, including regularly scheduled nonmovie entertainment, the company said.

XTRRA-Vision will assume investment responsibilities for all phases of the pay operation. Cable operators who are hesitant to make a long-term commitment would be required to put a certain sum of money, from gross pay receipts, into an escrow account. This account would be turned over to XTRRA-Vision to defray the cost of the converters if the system were to terminate pay services by the end of the first year.

According to Dick Fenstermacher, XTRRA-Vision's president: "Now these systems can afford to try pay-TV with no risks on a trial basis. Some operators are still not convinced that pay-TV can sustain quality programming."

XTRRA-Vision is also negotiating in several systems a 50/50 revenue split after expenses, if the operator purchases the converters from XTRRA-Vision.

Search is on

The FCC has authorized its Cable Television Advisory Committee to solicit up to \$150,000 annually to fund certain specified activities.

The commission said the committee's work is a complex operation, involving distribution of technical papers among nine separate panels and the need for laboratory testing as well as for a paid industry administrator with full-time clerical assistance.

A number of limitations are being placed on solicitation. No corporation or individual will be permitted to contribute more than 15% of the total; names of contributors and amounts donated will be a matter of public record, and contributors will not be allowed to exercise control or influence over the committee's functions or contents of its reports.

New LDS standards

A new plan of assignment of channels for local-distribution stations (LDS) in the community-antenna-relay service, as

well as several new specifications and refinements in existing rules governing those stations have been adopted by the FCC.

The rule revision, which follows an inquiry initiated last November, divides available frequency space for nonrepeated LDS operations into 40 evenly spaced channels with a 6 mhz separation. The new rules state that adjacent channels for aural and visual transmissions should be used unless that arrangement is impractical in individual cases.

The commission also ruled that LDS operations utilizing frequency-division multiplexed/FM systems of transmission may operate in a bandwidth of greater than 12.5 mhz (the previous universal benchmark) under certain conditions. A frequency tolerance of 0.0005% will be required after July 1, 1974, for all FM and double-sideband FM LDS equipment using a bandwidth of 12.5 mhz or less, the commission said.

The new assignment plan becomes effective on July 26.

Cable Briefs

Localized. Warner Cable Corp. announced purchase of 24 color-TV cameras over next year, move that's part of "expansion and upgrading" of company's "locally originated programming activities." Warner's contract with supplier, Commercial Electronics Inc., Electro-Optical company based in Mountain View, Calif., is valued at \$1-million because, according to Jack L. Williams, Warner vice president, it gives company "option to purchase an additional 20 cameras during the same 12-month period."

Awarded franchise. Vacationland Cablevision, Inc., wholly owed subsidiary of Heritage Communications, Inc., has been awarded cable franchise for Lake Delton, Wis. Heritage now operates systems in Iowa, Wisconsin, and Minnesota.

Programming. Catalyst Communications, Yellow Springs, Ohio, has announced creation of Catalyst Cable Origination Network to provide first-run programming to cable system. It will also make available to its affiliates seminars, manuals, and consultative assistance on program origination.

Target: big board. Teleprompter Corp., New York, has applied for listing on New York Stock Exchange. Teleprompter's shares now are traded on American Stock Exchange.

ATC grows. American Television & Communications Corp. has been awarded franchises in Durham, N. C., and Biddeford, Me. ATC has operating franchises in 120 communities in 30 states, and serves more than 310,000 subscribers.

Becker's third. Becker Communications Associates, Chicago, announced closing of first phase of a \$2-million senior secured loan, due 1983, to Clearview TV Cable of Enumclaw, Inc. Clearview TV Cable operates systems serving 13 communities in state of Washington. It currently serves 2,900 subscribers.

Cox turned down in attempt to bolt door at Watergate

Sirica says he lacks authority to ban radio-TV from hearing; Agnew gets into act with charge committee erred in rejecting request

When Senator Sam Ervin (D-N.C.) gavelled his Senate Watergate Committee hearing to order for the start of another week of testimony on Tuesday morning (June 12), the television lights were on and NBC's cameras (it was NBC's rotational turn) were running. And although executive-branch criticisms and objections about the hearing and the television coverage were on the rise, it was evident that both would continue.

A half-hour before the scheduled 10 a.m. start of the hearing, U.S. District Court Judge John J. Sirica effectively ended the most direct effort to curb live or recorded broadcast coverage. He rejected the plea of Special Watergate Prosecutor Archibald Cox that the coverage be banned for testimony of two key witnesses, former White House Counsel John Dean III and Jeb Stuart Magruder, former deputy chairman of the Committee to Re-Elect the President.

Mr. Cox, concerned about the impact of such coverage on the government's chances of bringing them and others about whom they might testify to a speedy trial, made the request in connection with the Senate committee's petition that Judge Sirica grant them immunity from prosecution that might otherwise result from their testimony. Judge Sirica, however, said he did not have the authority to grant the requested condition—that his function in issuing the requested immunity order was purely "ministerial."

Mr. Cox expressed "regret" at the decision, but decided against appealing the ruling. "To press the legal argument further would risk unduly delaying the proceedings," he added, in a statement issued by his office.

Sharp criticism of the committee hearing itself, particularly in connection with the television coverage, was voiced by Vice President Spiro T. Agnew in a speech to the National Association of Attorneys General, in St. Louis, on Monday. He urged that the hearing be postponed at least until Mr. Cox completes his investigation, and warned that the proceeding could result in "blocking the imprisonment of some who are guilty, smearing the reputations of men who are innocent, and leaving the truth itself very much in doubt."

The broadcast coverage of the hearing was much on his mind, for his introductory remarks referred to it as a new kind of a summer replacement for reruns on television. Somewhere on the TV dial can be found, the "gripping drama" "morning, noon and night," known as the Watergate, he said.

He also charged that the failure to ban cameras—apparently still as well as television—from the hearing is one of what he said were several lapses on the committee's part in providing judicial safeguards. "Television's incandescent presence," he said, "tends to complicate the search for truth by making both witnesses and committee players on a spotlighted national stage, and it tends to impede the search for justice by creating a swelling flood of prejudicial publicity that could make it virtually impossible to select an impartial jury when and if new indictments are returned in the Watergate case."

But Senators Ervin and Howard Baker (R-Tenn.), vice chairman of the committee, were unimpressed. They said the committee would continue its probe as before, without interruption. The sharpest reaction, though, came from Senator Lowell P. Weicker Jr. (R-Conn.), another committee member, who said that in the year since the break-in at Democratic National Committee headquarters in the Watergate hotel-office building complex, it was the courts, the press and the Ervin committee that produced the revelations about the case.

Nixon and newsmen: rift keeps growing

Press club labels administration as 'most closed' in recent decades

When President Nixon entered the White House in January 1969, relations between him and the news media were strained. Over the years, they went steadily downhill. And now, in the era of Watergate, in what is the closest thing possible to an official paper from the Washington press corps, those relations are pictured as being a virtual disaster.

The paper is a 116-page report—"The Press Covers Government: The Nixon Years from 1969 to Watergate"—that was prepared for the National Press Club's board of governors. And in a final chapter written by the club's 16-member professional-relations committee, the study concludes:

"The Nixon administration has engaged in an unprecedented, government-wide effort to control, restrict and conceal information to which the public is entitled, and has conducted for its own political purposes a concerted campaign to discredit the press. The administration appears unwilling to accept the traditional role of an independent press in a free society."

And the committee's complaints start with the President:

"President Nixon has not only fallen short of his publicly stated goal of achieving an 'open administration,' but has actually moved in the opposite direction. The Nixon administration is the most 'closed' administration in recent decades."

The committee said it has found evidence of "numerous and persistent attempts by the administration to restrict the flow of legitimate information neces-

sary to the effective functioning of a responsible government in a self-governing society."

President Nixon is criticized for failing to hold "regular and frequent" news conferences. And by that failure, the committee said, the President has "seriously weakened a well-established and essential American institution." The committee said the President should hold weekly news conferences, "announced in advance."

White House News Secretary Ronald L. Ziegler, who has come under intense criticism throughout the Washington press corps in recent months, is denounced by the National Press Club committee as worse than useless: "The White House press secretary has been reduced to a totally programed spokesman without independent authority or comprehensive background knowledge of administration policies. Rather than opening a window into the White House, the press secretary closes doors."

Mr. Ziegler, the report added, "particularly during the Watergate disclosures of the past year, has misled the public and affronted the professional standards of the Washington press corps."

Although the report itself had some relatively complimentary remarks about Herbert G. Klein, outgoing director of communications for the executive branch—it said he had aided in making administration officials available to reporters—the Press Club committee said the Klein office "has operated as a propaganda ministry," and added: "There is no place in our society for this kind of operation." Mr. Ziegler is to take over the direction of the office.

The committee found "specific dangers" in the administration's "aggressive attitude" toward both commercial and public television. It said the new Office of Telecommunications Policy "has raised the specter of government censorship of commercial television more seriously than at any time in history." And it said the administration has sought to influence the news, commentary and documentary programs of public-broadcasting stations.

The committee had enough anger left over after criticizing the administration to heap some on the press itself. Many of the press's problems, the committee said, are the press's own fault. "We deplore the failure of many publishers, network officials, radio and television station owners and editorial-page editors to protest vigorously the administration's incursions into press rights, the concealment of information, and the narrowing of news channels."

The NPC committee, which was established last year under James McCartney, of the Knight Newspapers, to study the administration's relations with the media, was aided in its work by American University's Department of Communications. The study group, which consisted of representatives of the press club, American University graduate journalism students and recent graduates, interviewed both administration officials and reporters.

However, the White House virtually

boycotted the study group. According to the preface by Professor Louis Wolfson, of American University, Mr. Ziegler declined to participate, and only three of 15 White House officials contacted would submit to interviews.

The report was prepared as the Watergate scandal began building to the series of climaxes that has not yet ended. And both Professor Wolfson and the NPC committee said, in effect, Watergate is a result of the administration's attitude toward the media. "The contempt that some members of this administration have shown for the role of a free press has, in good measure, visited this tragedy [Watergate] upon them, and upon the country," Professor Wolfson said. "Had there been more access to officials, more frankness in government, more honest dialogue about the press's role instead of harangues on its failings, restraints might have been set on the secretive instincts of the officials who created a web of covert political operations that led to their downfall."

Limited protection in bill moved out by House subgroup

Newsman's-privilege bill would give protection before state and federal grand juries, but not as much in courts

Representative Robert W. Kastenmeier's (D-Wis.) Subcommittee No. 3 last week reported to the parent Judiciary Committee a newsman's-privilege bill providing reporters with blanket immunity from disclosing sources and information before federal state and governmental bodies, including grand juries, but limited protection in federal and state courts.

The measure, approved by the subcommittee last Thursday (June 14), is similar to H.R. 5928, a measure sponsored by the Republicans on the subcommittee—William Cohen (Me.), Henry P. Smith III (N.Y.), Charles W. Sandman Jr. (N.J.), and Tom Railsback (Ill.), and a former member of the subcommittee, Lawrence Coughlin (R-Pa.).

The subcommittee-approved measure (which is a substitute for H.R. 5928 and will take that number) provides that a newsman would not have to testify in a state or federal court unless the court finds that the party seeking the information or source has established that there is clear evidence that disclosure is indispensable to the case and unobtainable by other means.

The court must also find that there is "compelling and overriding public interest in requiring disclosure of the identity or information."

Protection would also not apply where a defendant in a civil action for defamation bases his defense on the information by a court.

Over on the Senate side, Sam Ervin Jr.'s (D-N.C.) Constitutional Rights Subcommittee had planned to report on a shield bill last month but has failed to reach a consensus.



It's on the house. Radio has its stories about errant announcers who sneak a nip. But at KSFO(AM) San Francisco, the boss handed the bottle to personality Terry McGovern and even provided ice. However, it was part of the station's serious co-operation with the city's Fatal Accident Reduction Program. A San Francisco bartender kept pouring scotch and soda during the broadcast. By the time Terry passed the 18-ounce mark, a breathalyzer test by two police officers in the booth showed his alcoholic intake had passed the legal .1 mark that guarantees a trip to the city lock-up for booking, fingerprinting, photographing and consignment to the "drunk tank." That exactly was Terry McGovern's lot. KSFO Program Director Al Newman said that while "it may have been initially funny to hear Terry become thick-tongued," the hard facts and commentary on the dangers of the drunken driver made a strong impression on listeners. The KSFO project drew coverage from other media. One example, newsman Mike Lee (r) of KPIX-TV San Francisco recorded an interview with Terry as Police Officer Art Kelp (l) looked on.

L.A. UHF goes all news in daytime

Spanish-language KMEX-TV will broadcast over eight hours daily of business-oriented information plus regular reporting

KMEX-TV Los Angeles (ch. 34), a Spanish-language station, next month will inaugurate a specialized news service to the English-speaking population of the country's second largest TV market.

Beginning July 9, KMEX-TV will initiate eight-and-a-half hours daily, Monday through Friday, of an all-news format that goes under the name of *News-Finance-Business 34*. The segment will start at 6:30 a.m. and run to 3 p.m. each weekday. At present KMEX-TV signs on at 3 p.m. and runs to about 11:30 each week day; longer on Saturdays and shorter on Sundays.

The new service, whose four-man staff will be completely separated from regular KMEX-TV personnel, calls for two news breaks each hour, plus specialized reporting in the fields of finance, entertainment, advertising, retailing, plus special commentators in those and other business areas. Staff of the *NFB* operation is to be

headed by James Newman, former program director of KWHY-TV Los Angeles.

KWHY-TV, on ch. 22, has been broadcasting a seven-hour daily program of financial news Monday-Friday since 1967. The financial format runs from 6:45 a.m. to 1:45 p.m. The station resumes broadcasting at 4 p.m. weekdays with Spanish-language programs. The station has applied to the FCC for permission to engage in pay TV, using the Tele-Globe system.

The *NFB* service will be microwaved to Spanish International Communications Corp's other California station, KFTV-TV (tv) Hanford (Fresno), and if successful will be fed to other affiliates of Spanish International Network, a division of SICC. SIN at present consists of 12 stations, including five owned by SICC.

Paley says it was journalistic choice to end fast analyses

But it happened to coincide with new Agnew complaint

CBS Chairman William S. Paley denied emphatically last week that changes in CBS policy governing responses to and analyses of presidential broadcasts were politically motivated.

He said the new policy was "unanimously approved by the CBS News executive committee" and "was the result of long and thoughtful consideration. The sole reason for the decision was to furnish better, fairer, more balanced and more thorough coverage of presidential broadcasts. There was no other motive."

Mr. Paley made his comments in a memo circulated throughout the CBS organization. In it he said he was "astonished to note" that some press coverage of the new policy contained "allegations—some attributed to anonymous CBS newsmen—that the decision was inspired by political rather than journalistic considerations and that it was in response to government pressures."

In the policy change, CBS said it would arrange broadcasts of conflicting views within, generally, a week after a presidential broadcast on major controversial issues, but that so-called "instant analyses" by CBS newsmen immediately after such speeches would be discontinued (BROADCASTING, June 11).

CBS's plans to drop "instant analyses" of broadcast presidential speeches in favor of delayed analyses appear to be right in line with what Vice President Spiro T. Agnew feels is appropriate procedure.

Vice President Agnew—who coined the phrase, while condemning the practice of, "instant analysis" in Des Moines, Iowa, speech, in 1969—discussed his views on the media in a wide-ranging interview with David Broder of the *Washington Post*, published on Sunday, June 10.

He said there is "greater restraint" now in the commentary of network

newsmen but that "instant analysis" still has inherent dangers. "There is something insidious" about having someone appear immediately after the President to "tell the people who just heard the message what was said."

But he said he does not oppose later analyses of presidential addresses. If a commentator were to appear the day after a presidential speech and say, "'Now this is how I feel about what the President said,' that's different," said Mr. Agnew.

Here's how CBS's new no-instant-analysis policy worked the first time out. When President Nixon completed his price-controls address at approximately 8:47 p.m. NYT last Wednesday (June 13), CBS News correspondent Dan Rather advised viewers that analyses would be presented on the next day's morning and evening news broadcasts on CBS-TV. Then *Sonny and Cher*, which had been interrupted at 8:30 for the President's speech, picked up where it had left off, continuing to about 9:17, and CBS-TV programming remained about 17 minutes behind schedule the rest of the evening.

There was no immediate word Thursday on whether CBS considered that Mr. Nixon's speech qualified for one of the contrasting-views broadcasts it had said it would arrange whenever a presidential broadcast dealt with "matters of major policy concerning which there is significant national disagreement" (BROADCASTING, June 11).

AP joins with TVN for cable news service

New operator in newfilm feeds develops weekly review program for cable system programing

Television News Inc., the new daily electronic news service for TV stations, announced last week an expansion into cable-TV service and an association with the AP in a new weekly half-hour *News Review of the Week*, also designed for cable.

TVN President John O. Gilbert said Teleprompter Corp.'s Manhattan CATV system had signed for TVN's regular Monday-Friday color newfilm feeds, a half-hour each, and would use them in producing a one-hour nightly newscast for its subscribers. Teleprompter Manhattan was slated to start receiving the TVN feeds last Friday (June 15) and launch its nightly newscasts tonight (June 18).

There seemed little doubt that TVN intends to move as heavily into service to CATV systems as it can. Mr. Gilbert emphasized that "our entry into the CATV market affords cable operators the same opportunity as independent and affiliated TV stations to produce first-rate news programing." He also said the signing of Teleprompter "represents real progress towards our goal of providing top-quality TV newfilm for all television outlets—both over the air and on cable."

TVN is expected to have one or more representatives at this week's National

Cable Television Association convention in Anaheim, Calif.

News Review of the Week, the announcement said, will be "backed up by the facilities of the Associated Press." TVN said regional sales representatives in AP bureaus would assist TVN in distribution of the weekly wrap-up, which is scheduled to start this fall and cover highlights of national, international and sports news. A preview of the program will also be shown at the AP newscable booths at this week's NCTA convention, both TVN and AP reported.

The TVN alliance with AP puts the two major wire services in competition on still another front. UPI is part owner of UPITN, which put its news service for TV stations on an electronic-delivery basis June 4, three weeks after TVN commenced operations. TVN acknowledged this slowed its own marketing plans since a number of potential TVN clients felt obligated to compare the two services before making firm choices. TVN officials reported they have signed and are serving three station clients: WCIX-TV Miami, KTVU Oakland-San Francisco and one station they say they are not yet free to disclose ("Closed Circuit," June 4).

In subsequent announcements it was disclosed that U.S. salesmen for Reuters, the British-based news service, would similarly make information on *News Review of the Week* available to cable operators, and that TVN has signed for AP's broadcast wire, prime "A" wire, sports wire and regional-news wire services for all four TVN bureaus. "We feel that TVN is going to contribute an additional television news service which has long been sought by the broadcasting industry," said Robert Eunson, AP vice president and assistant general manager for broadcasting.

NAB fights contempt edict

The National Association of Broadcasters has asked the Supreme Court to rule that a lower court erred in upholding the contempt convictions of two reporters.

In a friend-of-the-court brief filed June 8, NAB questions "whether newsmen must comply with patently invalid court orders restraining the publication of factual news accounts pending judicial review of such orders. . . ."

In November 1971, Larry Dickinson and Gibbs Adams of *The Morning Advocate* and *The State Times* in Baton Rouge covered an open hearing, during which the judge ordered that certain information was to be held in confidence. When the information was published in the newspapers, Judge E. Gordon West of the U.S. District Court for the Middle District of Louisiana found the two men in contempt and fined each \$300. The Fifth Circuit Court of Appeals subsequently held that the order for confidentiality was unconstitutional, but it let the contempt convictions stand.

The case was brought to NAB's attention by Douglas Manship, who with members of his family owns the newspapers and WJBO-AM-FM and WBRZ(TV) Baton Rouge.

The Washington word for air editorialists

Key government speakers scheduled for first meeting

The newly organized National Broadcast Editorial Association will hold its first annual convention at Washington's Mayflower hotel June 27-30, with an agenda including prominent speakers.

With several participants still to be added to the list as of last week, speakers scheduled to appear at the meeting included:

Wednesday (June 27): Addressing the topic of freedom of information will be Bill Monroe, NBC News, and Clay T. Whitehead, director of the Office of Telecommunications Policy. Luncheon speaker will be District of Columbia Mayor Walter Washington.

Thursday's sessions will include an address by Senator John Pastore (D-R.I.), chairman of the Communications Subcommittee. Others scheduled to appear on Friday are Senator William Proxmire (D-Wis.), on the domestic economy and international monetary policy; Senator Henry Jackson (D-Wash.), on the energy crisis, and Senator Hubert H. Humphrey (D-Minn.), on consumerism and prices. Appearances at the Friday session will also be made by Texas Democratic Representatives James Wright and Barbara Jordan.

Rounding out Thursday's sessions will be a luncheon address by FCC Commissioner Richard Wiley and a panel of administration officials including Secretary of Transportation Claude S. Brinegar and White House Counsel Anne L. Armstrong.

Friday's schedule will also include an address by Patrick Murphy, president of the Police Foundation, and by Walter J. Stoessel, assistant secretary of state for European affairs, who will reportedly comment on the summit meeting between President Nixon and Soviet party chief Leonid Brezhnev.

NBEA President Bryson Rash, WRC-TV Washington, reports a preregistration of 65 among the organization's 140 members. Information and registration details are being handled by Mr. Rash, at WRC-TV, 4001 Nebraska Avenue, N.W., Washington 20016. (202) 362-4000.

The Watergate draw

The Senate Watergate hearings were again strong audience attractions last week as the three commercial TV networks went into the second week of rotating coverage (BROADCASTING, June 11).

The hearings topped their time periods on both Tuesday and Wednesday (June 12-13) in the Nielsen overnight ratings for Los Angeles, while in New York they placed third on Tuesday but were virtually tied for first on Wednesday.

The Tuesday sessions, on NBC-TV, scored an 8.7 rating and 38 share for the time periods involved in Los Angeles, as against ABC-TV's 4.2 and 19 and CBS-TV's 2.0 and 9, both with regular enter-

tainment programming. In New York the hearings had a 3.0 and 17, behind CBS's 5.0 and 28 and ABC's 4.2 and 23.

The Wednesday sessions, on CBS, again led in Los Angeles, registering a 7.1 and 30 against duplicate 4.3's and 18's for ABC and NBC. In New York they had a 3.9 and 21 against NBC's 4.0 and 21, ahead of ABC's 3.3 and 17. Ratings for the Thursday sessions, on ABC, were due out Friday.

Manship suggests code that would obviate need for Canon 35

New Orleans subcommittee told broadcasters could impose rules on themselves for court coverage

A Louisiana broadcaster-publisher has argued before a state judiciary panel for the repeal—with several stipulations—of Canon 35, the American Bar Association code prohibiting the broadcast and photography of court proceedings.

Douglas L. Manship, president and general manager of WBRZ(TV) and WJBO-AM-FM Baton Rouge and publisher of the Baton Rouge *Advocate and State-Times* told a special committee of the Louisiana Supreme Court in New Orleans June 9 that the ABA prohibition might be unnecessary with the existence of "cooperation, planning and a decent standard of good manners" on the part of the news media.

Acknowledging that improper liberties taken by newsmen in a certain few past court proceedings in which unrestricted news coverage was permitted—such as the 1932 trial of Lindbergh kidnapper Bruno Richard Hauptmann and the murder trial of Dr. Sam Sheppard in 1950's—resulted in the creation of a "carnival atmosphere" in the courtroom, Mr. Manship suggested a number of limitations that could prevent such incidents in the future. They included a stipulation that broadcast coverage of a given trial must be for the entire trial, rather than selected controversial portions; that pooling of equipment such as microphones and cameras be mandatory; that such equipment be situated in the courtroom in such a manner that would not be disruptive to the proceeding (ideally, in such a position that the home viewer would be given no better vantage point than the courtroom spectator); that editorial comments within the course of the coverage be prohibited and narration be limited to visual identification of key trial figures; that news clips aired subsequent to the coverage be presented as "hard news" only and related editorials be clearly identified as such; and that coverage of trials of a sensitive nature, such as rape proceedings, be prohibited.

Columbia doing it again for minority journalists

Columbia University's summer journalism program for minorities has begun its sixth year with 35 students, 20 of

them in TV and radio reporting.

The program, which features 11 weeks of intensive training in journalism, is supported by NBC, the CBS/Broadcast Group, the Ford Foundation and 15 participating newspapers. The over-all director of the operation is Fred W. Friendly, former president of CBS News and now Edward R. Murrow professor of journalism at Columbia. Co-directors of the broadcast unit are Al Goldstein, on leave as administrator of the news-training program of NBC News, and Sylvia L. Smith, former editor of *NBC Nightly News*.

The 20 members of the broadcast unit are: Mary Brown, WOR-TV New York; Stanley Coleman, WCRB-TV Chattanooga; Tenn.; James DeSautel, KING-TV Seattle; Gail Edmonds, WRGB(TV) Schenectady, N.Y.; Verna Edmonds, WHP-TV Harrisburg, Pa.; Ianthia Hall, KRON-TV San Francisco; Robert Gist, WGR-TV Buffalo, N.Y.; John Glaze, WHBQ-TV Memphis, Tenn.; Olga Lozano, WNEM-TV Saginaw, Mich.; Saraster Madison, KCBS-AM-FM San Francisco; Barbara Norman, KWWL-TV Waterloo, Ia.; Alan Peters, WBBM(AM) Chicago; Willie Pinkston, WLBT(TV) Jackson, Miss.; Renee Poussaint, WBBM-TV Chicago; Ted Ransom, WCPO-TV Cincinnati; Jonathan Rodgers, WNBC-TV New York; Jose Santiago, WTIC-TV Hartford; Martha Thomas, WCTV(TV) Tallahassee, Fla.; Ken Watts, KARK-TV Little Rock, Ark.; and William Wright, CBS News, New York.

Rowley turned down in seeking Severeid countercommentator

The FCC has backed CBS in its contention that it is not obliged by the fairness doctrine or anything else to present a commentator who would appear back-to-back with Eric Severeid and counter his comments on the *CBS Evening News with Walter Cronkite*.

A request for a ruling that such an arrangement was required was made by Horace P. Rowley III, of New York, an attorney who has filed a number of fairness complaints with the commission against programs he felt contained a liberal bias.

Mr. Rowley said that Mr. Severeid, the only commentator on the program, is regarded by the public as a member of the liberal Eastern establishment. Accordingly, he said, back-to-back counter-comments provide the public its only "reasonable opportunity" under the fairness doctrine for deciding between conflicting views. He also said the public is entitled to such programming under the First Amendment and the no-censorship provision of the Communications Act.

CBS, however, rejected Mr. Rowley's argument. And the commission last week did the same. It pointed out that the fairness doctrine does not require a broadcaster to present contrasting views on the same program, but only to afford reasonable opportunity for the expression of contrasting views in his over-all programming.

The commission also said that the licensee has discretion in discharging that responsibility. And as for the no-censorship provision of the Communications Act, the commission said, that does not apply to Mr. Rowley's problem; it is intended to prohibit FCC censorship of broadcast material.

Programing

Taken by the old ball game?

FCC launches inquiry into play-by-play sports broadcasting; it wonders if stations are giving control over to club owners

For generations of Americans unable to get across the country to bowl games or across the city to the major-league ball park, broadcast play-by-play descriptions have seemed almost as good as being there, maybe better. The Ted Husings and Red Barbers were their eyes and ears and were almost as famous and as popular as the heroes whose exploits they described. Now, the FCC has launched an inquiry to determine whether there isn't more and less to the play-by-play of their successors than meets the eye and ear.

Charges have been made that licensees have relinquished control over their programming in connection with such broadcasts, the commission said in a notice of inquiry it issued last week ("Closed Circuit," June 4). Broadcasters are said to have subordinated the public interest to their private interest, deliberately suppressed or distorted news or permitted others to do, and to have violated provisions of the Communications Act and the commission's rules requiring on-air disclosure when a station employee is paid by a third party for broadcasting material.

This last appears to be at the heart of what the commission considers may be a problem. To whom does the announcer owe his loyalty—the station or network on which he broadcasts and then to the public, or to the league or ball club involved and its private interests?

The chief of the FCC's complaints and compliance division, William Ray, has long exhibited an interest in those and related questions. And after the Washington *Star-News* ran two series on the subject, including the serialization of "Kiss It Goodby," the book by Shelby Whitfield, former play-by-play announcer for the since-departed Washington Senators, the commission decided to pursue the matter.

The commission said it has information that many professional and amateur sports leagues and clubs, including the National Collegiate Athletic Association, demand veto power over broadcasters' selection of sports announcers. The commission also noted that many announcers are hired by the clubs and colleges whose games they describe on the air, or by the sponsors of the broadcasts. Sometimes the announcers are full-time, salaried officials of the clubs or colleges, the commission said.

As a result of such arrangements, the commission said, some broadcasters may have given up substantial control over sports programs. It cited reports that professional club owners have directed announcers to misrepresent weather con-

ditions when they are bad or crowd size when it is small, or to refrain from criticizing teams, or to express support for professional clubs in disputes with players' organizations.

The commission asked for comment on such information and allegations. It also asked for comment on whether, for FCC regulatory purposes, play-by-play broadcasts should be considered as news broadcasts, which are subject to policy statements warning broadcasters against rigging or slanting of news.

The commission made a special effort to go beyond the broadcasting industry to obtain comments in the inquiry. Copies of the proceeding were sent to such organizations as the professional football, baseball and hockey leagues, the baseball commissioners' office, professional athletes' unions, and college and amateur sports organizations that deal with sports broadcasting. Comments are due on or before July 30.

FCC wants to hear even more arguments on prime-time rule

At least two days of discussion to be held at end of July

After being inundated by pleadings and then lobbied by the interested parties, the members of the FCC still have not yet had enough argument on the question of whether it should retain, modify or repeal the prime-time access rule. The commission last week decided to hold oral argument and possibly panel discussions on the issues involved, on July 30 and 31 and, if necessary, on Aug. 1.

The commission reached that decision in what turned out to be a brief meeting on the prime-time access rule, on Thursday. The staff had presented voluminous background material on the controversial issues. But the commission chose early to hear the parties—many of whom had called on individual commissioners with their conflicting presentations—in oral argument. A formal order for a two-day argument was being circulated among the commissioners for their approval late Thursday.

The staff's papers were said to include a long string of options for the commission to consider. Most were said to have been included in the notice of inquiry initiating the study last October. But one that appeared to be new provided for a retreat from the present rule to the extent of returning two or three of the prime-time half hours now denied the networks. The rule prohibits major-market stations from taking more than three hours of prime-time programming from the networks each night.

Meanwhile, the commission last week received another late comment in the inquiry which was begun in October. Worldvision Enterprises Inc., a syndication company that had been ABC Films before it was purchased from ABC by five former ABC Films employees, urged the commission to retain the rule.

Worldvision said that, to the extent

analysis of the working of the rule is possible—and Worldvision noted the rule had been fully effective only for one season—it has succeeded in stimulating the program-production market. It said its own experience indicates that more dollars are being generated per program presented in access time by network affiliates than was the case when the networks were filling that time.

Independents are core of holiday line-ups

Kaiser, Metromedia stations are biggest increments in 25-market special buys

General Mills Fun Group, Cincinnati, through Leonard M. Sive Advertising there will present two special telecasts this fall on a top-25 market TV-station line-up that will use the five Kaiser and six Metromedia stations as the basic group.

Tales of Washington Irving will be broadcast shortly before Halloween and *A Connecticut Yankee in King Arthur's Court* will run Thanksgiving afternoon.

Kaiser stations serve San Francisco, Detroit, Cleveland, Boston, Philadelphia and Chicago. Metromedia stations are in New York, Los Angeles, Washington, Kansas City, Mo., Minneapolis and Cincinnati.

With this core group of 11 stations firm, GMFG is now adding eight others. According to Jack Thinnies, senior vice president at Sive, "This will give our client efficient marketing thrust in high-density markets. The idea originated in conversations with the Kaiser people and we think there's a way to use this Kaiser innovation to excellent advantage for our clients."

Fletcher C. Waller Jr. of GMFG said, "We see a number of new directions we can pursue using this concept to strengthen our nationwide effort. This kind of group will pinpoint major population centers and give us substantial weight in markets that are extremely important."

Duet at bargaining table

The American Federation of Television and Radio Artists and the Screen Actors Guild plan to hold discussions in late June to explore the possibility of negotiating jointly in the area of network television programs. Sanford I. (Bud) Wolff, national executive secretary of AFTRA, reported last week that the meeting between officials of AFTRA and SAG "is prompted by the rapid takeover by video-tape procedures of programs previously done on motion picture film." AFTRA and SAG now conduct joint negotiations in the area of TV commercials so that SAG and AFTRA rates are equal. Mr. Wolff said that by extending these joint efforts to negotiations with producers and networks for wages and working conditions, all professional performers will stand to benefit. He noted that daytime serials would be exempt from joint negotiations since they are produced live "or in a live manner."

Program Briefs

Quite possible. KFMB(AM) San Diego last week reported \$40,000 raised during its 36-hour radiothon for ALSAC/St. Jude Children's Research Hospital. Local and national figures appeared on radiothon with Danny Thomas on Sunday portion and daughter Marlo Thomas on Saturday.

It is true. Firestone Program Syndication Co., New York, reported last week that its syndicated *To Tell The Truth* is now in 142 markets. Len Firestone, president, said Goodson-Todman half-hour is in 7:30 p.m. access period on 57 stations. Among key sales and renewals: WEWS(TV) Cleveland, WPVI-TV Philadelphia, WDAF-TV Kansas City, Mo., WISH-TV Indianapolis and KMSP-TV Minneapolis-St. Paul. Company also reports 22 new sales on *The New Beat The Clock* half-hour, bringing market total to 47. Among latest buyers: WPIX(TV) New York, WKYC-TV Cleveland, KWGN-TV Denver, WLWC(TV) Columbus, Ohio and WLWI(TV) Indianapolis.

World War II re-visited. Gottlieb/Taffner Programs Inc., New York, reports initial sales on *The World at War* in 17 markets. One-hour series, produced by Thames Television and including old footage and new production on World War II battles and military leaders, has been sold to stations including WOR-TV New York, WTOP-TV Washington, KPRC-TV Houston, WGN-TV Chicago and WEWS(TV) Cleveland.

Buckeyes broadcaster. Bid of \$230,400 by WTVN(AM) Columbus to provide radio network for Ohio State University football for next three seasons has been accepted. OSU officials said new contract will provide income nearly three times annual revenue previously received from broadcasts by individual stations.

Avco's latest. New game show, *On The Money*, produced by Avco Broadcasting Corp., Cincinnati, in association with Ron Greenberg Productions, New York, will premiere in September in at least 11 markets with Nu-Maid margarine as major sponsor. Avco Program Sales is handling additional syndication sales. Walter E. Bartlett, senior vice president of Avco, said series is committed to 26 first runs and 26 reruns, but it may be expanded later to a Monday-Friday daytime half-hour strip.

Safety lesson. Universal Television, Los Angeles, reports the sale of its first children's animated series, *Emergency + 4*, to NBC-TV for Saturday morning airing, beginning this fall. Program, produced by Fred Calvert in association with Jack Webb's Mark VII Ltd., uses voices of Randolph Mantooth and Kevin Tighe, who star in NBC's Saturday night series "Emergency."

Roundball revolution. TVS television network is taping series of U.S.-China basketball games in various cities of People's Republic for one-shot telecast to

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Their own. Weekly gay radio show for San Francisco's homosexual population was scheduled to start yesterday (June 17) on KSFN(FM) there. *Gay Liberation Show* is to be broadcast Sundays at 11:30 a.m. to noon, produced and hosted by Len Richmond and Gary Noguera, editors of "Gay Liberation Book" recently published by Ramparts Press. First show was to feature interviews with high-school students; others will focus on Quaaludes, psychiatry, Allen Ginsberg, sex laws, gay life in London. First sponsor is Toad Hall, gay night club in San Francisco.

130 stations on Wednesday, June 27. Games pit American team of college all-stars against Chinese national team.

Bugging device. Highway Users Federation for Safety and Mobility, Washington, has distributed sound-on-film color spots featuring cartoon character, "safety bug," who urges tots to practice rules of in-car and pedestrian safety. Smiling creature also tells youngsters to bug others on safety. Spot, in 60- and 30-second versions, has been sent to 400 TV stations for use during children's viewing hours.

Getting together. Survival Anglia Ltd., London, and Ronox Productions, Beverly Hills, Calif., have reached agreement to develop and produce television specials. J. Walter Thompson Co., New York, partner in Survival Anglia, is distributor and sales agent for all SAL film programs.

Free flag-waver. Johnny Whitaker of TV's *Family Affair* is featured in *Johnny Whitaker's 4th*, a four-minute, 10-second patriotic film produced by The Church of Jesus Christ of Latter-Day Saints. The 16mm color film is designed for Fourth of July programing and is available from Bonneville International Corp., 136 East South Temple, Suite 2000, Salt Lake City 84111.

Old Glory. Program that started in 1969 as cooperative venture by all Oklahoma City radio and TV stations in celebration of Independence Day will be carried on NBC-TV July 3 (10-11 p.m. NYT) for second consecutive year. *The Stars and Stripes Show*, creation of Oklahoma City Broadcasters Association, will feature Bob Hope, Lou Rawls, Doc Severinson, Anita Bryant and numerous musical groups and sports figures, with Ernie Ford as host.

Andy's back. Actor Andy Griffith has announced that he has agreed to star in two-hour, made-for-TV movie to be aired by ABC-TV during coming season. He said film will be used as pilot for projected dramatic series. Basic story line would involve law-enforcement officer in small southern California resort town. MGM will produce initial film.

Dead on tape. Pilot of *The Interview*, TV series of 30-minute mini-biographies of historic personages, is under way by Group Four Productions, Hollywood, under supervision of Michael Campus,

director of theatrical feature film, "The Mack." Associated with Mr. Campus, who conceived and wrote prospective series, are Daniel Bessie, educational film distributor; Michael Selsman, and Gary Horowitz, president of Wakeford-Orloff, Hollywood commercial producer. First fictional "interview" is to be with John Wilkes Booth. Other subjects are to be Thomas Jefferson, Joan of Arc, Cleopatra, Adolph Hitler, Ulysses S. Grant and Josef Stalin.

From day to night. After four years as strip series on NBC-TV daytime, *Sale of the Century* game show is being offered for prime-time, once-a-week showing, starting in September. Rhodes Productions, Hollywood, reports half-hour series has been sold in more than 40 markets. Producer is Jones/Howard Ltd., New York; Joe Garagiola is host.

Bob and Ray offering. Collection of 600 routines by Bob Elliott and Ray Goulding is being syndicated by Victor Ives, program director of KEX(AM) Portland, Ore. Mr. Ives secured vignettes for use on KEX since much of the material satirizes old-time radio (feature of Portland station) and for syndication. Bob and Ray, veterans of network radio and TV, have just returned to live radio with afternoon drive-time stint on WOR(AM) New York. *Bob & Ray Radio*, 4162 South Shore, Lake Oswego, Ore. 97034. (503) 636-3970.

'Dating' goes two ways. After nine years on ABC-TV as daytime series under title *The Dating Game*, new episodes of series will be offered for prime-time sale to stations for fall start as *The New Dating Game*. Half-hour game series, produced by Chuck Barris Productions, Hollywood, is being distributed by Station Syndication Inc., New York, Sandy Frank company. Distributors said initial sales on new property have been made to WABC-TV New York, WXYZ-TV Detroit, KNXT(TV) Los Angeles, WCAU-TV Philadelphia, and WTMJ-TV Milwaukee. Worldvision Enterprises, New York, has obtained distribution rights to *The Dating Game* episodes that had been on the network and will syndicate 260 half-hours of series for start in July. Worldvision intends to sell series on strip basis for showing in daytime and fringe periods, and in prime time on stations below top-50 markets.

SAG member earnings rise

The Screen Actors Guild has reported that earnings of members for the year 1972 increased by almost \$9.5 million over 1971. The total earnings in 1972 were \$123.8 million, with 50.3% attributable to TV commercial work, 3.1% to TV motion-picture employment and 18% to theatrical motion-picture work. TV commercial income was up by over \$3.1 million to \$62.3 million; TV motion-picture income was up \$4.6-million to \$38.55 million and theatrical movie income was up by \$1.6 million to \$22.2 million. SAG officials noted that increases in TV work stemmed from more work in areas outside Hollywood.

Payola probe: no letup now but prosecution lowers profile

Rudman denies he was conveyor of payments to black radio

The flood of news accounts about alleged payola in the record industry ebbed a bit last week, but reports that investigations by a federal grand jury in Newark, N.J., and the Justice Department would soon spread to other record companies continued to emerge. On Wednesday (June 13) the *New York Times* reported that Anthony Del Vecchio, a 25-year-old associate of former talent manager Pasquale Falcone, who was indicted in early February along with Mr. Del Vecchio on drug-smuggling charges, had turned state's evidence and given federal officials information on payola. Mr. Del Vecchio changed his plea in the drug case to guilty on June 8 and has been in protective custody since, his lawyer said.

John Murphy, identified as a Justice Department official in Washington, was quoted as saying that payola indictments can be expected imminently "if the evidence develops as I understand it promises to." The Justice Department and the grand jury in Newark are coordinating their investigations, it was reported.

Newsweek Magazine reported on Monday (June 11) that several major record companies had reacted to the first publicity blasts two weeks ago. Warner Bros. Records called its promotion staff together from around the country for a two-day meeting in Burbank, Calif. (the record firm's headquarters), the magazine reported. It also said that Atlantic Records had sent memos to its employees instructing them not to talk to news people about the allegations and that executives at Capitol Records had been given "verbal orders" to "check expense accounts and clean them up."

In other developments, reports from CBS stated that the "outside tipster" named by David Wynshaw and Anthony Rubino—ousted from their executive positions with Columbia Records several weeks before the firing of records group president Clive J. Davis—for federal officials as the conduit for "\$6,000 a week"

in payoffs to black-oriented radio stations was Kal Rudman. Mr. Rudman publishes a mimeographed weekly report from Cherry Hill, N.J. called *The Friday Morning Quarterback* which outlines what records radio stations around the country are playing and picks potential future hits. When reached for comment by BROADCASTING last week, Mr. Rudman declared that he was "as clean as the New York City board of health. As I have stated many times in my sheet," he continued, "I have no contact whatsoever with black radio. I do not report what they are playing, I do not talk to them. When I started the [Friday Morning] Quarterback, I decided then that I would stay as far away from black radio as possible because I knew what happened today and yesterday would come up sooner or later."

Mr. Rudman was referring to news accounts that named him as the possible contact for payola money. Mr. Rudman is considered to be quite vulnerable to such charges of payola involvement because of his admitted practice of accepting money from record companies to promote records.

He explained that his business enterprises were handled through two companies, Kal Rudman Inc. and Friday Morning Quarterback Inc. The Friday Morning Quarterback entity, he said, does not accept any funds from records for purposes other than subscriptions, which now number over 1,000. Kal Rudman Inc. is the promotional arm of his business, he said, and that entity has accepted funds from "almost all" the major record firms to promote records. Since Mr. Rudman talks to dozens of program directors in the country each week, his access to programmers was the commodity that record companies were purchasing, a Warner Bros. spokesman said after confirming that that company had used him. A spokesman for Columbia acknowledged that it also had used Mr. Rudman's services in the past. "He's a good promotion man," the spokesman added.

20 years of acne cures

'American Bandstand' and Dick Clark celebrate a major anniversary

He's still boyish looking, wears hip-hugger Levis and a body shirt. But today at 43 he's slightly thicker around the middle than he was 20 years ago when he started that teen-agers' gum popper, *American Bandstand*.

Tomorrow, June 19, Dick Clark will be the central figure in an ABC 90-minute special from Hollywood (11:30 p.m.-1 a.m.) celebrating the 20th anniversary of the teeny-bopper's delight that began on WFIL-TV Philadelphia and three years later expanded to the network. The anniversary show will feature today's personalities in the pop-music culture, Three-Dog Night, Cheech and Chong and Paul Revere and the Raiders, as well as film clips of yesterday's *Bandstand* guests—Paul Anka, Annette, Fabian, Frankie Avalon, Bobby Darin, Johnny Mathis.



Dick Clark, the oldest teen-ager

Sort of gets to you, if you're over 30.

Mr. Clark, the smiling all-American boy, joined the show in 1956. It is still, he says, the same show. The music is now more contemporary. It also has better production values than it originally had. And the audience has doubled or tripled in size to its present 10 million. But the composition of that audience is still the same as it was in the 1950's—25% sub-teen-agers, 25% teen-agers, and 50% adults between the ages of 18 and 35, principally women. The Saturday-afternoon hour has been 90% sold out.

Mr. Clark is now the corporate man. He has offices in Hollywood, his headquarters, and in New York. He's involved in such other shows as *Where the Action Is*, *Swingin' Country*, *Happening*, *Get It Together*, and *Mantrap*. And as a movie producer, he's responsible for "Because They're Young," "Young Doctors," "Killers Three," in which he stars also, as well as "Psych Out," "Savage Seven," "Years of Rock."

Dick Clark Radio Shows handles syndication. Its most prominent property of the moment is Bill Ballance, who until recently conducted the show under the title, *Feminine Forum*. Clark enterprises also have presented in-person variety events, including such attractions as the Monkees and the road show of "Mame."

Mr. Clark considers himself an expert on rock-music productions and sees the late-hour specials on network TV as a coming thing. He has produced some of ABC's *In Concert* shows. The big task ahead, he says, is getting more rock into prime time.

Breaking In

"Feeling Stronger Every Day"—Chicago (Columbia) ■ It has been almost a year since "Saturday in the Park," Chicago's last big hit, came out early last summer. As summer 1973 arrives, Chicago is back with "Feeling Stronger Every Day" which precedes the group's new album, *Chicago VI*, due within a week or two. Probably attributable to Chicago's long absence more than anything else, this new single jumped on playlists last week without hesitation. Chicago is one of those groups for which programmers don't wait around for store reports before airing.

"Feeling Stronger" does not really con-

Putting spot on self. Beginning today (June 18), WCBS-TV New York's nightly news program will air a five-part series on allegations of payola in the record industry and the possible involvement of employees of its own parent company and licensee, CBS Inc. correspondent Joel Siegel taped interviews last week with recording company officials, including some former Columbia Records employees, and music journalists. "We have to do it to prove our independence," Mr. Siegel explained.

Over-all rank
Last week This week

Title (length)
Artist—label

Rank by day parts
6-10a 10a-3p 3-7p 7-12p

28	32	No More Mr. Nice Guy (3:05) Alice Cooper—Warner Brothers	39	41	25	27
35	33	Give It to Me (3:07) J. Geils Band—Atlantic	34	33	33	29
36	34	Behind Closed Doors (2:55) Charlie Rich—Epic	30	31	36	42
26	35	Steamroller Blues (3:07) Elvis Presley—RCA	29	36	35	43
42	36	Money (3:59) Pink Floyd—Harvest	48	46	32	26
40	37	So Very Hard to Go (3:37) Tower of Power—Warner Brothers	35	35	40	39
48 • 38		Free Electric Band (3:15) Albert Hammond—Mums	40	40	38	34
44	39	Swamp Witch (3:47) Jim Stafford—MGM	42	34	47	36
62 • 40		Soul Makossa (4:30) Manu Dibango—Fiesta	41	43	39	41
47	41	Misdemeanor (2:36) Foster Sylvers—Pride	44	44	41	38
— • 42		Feelin' Stronger Every Day (4:13) Chicago—Columbia	51	48	37	35
46	43	Close Your Eyes (2:58) Edward Bear—Capitol	37	38	44	48
22	44	Thinking of You (2:17) Loggins and Messina—Columbia	36	39	42	55
41	45	Let's Pretend (2:51) Raspberries—Capitol	47	37	49	37
25	46	Little Willy (3:13) Sweet—Bell	54	45	43	40
57 • 47		What About Me? (2:40) Anne Murray—Capitol	46	42	48	46
23	48	The Night the Lights Went Out in Georgia (3:36) Vicki Lawrence—Bell	38	46	46	53
50	49	Goin' Home (2:10) Osmonds—MGM	52	49	50	44
— • 50		Get Down (2:38) Gilbert O'Sullivan—Mam	49	54	45	56
54	51	Time to Get Down (2:53) O'Jays—Philadelphia International	53	50	51	51
49	52	First Cut Is the Deepest (3:48) Keith Hampshire—A&M	45	52	55	57
51	53	Back When My Hair Was Short (2:39) Gunhill Road—Kama Sutra	50	56	53	58
— • 54		Give Your Baby a Standing Ovation (3:52) Delis—Cadet	57	53	52	50
30	55	Loving You Is the Right Thing to Do (2:57) Carly Simon—Elektra	43	58	56	69
58	56	Avenging Annie (4:58) Andy Pratt—Columbia	55	51	59	52
59	57	Touch Me in the Morning (3:51) Diana Ross—Motown	61	54	67	47
— • 58		There's No Me Without You (3:28) Manhattans—Columbia	67	57	54	54
70 • 59		Doin' It to Death (5:05) Fred Wesley and the J B's—Polydor	60	63	57	61
61	60	Moonshine (2:46) John Kay—ABC/Dunhill	56	64	58	60
— • 61		I'll Always Love My Mama (3:04) Intruders—Gamble	*	61	61	49
— • 62		Uneasy Rider (3:53) Charlie Daniels—Kama Sutra	59	73	60	65
53	63	It Sure Took a Long Time (3:12) Lobo—Big Tree	68	62	66	75
63	64	The Morning After (2:14) Maureen McGovern—20th Century	66	60	69	64
56	65	Cisco Kid (3:47) War—United Artists	63	*	62	66
66	66	Brother Louie (3:55) Stories—Kama Sutra	*	67	74	59
43	67	Out of the Question (2:57) Gilbert O'Sullivan—Mam	65	74	68	*
64	68	Tequila Sunrise (2:52) Eagles—Asylum	70	66	75	67

Look
who's
tearing
up
Top 40.

He did it last time out with
"It's Impossible." Now
Perry's doing it again
with his new single.

"And I Love
You So"

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From his album
of the same name.



The Broadcasting Playlist continued from page 79

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
—	69		Ain't No Woman (2:59) Four Tops ABC/Dunhill	*	65	64	62
67	70		I'd Rather Be a Cowboy (4:10) John Denver—RCA	72	59	*	63
—	71		Letter to Lucille (3:04) Tom Jones—Parrot	64	69	70	*
74	72		Monster Mash (3:00) Bobby Boris Pickett—Parrot	68	*	*	73
39	73		You Can't Always Get What You Want (5:00) Rolling Stones—London	*	68	*	70
55	74		Teddy Bear Song (2:57) Barbara Fairchild—Columbia	62	72	*	*
—	75		He Did With Me (2:27) Vicki Lawrence—Bell	71	71	*	74

Alphabetical list (with this week's over-all rank):

Ain't No Woman (69), And I Love You So (30), Avenging Annie (56), Back When My Hair Was Short (53), Bad Bad Leroy Brown (17), Behind Closed Doors (34), Boogie Woogie Bugle Boy (18), Brother Louie (66), Cisco Kid (65), Close Your Eyes (43), Daddy Could Swear, I Declare (20), Daniel (2), Diamond Girl (31), Doin' It to Death (59), Drift Away (19), Feelin' Stronger Every Day (42), First Cut Is the Deepest (52), Frankenstein (10), Free Electric Band (38), Get Down (50), Give It to Me (33), Give Me Love (Give Me Peace on Earth) Give Your Baby a Standing Ovation (54), Goin' Home (49), He Did with Me (75), Hocus Pocus (23), I'd Rather Be a Cowboy (70), I'll Always Love My Mama (61), I'm Doin' Fine Now (22), I'm Gonna Love You (7), It Sure Took a Long Time (63), Kodachrome (6), Leaving Me (29), Let's Pretend (45), Letter to Lucille (71), Little Willy (46), Long Train Runnin' (11), Loving You Is the Right Thing To Do (55), Misdemeanor (41), Money (36), Monster Mash (72), Moonshine (60), The Morning After (64), My Love (1), Natural High (14), The Night Lights Went Out in Georgia (48), No More Mr. Nice Guy (32), One of a Kind (Love Affair) (9), Out of the Question (67), Pillow Talk (3), Playground in My Mind (5), Reelin' in the Years (27), Right Place Wrong Time (12), Shambala (13), Smoke on the Water (28), So Very Hard To Go (37), Soul Makossa (40), Steamroller Blues (35), Stuck in the Middle (21), Swamp Witch (39), Teddy Bear Song (74), Tequila Sunrise (68), There's No Me Without You (58), Thinking of You (44), Tie a Yellow Ribbon (15), Time To Get Down (51), Touch Me in the Morning (57), Uneasy Rider (62), What About Me? (47), Wildflower (16), Will It Go Round in Circles? (8), Yesterday Once More (24), You Are the Sunshine of My Life (25), You Can't Always Get What You Want (73), You'll Never Get to Heaven (26).

* Asterisk indicates day-part ranking below Broadcasting's statistical cut-off.

from page 78

of the song drop almost to a whisper as she adds the shock line: "He did with me."

The record is new, released only about two weeks ago. Station reports are scattered right now—there are still many stations playing "The Night the Lights Went Out in Georgia"—but reaction where it is played is strong. It was number-three last week at KCBQ(AM) San Diego, for example.

This week, Vicki Lawrence has two records on the "Playlist," "The Night the Lights" is 48, "He Did with Me" is 75. With all the stations still playing her last single, it will probably take two to three weeks at least for this new Lawrence to make its move. Stations on "He Did with Me" included: KLIF(AM) Dallas, KSO(AM) Des Moines, Iowa, WDGY(AM) Minneapolis, WNEW(AM) New York, WMAK(AM) Nashville, WKBW(AM) Buffalo, N.Y., WIUN(AM) Atlanta, WMPS(AM) Memphis, and KCBQ(AM) San Diego.

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

- ARE YOU MAN ENOUGH?, Four Tops (ABC/Dunhill).
- BAD WEATHER, Supremes (Motown).
- BLOCKBUSTER, Sweet (Bell).
- COWGIRL IN THE SAND, Byrds (Asylum).
- D'YER MAK'ER, Led Zeppelin (Atlantic).
- FENCEWALK, Mandrill (Polydor).
- GIVING IT ALL AWAY, Roger Daltry (MCA).
- GUAVA JELLY, Caspers and Carson (Janus).
- GYPSY DAVY, Arlo Guthrie (Reprise).
- HOW CAN I TELL HER?, Lobo (Big Tree).
- I LIKE YOU, Donovan (Epic).
- IF YOU WANT ME TO STAY, Sly and the Family Stone (Epic).
- THE INDIANA GIRL, Marty Cooper (Barnaby).
- THE LAST THING ON MY MIND, Austin Roberts (Chelsea).
- LORD, MR. FORD, Jerry Reed (RCA).
- LOVE AND HAPPINESS, Ernest Jackson (Stone).
- LOVIN' NATURALLY, Sandalwood (Bell).
- MAMA'S LITTLE GIRL, Dusty Springfield (ABC/Dunhill).
- MY MERRY GO ROUND, Johnny Nash (Epic).
- NEVER NEVER NEVER, Shirley Bassey (United Artists).
- OVER THE HILLS AND FAR AWAY, Led Zeppelin (Atlantic).
- PLASTIC MAN, Temptations (Gordy).
- ROLAND THE ROADIE, Dr. Hook (Columbia).
- WATERGRATE, Dickie Goodman (Rainy Wednesday).
- WHERE THERE'S SMOKE THERE'S FIRE, Grassroots (ABC/Dunhill).
- WHY ME?, Kris Kristofferson (Monument).
- WILD ABOUT MY LOVIN', Adrian Smith (MCA).

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Analysts scratch heads over broadcasting stock performances

Prices not what they should be; regulation seen as one reason

Five financial analysts who specialize in broadcasting agree that broadcast stocks are undervalued in the present market. They foresee high profits for the business in 1973 and good prospects for 1974 earnings. Their views were presented in the June 4 issue of *The Wall Street Transcript*.

Broadcast issues "have gone down unjustifiably severely," according to Howard B. Turetsky, vice president, Walston & Co., New York. In the view of Dennis Leibowitz, partner in Coleman & Co., New York, the "group got tripped off through a combination of fears of an economic recession on a basically cyclical industry and regulatory problems. If the regulatory problems didn't exist, I think the performance of the group would be fairly similar to a lot of other industries."

Harvey Sandler, vice president, Goldman, Sachs & Co., New York, pointed to disparities between the prices broadcast stations now command in trading and the market price of common stock. "Corporations and individuals continue to buy properties at upwards of 20 times earnings while stocks are selling at eight to 20 times earnings," Mr. Sandler said.

Charles Klein, security analyst with Bear, Stearns & Co., New York, said broadcast issues are attractive buys. "The broadcast industry is worthy of investment on merit," he said. Mr. Klein sees a promise of an easing of government regulation. "I think that with the passage of the coming quarter, there will be less public press on the problems that are facing the industry, and perhaps with increasing certainty as to the outlook for earnings, accordingly, improvement in valuations," he said.

The analysts do not rule out a chance of significant change on the regulatory scene. William P. Rice, assistant vice president, Endowment Management and Research Corp., Boston, said proposed restrictions on network reruns could be "most negative" if adopted.

But, said Mr. Rice, "the regulatory trend is moving toward favorable." Mr. Sandler observed: "From a political standpoint, I think you are probably looking at a better industry environment than in the last five or six years."

The analysts were asked to estimate earnings per share for ABC and CBS (NBC, as a part of the huge RCA, was not considered a broadcast stock in the discussions). The estimates for ABC ranged from \$2.50 to \$3.25 for 1973 and \$2.70 to \$3.50 in 1974. For CBS the figures were \$3.30 to \$3.45 this year and \$3.15 to \$3.60 next year.

What about other broadcast companies?

"I think many of the groups are cheap," said Mr. Sandler. Price-earnings ratios are 30 to 50% "below historic averages."

Mr. Klein had a thought about the broadcast issues as a class. "The stocks perform as an industry," he said, "and it may be an exercise that's not worth the game to try and figure out who is going to either outperform the industry or going to fight the trend. If your analysis is right, the industry itself is worthy of investment today. The vehicle we might speculate about, but there is good value across the board in the industry that people ought to take a look at."

NTA shareholders gather

Meeting next week of NBC Films-bolstered firm will elect new directors

A meeting of National Telefilm Associates stockholders will take place this Thursday (June 21) in Los Angeles, the first such meeting following NTA's \$7.5-million acquisition of NBC Films.

The notice of meeting shows that NTA is 77.12% owned by TCI Programs Inc., a wholly owned subsidiary of Tele-Communications Inc., a Denver-based multiple-CATV firm and microwave-systems operator. Among TCI's principal stockholders are Kaufman & Broad Inc., Los Angeles real-estate and building firm, 15.2%; Standard Corp., 11.6%; Teachers Insurance & Annuity Association of America, 10.2%; Kearns-Tribune Corp. (*Salt Lake Tribune*), 9.0%; Bob Magness and wife (Mr. Magness is chairman of

the parent Tele-Communications Inc.), 14.6%; Rust Craft Broadcasting Co. (group broadcaster), 2.8% plus all 65,000 shares of \$6 voting convertible preferred stock.

Directors, all of whom with one exception are seeking re-election, will be chosen at the meeting. The new director is John C. Malone, new president of Tele-Communications Inc. George C. Hatch, a principal of Tele-Communications Inc., is chairman of NTA; Mr. Magness is vice chairman of NTA, and Bernard Tabakin, who is listed as receiving \$67,600 in salary plus bonuses ranging from 1% on profits exceeding \$250,000 to 2.5% on profits over \$750,000, is president of NTA. Stockholders also will be asked to approve a revised qualified stock option plan. NTA's revenues for its fiscal 1972 year that ended Sept. 30, 1972, were \$5,845,697 with net profit of \$182,700 including extraordinary items.

AT&T makes \$71 million on sale of Comsat stock

FCC-ordered divestiture reaps huge profit; Ma Bell now free to get into domestic satellites

The public secondary offering of all of AT&T holdings in Communications Satellite Corp.'s common stock was "virtually sold out" by Wednesday (June 13), according to a spokesman for Salomon Brothers, New York, one of the chief underwriters.

AT&T began its offering of 2,895,750

June, 1973

\$2,000,000

Clearview TV Cable of Enumclaw, Inc.

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Media



Mr. Goldman



Mr. Krestel

Robert T. Goldman, VP-finance, ABC Inc., New York, elected VP-administration, ABC Inc. **Robert D. Krestel**, treasurer, Rockwell International, and chairman, Rockwell International Credit Corp., elected VP-finance and member of board, ABC Inc.

David N. Light, controller, Reeves Telecomm, New York, appointed VP and treasurer.



Mr. Mayer

Bruce C. Mayer, VP and general manager of WGN of Colorado (KWGN-TV Denver), appointed executive VP and general manager. **A. C. Field Jr.**, VP of KDAL Inc. (KDAM-TV Duluth, Minn.) elected to board of directors of KDAL Inc., replacing **Bruce Dennis**, retired. **E. Boyd Seghers**, VP and manager, sales promotion and research, WGN Continental Broadcasting Co., given expanded responsibilities as manager, sales promotion, research and advertising, company-owned WGN-AM-TV Chicago. WGN of Colorado and KDAL Inc. are subsidiaries of WGN Continental.

Gilbert Jacobson, general manager, co-owner KIXI-AM-FM Seattle and KORD-AM-FM Pasco, Wash., appointed VP and general manager, KIXI Inc., licensee of stations.

William Carter, general manager, KTRF-TV Lufkin, Tex., appointed executive VP and general manager, KFSA-TV Fort Smith, Ark. Mr. Carter is succeeded at KTRF by **Robert Browning**, formerly assistant general manager. KTRF-TV and KFSA-TV are both owned by Buford Television.

William B. Fanta, with KSBW-FM-TV Salinas-Monterey, Calif., appointed promotion director, Central California Communications Corp., Salinas, which owns KSBW-FM-TV and KSBY-FM-TV San Luis

Obispo, Calif., as well as cable operations in central California.

Marsha Wulf, with KMBC-TV Kansas City, Mo., appointed assistant director of advertising and promotion.

William F. Turner, KCAU-TV Sioux City, named president of Iowa Broadcasters Association at annual convention in Des Moines. **George Ailen**, KGLA(AM) Alhambra, elected VP, and **Robert Harter**, Palmer Broadcasting Stations, elected treasurer. New directors: **Forrest Mitchell**, KGRN(AM) Grinnell; **Philip Keliy**, WDBQ(AM) Dubuque; **Edwin Lasko**, KCRO(AM) Cedar Rapids, and **Don Uker**, KDSN(AM) Denison. **Jack Shelley**, Iowa State University, reappointed IBA executive secretary.

Broadcast Advertising

Tom Hall, formerly with J. Walter Thompson, Chicago, appointed senior VP and creative director, Foote, Cone & Belding, Los Angeles. **Ed George**, VP and associate creative director, JWT, Chicago, joins FC&B, Los Angeles, as art director/TV producer.

Arthur Toft, marketing executive, Michael John Associates, rejoins Norman, Craig & Kummel, New York, as senior VP and management supervisor.

Louis R. DiJoseph and **William E. Waites**, associate creative directors, Young & Rubicam, New York, named VP's, Young & Rubicam International.

J. D. Varnier and **Bernard Guggenheim**, VP's, Campbell-Ewald, Detroit, appointed VP's and group directors in agency's media department.

Frank W. Kirk, associate creative director, Needham, Harper & Steers, Los Angeles, appointed VP. **Richard W. Root**, senior account director and **Robert E. Meyer**, research director, also elected VP's.

Marilyn H. Fisher, group head and director of broadcast services and **Jay C. Levinson**, assistant media director, Grey Advertising, New York, elected VP's.

Frederic D. Chernin, director of research, Carl Ally, New York, elected VP.

Walter K. Cohen, art director, and **Bernard Most**, copywriter, Benton & Bowles, New York, named VP's.

Matthew J. Hennessey, president and chief executive officer, Sudler & Hennessey, New York, named senior VP and member of board, Young & Rubicam, New York. Merger of agencies was announced last February.

Gary Korn, **Ed Maslow**, **David Sayer** and **Lionel Wernick**, with BBDO, New York, named VP's.

Jane Lewis and **Marie Matlicka**, account

supervisors, Chirug & Cairns, New York, named VP's.



Mr. Erlicht

Lewis H. Erlicht, sales manager, WABC-TV New York, named general sales manager.

Peter Weisbard, account executive, Telerep, New York, appointed national sales manager, KHJ-TV Los Angeles.

Larry Fischer, general sales manager, WROW-TV Augusta, Ga., assumes similar position with KSBY-TV San Luis Obispo, Calif.

Robert J. Zimmerman, VP and sales executive, KRUX(AM) Glendale, Ariz., and KTKT(AM) Tucson, Ariz., appointed general sales manager, KMEQ-AM-FM Phoenix. Mr. Zimmerman's responsibilities will also include regional sales for KDEF-AM-FM Albuquerque, N.M., and KROD-AM El Paso, recently acquired by Desert Horizons, wholly owned subsidiary of Media Horizons, New York, parent company of KMEQ-AM-FM.

Jack Linn, acting VP and general manager, WCWA(AM) Toledo, Ohio, named executive VP and sales manager, Reams Broadcasting Corp., owner of WCWA and other stations. **Robert Martz**, former general manager, WTOD(AM) Toledo, named VP and general manager, WCWA.

Frank O'Neil, with WBAP-TV Fort Worth, named Dallas sales manager.

Matthew Chamlin, marketing manager, Calgon Consumer Products Co., appointed director of advertising and sales promotion, Burlington Hosiery division of Burlington Industries, New York.

David F. Poltrack, director, research and sales promotion, national sales, CBS Television Stations, New York, appointed to newly created position of director of marketing for CBS-owned TV stations.

Joseph Dell'Aquila, account supervisor, Wells, Rich, Green, New York, named VP and account supervisor, de Garmo Inc., New York. **Julio Di Iorio**, art director, Case McGrath, rejoins de Garmo as VP and executive art director.

Dr. Dorothy M. Phillips, marketing consultant, J. Walter Thompson, New York, and assistant professor of marketing, Iona Graduate School of Business, New Rochelle, N.Y., elected VP of Dialog, new public communications division of J. Walter Thompson.

Neil H. Brown, VP, Ketchum, MacLeod & Grove, New York, named management supervisor.

Howard Wechsler, VP, Solow/Wexton,

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Profile

Bill Bresnan: on top and inside cable TV

William Bresnan, board chairman of the National Cable Television Association, cannot be faulted for breathing a sigh of relief when NCTA's 22d annual convention ends this Wednesday (June 20).

Mr. Bresnan has been operating at a whirlwind pace for the past year. In addition to his demanding and time-consuming responsibilities at NCTA, Mr. Bresnan is president and chief operating officer of the Teleprompter Corp., New York, the nation's largest multiple-systems owner. He has played a key role there during the past year in reshaping the top management staff of the company in the post-Irving Kahn era.

"It's been a long and tiring but rewarding year," Mr. Bresnan comments. "But I'll be happy to turn over the reins of the NCTA to Amos Hostetter." Mr. Hostetter, executive vice president of Continental Cablevision Inc., Boston, is scheduled to succeed Mr. Bresnan as NCTA chairman for the coming year.

But hard work and heavy responsibilities are not alien to Mr. Bresnan. The tall, slim executive earned pocket money as a teen-ager by repairing radio sets in his home. While in high school in his native Mankato, Minn., he was a radio-TV service man for a local shop.

And now, at 39, Mr. Bresnan is a veteran of the still-young cable industry. His association with CATV began in 1958. Active in industry affairs, he has been president and director of the California CATV Association, chairman of the NCTA public relations committee, member of the NCTA board of directors, and, previous to his ascent to board chairman, member of the NCTA executive committee.

Mr. Bresnan estimates that he has spent one day every two weeks in Washington working on NCTA business. Much of that time has been spent with David Foster, NCTA president since May 1972, working on several issues including copyright. But he sees his position as more of a liaison between the NCTA board and Mr. Foster and does not tell him "how to run his store." A great part of his time is spent staffing and overseeing the activity of 16 NCTA committees, which contain over 100 members.

Mr. Bresnan concedes, however, that change isn't too easy to accomplish in a large organization, but points to a number of innovations instituted during his stewardship.

"Perhaps the most significant change we have made is the revision of our dues structure," he says. "We felt it was important to get our dues low enough so that we could attract to NCTA the many small companies not on our roster. There



William John Bresnan—president and chief operating officer, Teleprompter Corp., New York; b. Mankato, Minn., Dec. 3, 1933; attended Mankato Technical School, 1952-53; Mankato Commercial College, 1953-54; and Winona (Minn.) State College, 1960-61; sales engineer, Northwest Electronics Co., Minneapolis, 1955-56; partner in television and radio repair service, Waseca, Minn., 1956-58; chief engineer, Rochester (Minn.) Video Inc. (cable systems), 1958-60; chief engineer, Cable Inc., Rochester, Minn., 1960-65; VP, engineering, American Cablevision Co., Los Angeles; 1965-68; executive VP of H & B American Cablevision Co., Los Angeles, 1968-70; western VP, Teleprompter Corp., 1970-72; VP and assistant to chairman, Teleprompter, until July 1972; m. Barbara Boettcher of Oak Park, Ill., 1957; children: Michael, 15; Robert, 13; Daniel, 11; Coleen, 6; Mary and Maureen (twins), 4.

are about 3,000 systems and we have 1,233 as members, not counting about 260 associate members [manufacturers and consultants]. We want to represent as many companies as possible."

In addition, Mr. Bresnan has pressed for more active participation in NCTA affairs by smaller and medium-sized cable-TV companies. During the past year, he said, more and more of the smaller companies have been serving on various NCTA committees; a series of "rap" sessions have been held between NCTA staff members and system operators, and a number of legislative seminars have been conducted in Washington with cable-company officials.

"This all adds up to greater involvement in NCTA affairs by systems operators of all sizes, but particularly the smaller ones," Mr. Bresnan explained.

Mr. Bresnan's efforts to enlist the support of "grassroots" America cable systems are even more understandable when his own background is taken into account—he has been there. Mr. Bresnan has lived, worked and attended school in such locales as Mankato, Winona, Waseca and Rochester, all in Minnesota, and has

worked, in various capacities, at small cable systems before graduating to some of the larger ones.

Mr. Bresnan's education, obtained while he was working in his early years as a radio-television serviceman and as an electronics equipment salesman, combined engineering with accounting and finance. This background stood him in good stead in later years as he moved up the corporate ladder.

After seven years with various small systems, Mr. Bresnan stepped into the big leagues in 1965 when business tycoon Jack Kent Cooke hired him as chief engineer for his American Cablevision Co., Los Angeles. When these systems were merged in 1968 with H & B American Corp., Mr. Bresnan was elected executive vice president of H & B American and president of its cable-TV subsidiary, H & B Cablevision Co.

In September 1970, H & B was acquired by Teleprompter and Mr. Bresnan was named western vice president of the cable-TV division. He was elevated to vice president and assistant to the chairman in February 1972 and last July was elected president of Teleprompter.

Mr. Bresnan was one of a handful of top Teleprompter executives to escape the purge of top-management officials last year as the company restructured itself and attempted to reupholster its sagging reputation. Teleprompter's travail carried over several years when the corporation itself and Mr. Kahn were indicted and later convicted on charges of bribery and conspiracy in connection with the Johnstown, Pa., cable system.

"During the past 16 months we have made about 20 executive changes," Mr. Bresnan says. "We feel we are now in excellent shape for the future. We are looking ahead and spending considerable time on developments in satellite TV, pay cable and ancillary services for cable. We are continuing to acquire systems, and we now have more than 800,000 subscribers."

Mr. Bresnan is particularly sanguine over prospects for pay television. He is not disconcerted by Teleprompter's apparent tardiness in moving into this sector. He pointed out that the "Premium" pay-television test developed by the Magnavox Corp. began several weeks ago on Teleprompter's San Bernardino, Calif., system and the target date for full-fledged service is some time in 1974.

Mr. Bresnan, who reports to Teleprompter Chairman Raymond P. Shafer, is confident that 1974 will surpass 1973's record sales and earnings. He added that the company is in a solid financial position, having successfully completed a public stock offering which brought in \$66 million. This offering was then used as an equity base to arrange a \$150 million revolving line of credit, all done during the last year.

Editorials

Wiring tomorrow

The preview of this week's convention of the National Cable Television Association features superlatives. The meeting is to be the biggest of its kind, with the most delegates, largest exhibitions, first demonstration of satellite interconnection and, if President David Foster makes good his promise, the point of entry to the wired nation.

Mr. Foster may not use that term, but it is what he will have in mind when he exhorts his industry to go on the offensive against all deterrents to cable growth. He wants looser regulation and the freedom to compete against "older forms of entertainment." He will be playing to a responsive audience that will already have witnessed a demonstration of a prototype of earth station that some see as the symbol of a national system of wired television hooked into satellite delivery.

It is not without significance that one of the demonstrations that Teleprompter has arranged to put on with its earth station is a feed of the Home Box Office pick-up of a Madison Square Garden fight that will be piped into a San Bernardino, Calif., cable system equipped with pay-cable terminals. In microcosm, that represents the increasingly popular version of cable television's future.

Increasingly popular among cable interests, it ought to be specified. Among other "older forms" that version is distinctly unpopular. Mr. Foster may realistically expect to see the cable business grow and prosper. It may be a while, however, before it's the only show in town.

The underside

Some very unsavory accusations about music-business practices are emerging in the aftermath of CBS's dismissals of Clive Davis, president of the CBS/Records Group, and two of his aides. Mr. Davis has been charged with diverting large sums of company money to his private use. Government investigators are looking into allegations of wrongdoing going far beyond Mr. Davis and Columbia Records.

At this point there is no way to predict what will come of all of this. So far the CBS civil suit against Mr. Davis is the only formal set of allegations on the record. But there is talk from prosecution sources of probable indictments that may involve the passing of drugs, money and favors of infinite variety among record companies, artists, artists' representatives and radio programmers. The question of the moment is: Has the process of music selection for air play been compromised?

This publication finds it hard to believe that payola has been distributed on a large enough scale to significantly affect programing judgments. Mr. Davis and others may have squandered company funds to indulge their private appetites. His company and others may have accommodated the demands of their popular performers. Some disk jockeys may be shown to have accepted largess. It is all but unthinkable, however, that the corruption would pervade all of the many stations that are involved in the setting of musical tastes. Too many obstacles—including a criminal law—stand in the way of it.

It was an earlier example of record promotion getting out of hand that led to the adoption in 1960 of a Communications Act section (508) setting a fine of \$10,000, imprisonment of a year, or both, as the penalty for failure to disclose an acceptance of consideration for airing any program matter. That law is very much on the books, as wise station management will have been reminding employees. The news reports from music headquarters are a reminder that music selection may not be a managerial responsibility, but the supervision of music selectors most definitely is.

Why?

CBS's decision to do away with so-called "instant analyses" of presidential broadcasts (and of replies to presidential broadcasts) is mystifying in some respects, particularly its timing. It accompanies a much more understandable—and generally constructive—policy change under which CBS itself will arrange for the broadcast of contrasting views within a week after a presidential appearance.

CBS sources say the whole package evolved out of a search, going back two years or more, for a better way of handling replies to presidential statements on controversial issues. But replies and analyses are two different things, or should be, it seems to us, and we come back to the question, as far as the ban on immediate analyses is concerned: Why now? There has been no great outcry against them among affiliates in recent months, although there assuredly once was, after Vice President Agnew's celebrated attack on them—and on network news generally—back in 1969. Certainly Mr. Agnew and his colleagues have not pressed their attacks in recent months—or been in much of a position to do so, for that matter. And the public, thanks in part to Watergate, probably has never been less in a mood to rally to such attacks, if made, than it is now.

Granted, many performances of instant analysis have struck us as being more instantaneous than analytical. Some seem to serve less a journalistic function than a scheduling purpose, filling out an unused portion of a half-hour. These deficiencies are usually most apparent when the analysis is truly instant, unaided by advance texts or briefings that give the analysts time to prepare. But, although these may shed little light, we think it a mistake to ban immediate analyses in all cases. Thanks to the texts and briefings that often are available in advance, instant analyses in many cases are no more "instant" than the editorials that appear in the next morning's newspapers. In such cases are subsequent analyses within the regular CBS News broadcast schedule, which will be permitted, apt to be much more reasoned than if presented at once?

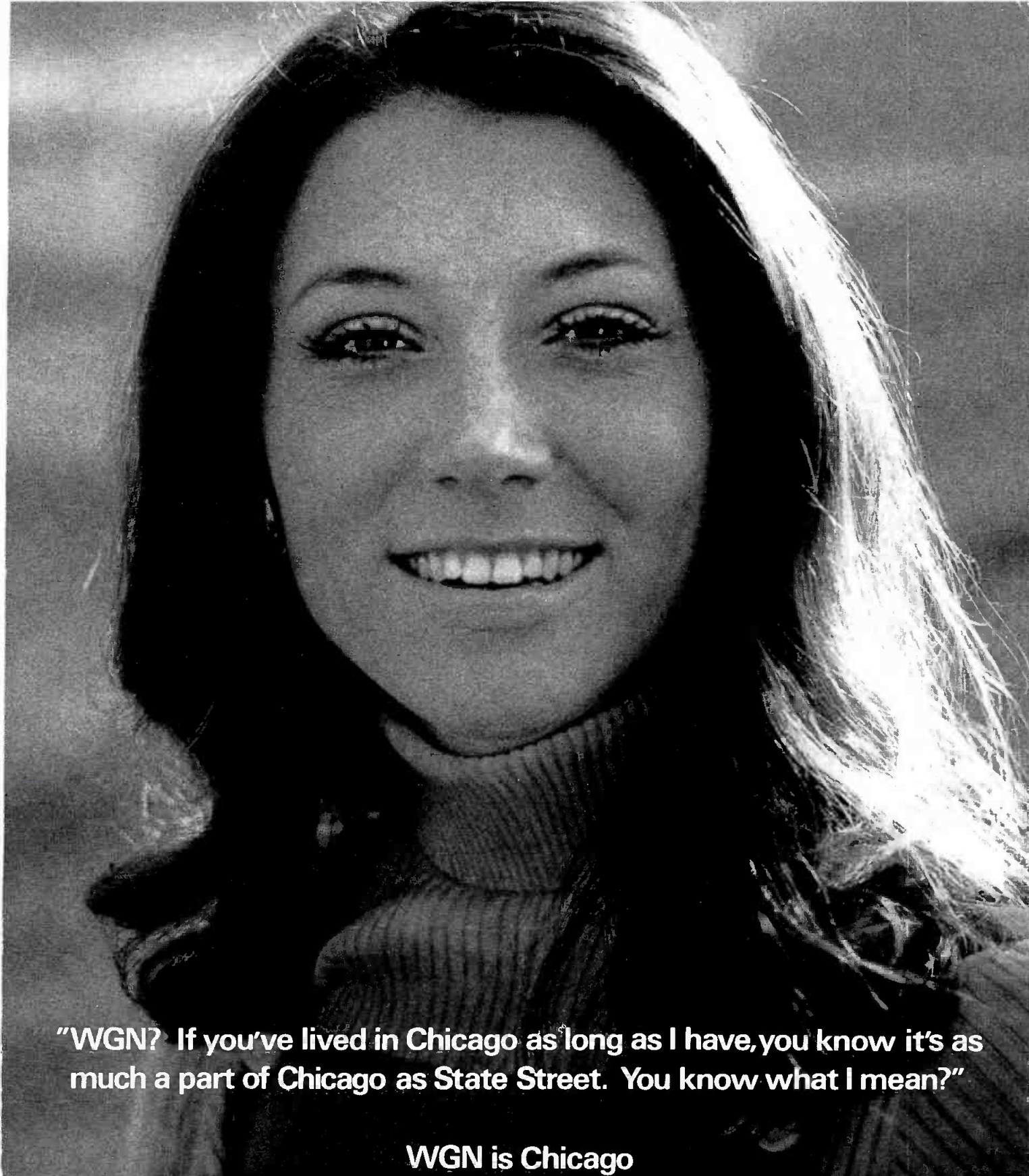
There are times when a presidential address—and replies to a presidential address—need to be put into perspective for the audience. Rules should not be so inflexibly drawn that this becomes impossible in any case.

The fable of the baby and the bathwater comes to mind.



Drawn for BROADCASTING by Sid Hix

"No kid of mine is going to watch any of that violence on TV... I'd beat the daylights out of him."



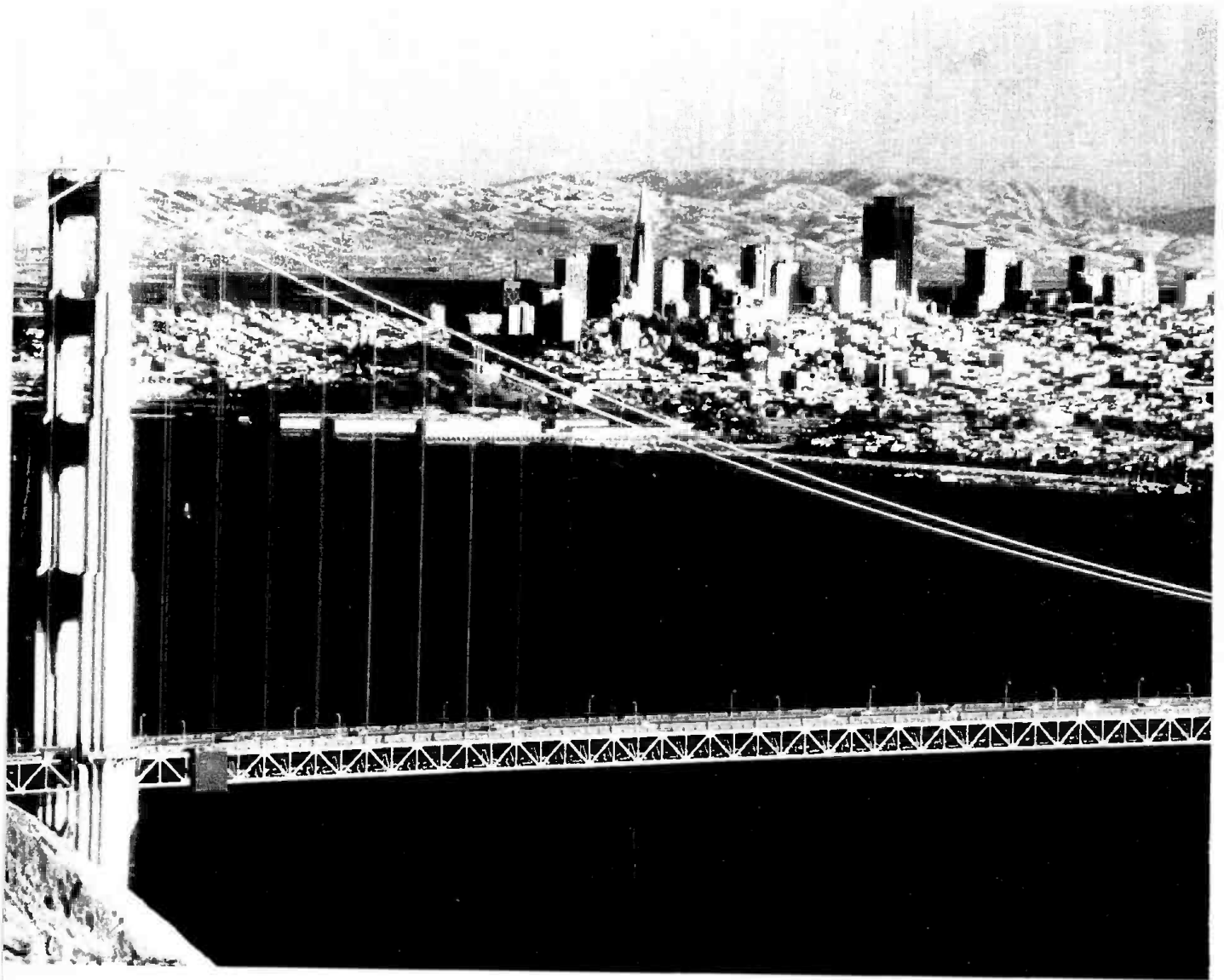
"WGN? If you've lived in Chicago as long as I have, you know it's as much a part of Chicago as State Street. You know what I mean?"

WGN is Chicago



WGN Continental Broadcasting Company

If you lived in San Francisco...



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