

Second season: Networks get ready to try, try again
Program percentages: FCC sets up a target to shoot at

Broadcasting Dec 3

The newsworthy of broadcasting and allied arts

Our 43d Year 1973

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 doing it in the usual way of national sales organizations. We're not selling little bits of time for a long list of stations.

We're selling a lot of time for a few stations.

That means there's a limit on the business we can handle. But we handle that business in a way that's better for the stations and for us.

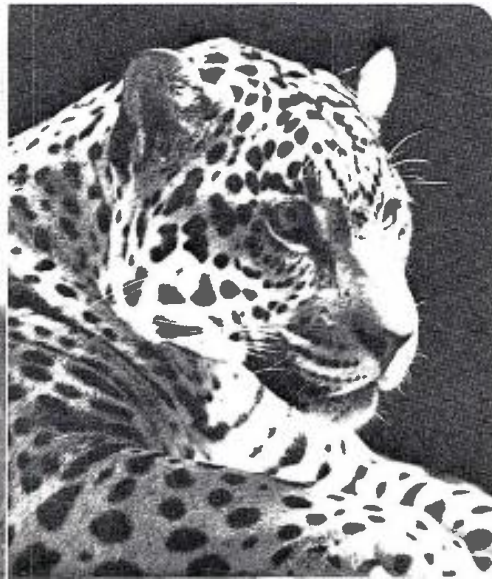
If you're interested in the national advertiser, we'd like to hear from you. We'll tell you frankly and quickly if we think we can help.

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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AIR FORCE
SERIAL ACQ SECTION
MONTGOMERY AL 36112

Wild, Wild World of Animals



What a Great Success Sold in 66 markets across the country:

ALBUQUERQUE . . .	KOB-TV . . .	PETRY	LITTLE ROCK . . .	KATV . . .	PETRY
AMES-DES MOINES . . .	KDIN . . .		LOS ANGELES . . .	KNXT . . .	CBS NAT L SALES
ANCHORAGE . . .	KIMO . . .	JACK MASLA	LOUISVILLE . . .	WHAS-TV . . .	HRP
ATLANTA . . .	WSB-TV . . .	TELEREP	MASON CITY . . .	KGLO-TV . . .	H-R
BAKERSFIELD . . .	KERO-TV . . .	PETRY	MIAMI . . .	WCKT . . .	HRP
BANGOR, ME . . .	WLBZ-TV . . .	KATZ	MILWAUKEE . . .	WISN-TV . . .	BLAIR
BINGHAMTON . . .	WBNG-TV . . .	BLAIR	MINNEAPOLIS . . .	WCCO-TV . . .	PGW
BUFFALO . . .	WGR-TV . . .	KATZ	MOBILE . . .	WALA-TV . . .	BLAIR
CAPE GIRARDEAU . . .	KFVS-TV . . .	MEEKER	NEW YORK . . .	WABC-TV . . .	ABC SPOT SALES
CEDAR RAPIDS . . .	KIIN . . .		NORFOLK . . .	WTAR-TV . . .	HRP
CHARLESTON, S.C. . .	WCSC-TV . . .	PGW	PHILADELPHIA . . .	WPVI-TV . . .	BLAIR
CHARLOTTE . . .	WSOC-TV . . .	TELEREP	PHOENIX . . .	KOOL-TV . . .	H-R
CINCINNATI . . .	WKRC-TV . . .	KATZ	PITTSBURGH . . .	KDKA-TV . . .	TvAR
CLEVELAND . . .	WEWS . . .	BLAIR	PORTLAND, ME . . .	WCSH-TV . . .	KATZ
COLUMBUS, O. . .	WTVN-TV . . .	KATZ	PORTLAND, ORE. . .	KGW-TV . . .	BLAIR
DALLAS-FT. WORTH . .	WBAP-TV . . .	PGW	RALEIGH-DURHAM . . .	WTVD . . .	BLAIR
DAYTON . . .	WLWD . . .	AVCO	RENO . . .	KCRL-TV . . .	AVERY-KNODEL
DENVER . . .	KMGH-TV . . .	KATZ	ROCHESTER . . .	WOKR . . .	BLAIR
DETROIT . . .	WJBK-TV . . .	STORER	SACRAMENTO . . .	KOVR . . .	KATZ
DULUTH . . .	KDAL-TV . . .	WGN CONTINENTAL	ST. LOUIS . . .	KTVI . . .	HRP
EUGENE . . .	KVAL-TV . . .	H-R	SALT LAKE CITY . . .	KSL-TV . . .	PGW
FORT WAYNE . . .	WANE-TV . . .	HRP	SAN DIEGO . . .	KFMB-TV . . .	PGW
GREEN BAY . . .	WLUK-TV . . .	PGW	SAN FRANCISCO . . .	KRON-TV . . .	PGW
GREENSBORO . . .	WFMY-TV . . .	HRP	SEATTLE . . .	KIRO-TV . . .	PGW
HARTFORD . . .	WTIC-TV . . .	HRP	SHREVEPORT . . .	KSLA-TV . . .	HRP
HONOLULU . . .	KHON-TV . . .	METRO TV SALES	SOUTH BEND . . .	WMSH . . .	
HOUSTON . . .	KPRC-TV . . .	PETRY	SPOKANE . . .	KREM-TV . . .	BLAIR
INDIANAPOLIS . . .	WRTV . . .	KATZ	TAMPA . . .	WTVT . . .	KATZ
JACKSON, MISS. . .	WLBT . . .	H-R	TOLEDO . . .	WTOL-TV . . .	PGW
JOPLIN/PITTSBURG . .	KOAM-TV . . .	KATZ	TUCSON . . .	KOLD-TV . . .	PGW
KANSAS CITY . . .	KCMO-TV . . .	MMT	TULSA . . .	KTUL-TV . . .	PETRY
LAS VEGAS . . .	KLAS-TV . . .	AVERY-KNODEL	WASHINGTON, D.C. . .	WDCA-TV . . .	PGW
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ABC O & O
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HUBBARD
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McGRAW-HILL
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POST CORPORATION
SCRIPPS-HOWARD
STORER
TAFT
WGN CONTINENTAL
WKY SYSTEM

**Running tops in its time period or
a strong second place in one competitive
market after another...**

		*RATING	SHARE
ATLANTA.....	WSB-TV.....	18.....	34
BUFFALO.....	WGR-TV.....	18.....	40
KANSAS CITY.....	KCMO-TV.....	17.....	34
LOS ANGELES.....	KNXT.....	14.....	23
MIAMI.....	WCKT.....	14.....	28
MINNEAPOLIS.....	WCCO-TV.....	15.....	32
NEW YORK.....	WABC-TV.....	13.....	21
PHILADELPHIA.....	WPVI-TV.....	16.....	29
PITTSBURGH.....	KDKA-TV.....	22.....	42

*Source: Nielsen. October, 1973—Audience estimates subject to qualifications available on request.

Sold around the world:

ARGENTINA BRAZIL FRANCE JAPAN MEXICO PERU SWEDEN

Nobel Prize Winners...

Three Nobel prize-winning animal behaviorists in a single TV series—an all-time first!
Dr. Niko Tinbergen, Dr. Konrad Lorenz and Dr. Karl von Frisch are all represented in
"Wild, Wild World of Animals."

Wild, Wild World of Animals

Narrated by William Conrad
26 color half hours



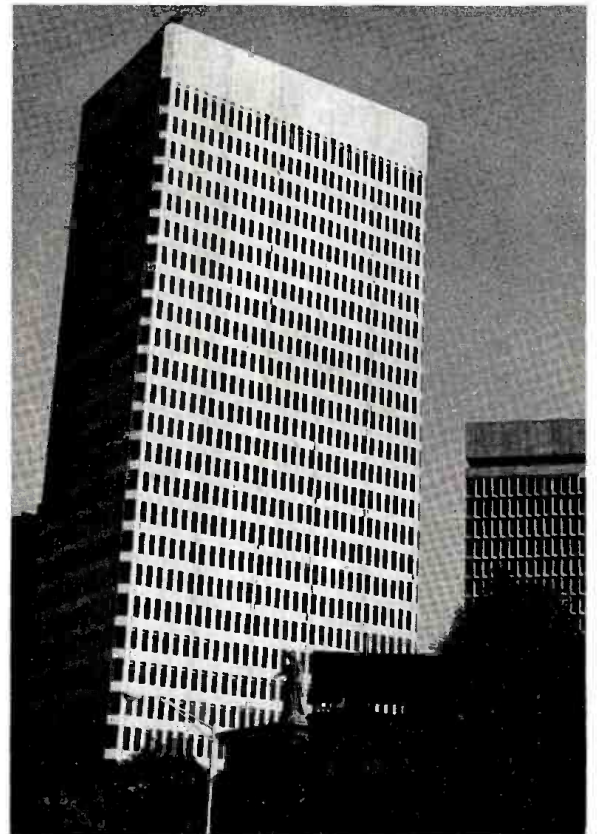
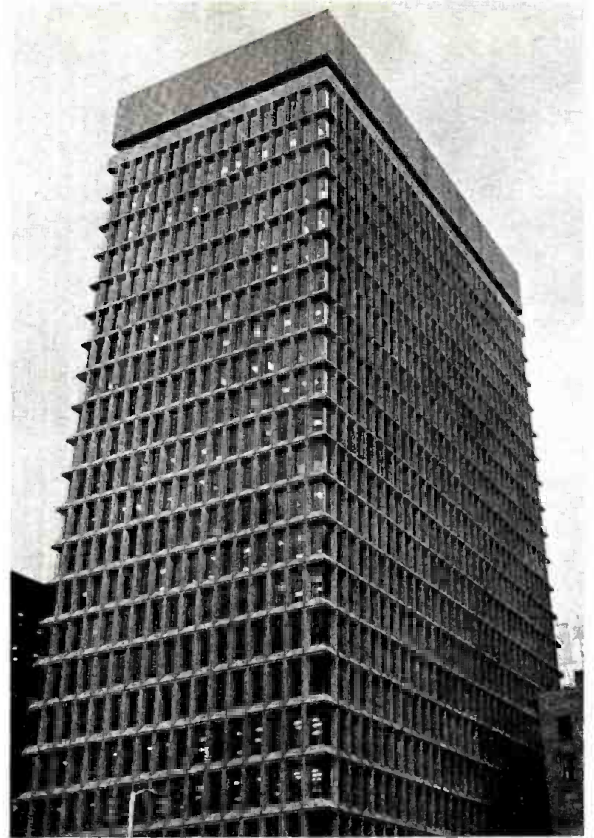
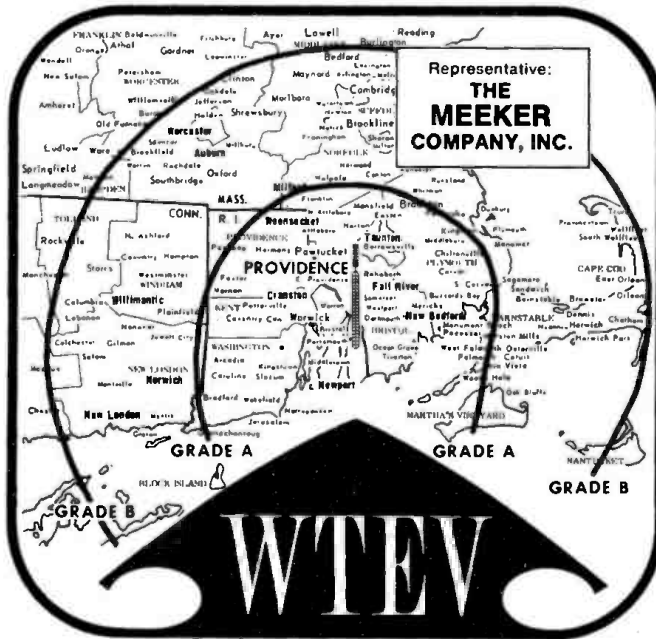
TIME & LIFE BUILDING, NEW YORK, N.Y. 10020 (212)556-7783

Striking new additions to the Providence, R. I. skyline. Upper - "40 Westminster Street" an ultramodern office building. Lower - Rhode Island Hospital Trust Bank and office building.

WTEV delivers a land booming in commerce

Providence, a key facet of the WTEV market, contributes greatly to the area's prosperity through an effective and continuing new building program for its downtown area. Marked by an Effective Buying Income of almost six billion dollars, this market offers an unusual opportunity for advertisers. WTEV assures rewarding response because of total-market reach and penetration.

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



STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
WTEV Providence, R. I./New Bedford-Fall River, Mass. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

Closed Circuit

Joint operations. FCC chairman and two aides visited Justice Department's antitrust chief, Thomas E. Kauper, and some of his aides Thursday on matter of mutual interest — getting networks out of entertainment production. Department is pressing antitrust suit against networks (*Broadcasting*, April 17, 1972), and commission is expected in the next few weeks to issue notice of rulemaking and inquiry to accomplish same goal (see page 6). Antitrust division officials, after reading in trade press of commission's interest in initiating inquiry into network dominance of television programming (*Broadcasting*, Oct. 1 et seq.), reportedly indicated some concern over possibility two government agencies might get in each other's way. (Proposed FCC inquiry is now both narrower and broader than originally contemplated; narrower in sense that such matters as network ownership of stations are not involved; broader in that assault on network programming is stepped up.)

Chairman Burch, who attended meeting with General Counsel John Pettit and commission consultant Dr. Alan Pearce, who had suggested original inquiry in his report on economic consequences of prime-time-access rule, apparently assured Justice that interest of commission was in providing whatever assistance it could. Dr. Pearce, in his report, had urged commission to cooperate with Justice in its suits. And both sides, reportedly, left meeting with feeling lines of action would stay untangled.

Some other day. That cabinet-level policy study of cable television that White House ordered more than two years ago has been taken off back burner and put in freezer. Staff experts say it will be at least six months before report will get first presidential inspection. Clay T. Whitehead, director of Office of Telecommunications Policy, is chairman of committee and practically only original member left.

Organized ethnics. Formation of professional association of blacks in broadcasting is well under way and may be announced within month. Elbert Sampson, public-affairs coordinator of National Association of Broadcasters, and Theodore Ledbetter Jr., Washington-based communications consultant, are said to be moving forces. Tentative bylaws have been drafted, and incorporation papers are about to be filed. Group is designed to "supplement," not to supplant, National Association of Television and Radio Announcers, now biggest organization of blacks in broadcasting.

At home. Crucial question of energy crisis' long-term effect on broadcast advertising may be hard to assess, but network sources appear confident their operations won't be affected — aside from conventional reductions in heat, lighting, gasoline usage, etc. — unless restrictions go far beyond those now envisioned. Biggest effect, in fact, could be benefit. Curtailment of driving will keep people at home more, and that will mean bigger available audiences for both TV and radio, particularly on weekends.

Bigger audiences envisioned as result of gasoline shortage already have new record to shoot at. Movie "Airport" on

ABC-TV on Nov. 11 established two new Nielsen firsts. It became all-time number-one single-network program in average audience, with estimated 28 million homes tuned per average minute, and also first program to reach that 28-million mark. NBC-TV coverage of last Super Bowl, with 27,670,000 homes in average audience, now slips down to number two. But Super Bowl is still first in total audience (35,060,000 homes) and "Airport" is third (34,490,000), with movie "Patton" on ABC-TV in November 1972 second (34,730,000).

End of it? There's talk at FCC that movement to elevate children's television programming may have reached high-water mark in modification of prime-time-access rule voted last week. New rule provides some incentive for presentation of children's shows in evening periods (see page 6). And that may be as much as reformers can expect from an FCC that is reluctant to take more direct action.

Deadline nears. Representative Clarence J. (Bud) Brown (R-Ohio), regarded as administration's man on broadcast matters on House Commerce Committee, has confided he'll decide soon whether to run for nomination to succeed Senator William B. Saxbe, attorney general-designate. Mr. Brown owns papers in his Ohio district, once owned FM.

How FCC works. House Investigations Subcommittee has quietly begun oversight probe of FCC's "management and informational reporting system." It's planned as long-range study of "how agency sets its priorities and allocates resources," staff member said. But "it's not an ad hoc inquiry into a particular issue," it was emphasized. So far, staff has reviewed some internal policy documents and has had General Accounting Office specialist tender "preliminary working paper" on FCC infrastructure.

Adler esquire. Gerald Adler, who resigned as president of NBC Enterprises last summer when its largest unit, NBC Films, was being sold, is fusing two of his skills in new venture. Mr. Adler is slated to become partner and specialist in entertainment and communications at New York law firm of Finley, Kimble, Heine, Underberg & Grutman.

After the holidays. Nick Johnson can count on spending Christmas and New Year's in Washington. James Quello, nominated more than two months ago to succeed lame-duck Democrat on FCC, won't get confirmation hearing until next session of Congress. But he will be heard, according to assurances given by Senator John O. Pastore (D-R.I.), chairman of Communications Subcommittee.

Magic moment. Insiders at FCC are using new timetable to estimate Chairman Dean Burch's now overdue departure. They say he won't resign until final action is taken on antisiphoning rules for pay cable. He wants to liberalize restraints on pay systems. Best guessers are predicting FCC will relax rule for movie acquisition by pay cable, tighten it for sports rights.

Top of the Week

Mundane midseason. *Word on Madison Avenue is that networks' "second season" should perpetrate yawns inspired by first. In all, 12 shows are slated for graveyard. CBS, everybody's acknowledged leader in first round, is odds-on bet to retain that status. Competition will try to make up ground, but if before-the-fact readings have any foundation, viewers will probably keep them in backfield. Page 22. Ho-hum nature of this year's TV fare could facilitate renaissance in production business. It's already happening at MGM, although declining theatrical fortunes have helped process along. Page 23.*

FCC modifies prime-time-access rule, puts 7-7:30 half hour up for grabs, asks more ambitious programing in remaining restricted period, 7:30-8

After debating issue over three-day period last week, FCC on Thursday announced compromise it has reached on fate of prime-time access rule, one that is said to have backing of all seven commissioners. Commission will reduce prime-time access to half hour — specifically, 7:30 to 8 p.m. in eastern and Pacific time zones and 6:30 to 7 p.m. in central and mountain — Monday through Saturday, and eliminate access rule completely for Sunday. Modification also will permit stations covered by rule to fill one access half hour each week with network or off-network "children's specials, documentaries or public-affairs programing."

Commission disclosed bare bones of compromise in public notice announcing instructions to staff to prepare decision in proceeding on controversial rule (Docket 19622), which now bars affiliates in top-50 markets from taking more than three hours of network programing in four prime-time hours — 7-11 p.m. Staff is expected to complete work in time for commission meeting on Dec. 19.

Compromise largely was work of Commissioner Richard E. Wiley. With aid of General Counsel John Pettit and Dr. Alan Pearce, economic consultant to commission, he drafted document containing elements commissioners seemed to favor, then discussed it with most of them individually, in successful effort to bring about agreement. In course of three days of debate, commissioners had as many as eight proposals before them.

Chairman Burch and Commissioner Charlotte Reid favored outright repeal of the rule. Commissioner Wiley did, too, but doubted four votes could be obtained. Commissioners Robert E. Lee, Nicholas Johnson and H. Rex Lee were united in their determination to retain rule basically in its present form. Commissioner Benjamin L. Hooks also leaned toward retention, but wanted language in rule indicating commission interest in minority programing.

He may get that and more. Commission announcement, in paragraph reportedly added by staff at Commissioner Hooks's request, says that in access half hours, which will be closed to network, off-network and feature films, stations will be expected to provide "minority-affairs programs, children's programs, and programs directed to the needs and problems of that stations' community and coverage area as indicated by the community ascertainment process." Reference to children's programs, in that paragraph and in exception made in rule for "children's specials," was inserted at suggestion of Elizabeth Roberts, commission's consultant on children's television programing.

Children's — or family — programing was also said to be uppermost in minds of commissioners when they wiped rule off books completely for Sunday night. They see Sunday as kind of special family-entertainment night, and want to encourage networks to provide such programing for ear-

More bad news for the networks: FCC gears up to put program production, facilities rental off limits. Final order on prime-time access will be only first shoe commission is expected to drop Dec. 19. Second will be notice of inquiry and proposed rulemaking aimed at reducing network power in programing field. It would eliminate networks from all entertainment program production — including daytime programs, made-for-television movies and such late-night programs as "Johnny Carson Show" — and raise question of whether networks should be barred from renting program-production facilities to producers who produce programs for them. Official said commission is concerned about potential for anti-competitive leverage that such rental gives networks.

Proposed proceeding, being pushed by Chairman Burch, thus would constitute second effort by government to bar networks from engaging in entertainment programing. Justice Department is pressing antitrust suit against all three networks, accusing them of exercising monopoly control of prime-time television entertainment (*Broadcasting*, April 17, 1972).

ly Sunday evenings, according to one official.

Officials say considerable work remains to be done in translating language of public notice into final order. There is problem of defining "children's specials." There is also said to be question of whether commission will commit itself to letting rule stand as modified for at least three years — from October 1974 to October 1977 — without further change. Some officials say that commitment will be given; others that decision has not yet been made. Some officials also say document will contain restatement of goals commission expects to reach with rule.

It is clear some officials expect stations to provide kind of minority-affairs and other programing described in public notice. One staffer sees it as trade-off: "In return for that kind of programing," he said, "they get economic boon of off-network reruns at 7 p.m." But another official said that commission position on language in notice exhorting stations to do particular kinds of programing is not yet firm.

About half of 150 stations affected by rule fill 7-7:30 with news, either network, under waiver of present rule, or local. Commission sees many of remaining affiliates filling first half hour of prime time with off-network programing — to consternation of independents in their markets who had increased their competitive position by showing off-network material that rule had denied network affiliates.

Thus, affiliates are expected to welcome modification. Networks, too, will probably find it congenial. ABC and NBC had favored retention of rule; but change being made will not affect their operations. CBS had urged repeal of rule, but like other networks, had prospered under it. Small program-production houses, which will see market shrink with fewer half hours available for them to fill, and major producers who wanted outright repeal to expand their market, will both be disappointed. So may Hollywood unions, who saw in repeal opportunity to improve economic condition of its members.

FCC looks to past for prologue. *Method: Commission issues report on how much of broadcast day is devoted to nonentertainment programing by various classes of stations. Madness: to let broadcasters know what they're doing now, give them something to shoot for in helping determine "superior" service. Page 26.*

No rest on renewals. Just as House Communications Subcommittee appeared to be getting itself together on license-renewal issue, Representative Clarence Brown, unit's ranking GOP, sets ball of wax a-melting with new legislation. Provision in latest bill calling for lengthy FCC study on crossownership is "troublesome," says NAB. Page 29.

Giving, getting. Energy crisis is being met energetically by growing number of broadcasters. Campaign to persuade listeners to consider car pools, born at WBZ (AM) Boston four months ago, has spread to nine Group W stations and is attracting interest outside chain. Meanwhile, House does a little public service for stations, passes legislation giving 100 clear-channel daytimers pre-sunrise authority as nation moves toward year-round daylight savings time. Page 30.

FCC reverses initial decision, renews RKO's license to KHJ-TV

RKO General Inc. has succeeded in its eight-year-old fight to beat off challenge to its stewardship of channel 9 Los Angeles, on which it operates KHJ-TV — at least before FCC. Commission announced on Friday that it has renewed KHJ-TV's license and denied competing application of Fidelity Television Inc., composed of Los Angeles area businessmen.

FCC decision is subject to outcome of Boston channel 7 proceeding, in which RKO's license to operate WNAC-TV is being challenged by two local groups. Issues in that case involve allegations of antitrust activities on part of RKO and its parent, General Tire Co. But decision to renew KHJ-TV is bound to provide reassurance to broadcasters worried about challenges to their own renewal applications. And it is expected to further mark off Boston channel 5 case, in which WHDH-TV Boston lost its license to newcomer, as unique event.

Indeed, commission made point of citing its concern with promoting stability in broadcast ownership. It held that there were no decisive differences between applicants on issues of integration of ownership with management and diversification of ownership of media, then added that recognition must be given to rights and expectancies of ordinary renewal applicant. These exist, commission said, quoting court in WHDH case, to "promote security of tenure and to induce efforts and investments furthering the public interest."

Commission also said that RKO has made KHJ-TV viable operation in highly competitive market and that there is public interest in insuring predictability and stability of broadcast service. Credit must be given for value to public in continuation of existing service, it said.

Commission decision, which overruled recommendation of administrative law judge, was adopted by 3-to-2 vote. Opinion was supervised by Commissioner Robert E. Lee and supported by Chairman Dean Burch, who concurred in result, and Commissioner Charlotte Reid. Commissioners Nicholas Johnson and H. Rex Lee dissented. Commissioners Richard E. Wiley and Benjamin L. Hooks did not participate. Commissioner Johnson said last week he was preparing dissent in which he will say KHJ-TV decision "may very well be the worst decision" issued by commission in his "seven years and five months" as member.

Commuter convention. NAB convention planners are finding event's growing pains contagious. Shortage of convenient accommodations for March Houston gathering is causing hardware and software peddlers to talk boycott. Page 35.

Harmony in Houston. Good time was had by all at TVB's annual conference, especially by President Pete Cash, whose

Power play. FCC staff is preparing report on amount of power that is used in broadcasting, including that consumed by radio and television receivers. Chairman Dean Burch, reportedly at request of White House, asked for study, along with recommendations on how power might be conserved. Some countries hit by energy crisis, including Japan and Canada, have ordered cutbacks in hours of broadcast stations as means of conserving energy. On Thursday, CBS/Broadcast Group President John Schneider had told New York meeting that "average solid-state black-and-white TV set" uses only 120 kilowatt hours per year, and color set 440, compared with 1,800 for refrigerator-freezer, 1,700 for freezer, 1,200 for oven and 993 for clothes dryer.

immediate future with bureau is assured as board rejects challenger. Mr. Cash celebrates occasion on serious note, calls for \$500-million industry-wide campaign to raise public awareness during energy crisis. Page 40.

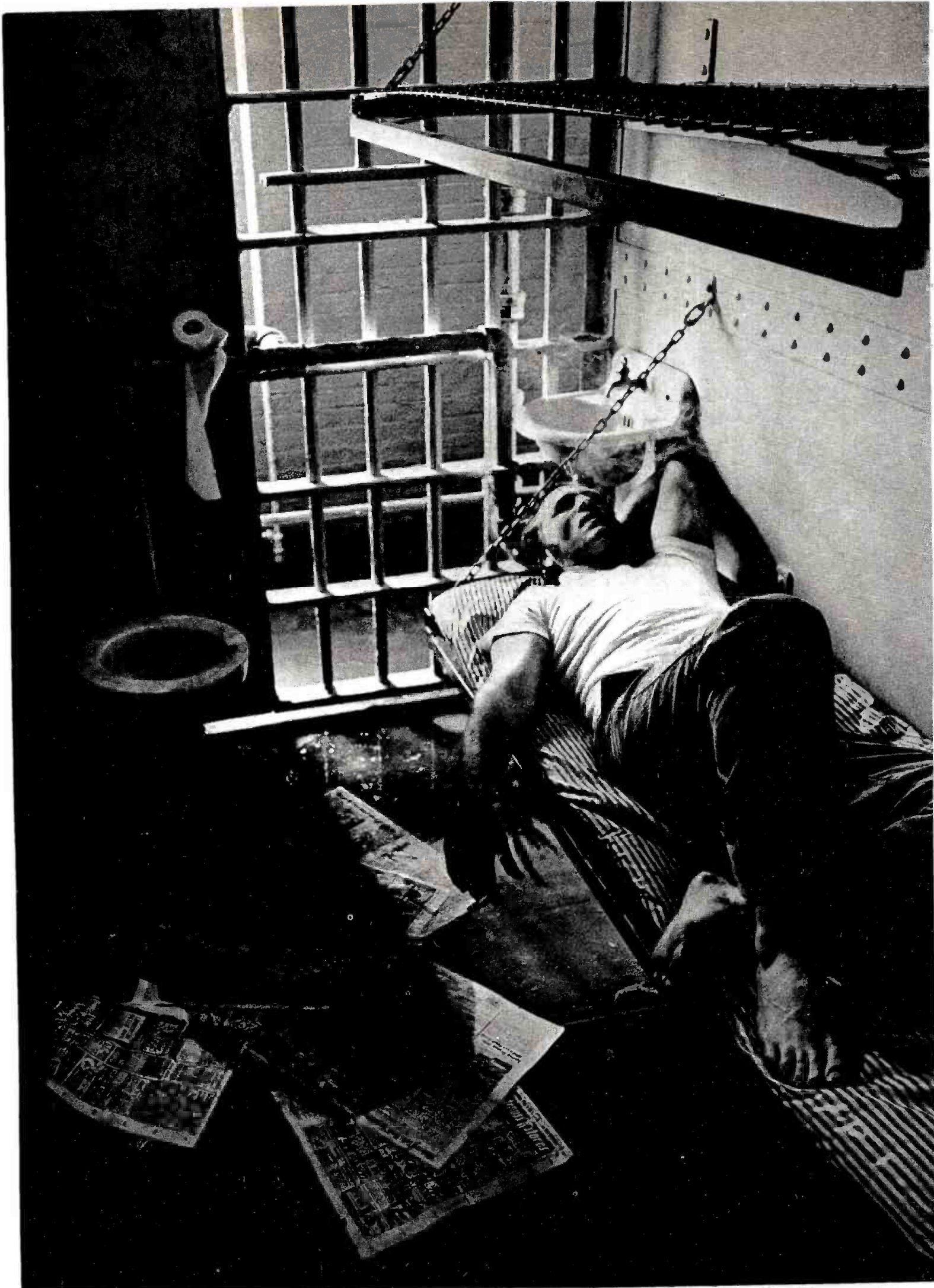
Singing the blues in Las Vegas

Cable operators at last week's California Community Television Association convention in Las Vegas exhorted each other to forget gloom enveloping industry and keep faith in basic CATV. Burt Harris, Harris Cable, stressed that basic cable is still comfortable, that perhaps it is time to forget about extra services, at least for remainder of decade. Douglas H. Dittrick, Viacom, commented: "The glow is gone, the euphoria is past, but cable TV is still the same basic business." Evidence that there is still fight in medium came mainly on pay-cable front. CCTA meeting heard Bruce Lovett, vice chairman of National Cable TV Association and chairman of its subscription cablecasting committee, say that within few weeks outside counsel would be hired to prepare antitrust litigation against National Association of Broadcasters and networks.

To chagrin of many cable owners, who apparently were expecting still stronger stuff about pay cable, Peter Storer, executive vice president of Storer Broadcasting Co. (group cable owner as well as group broadcaster), said company is not anti-pay TV, but is opposed to too much softening of antisiphoning rules, especially as they concern sports. He warned that if pay cable grows, it could affect every broadcaster, thus diminishing service to public and to cable industry that relies on over-air programs relayed to its customers. "If pay-cable impact is particularly strong on commercial broadcasting then [pay-cable] is traveling down the wrong road."

Pay-cable enthusiasts heard Sol Schildhouse, FCC Cable TV Bureau chief, forecast once again that FCC probably is going to give something on antisiphoning rules. They also heard Dr. Vincent Sardella of Office of Telecommunications Policy report that office has begun study of pay cable.

Besides economics and pay cable, meeting last week was concerned with other cable TV problems, mostly regulatory and legislative. Stuart Feldstein, NCTA general counsel, announced that Senator Hugh Scott (R-Pa.) would introduce bill to require FCC to revise nonduplication rules in next week or two. Alfred P. Stern, Warner Cable and chairman of NCTA copyright committee, predicted Senate copyright bill next year and House passage in 1975. Mr. Dittrick emphasized need for industry to establish new rate base. Historic \$5-per-month fee, he said, is outdated; subscriber fees must be \$6-\$8 monthly, especially in urban markets, he said.



WHAT'S HAPPENING IN OUR JAILS IS CRIMINAL.

Storer stations are concerned and are doing something about it.

Today more than a half-million people are behind bars in over 200 federal and state prisons. And there are thousands more in county and city jails across the country.

The hope is that after these men and women "do time" in our penitentiaries, they'll become penitent.

Unfortunately, too often this is not the case. Conditions in our jails are so dehumanizing, many prisoners turn into hardened criminals.

In spite of some billion dollars a year spent on our penal system, two out of three ex-convicts return to prison!

Storer television and radio stations feel if we are to fight our rising crime rate, we must

rehabilitate prisoners so they can lead useful lives. To this end, Storer stations devote an important part of their programming to fighting conditions in our jails.

In recent editorials, for example, WAGA-TV in Atlanta pointed out that 60% of those sent to Georgia prisons were young men under 25. That rehabilitation had to be the answer or send lives and tax dollars down the drain.

And when the State Department of Health's survey team reported on the condition of Georgia's jails, WAGA-TV publicized the report. They sent a camera crew to tour some of the jails, then televised a series that vividly portrayed their deplorable state. One immediate result was the proposed setting of minimum standards for Georgia jails (something they never had before) and mandatory training

for corrections officers.

WAGA-TV is no exception among Storer stations. Similar editorials and programs have been broadcast by Storer stations in Detroit, Milwaukee, Toledo and other cities.

It's one more way Storer stations get involved in the vital affairs of the communities they serve.

The benefits go to all. The more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WSBK-TV Boston/WJW-TV Cleveland/WJBK-TV Detroit/WITI-TV Milwaukee/WSPD-TV Toledo
WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo

Sharing the savings at ABC

ABC-TV's affiliates will get back, for at least two years from last July 1, half of rate cut they took in 1971 to help pay for interconnection rate hike AT&T imposed on all three networks in 1969. It's expected to total about \$1.5 million, or half of savings ABC anticipates from AT&T rate reduction that went into effect July 1. Primary affiliates will have those network rates in effect Jan. 1, 1971, increased by 3.25% if they are interconnected affiliates, by 1.625% if they are connected by private microwave relay systems. These compare with reductions of 6½% and 3¼%, respectively, imposed in 1971. Stations that became primaries after Jan. 1, 1971, will get similar increases on base rates on which ABC levied its reduction, and secondary affiliates will also have their 1971 reductions restored proportionately.

NBC-TV has estimated it would pass on to its affiliates more than \$4 million, or 75% of its expected saving from AT&T reduction (*Broadcasting*, Sept. 24). ABC's 50-50 sharing, ABC sources said, reflects fact ABC absorbed all of AT&T's 1969 rate hike for year longer than did either NBC or CBS. CBS is expected to adopt pattern similar to NBC's.

Broadcast journalism is occupying more and more of FCC's time, as evidenced by three separate actions in which networks emerged losers. ABC, CBS scored on news-staging; NBC found guilty of fairness violation on pensions documentary. Last ruling headed for court test. Page 42. ABC skirts another potential confrontation by bleeping contested segment of Close-up on Fire. Page 45.

Morning crew at NBC is hoisting victory flag in that ratings battle with CBS over early-bird news. Rudd-Quinn duo hasn't been very dynamic, they claim. Page 46. CBS News, however, has something else to talk about. It's a computerized microfilm data-retrieval system which, network hopes, will make yesterday just a button-push away. Page 47.

Cable joins the banned-in-Boston ranks

In what may be worst slap in face cable industry has received in effort to penetrate major markets, Boston Mayor Kevin H. White said last week his city will not entertain idea of CATV for indefinite period. Mayor White's decision followed issuance of two-year, city-commissioned study of cable by Boston Consumers Council, which concluded that cable has failed to demonstrate that it can be viable entity in urban areas, is on shaky economic turf, and is subject to regulatory conditions that would make it liability rather than asset for city of Boston's size.

"Cable technology has been grossly exaggerated," Mr. White proclaimed, "and Boston will not join in a stampede of cities that have naively believed claims that a new era in communications has come." Calling existing major-market cable systems "second rate," Mayor White outlined numerous reasons why Boston has rejected industry. Heading list was belief that existing state and federal restrictions "make it impossible" to receive "reasonable compensation" from cable franchisee, or to recover costs of regulating system. He also noted that while only 500 signatures are needed on petition to start franchising process, public "has not been pounding on the city's door" to do it.

In Brief

On their own. Presidential News Secretary Ron Ziegler told National News Council directors Thursday (Nov. 29) White House will not provide specifics of Mr. Nixon's Oct. 26 charges of "outrageous, vicious, distorted" reporting. Council Executive Director Bill Arthur and Associate Director Ned Schnurman met with Mr. Ziegler for 25 minutes after receiving no response to repeated requests for administration specifics on anti-media remarks. Mr. Arthur reported Mr. Ziegler "believed it inappropriate for the White House to act in concert with the council in its announced study of the President's charges," and said he was told White House didn't have time to put specifics together.

Passing the torch. Crib-burning similar to one ABC-TV blacked out of documentary in response to court order last Monday night (story page 45) was shown on *51st State* on WNET-TV New York, public station, two nights later. Baby crib was made by Smith Manufacturing Co. of Salem, Ind., which had obtained injunction against ABC.

Judge Robert Brown of court that granted injunction was quoted meanwhile as saying his ruling did not involve, as some had claimed, "prior restraint" of news because ABC-TV had already shown documentary to some TV executives.

Finals. National Association of Broadcasters special committee on pay TV has narrowed field of public-relations firms seeking to handle its antisiphoning campaign to two. In contention going in were Carl Byoir; Bozell & Jacobs; Ketchum, MacLeod & Grove; Hill & Knowlton. Decision expected in two weeks.

Sick call. Representative Torbert H. Macdonald (D-Mass.), chairman of House Communications Subcommittee, entered Navy hospital in Bethesda, Md., for tests. Year and half ago he underwent intestinal surgery, long convalescence.

Late Fates. CBS newsman *Walter Cronkite* named to receive International Radio and Television Society's 15th annual Gold Medal, society's highest award given annually for "accomplishment in or contribution to broadcasting." It will be presented to *CBS Evening News* anchorman March 14 at IRTS's 34th anniversary banquet in New York.

Patricia Grace, of Curber Associates, management consultant firm, named director of placement for National Association of Broadcasters. Ms. Grace will run newly-instituted skills bank, national clearing house for hiring of young, minority talent. *Jerry B. Greene*, VP-corporate development, Teleprompter Corp., New York, elected treasurer and VP-finance. *Richard M. Sykes*, Teleprompter's director of accounting, elected controller. *Robert E. L. Kennedy*, 63, owner of Washington consulting engineering firm bearing his name, died Nov. 28 at home in Forest Heights, Md., apparently as result of fall. Mr. Kennedy formed Kear & Kennedy firm with Frank Kear in 1945 and became head of firm when Dr. Kear retired last year. Kennedy firm counts among its clients ABC and Southern Broadcasting group. Mr. Kennedy is survived by his wife, Mary, two sons and two daughters. (For earlier reports, see "Fates & Fortunes," page 60.)

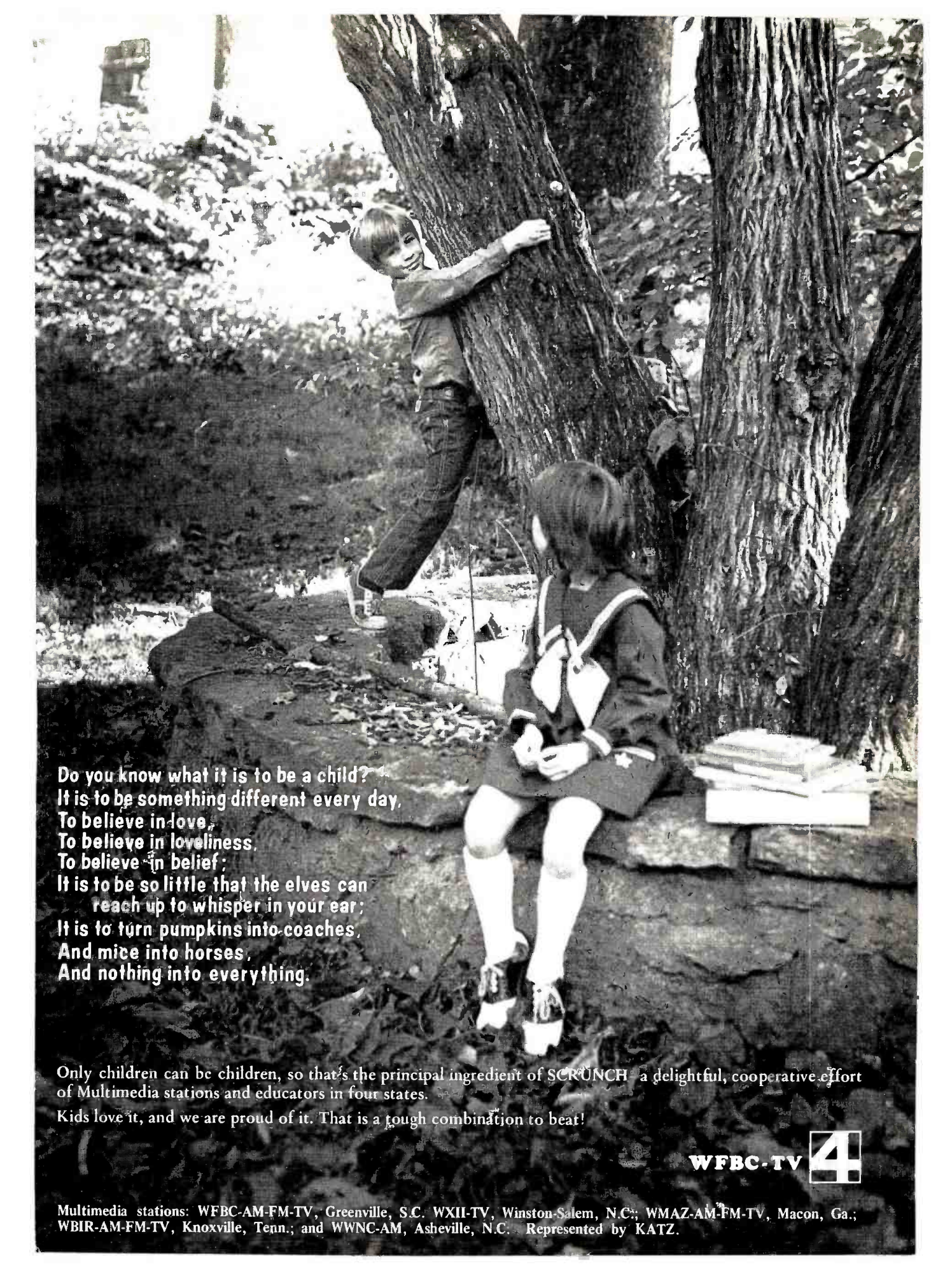
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Do you know what it is to be a child?
It is to be something different every day.
To believe in love.
To believe in loveliness.
To believe in belief:
It is to be so little that the elves can
reach up to whisper in your ear;
It is to turn pumpkins into coaches,
And mice into horses,
And nothing into everything.

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Open Mike®

Who's on first

EDITOR: We at KHOU-TV note with interest your item in "Journalism Briefs" in the Nov. 19 issue. The story said that KPRC-TV [Houston] "has laid claim" to a scoop in President Nixon's appointment of Leon Jaworski as the new Watergate special prosecutor.

KPRC-TV may have had "inside" information because KPRC-TV newsman Bill Bill Worrell is the grandson of Mr. Jaworski, but if KPRC-TV was privy to such advance news, it dropped the ball in scooping anybody. While grandson Worrell was shown on film interviewing the new special prosecutor (complete with a super claiming "exclusive film") both KHOU-TV and KTRK-TV had already run their film interviews with Mr. Jaworski.—*J. C. Richdale Jr., president and general manager, KHOU-TV Houston.*

Life with 315

EDITOR: Re your Oct. 8 article, "315 to absurdity":

We, too, faced the New Jersey candidate dilemma. Our difficulties were added to by the fact that we gear all candidates programs to face-to-face appearances.

As many problems as Section 315 might cause, the candidates make it worse. The vast majority of them, major and minor parties alike, don't understand the rule and create programming problems by their failure to respond and/or appear. This past campaign we devoted 10 consecutive weekday half-hours to candidates. There were seven offices and 31 candidates included. Here is the record of the candidates:

- Three failed to keep written confirmed appearances.
- Seven failed to respond to two invitations.
- Two declined our invitation.
- Two candidates out of 19 who showed up were aware that only an appearance constitutes grounds for fairness.

Included in this list were combinations causing last-minute program changes. I believe that what this shows is the need to amend Section 315 to relieve stations of the equal-time requirements where invitations are ignored, declined, or where candidates fail to keep written commitments.—*Martin S. Jacobs, news and public affairs director, WKBS-TV Philadelphia-Burlington, N.J.*

Narrowing the field

EDITOR: [During] the Broadcasters Promotion Association seminar in Cleveland [BROADCASTING, Nov. 26], in a brief discussion about multicity promotion tours by stars, I believe it was agreed that most stars recognize the value of personal appearances in support of their TV series and are very cooperative. I added an aside that there was one star in my experience, and only one (not "most stars," as reported) who demanded a lot of money, liquor and a girl in every city. I did not name the star.—*Hal Cranton, vice president, advertising, sales promotion and publicity, MCA TV, New York.*

Crossed hands

EDITOR: In your Nov. 19 issue, you have an article announcing LVO Cable's sale of its microwave subsidiary, United Video. You refer to their previously announced merger with Communications Properties. I am sure you realize that the previously announced merger is with Cox Cable, not CPI.—*Henry W. Harris, president, Cox Cable Communications, Atlanta.*

(BROADCASTING erred. In the merger business, it's LVO with Cox, CPI with Viacom.)

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Reducing noise pollution with the Burwen dynamic noise filter may prove to be the most profitable aspect of your programming...

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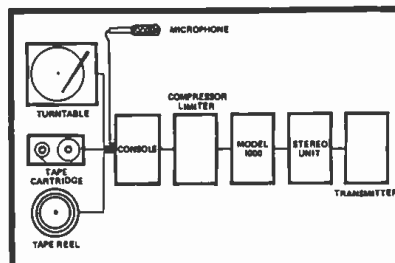
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Men who make over \$15,000.

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You've always known WGN radio is number one in Chicago. Now you know its audience is, too.

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Pulse, LQR, Mar-Apr '73, Chicago, RSA, Average Quarter-Hour, Monday-Friday, 18 hours.

Data subject to qualifications listed in report.

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M&H

WHEN YOU SLIP, IT HURTS . . .

And when you fall, it's a disaster. That's why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It's so easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, your station is in trouble. When you finally realize it, the reaction is often panicky, and the changes that are made accelerate the decline.

If you study your audience in-depth every year, you know just what's going on, and we harass you to make sure you don't get careless, that the corrective action you take will be productive.

For other clients who are second, third, or even fourth in their markets and heading for Number One, their ability to always move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for basic information helps immeasurably to keep decisions out of the personal opinion area.

It also helps that the big leader in town usually sleeps while he slips. It's unfortunately not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.

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Datebook®

■ Indicates new or revised listing.

This week

Dec. 3—Deadline for filing reply comments with FCC in matter of inquiry and proposed rulemaking on combination advertising rates and other joint sales practices between cable TV systems and broadcast stations and between commonly owned stations in separate markets.

Dec. 4—Philip Kotler, professor of marketing, Northwestern University, speaks at last of series of eight public lectures on advertising and society. Midway campus, University of Chicago.

Dec. 4—Association of National Advertisers media workshop, sponsored by ANA Media Policy Committee. Plaza hotel, New York.

■ **Dec. 5**—National Broadcasters Club "Wavemaker" luncheon featuring Edward H. Cramer, president of Broadcast Music Inc. Broadcasters Club, Washington.

Dec. 5—Deadline for entries in Retail Advertising Conference awards contest. Categories include radio. Randolph Street, Chicago 60601.

Dec. 5-7—Association of Maximum Service Telecasters board of directors fall meeting. Arizona Biltmore hotel, Phoenix.

Dec. 6-7—Arizona Broadcasters Association 22d annual fall convention. Speakers include: Arthur Taylor, CBS president, and Richard Wiley, FCC commissioner. Sheraton-Scottsdale hotel, Scottsdale.

Dec. 6-7—Course on "Legal and Business Problems of Television and Radio," sponsored by Practising Law Institute. Sir Francis Drake hotel, San Francisco.

Dec. 9—Annual academy ball, Hollywood chapter National Academy of Television Arts and Sciences. Honored will be Bud Yorkin and Norman Lear and their associates. Beverly Hilton hotel, Beverly Hills, Calif.

Also in December

■ **Dec. 10**—Advisory Committee of Office of Telecommunications, Bureau of Franchises, New York City, to hold public meeting on pay TV. 10:30 a.m., Board of Estimates Room, City Hall, New York.

Dec. 10—27th annual "Voice of Democracy" broadcast-scriptwriting contest deadline, sponsored by Veterans of Foreign Wars and its ladies auxiliary with cooperation of National Association of Broadcasters and state broadcaster associations. Contact any VFW state headquarters or VFW national headquarters, Kansas City, Mo.

Dec. 11—FCC and government-industry committee meeting for commission briefing of how jurisdiction over cable should be shared among federal, state and local governments. FCC headquarters, Washington.

Dec. 11—Allied Artists Pictures Corp. annual stockholders meeting. Delmonico's hotel, New York.

Dec. 11—Gulf & Western Industries Inc. annual stockholders meeting. Brown Palace hotel, Denver.

Dec. 11-12—Beginning television production seminar, sponsored by Telemation Inc. Salt Lake City.

■ **Dec. 11**—National Broadcasters Club reception honoring Andrew Ockershausen, chairman, and other members of National Association of Broadcasters board. National Broadcasters Club Washington.

■ **Dec. 11-12**—New York Society of Security Analysts/Advertising Age financial seminar: "Advertising Agencies and Media as Investments." Featured speaker: Elton H. Rule, president of ABC. New York Hilton hotel, New York.

Dec. 12—Columbia Pictures Industries Inc. annual stockholders meeting. Manufacturers Hanover Trust Co., New York.

Dec. 13-14—Advanced television production seminar, sponsored by Telemation Inc. Salt Lake City.

Dec. 18—Chris-Craft Industries Inc. annual stockholders meeting. Plaza hotel, New York.

Dec. 19—New deadline for filing comments with FCC on possible revisions of comparative hearing policies for renewal applicants.

Dec. 31—Deadline for entries in Brand Names Foundation retailers-of-the-year awards competition. Contact BNF, 477 Madison Avenue, New York 10022.

January 1974

Jan. 7—New deadline for filing reply comments with FCC on possible revisions of comparative hearing policies for renewal applicants.

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. 9—New England Cable Television Association winter meeting. Marriott hotel, Newton, Mass.

Jan. 10-13—Winter Consumer Electronics Show. Conrad Hilton hotel, Chicago.

Jan. 14-18—Winter meeting, joint board of directors, National Association of Broadcasters. Mullet Bay Beach hotel, St. Maarten, Netherlands Antilles.

Jan. 15-18—Rocky Mountain CATV Association meeting. Scottsdale, Ariz.

Jan. 18—Publicable meeting. Location to be announced, Washington.

Jan. 20-22—Idaho State Broadcasters Association midwinter meeting. Rodeway Inn, Boise, Idaho.

Jan. 20-22—National Cable Television Association regional legislative conference. Quality Inn, Washington.

Jan. 21-23—American Committee of International Press Institute seminar on U.S.-European economic problems and NATO. Brussels.

Jan. 22-24—Georgia Association of Broadcasters Institute. Featured speakers include Richard Wald, NBC News president, Richard Wiley, FCC commissioner, and Sol Taishoff, Broadcasting editor. Center for continuing education. University of Georgia, Athens.

Jan. 24-26—Alabama Broadcasters Association winter conference. Speaker: FCC Commissioner Richard Wiley. Downtown Motor Inn, Gadsden, Ala.

Jan. 26-27—Midwinter conference, Florida Association of Broadcasters. Lakeland, Fla.

Jan. 27-30—National Religious Broadcasters 31st annual convention. Washington Hilton, Washington.

February 1974

Feb. 1—Sigma Delta Chi Distinguished Service Awards entry deadline. Award categories include radio and TV editorializing and reporting. Contact: Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

Feb. 1—Deadline for entries in Medical Journalism Awards competition of American Medical Association. Categories include television and radio reporting on medicine or health. Contact: Medical Journalism Awards committee, AMA, 535 North Dearborn Street, Chicago 60610.

Feb. 1—Mortgage Bankers Association of America Janus awards deadline. Awards are given for excellence in financial news programing in following categories: commercial radio and TV stations and commercial radio and TV networks. Contact: Mark Serepca, MBA, 1125 15th Street, N.W., Washington 20005.

Feb. 3-5—National Cable Television Association, regional legislative conference. Quality Inn, Washington.

Feb. 3-5—South Carolina Broadcasters Association annual winter convention. Holiday Inn, Rock Hill.

Feb. 5-7—National Cable Television Association board of directors meeting. Location to be announced. New Orleans.

Feb. 6-8—Texas Cable TV Association convention. Marriott Motor hotel, Dallas.

Feb. 7—Southern Baptist Radio and Television Commission fifth annual Abe Lincoln Awards presentation to distinguished broadcasters. Featured speaker: Frank Stanton, former CBS vice chairman, now

Major meeting dates in 1973-74

Feb. 17-20, 1974—1974 conference, National Association of Television Program Executives. Century Plaza hotel, Los Angeles.

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

April 21-24, 1974—23d annual convention, National Cable Television Association. Conrad Hilton hotel, Chicago.

May 8-12, 1974—Annual convention, American Women in Radio and Television. New York Hilton, New York.

June 1-5, 1974—American Advertising Federation annual convention. Statler Hilton hotel, Washington.

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chairman, American Red Cross. Place yet to be announced, Fort Worth.

Feb. 15—Publicable meeting. Location to be announced, Washington.

Feb. 15-18—Arkansas Broadcasters Association convention. Nassau, Bahamas.

Feb. 17-20—1974 conference, National Association of Television Program Executives. Century Plaza hotel, Los Angeles.

Feb. 18—Armstrong Memorial Research Foundation/Columbia University Engineering School Armstrong Awards deadline. Awards offered for FM programs in news, community service, education and music. Contact: executive director, Armstrong Awards, 510 Mudd Building, Columbia University, New York 10027.

Feb. 18-20—Broadcast Industry Communications Systems (BIAS) annual seminar. Featured speaker: Benjamin L. Hooks, FCC commissioner. Memphis.

Feb. 18-20—National Cable Television Association regional legislative conference. Quality Inn, Washington.

Feb. 20-23—International Press Institute seminar on U.S.-Canadian economic and political problems, sponsored jointly by American and Canadian IPI committees. Toronto.

Feb. 23-25—Mutual Advertising Agency Network national meeting. Newporter Inn, Newport Beach, Calif.

March 1974

March 13—Annual spring conference, Electronic Industries Association. Shoreham hotel, Washington.

March 17-19—National Cable Television Association regional legislative conference. Quality Inn, Washington.

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

March 26-28—National Cable Television Association regional legislative conference. Quality Inn, Washington.

March 26-29—Institute of Electrical and Electronics Engineers annual international convention and exposition. Statler Hilton and Coliseum, New York.

Books

Fear in the Air, Broadcasting and the First Amendment: the Anatomy of a Constitutional Crisis. Harry S. Ashmore, W. W. Norton & Co., New York. 180 pp., \$6.95. This is another examination of the current state of cold war between the media and the Nixon administration. Harry S. Ashmore, Pulitzer-prize winning journalist (he won it in 1957 for his work as executive editor of the *Arkansas Gazette* during the Little Rock school integration controversy) who now is president of the Center for Democratic Institutions in Santa Barbara, Calif., feels the President is winning (or did, before the recent developments in the Watergate scandal weakened his position). He notes that the media lacked popular support when the administration first launched a campaign aimed, he says, at intimidating the broadcasting industry. In tracing the alterations of First Amendment theory in connection with licensed broadcasting, Mr. Ashmore makes use of extracts of a conference on broadcasting and the First Amendment that was held at the Center and in which resident social critics participated along with representatives of the administration, network news, and station owners. Mr. Ashmore's suggestion for protecting the news media's First Amendment rights is the same as it was 25 years ago—a national news council. He notes, though, that the broadcasters and publishers are in the same "ungainly position they occupied" when the idea first came up—"huddled, rumps together, horns out,

against a proposal for a nongovernmental and legally toothless press council" which would oversee the performance of the media and appraise the validity of the assaults against them. He says that the news council which has been established despite a great deal of suspicion and uneasiness on the part of many in the media, deserves the most serious consideration. "For example—extralegal though it is, and must be—it offers the possibility of dealing *de facto* with the corrosive issues arising in the gray area of conflict among the interests of government, media and public."

Media and the First Amendment in a Free Society. The Georgetown Law Journal, The University of Massachusetts Press, Amherst, Mass.; \$12; 229 pp.; foreword by Osmond K. Fraenkel of the American Civil Liberties Union, and section introductions by Senator Sam Ervin (D-N.C.); Reuven Frank, NBC News, and Walter Cronkite, CBS News. At a time when tension between the government and the news media has become such a continuing fact of life that it is the subject of discussion in academic and legal as well as popular journals, the University of Massachusetts Press has published this extensive survey of the legal and economic problems facing all media, and helps put those problems in the perspective of history and current events.

The material was first published as a three-part article in the March 1972 issue of the *Georgetown Law Journal*, and deals with the evolution of the concept of free speech and press, with how those principles apply to regulation of radio and television, and with the new kinds of problems that are confronting the media—those of newsmen's privilege and the public's right of access to the media.

But one of the basic issues in the controversy that dogs the media—particularly the electronic media—is evident in the conflict between the views of the prominent individuals chosen by the publisher to write introductions to the three separate sections of the book and the thrust of the book's main points.

Senator Sam Ervin (D-N.C.); Reuven Frank, former president of NBC News, and Walter Cronkite, CBS correspondent, all contend that the First Amendment should apply to broadcast journalism to the same degree it does print journalism and that government regulation of it—as in the case of the FCC's fairness doctrine—should cease.

The book's authors are not ready for that solution, although they take a generally restrained approach to the use of government authority. Speaking of the need to solve the question of who should decide what issues should be raised on radio and television, the authors say the fairness doctrine "provides the mechanism for day-to-day enforcement," adding: "The limits of the doctrine have been established; its function is to insure that licensees present balanced program service . . . In addition, [a licensee] must seek out issues which are important to his community. This is a reasonable responsibility, the cornerstone of a viable regulatory system."

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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-
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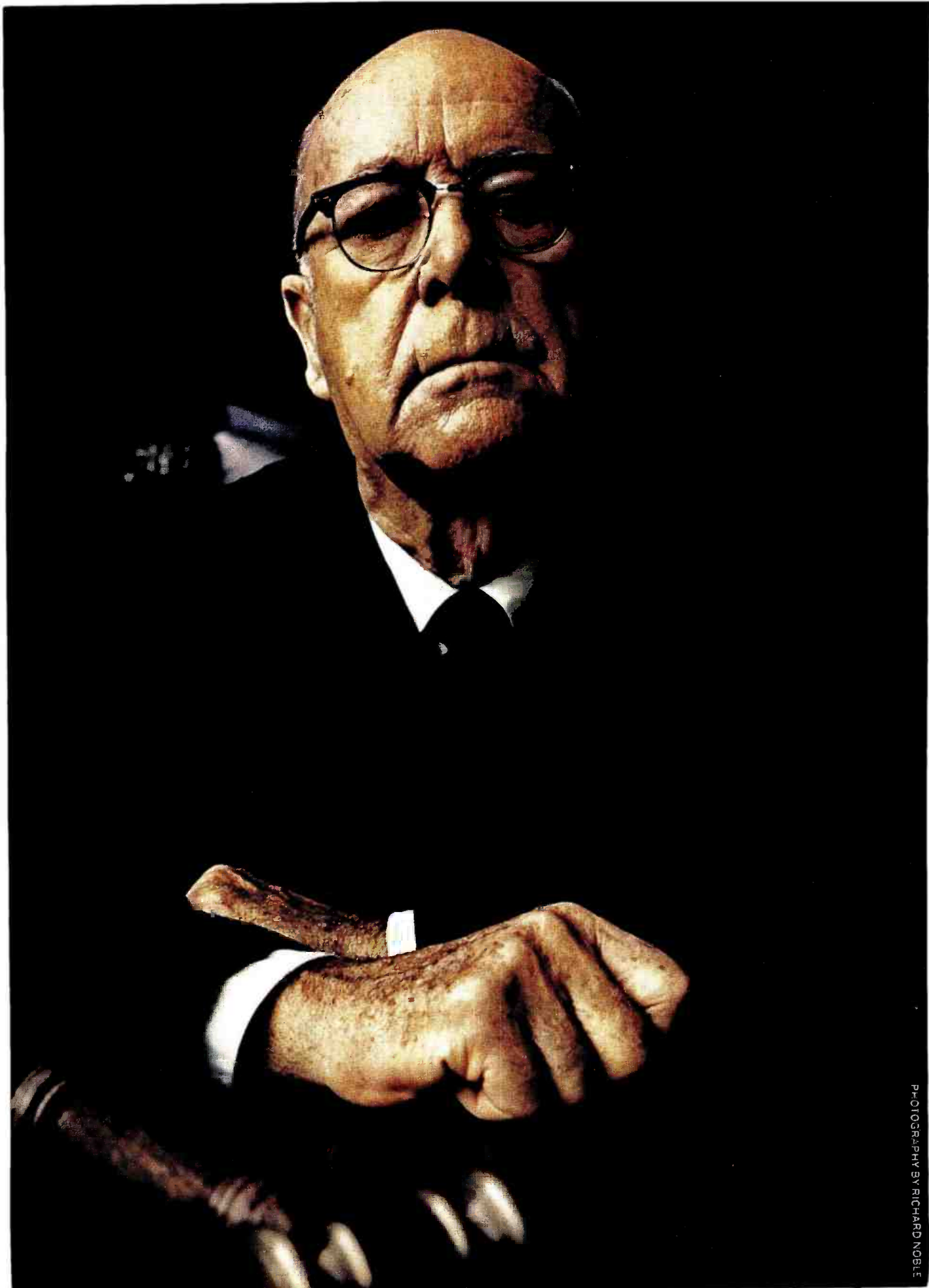
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PHOTOGRAPHY BY RICHARD NOBLE

Who judges him?

A lot of people think judges should never have the last word.

Because, so the feeling goes, judges put criminals right back on the street. They're super-lenient. They're softhearted. And they're softheaded.

The Washington Star Stations set out to examine this popular belief. For more than half a year a special station group team studied the District of Columbia court system.

We talked with prosecutors, judges and lawyers. We retained the Georgetown University Law School's Criminal Law Institute, using their professors and criminologists as consultants. We even used prosecutor's computers to monitor every single major crime case during a four-month period.

During that time we found a few "easy" judges. Some tough ones, too.

We also found that two out of three cases never go to trial. That suspects are escaping prosecution because of flaws in

the system. Like witnesses, and even victims, who won't testify.

Our findings led us to a couple of verdicts.

One: judges aren't to blame for all the ills of the judiciary system.

And two: if you get things out in the open, you get to the truth.

Which isn't only the essence of broadcasting.

It's the essence of justice.

Washington Star Station Group
WMAL AM, FM, TV

Monday Memo®

A broadcast advertising commentary from Robert Larimer, president, Nadler & Larimer, New York

TV for two: Making the most of retail TV advertising on a co-op ad budget

As you can see by turning on your TV set, the local retailer has discovered television advertising. Some sources estimate that local retailers now buy 25-30% of all TV spots, which add up to hundreds of millions of dollars spent in that medium.

There's an important message here for national advertisers with cooperative advertising budgets: The time is ripe to get more value from your co-op dollars by helping retailers make more effective use of television.

It's true that some fairly sophisticated controls have been attached to the co-op budgets of large national advertisers. The advertiser usually has proof—in the form of newspaper tear sheets—that his products have been featured in the ads he helps pay for. But he has little or no control over the way his products are presented or what is said about them. After all, the retailer is the customer and the customer is king. As a result, retailers use co-op money to advertise their own way. The image of the store comes first and the products of the advertiser comes in a distant second.

Many national advertisers are disturbed by the present pattern of their cooperative advertising. Realistically, co-op is often more than a "subsidy" toward the retailer's advertising budget. The retailer's belated discovery that "television sells" for him is an invitation to you, the national advertiser, to join forces with him. Let's examine how retail advertising on TV presents opportunities for the alert national advertiser to get more mileage from cooperative advertising:

- The retailer is still feeling his way with TV advertising. In contrast to newspaper advertising, where retailers have had years of experience and feel they know what works for them, TV advertising is a relatively new ball game for the retailer. He needs professional help and respects the expertise of national advertisers in the TV medium. If you can show a retailer how to sell your product out of his store on TV, you'll find him ready to listen and cooperate.

- A professional commercial is not easy for the retailer to produce himself. While most retailers will not admit it, they're uncomfortable about the image conveyed by the "home movies" they run on television, as compared with the slick, professional look achieved in newspapers. If you can offer commercials superior to anything they can do themselves, they'll start thinking of reasons to go along with your program.

- The retailer often has TV time to fill. Many retailers are committed to schedules



Robert Larimer began his advertising career in 1955 as a copywriter with McCann-Erickson. He moved five years later to Benton & Bowles where he was writer and creative supervisor on such accounts as IBM and General Foods. In 1964, together with Arch Nadler, Mr. Larimer formed Nadler & Larimer, where he now functions as president and as creative director on accounts such as Faberge, Austin Nichols Division of Liggett & Myers, and Arnold Bakers. Mr. Larimer specialized in music and mathematics at Carnegie Tech. He wrote words and the music for the off-Broadway musical, *King of the Whole Damn World*, produced in 1964, and for an animated feature film, *Hugo the Hippo*, not yet released.

of local programing, and as a result have the problem of keeping the advertising content new and exciting. As the national advertiser who recognizes this, you can be the man of the hour to your retail customer. Simultaneously, you can beef up TV exposure of your brand name and selling theme—all out of your existing co-op budget.

If you've read this far, you are probably saying it's all good in theory, but the problems in practice are enormous. Enormous, yes, but not insurmountable. The first problem the national advertiser must face is his agency. Most agencies freeze at the mention of co-op, local-retailer tags, "modular" commercials, or anything smacking of the nitty-gritty, unglamorous world of the local marketplace. And yet there is no better way to fire up a network or national spot-TV campaign than with coordinated local-TV advertising by retailers.

As you work to divert co-op budgets into retail TV, you learn to deal with the realities. You learn you must permit retailers to help design their own program. You learn how to give competing stores in the same city different commercials without breaking your production budget. You learn how to relate local retail-TV budgets to current sales, projected sales, buying power indices and past co-op expenditures. We've developed a mathematical formula that helps unravel this numerical skein.

Quite naturally, there is concern about

tampering with existing co-op programs under the Sherman antitrust regulations. How can you offer TV support to all customers, large and small, as the law requires? The key, of course, is to relate participation to sales; let the retailer earn points according to the sales support he gives your promotion. Those stores that don't earn enough points to become an effective part of the television promotion can apply their points to newspaper co-op, similar to the program you already have. The net effect is to convert a good percentage of your co-op budget to highly productive TV advertising.

Obviously this kind of effort can't be fired up all at once throughout a national sales organization. So how do you begin? The starting point is sales analysis. Chances are the information your computer is now generating can help you develop a systematic approach to retail TV. Which of your sales areas, for instance, are not living up to their full potential? Where do your sales patterns indicate local selling pressure should be brought to bear?

Side by side with sales analysis you must also be doing your homework in TV media. Television efficiency varies widely according to geographical area. And so does the usage and effectiveness of TV retail advertising. So you'll have to factor some kind of media analysis into your planning.

There are important considerations which statistics cannot help you with. What stores and chains in your distribution mix would be most interested in TV help and would make the best use of it? Which of your sales areas, particularly which regional managers can generate the initiative and follow through needed to get something new off the ground?

When you get all this information in front of you, you'll be ready to formulate a plan of attack. Naturally, if you have to make a choice between promising statistics and promising people—you'll go with promising people. Because you'll be blazing new trails, and that calls for leadership.

Many national advertisers are disturbed by the present pattern of their cooperative advertising. Realistically, co-op is often nothing more than a "subsidy" toward the retailer's advertising budget. The retailer's belated discovery that "television sells" for him is an invitation to you, the national advertiser, to join forces with him.

It calls for a lot of hard work by everyone at the advertiser and the agency. And the problems you'll encounter are as varied as the product lines offering co-op advertising. But the bottom line is very simple: You'll get a lot more bang for your co-op buck with local retail TV promotion than you're getting now from cooperative newspaper programs.

26 (13) Available

"... great success in market. 100% sold."

—R. Curry. KBAK TV. Bakersville. Ca.

"... real all family entertainment."

—C. Alvey. WHUQ TV. Battle Creek. Mich.

Ray Stevens
Tammy Wynette

Floyd Cramer

"... above our expectations. Extremely pleased
strong early showing."

—D. Smith. WISH TV. Indianapolis. Ind.

"... October ARB reports 36% share ..."

—B. Kelly. KCRA TV. Sacramento. Ca.

Chet Atkins
Jerry Clower
Osburn Brothers

"... highest ranked independent show in prime time on
Saturday night ... ranked 12th in total adult ...

one-half million October 7, ARB."—R. Frank. KTLA TV. Los Angeles. Ca.

"Welcome back, Jimmy."

—A. Dullnig. KETV TV. Omaha. Neb.

Johnny Paycheck

"Phone calls indicate audience acceptance ..."

—M. Picard. WRCB TV. Chattanooga. Tenn.

"... overwhelmed at the favorable viewer response ..."

—E. Rast. Jr. KFDA TV. Amarillo. Tex.

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Programing

So-so season at midpoint: CBS declared the winner

ABC, NBC play catch-up programing; among new series no hits emerge; agencies call line-ups lusterless

CBS-TV is snatching up the marbles in this year's prime-time competition, and the best evidence of its high Nielsen status can be found in the second-season schedules that have been issued by all three networks. While ABC was canceling five shows and adding six, and while NBC was canceling four and shifting time slots on five, CBS pinkslipped only three programs (all of them new offerings that never got off the ground) and made no time-slot changes.

As Marvin Antonowsky, NBC's vice president for programing, East Coast, put it: "At this stage, we know that nothing we can do in the second season is going to get us into first place over CBS. Our strategy is simply to close the gap a little bit." Season-to-date Niensens (Sept. 10 through Nov. 18) show CBS with a 21.1 rating, NBC with an 18.9, and ABC with an 18.1.

Fred Silverman, vice president and head of programing at CBS-TV, says that, if anything, his network will be widening the gap with the three new shows it's putting on.

For example, *Apple's Way* (Sunday, 7:30-8:30 p.m.), the February replacement for *The New Perry Mason*, "is a nice, warm, family-type show," he said last week. It deals with an architect and his family who reject big-city life to return to the father's home town in Iowa. The creator (Earl Hamner) and the executive producer (Lee Rich, of Lorimar Productions) are also the men responsible for *The Waltons*. "We'll stress the positives in *Apple's Way*," said Mr. Silverman. "You could call it a contemporary version of *The Waltons*—a reaffirmation of the values and ideals that made this country great.

"The lead character," he continued, "will be like the heroes in the old Frank Capra films—moral, idealistic, but also vulnerable to the forces in society. I think we'll be able to capitalize on the huge family audience available early Sunday nights and siphon off some of the people that watch Walt Disney."

The other two midseason replacements on CBS are Friday-night comedies: *Dirty Sally* (which originated as a pilot on *Gunsnoke* and which will replace *Calucci's Dept.*, 8-8:30 p.m.) and *Great Day* (replacing *Roll Out*, 8:30-9 p.m.). Mr. Silverman admits that *Dirty Sally* will have to play very dirty indeed to make any headway against NBC's *Sanford and Son*, which is now the top-rated show on the air. "But we're fighting fire with fire," he said. "Sally is an unusual character just as Fred Sanford is unusual. She's a 75-year-old flower child who roams around the old West in a broken-down wagon. As a matter of fact, the one recognizable trend in programing today is toward off-beat characters—Redd Foxx, Cannon, Barnaby Jones, Columbo. And all of these shows are extremely successful." Mr. Silverman also pointed out that *Calucci's Dept.* had the worst record of station clearances of any show in prime time because the CBS affiliates "just didn't like it." He says he anticipates no clearance problem with *Dirty Sally*.

Great Day's lead character is Florida, the maid on CBS's successful situation comedy *Maude*. "Our program-analysis unit did extensive testing on the popular-

Agencyman Richard Hughes on midseason changes:

"The stuff that didn't make it last September is being put on in January instead."

ity of Florida," Mr. Silverman says. "She scored so high that we decided to go ahead with the series." Is Norman Lear (whose Tandem Productions turns out *All in the Family*, *Sanford and Son*, *Maude* and now *Great Day*) spreading himself too thin? "No," answered Mr. Silverman. "He's not personally involved with *Sanford and Son* and *All in the Family* any more. He's giving his full attention to *Maude* and *Great Day*."

With these additions to its schedule, according to Joel Segel, the vice president in charge of TV buying at Ted Bates & Co., "CBS is the sure winner this year," a statement that reflected a consensus of the ad-agency people surveyed by BROADCASTING.

NBC's Marvin Antonowsky is banking on a balanced schedule of "pretty solid" theatrical movies, plus a new batch of two-hour made-for-TV movies that will cost upwards of \$400,000 each, to come within hailing distance of CBS. The theatrical movies for the Monday and Saturday two-hour blocks will be full of what

Mr. Antonowsky calls "promotable names," like Dick Van Dyke ("Fitzwillie," "Some Kind of Nut"), Burt Reynolds ("Sam Whiskey"), James Caan ("Rabbit Run"), Richard Thomas ("Red Sky at Morning") and Warren Beatty ("Kaleidoscope"), among others. Made-for-TV movies for the newly created two-hour block on Wednesdays include "The Execution of Private Slovik," "A Case of Rape" (starring Elizabeth Montgomery), "A Tree Grows in Brooklyn" (a new version of the movie based on Betty Smith's novel) and "Three Paces of Love" (starring Rex Harrison). "We don't have any blockbuster movies like 'Airport' or 'Love Story,'" Mr. Antonowsky says. "But our inventory is better balanced than CBS's or ABC's—they front-load in the fall and end up with weak titles when January and February roll around."

On regular-series programs, Mr. Antonowsky says that NBC will be trying to mop up "the teen-age audience at 8 o'clock" by shifting the fantasy-adventure show, *The Magician*, to Monday nights opposite *Gunsnoke* (CBS) and *The Rookies* (ABC). He also thinks *Maude* can be taken by its new competition, *Adam-12*, which is moving from Wednesday at 8 to Tuesday at 8, and that the new *Music Country USA* (Thursday, 10-11 p.m.), because it's the only show of its kind on the air, will put a dent in the popular *Streets of San Francisco* (ABC). At \$175,000 or so an hour, *Music Country USA* is quite a bit cheaper than, say, *The Dean Martin Show* (\$250,000 an hour) or *The Flip Wilson Show* (\$225,000 an hour).

NBC will try to salvage the situation comedy, *Lotsa Luck*, by moving it from Monday at 8 to Friday at 8:30, where it should benefit from the *Sanford and Son* lead-in. But Peter Bardach, vice president and director of broadcasting at Foots, Cone and Belding, thinks *Lotsa Luck* is doomed because "the show's main ingredient—its vulgarity and coarseness—is being toned down by NBC's standards-and-practices department."

ABC has engineered a sort of man-the-lifeboats shake-up, which its prime-time programing vice president, Barry Diller, calls "one of the most aggressive midseason schedules ever. Four hours of new programing must be some sort of a second-season record."

He's particularly high on *Happy Days* (Tuesday, 8-8:30 p.m.), *The Cowboys* (Wednesday, 8-8:30 p.m.) and *The Six-Million-Dollar Man* (Friday, 8:30-9:30 p.m.). "*Happy Days* is a comedy set in the 1950's," Mr. Diller said, "and I'm hoping it'll cash in on the nostalgia craze, which is responsible for the runaway success of the movie, *American*

If at first you don't succeed . . . you try a second season

This will be the shape of things in prime-time network TV comes the second season in early 1974. New show (or segments of existing "mini-series" segments that will become full-time) are in bold face. Shows moved to new time periods are in italic.

Sunday

	ABC	CBS	NBC
7:30			
8:00	FBI	Apple's Way (Eff. Feb. 10)	Wonderful World of Disney
8:30			
9:00		Mannix	
9:30	Sunday Night Movie		NBC Sunday Mystery Movie
10:00		Barnaby Jones	
10:30	Local	Local	Local

Monday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00			
8:30	Rookies	Gunsmoke	<i>The Magician</i> (Eff. Jan. 14)
9:00		Here's Lucy	
9:30		New Dick Van Dyke Show	
10:00	Monday Night Movie		NBC Monday Night at the Movies
10:30		Medical Center	

Tuesday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Happy Days (Eff. Jan. 15)	Maude	<i>Adam-12</i> (Eff. Jan. 15)
8:30			
9:00	Tuesday Movie of the Week	Hawaii Five-O	NBC Tuesday Mystery Movie (Eff. Jan. 15)
9:30			
10:00		CBS Tuesday Night Movies	
10:30	Marcus Welby M.D.		Police Story



Me, coach? Second-season substitutes (top to bottom, l to r): ABC's *Six Million Dollar Man* and *Doc Elliott*; CBS's *Great Day* and *Dirty Sally*, and NBC's *Wednesday Night at the Movies* and *Music Country USA*.

Wednesday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	The Cowboys (Eff. Feb. 6)		
8:30		Sonny & Cher	<i>Chase</i> (Eff. Jan. 16)
9:00	Wednesday Movie of the Week		
9:30		Cannon	
10:00			NBC Wednesday Night at the Movies (Eff. Jan. 16)
10:30	Doc Elliott (Eff. Jan. 16)	Kojak	

Thursday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Chopper One (Eff. Jan. 17)		
8:30	Firehouse (Eff. Jan. 17)	The Waltons	Flip Wilson
9:00			
9:30	Kung Fu		Ironside
10:00		CBS Thursday Night Movies	
10:30	Streets of San Francisco		Music Country U.S.A. (Eff. Jan. 17)

Friday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Brady Bunch	<i>Dirty Sally</i> (Eff. Jan. 11)	Sanford and Son
8:30			
9:00	The Six-Million Dollar Man (Eff. Jan. 18)	Great Day (Eff. Feb. 8)	<i>Loisa Luck</i> (Eff. Jan. 11)
9:30	<i>Odd Couple</i> (Eff. Jan. 18)		<i>Girl With Smthg. Extra</i> (Eff. Jan. 11)
10:00		CBS Friday Night Movies	The Brian Keith Show
10:30	<i>Toma</i> (Eff. Jan. 18)		Dean Martin Comedy Hour

Saturday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Partridge Family	All in the Family	
8:30		M*A*S*H	Emergency!
9:00	ABC Suspense Movie	Mary Tyler Moore Show	
9:30		Bob Newhart Show	
10:00			NBC Saturday Night at the Movies
10:30	<i>Owen Marshall</i> (Eff. Jan. 19)	The Carol Burnett Show	

Graffiti, and the play, *Grease*." But Ted Bates's Joel Segel thinks the show will "die aborning" because its competitors will be *Maude* (CBS) and *Adam-12* (NBC).

The Cowboys is "unique," Mr. Diller said, "because it's a western told from the point of view of a bunch of kids." But, again, its competition is *The Sonny and Cher Comedy Hour*, which has been racking up low- to mid-30 shares all season long.

His third candidate for success, *The Six-Million-Dollar Man*, "is the only sheer escapist entertainment adventure show on the air right now." Peter Bardach also thinks the show "may hit a solid 30 share" because it's stacked up against unproved situation comedies on both NBC and CBS.

But Mr. Bardach thinks ABC will end up in last place this year because "it has damaged the 90-minute made-for-TV movie format by overexposure." With three 90-minute slots a week to fill, said Mr. Bardach, "that's just too many movies, with too few production companies turning them out."

Finally, what bothers Richard McHugh, senior vice president and director of network relations and programming at Needham, Harper & Steers, about the whole second-season business is that, adding up the changes on all three networks' schedules this year, "there's nothing that I could really call stimulating or exciting. It's a finger-in-the-dyke operation—all holding action. What it boils down to is that the stuff that didn't make it last September is being put on in January instead."

TV projects get into gear at MGM

Company puts some 20 new TV shows into the hopper, compensating for pared-down feature-film activities

The MGM lion used to roar from several dozen movies a year in thousands of movie houses throughout the land. Now, it looks as if that roar is going to be heard more frequently on millions of TV screens across the nation. There is no question that the company, which has undergone a major revamping during the last two months, is relying on its TV division to help improve its financial stability.

In the last 60 days, MGM turned over its feature motion-picture distribution arm to United Artists, sold its music publishing business to UA for \$15 million, sold off its overseas distribution and theater holdings to Cinema International Corp. for \$17 million, and announced that instead of making several dozen feature films a year, it would make only half a dozen. To cap this off, James T. Aubrey Jr., one-time president of CBS Television, resigned and Frank E. Rosenfelt, who had been vice president and general counsel, was named to succeed him as president and chief operating officer. Principal MGM stockholder, Kirk Kerkorian, as-

Upstaged by John Boy. In its first telecast, *My Fair Lady* fared only fairly. The NBC-TV special premiere showing of the motion-picture treatment of the long-running Broadway musical (Thursday, Nov. 22, 8-11 p.m.) succumbed to the appeal of *The Waltons* (CBS, 8-9 p.m.) according to the national Nielsen overnights. It also failed to win a decisive battle with "Duel At Diablo" (CBS Thursday Night Movies, 9-11 p.m.) in a re-run broadcast. *The Waltons* clearly outdrew the NBC movie with a 22.0 rating and 40.0 share, compared to *My Fair Lady's* corresponding 18.3 rating and 30.0 share. ABC-TV was out of the running in this particular race, turning it all over to local stations at the conclusion of NCAA Football (Alabama vs. LSU) at 9:30 p.m.

sumed the mantle of vice chairman and chief executive officer. Remaining as chairman is Fred Benninger.

These changes sparked all sorts of reports, including some that spoke of MGM's demise. To counteract this cloud, MGM has embarked on an unprecedented spate of publicity in the last few weeks to emphasize its viability, and particularly its commitment to TV production. And the naming of Harris L. Katleman, former president of Four Star Entertainment, as president of MGM-TV two weeks ago, signalled a sharpening of focus on the studio's TV activities.

TV, for the last several years, has been a significant element in MGM's financial health. For the last fiscal year, which ended Aug. 31, 1972, for example, the company reported \$157 million in revenues, of which \$13.7 million was from TV program sales.

That contribution cannot be denied. When Mr. Katleman was brought in as chief of MGM-TV in August 1972, the company had one network prime-time show on the air: *Medical Center* (CBS). That first year of the Katleman regime, he shot five TV pilots, and had three of them picked up for the 1973-74 season—a pretty good batting average for any of the studios. The three: *Hawkins*, starring Jimmy Stewart, and *Shaft*, starring Richard Roundtree, both on CBS and both mini-series, and *Adam's Rib*, weekly series on ABC.

For the next season, Mr. Katleman has announced 20-odd development projects. Firmly committed already are two—a comedy series with Buddy Hackett, and a dramatic series with Andy Griffith, both for ABC. In various stages of development are *Pat and Mike*, using the old Spencer Tracy-Katherine Hepburn movie as the base, for ABC; a new *Thin Man* series, for CBS; a new daytime serial, *Grand Hotel*, on speculation, named after the MGM film classic of the same title and the new hotel that the company is opening next month in Las Vegas. And then there is a series called *Lloyds of London*, to be based on cases in the files of that British insurance company, for NBC; another on the S.S. Hope, the medical-hospital ship, also for NBC; a series

based on "Shirts/Skins," shown as an ABC Movie of the Week only two months ago. Then there is *Slither*, about a high-school wheel who isn't on his college campus, for CBS; a pilot on an investigative reporter, being written by, among others, Norman Gage, erstwhile New York Times journalist, for ABC. And such movies-of-the-week as Budd Schulberg's scenario about boxer-convict Bobby Lee Hunter, for NBC, and *Phantom of Lot 2* for CBS.

ABC-TV movie rejected

Violent theme prompts four affiliates to pre-empt Wednesday program

Four ABC-TV affiliates refused to carry last Wednesday's (Nov. 28) *Movie of the Week* showing of "Outrage" because of the film's violent theme. The four were WCVB-TV Boston, WPVI-TV Philadelphia, KTRK-TV Houston and WTNW-TV New Haven, the last three Capital Cities stations.

A spokesman for WKBW-TV Buffalo, N.Y., the ABC-affiliated and Capital Cities-owned station that decided to carry the show, said, "Houston and Philadelphia have been hit with some serious teen-age vandalism problems recently, and since the movie deals rather explicitly with that subject, they were afraid of the community flak that might have resulted."

John Twaddle, program manager of WCVB-TV, said, "We've been getting heavy criticism from our viewers about violence ever since the 'Fuzz' incident." The movie "Fuzz" showed a couple of hoodlums dousing people with gasoline and then throwing lit matches at them. The week after the movie was aired by the ABC network, a real-life front-page incident took place in Boston, in which a young woman was burned to death in that manner.

"We've been scrutinizing ABC's shows very carefully since that incident," Mr. Twaddle said, "and 'Outrage' was simply too violent for our tastes."

WPVI-TV will carry the movie today (Dec. 3), however, after *Monday Night Football* and local news.

Stephen Seymour, general manager of WJZ-TV Baltimore, decided to air the film after a 6:30 a.m. closed-circuit screening but felt "Outrage" should be billboarded with a management statement. "We have previewed the film and, after serious discussion, we have decided to show it in its entirety," he told the audience before the film. "We feel there are important questions and issues raised by this film which should be shared between this television station and you at home."

Immediately following the movie, Mr. Seymour again went on the air to say that "frankly, we seriously considered not running this film. We decided to [run it] because it is based on an actual event, and because it does raise a most troubling issue which confronts a good many of us . . . [and because] of our basic desire to respect your maturity of judgment and to allow for the maximum exposure of ideas and situations."

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The stuff of which 'substantial service' is made

FCC releases compilation of figures on station program percentages

The raw material out of which the FCC may fashion the standards for determining which television stations are providing "substantial service" and, therefore, merit special consideration when challenged by a competing applicant at license-renewal time has been flowing into the commission from stations around the

country for the past month.

Now the commission is turning the material back to broadcasters, their attorneys and other interested parties in a form designed to help them in preparing comments in the inquiry the commission is holding to establish quantitative guidelines.

The statistics constitute an update of material the commission used almost three years ago (BROADCASTING, Feb. 22, 1971) when it initiated the inquiry. And they have been used to construct tables that would enable the commission to determine whether a station falls within the top 20% of the stations in its category in a particular form of programming, or the bottom 20%, or somewhere in between.

The commission is interested in station

performance in local and informational (news, public-affairs and other nonentertainment) programming. But the categories of stations and kinds of programming and the times in which the commission would consider them are broken down in a variety of ways.

Stations are looked at in terms of large market and small, whose annual revenues are more or less than \$5 million in large markets or more or less than \$1 million in the small, and which are VHF or UHF, affiliate or independent.

For instance, a VHF affiliate in the top-50 markets and with revenues of more than \$5 million is devoting at least 16.7% of its time, including commercial time, to news between the hours of 6 a.m. and midnight if it is among the top 20% of the stations in its class. For a

The real world of program percentages in television today

This is the FCC's tabulation, from reports of 514 stations, of non-entertainment programming in a number of categories (local news, public affairs, other nonentertainment programming, etc.). The first figure mentioned under each heading is the percentage devoted to that category by the median station. The figures in parentheses indicate (1) the minimum percentage figure attained by the top 20% of stations in that category, and (2) the maximum percentage

attained by the bottom 20% of stations in that category.

Taking as an example the first entry below: In the 6 a.m. to midnight time period, the median station among VHF affiliates in the top-50 markets, billing over \$5 million annually, devotes 13.8% of its time to news, including commercials. The top 20% of stations in that category devoted at least 16.7% of their time to news. The bottom 20% devoted no more than 11.4% to news.

Time Period	VHF Affiliates— TOP 50		VHF Affiliates— BELOW TOP 50		UHF Affiliates		Independent	
	Over \$5 million	Under \$5 million	Over \$1 million	Under \$1 million	Over \$1 million	Under \$1 million	VHF	UHF
Percent news (commercials included)								
6 a.m. to midnight	13.8 (16.7-11.4)	11.3 (13.9- 8.1)	11.5 (13.3- 9.0)	11.3 (12.8- 8.0)	9.8 (12.3- 6.9)	8.8 (11.1- 6.4)	5.4 (7.2- 4.9)	2.3 (8.2- 0.8)
Sign on to sign off	12.7 (14.6-10.7)	10.7 (13.1- 8.0)	11.2 (13.0- 8.9)	10.8 (12.7- 8.1)	9.5 (12.1- 6.7)	8.4 (10.4- 6.3)	6.3 (7.0- 4.9)	2.3 (8.2- 0.9)
6 p.m. to 11 p.m.	18.9 (24.8-15.6)	15.3 (18.0-10.0)	15.7 (17.1-13.6)	14.6 (16.6-13.0)	13.8 (15.8- 7.8)	14.1 (15.7- 9.7)	9.5 (14.7- 2.3)	0.4 (8.5- 0.0)
Percent news (commercials excluded)								
6 a.m. to midnight	11.2 (13.0- 9.3)	9.5 (11.8- 6.9)	9.7 (11.0- 7.4)	9.4 (10.6- 6.3)	7.8 (10.5- 5.2)	7.1 (9.3- 5.0)	4.8 (5.9- 4.0)	2.0 (7.2- 0.8)
Sign on to sign off	10.3 (12.2- 8.8)	9.2 (11.2- 7.0)	9.3 (10.9- 7.2)	9.0 (10.6- 6.1)	7.7 (10.4- 5.3)	7.0 (8.8- 5.1)	5.5 (5.8- 4.1)	2.1 (7.0- 0.9)
6 p.m. to 11 p.m.	15.0 (19.6-12.2)	12.2 (14.1- 8.0)	12.4 (13.6-10.6)	11.7 (13.6- 9.8)	10.9 (12.9- 6.1)	11.2 (12.4- 8.0)	7.4 (12.6- 1.8)	0.4 (7.3- 0.0)
Percent public affairs (commercials included)								
6 a.m. to midnight	6.1 (8.4- 3.9)	5.3 (6.8- 3.7)	4.4 (5.8- 3.2)	4.1 (5.1- 2.8)	4.3 (5.5- 3.3)	4.2 (5.7- 3.1)	5.6 (8.2- 3.3)	2.8 (4.8- 1.0)
Sign on to sign off	5.8 (7.8- 3.7)	4.9 (7.0- 3.5)	4.3 (5.5- 3.0)	3.9 (4.9- 2.8)	4.2 (5.3- 3.2)	4.0 (5.4- 2.9)	5.3 (7.2- 3.2)	2.8 (4.8- 1.2)
6 p.m. to 11 p.m.	7.3 (10.5- 1.4)	8.3 (9.8- 2.8)	5.7 (9.2- 1.4)	4.4 (9.7- 1.4)	7.4 (9.7- 1.4)	8.4 (8.9- 2.5)	1.7 (4.7- 0.0)	1.4 (5.3- 0.0)
Percent public affairs (commercials excluded)								
6 a.m. to midnight	5.3 (7.6- 3.7)	5.0 (6.2- 3.4)	4.0 (5.1- 3.0)	3.7 (4.7- 2.6)	4.0 (5.0- 3.0)	3.9 (5.1- 2.9)	5.0 (6.7- 3.2)	2.5 (4.5- 0.9)
Sign on to sign off	5.3 (6.7- 3.4)	4.7 (6.7- 3.2)	3.9 (5.0- 2.8)	3.7 (4.5- 2.7)	3.9 (4.8- 2.9)	3.6 (4.7- 2.7)	4.7 (6.3- 3.0)	2.7 (4.5- 1.2)
6 p.m. to 11 p.m.	6.7 (9.3- 1.3)	7.2 (8.9- 2.6)	5.0 (8.4- 1.4)	4.2 (8.6- 1.4)	5.8 (8.6- 1.4)	7.2 (7.9- 2.3)	1.7 (3.6- 0.0)	1.4 (5.0- 0.0)
Percent other non-entertainment (commercials included)								
6 a.m. to midnight	10.1 (13.4- 7.9)	9.1 (12.9- 6.7)	9.5 (12.3- 6.6)	8.8 (11.1- 6.0)	7.8 (12.9- 5.5)	9.6 (13.7- 6.3)	8.3 (13.0- 5.1)	7.2 (14.8- 2.8)
Sign on to sign off	9.6 (12.4- 7.8)	9.3 (12.0- 6.8)	9.4 (11.8- 6.4)	8.8 (11.0- 5.8)	7.3 (11.8- 5.3)	9.1 (12.8- 6.1)	9.6 (13.8- 4.9)	6.9 (14.3- 2.8)
6 p.m. to 11 p.m.	1.4 (4.1- 0.0)	0.1 (2.8- 0.0)	0.7 (2.9- 0.0)	1.4 (2.9- 0.0)	0.5 (2.0- 0.0)	1.3 (2.9- 0.0)	1.4 (4.7- 0.0)	1.4 (14.9- 0.0)
Percent other non-entertainment (commercials excluded)								
6 a.m. to midnight	9.4 (12.6- 7.3)	8.5 (11.9- 6.0)	8.7 (11.2- 6.2)	7.9 (10.6- 5.6)	7.2 (12.2- 5.3)	8.5 (12.1- 5.8)	8.0 (12.4- 4.6)	8.0 (14.1- 2.7)
Sign on to sign off	9.2 (11.5- 7.1)	8.7 (11.4- 6.3)	8.7 (10.9- 6.0)	7.9 (10.4- 5.5)	7.0 (11.2- 5.1)	8.3 (11.3- 5.5)	8.7 (12.8- 4.3)	6.2 (13.6- 2.7)
6 p.m. to 11 p.m.	1.2 (3.5- 0.0)	0.0 (2.3- 0.0)	0.7 (2.5- 0.0)	1.1 (2.6- 0.0)	0.5 (1.8- 0.0)	1.1 (2.8- 0.0)	1.4 (4.3- 0.0)	1.0 (14.2- 0.0)
Percent local including entertainment (commercials included)								
6 a.m. to midnight	16.1 (20.0-14.2)	13.0 (16.7-10.7)	10.9 (13.8- 8.2)	9.2 (13.7- 6.2)	9.1 (13.5- 7.4)	8.2 (18.1- 4.6)	18.5 (26.5-13.2)	12.0 (24.5- 4.8)
Sign on to sign off	15.4 (20.4-13.4)	12.7 (16.9-11.1)	10.8 (13.3- 8.2)	9.1 (13.9- 6.4)	9.4 (13.2- 7.4)	7.8 (18.7- 4.4)	17.6 (25.9-13.8)	13.8 (24.3- 4.8)
6 p.m. to 11 p.m.	17.1 (21.4-11.4)	9.9 (14.3- 7.0)	9.5 (14.9- 7.1)	8.6 (18.0- 7.1)	8.5 (12.7- 3.9)	8.6 (19.8- 4.1)	16.3 (22.8- 3.8)	9.9 (20.5- 1.5)
Percent local including entertainment (commercials excluded)								
6 a.m. to midnight	13.5 (17.8-11.9)	11.6 (14.4- 8.9)	9.2 (11.4- 6.8)	7.6 (11.8- 5.1)	8.0 (11.3- 5.9)	7.3 (16.7- 3.8)	15.8 (21.4-11.4)	9.8 (20.8- 4.4)
Sign on to sign off	13.1 (17.8-11.5)	11.2 (15.0- 9.0)	9.1 (11.5- 6.6)	7.6 (11.5- 5.2)	8.0 (11.3- 6.1)	6.9 (16.5- 3.6)	15.7 (21.8-11.7)	9.8 (19.8- 4.5)
6 p.m. to 11 p.m.	14.1 (17.7- 9.2)	8.2 (11.3- 5.8)	7.6 (11.1- 5.7)	7.0 (15.4- 5.4)	6.6 (9.6- 3.4)	6.9 (15.7- 3.3)	14.5 (20.5- 3.4)	5.7 (17.5- 1.4)
Percent news and public affairs combined (commercials included)								
6 a.m. to midnight	19.8 (22.9-16.8)	17.1 (19.8-13.9)	15.7 (18.4-13.3)	15.4 (17.1-12.5)	13.9 (17.3-11.0)	13.0 (16.8-10.9)	11.4 (13.8- 8.6)	6.4 (15.0- 3.0)
Sign on to sign off	18.4 (20.9-16.3)	16.1 (19.0-13.7)	15.4 (17.5-13.1)	14.6 (16.9-12.4)	13.7 (16.3-10.7)	12.3 (15.8-10.6)	11.5 (13.4- 9.1)	6.6 (14.6- 4.0)
6 p.m. to 11 p.m.	26.1 (33.4-20.1)	22.2 (25.3-17.2)	20.2 (25.4-16.1)	20.5 (26.2-16.6)	18.1 (23.1-15.7)	19.0 (23.7-15.7)	10.8 (18.7- 3.3)	4.4 (12.6- 6.5)
Percent news and public affairs combined (commercials excluded)								
6 a.m. to midnight	16.7 (19.0-14.3)	14.8 (17.3-12.0)	13.6 (15.7-11.3)	13.2 (14.5- 9.8)	11.1 (15.0- 9.2)	11.2 (14.0- 9.0)	9.9 (12.4- 7.9)	6.1 (13.7- 2.8)
Sign on to sign off	15.5 (17.6-13.8)	13.9 (16.9-11.8)	13.3 (15.2-11.3)	12.8 (14.2- 9.9)	11.0 (14.5- 8.9)	10.7 (13.3- 9.0)	9.7 (12.0- 7.8)	6.1 (13.4- 3.8)
6 p.m. to 11 p.m.	21.8 (27.5-16.1)	19.0 (21.6-14.4)	16.6 (21.3-13.1)	17.0 (22.1-13.7)	15.3 (19.2-12.3)	15.6 (20.0-13.1)	8.9 (14.5- 3.0)	4.2 (11.8- 0.4)

UHF independent, the cutoff point for the top 20% is 8.2%.

As for local news in prime time—a category that has interested commissioners over the years—a major market VHF that is affiliated with a network and has revenues of at least \$5 million, would be devoting 13% of its time, excluding commercial time, to local news in that time period if it were in the top 20% bracket. Stations in the bottom-20%-range in that category are doing no better than 6.4%.

Few stations appear to devote much of their prime time on local public-affairs programming, another category of interest to some commissioners. The median station among the top-50 VHF affiliates reporting at least \$5 million in revenues is devoting 1.4% of its prime time, ex-

cluding commercials, to local public affairs; minimum figure for the stations among the top 20% in that category is 2.7%.

When compared with the tables published by the commission in 1971, the new ones indicate improvement, quantitatively, in at least some areas. For instance, three years ago, the median station among major market VHF affiliates with revenues of \$5 million or more was devoting 9% of its total time, excluding commercial time, to news; those with revenues of less than \$5 million, 7.7%. The current figures are, respectively, 10.3% and 9.2%.

Similarly, for public affairs, the median VHF affiliate in markets below the top 50 with revenues of more than \$1 million was devoting 3.2% of its time,

excluding commercial time, to public affairs; the median station in that group with revenues of less than \$1 million, 3.1%. Today, the comparable figures are 3.9% and 3.7%.

The commission in its inquiry is seeking comment on the categories of programming to be considered in determining "substantial service," and help in defining them precisely. It also has asked comment on whether exact percentages or percentage ranges should be used, and on the applicability of standards to various groups of stations. And it has asked those participating to make it clear whether the percentages they suggest include commercial time.

Comments are all due at the commission by Dec. 19, with replies to be submitted by Jan. 7, 1974.

TIME PERIOD	VHF Affiliates— TOP 50		VHF Affiliates— BELOW TOP 50		UHF Affiliates		Independent	
	Over \$5 million	Under \$5 million	Over \$1 million	Under \$1 million	Over \$1 million	Under \$1 million	VHF	UHF
Percent news and public affairs and other non-entertainment combined (commercials included)								
6 a.m. to midnight	29.9 (34.0-26.2)	25.3 (29.1-23.5)	25.0 (29.0-21.6)	23.8 (28.2-20.4)	23.3 (28.0-17.8)	23.1 (27.1-20.3)	19.7 (25.5-17.1)	15.7 (31.4-10.9)
Sign on to sign off	28.8 (31.3-25.1)	24.9 (29.2-22.5)	24.3 (28.2-21.4)	23.8 (27.6-19.6)	22.4 (26.9-17.8)	22.6 (25.7-19.4)	19.8 (26.3-16.2)	15.3 (31.8-11.0)
6 p.m. to 11 p.m.	28.1 (34.5-22.8)	23.1 (27.3-17.4)	22.7 (27.3-17.1)	22.9 (26.4-17.3)	20.1 (24.6-16.6)	22.1 (24.9-17.9)	12.6 (23.0- 7.4)	9.3 (22.3- 2.3)
Percent news and public affairs and other non-entertainment combined (commercials excluded)								
6 a.m. to midnight	26.2 (29.8-22.1)	22.5 (27.0-21.2)	22.4 (26.1-19.2)	21.1 (24.8-17.3)	20.8 (25.5-15.5)	20.0 (23.4-17.7)	17.3 (24.3-15.2)	14.7 (27.7- 9.9)
Sign on to sign off	25.1 (27.5-21.7)	22.1 (26.6-20.3)	21.7 (24.9-18.6)	20.8 (24.2-16.5)	19.6 (24.9-15.2)	19.1 (22.4-17.1)	17.3 (24.5-14.2)	14.3 (28.4-10.0)
6 p.m. to 11 p.m.	23.2 (28.7-18.4)	19.9 (22.9-14.6)	18.5 (23.1-14.2)	19.0 (23.2-14.4)	16.8 (20.1-14.2)	18.0 (21.4-14.3)	10.5 (18.1- 6.2)	8.4 (21.6- 2.3)
Percent local news (commercials included)								
6 a.m. to midnight	8.5 (9.9- 7.1)	6.7 (7.9- 5.5)	5.9 (7.3- 4.6)	5.2 (6.6- 4.3)	5.1 (6.1- 4.2)	4.2 (5.4- 2.7)	5.4 (7.2- 4.9)	2.1 (6.2- 0.5)
Sign on to sign off	8.0 (9.7- 6.8)	6.7 (7.8- 5.2)	5.8 (7.2- 4.6)	5.1 (6.7- 4.1)	5.1 (6.3- 4.3)	4.0 (5.2- 2.8)	6.2 (7.0- 4.9)	2.1 (6.2- 0.6)
6 p.m. to 11 p.m.	11.3 (16.5- 8.2)	7.1 (9.9- 3.1)	7.5 (10.7- 6.3)	7.1 (9.8- 6.5)	6.8 (9.0- 0.8)	6.8 (7.4- 2.8)	9.5 (14.7- 2.3)	0.2 (5.7- 0.0)
Percent local news (commercials excluded)								
6 a.m. to midnight	6.8 (8.1- 5.5)	5.7 (6.7- 4.2)	4.7 (5.8- 3.7)	4.3 (5.2- 3.3)	4.0 (5.0- 3.3)	3.4 (4.3- 2.3)	4.8 (5.9- 4.0)	1.9 (5.9- 0.4)
Sign on to sign off	6.4 (7.8- 5.3)	5.7 (6.7- 4.4)	4.6 (5.8- 3.7)	4.2 (5.2- 3.1)	4.0 (5.1- 3.4)	3.3 (4.2- 2.5)	5.5 (5.7- 4.0)	1.9 (5.9- 0.4)
6 p.m. to 11 p.m.	9.0 (13.0- 6.4)	6.0 (7.9- 2.5)	5.8 (8.0- 4.7)	5.7 (7.9- 5.1)	5.1 (7.4- 0.6)	5.2 (5.9- 2.2)	7.4 (12.6- 1.8)	0.2 (4.7- 0.0)
Percent local public affairs (commercials included)								
6 a.m. to midnight	2.6 (4.1- 1.2)	2.0 (3.3- 1.2)	1.3 (2.4- 0.5)	0.8 (1.8- 0.4)	1.2 (2.1- 0.5)	1.0 (2.5- 0.1)	3.7 (5.7- 1.7)	1.3 (3.3- 0.1)
Sign on to sign off	2.5 (4.0- 1.3)	2.0 (3.4- 1.2)	1.3 (2.3- 0.6)	0.9 (1.7- 0.4)	1.2 (2.0- 0.4)	1.0 (2.3- 0.1)	3.5 (5.1- 1.8)	1.6 (3.2- 0.1)
6 p.m. to 11 p.m.	1.4 (3.0- 0.0)	1.4 (2.0- 0.0)	0.4 (1.4- 0.0)	0.0 (1.5- 0.0)	0.5 (1.4- 0.0)	0.0 (1.4- 0.0)	1.4 (4.3- 0.0)	0.0 (2.8- 0.0)
Percent local public affairs (commercials excluded)								
6 a.m. to midnight	2.3 (3.8- 1.2)	1.9 (3.3- 1.2)	1.2 (2.3- 0.5)	0.8 (1.7- 0.4)	1.2 (2.0- 0.5)	0.9 (2.3- 0.1)	3.7 (5.5- 1.6)	1.3 (3.1- 0.1)
Sign on to sign off	2.2 (3.7- 1.1)	1.8 (3.2- 1.2)	1.3 (2.1- 0.6)	0.8 (1.6- 0.4)	1.2 (1.8- 0.4)	0.8 (2.1- 0.1)	3.5 (4.8- 1.8)	1.5 (3.0- 0.1)
6 p.m. to 11 p.m.	1.4 (2.7- 0.0)	1.3 (1.8- 0.0)	0.4 (1.4- 0.0)	0.0 (1.4- 0.0)	0.5 (1.4- 0.0)	0.0 (1.4- 0.0)	1.4 (3.3- 0.0)	0.0 (2.6- 0.0)
Percent local and other non-entertainment combined (commercials included)								
6 a.m. to midnight	2.9 (5.5- 1.4)	2.4 (3.9- 1.8)	2.1 (3.9- 0.8)	1.5 (4.6- 0.2)	2.0 (3.7- 0.6)	1.3 (5.4- 0.0)	1.5 (5.1- 0.4)	1.5 (3.7- 0.1)
Sign on to sign off	3.4 (5.1- 1.7)	2.6 (3.8- 1.7)	2.1 (3.9- 0.7)	1.4 (4.3- 0.2)	2.0 (3.7- 0.6)	1.2 (5.1- 0.0)	2.1 (4.7- 0.4)	1.6 (3.7- 0.1)
6 p.m. to 11 p.m.	0.0 (1.4- 0.0)	0.0 (0.0- 0.0)	0.0 (0.5- 0.0)	0.0 (2.3- 0.0)	0.0 (0.0- 0.0)	0.0 (1.4- 0.0)	0.0 (0.0- 0.0)	0.0 (1.5- 0.0)
Percent local and other non-entertainment combined (commercials excluded)								
6 a.m. to midnight	2.8 (5.0- 1.4)	2.4 (3.7- 1.7)	1.9 (3.6- 0.7)	1.3 (4.5- 0.2)	2.0 (3.5- 0.6)	1.2 (4.4- 0.0)	1.5 (5.0- 0.4)	1.5 (3.6- 0.1)
Sign on to sign off	3.1 (4.7- 1.7)	2.5 (3.5- 1.7)	2.0 (3.7- 0.7)	1.3 (4.2- 0.2)	2.0 (3.5- 0.6)	1.1 (4.2- 0.0)	2.1 (4.6- 0.4)	1.5 (3.6- 0.1)
6 p.m. to 11 p.m.	0.0 (1.3- 0.0)	0.0 (0.0- 0.0)	0.0 (0.5- 0.0)	0.0 (1.6- 0.0)	0.0 (0.0- 0.0)	0.0 (1.3- 0.0)	0.0 (0.0- 0.0)	0.0 (1.5- 0.0)
Percent local news and public affairs combined (including commercials)								
6 a.m. to midnight	11.1 (13.2- 8.9)	9.4 (10.9- 7.2)	7.3 (9.2- 5.9)	6.6 (8.1- 4.8)	6.3 (7.9- 5.1)	5.3 (7.1- 4.0)	9.4 (12.9- 6.8)	4.2 (9.0- 1.7)
Sign on to sign off	10.8 (12.9- 8.5)	9.2 (10.7- 7.2)	7.4 (9.7- 5.8)	6.4 (8.2- 4.6)	6.5 (7.9- 4.9)	5.1 (6.8- 3.9)	9.8 (12.0- 7.9)	4.5 (9.1- 1.7)
6 p.m. to 11 p.m.	14.0 (18.2- 9.3)	9.3 (11.3- 4.8)	8.4 (12.5- 6.8)	8.4 (12.4- 6.7)	7.0 (10.4- 1.5)	7.1 (8.7- 2.9)	10.8 (18.6- 3.1)	2.3 (8.4- 0.0)
Percent local news and public affairs combined (excluding commercials)								
6 a.m. to midnight	9.3 (11.0- 7.2)	8.3 (9.4- 5.8)	5.9 (7.7- 4.8)	5.5 (6.8- 3.9)	5.2 (6.4- 3.7)	4.4 (6.0- 3.4)	8.8 (11.2- 5.9)	4.1 (8.5- 1.5)
Sign on to sign off	8.7 (10.9- 7.2)	7.8 (9.4- 6.1)	5.9 (7.8- 4.6)	5.3 (6.6- 3.9)	5.7 (6.3- 4.1)	4.4 (5.8- 3.2)	8.8 (10.9- 6.9)	4.5 (8.6- 1.5)
6 p.m. to 11 p.m.	11.1 (14.8- 7.3)	7.9 (9.8- 4.1)	6.8 (9.8- 5.2)	6.6 (9.7- 5.2)	6.0 (8.9- 1.4)	5.6 (7.2- 2.3)	8.9 (14.4- 2.7)	2.0 (7.4- 0.0)
Percent news and public affairs combined (including commercials)								
6 a.m. to midnight	14.4 (17.9-11.7)	12.4 (13.8- 9.6)	9.7 (12.3- 7.3)	8.3 (12.2- 5.8)	8.2 (11.0- 6.4)	7.5 (11.1- 4.6)	12.8 (15.8- 8.3)	6.4 (17.5- 3.5)
Sign on to sign off	14.4 (16.4-11.9)	11.6 (14.8- 9.6)	9.8 (12.3- 7.2)	8.4 (12.3- 5.6)	8.3 (10.8- 6.5)	7.3 (10.8- 4.4)	11.1 (15.4- 9.1)	6.2 (17.4- 3.7)
6 p.m. to 11 p.m.	14.6 (18.5- 9.8)	9.6 (11.3- 4.8)	8.7 (12.8- 6.9)	8.6 (14.8- 7.0)	7.0 (11.9- 2.3)	7.1 (9.7- 2.9)	10.8 (18.6- 3.8)	2.9 (14.3- 0.0)
Percent news and public affairs combined (excluding commercials)								
6 a.m. to midnight	12.4 (15.3-10.2)	10.7 (12.8- 8.3)	8.3 (10.7- 6.2)	7.0 (10.5- 4.7)	7.1 (9.6- 5.1)	6.2 (9.2- 3.8)	10.9 (14.7- 7.4)	5.8 (18.7- 3.4)
Sign on to sign off	12.2 (14.2-10.2)	10.3 (12.8- 8.4)	8.4 (10.8- 6.0)	7.1 (10.8- 4.8)	7.0 (9.6- 5.4)	6.2 (9.1- 3.6)	10.2 (14.5- 8.1)	5.7 (16.0- 3.8)
6 p.m. to 11 p.m.	11.8 (14.9- 7.7)	8.0 (9.8- 4.1)	7.0 (10.2- 5.4)	7.1 (12.3- 5.3)	6.0 (10.0- 1.9)	5.9 (8.2- 2.5)	8.9 (15.1- 3.4)	2.8 (12.7- 0.0)
Number of stations	86	38	173	71	31	57	19	39

ABC affiliates briefed on late-night revamping during California sessions

Solid line-up of specials to meld with two weeks of dramas

ABC-TV's late-night *Wide World of Entertainment* (11:30 p.m.-1 a.m. EST) will consist entirely of specials next year, Martin Starger, president of ABC Entertainment, announced last week.

Plans for revamping the week-night series were among those presented, along with second-season and other program plans and reports on sales, news and other network operations, to the ABC-TV Affiliates Association's board of governors at meetings Nov. 26-29 at La Quinta, Calif. A leader of the affiliates' board said Wednesday that the sessions with network and other ABC officials had been "one of the most cooperative, sincere efforts to work and build together that I have ever been exposed to."

In the late-night realignment, two alternating weeks each month of mystery-suspense dramas specially produced for ABC will be the anchor fixtures of *WWE*, as they have been in 1973, its initial year.

On the other nights *WWE* will offer entertainment—including salutes to various Hollywood studios, a tribute to Spencer Tracy, the Academy of Country Music awards, recollections about Marilyn Monroe and a close-up of Richard Burton and Sophia Loren making a movie in Italy—as well as more serious programming such as a retrospective on the late Dr. Martin Luther King and timely events such as last season's *POW's* at *The White House* saluting returning Vietnam prisoners of war.

At least five personality-hosts have been set for *WWE* specials, ABC said. Dick Cavett, who did a week a month in this year's *WWE*, will do 26 specials next year. Geraldo Rivera, WABC-TV New York investigative reporter who appeared in an ABC-TV special last season, will do 12; game-show host Monty Hall will star in 10; ABC sports commentator Howard Cosell, eight, and comedian Alan King, an unspecified number.

CPB sets up panel on minority programming

Advisory group, established in response to complaints of poor performance in meeting minority programming needs, will focus on priorities, goals

Public complaints within the past month that public broadcasting has done little to serve the needs of its minority audience have resulted in a concerted effort by the Corporation for Public Broadcasting to rectify the problem—or at least to identify it more specifically.

CPB announced last week that a 24-member panel has been created to ex-

plore public broadcasting's dealings with the minority population and to advise the corporation of objectives and priorities for minority programming. The move came after a coalition of blacks headed by Tony Brown, executive producer of the Public Broadcasting Service's *Black Journal* and dean of the Howard University School of Communications, announced plans to create a separate entity—the Corporation for Blacks in Public Broadcasting—to oversee CPB's activities. The group, which has also threatened a program of "civil disobedience" to win concessions from the public broadcasting establishment, is demanding that it be given 15% of the total CPB budget to develop its own programs and that all seven of the vacancies on the CPB board be filled with minority-group members (BROADCASTING, Nov. 12, 19).

CPB said that the newly-formed panel, which is headed by Dr. Gloria Anderson, chairman of the chemistry department at Morris Brown College, Atlanta, and a member of the CPB board, will meet in Washington next week (Dec. 10-12) to assess public broadcasting's current association with minorities. A central objective of the meeting, CPB said, will be to determine ways in which the medium can "translate" the CPB board's September resolution for increased dedication to "specialized audiences" into specific goals for minority programming.

Included in the agenda will be addresses by FCC Commissioner Benjamin Hooks, CPB President Henry Loomis and Congressman William L. Clay (D-Mo.), who earlier this year sponsored a narrowly defeated amendment to the CPB budget authorization that would have obligated the corporation to adhere to its commitments to minority audiences.

W. Clinton Powell, a special assistant to Mr. Loomis, has been named executive director of the panel. Members include:

Dr. Anderson; Joseph Aguayo, special assistant to the president of the Children's Television Workshop, New York; Thomas Berkley, Oakland, Calif., attorney; Sherman Briscoe, National Newspaper Publishers Association; Dr. Broadus N. Butler, president of Dillard University, New Orleans; Mrs. Emma Darnell, intergovernment programs coordinator for the city of Atlanta; Ofield Dukes, president of a Washington public relations firm; Badi Foster, University of Massachusetts College of Public and Community Service; Dr. Marie D. Gadsden, director of the Washington Bureau of Phelps-Stokes Foundation; Mal Johnson, Cox Broadcasting Corp., Washington; Barbara Lawrence, assistant director of the New York State Council of the Arts.

Also: Oren R. Lyons, upstate New York attorney and chief of the Onondaga nation; Robert Maynard, associate editor of the *Washington Post*; Dr. Tomas Martinez, University of California Department of Sociology; William Mason, WCET(TV) Cincinnati; Dr. Jeanne Noble, professor of education, Brooklyn College Graduate School; Dr. Godwin G. Oyewole, general manager of WFCR(FM) Amherst, Mass.; Yvonne Price, executive assistant of the NAACP Leadership Conference on Civil Rights, Washington; Juan Rocha, National Latino Media Coalition, Washington; Elbert Sampson, National Association of Broadcasters director of community relations; Mille Torres, assistant director for community relations, AT&T New York; James D. Williams, director of the National Urban League communications department, New York, and George L. P. Weaver, assistant to the director-general of the International Labor Organization and former assistant secretary of Labor.

Harry and Howard for the hearing-impaired

PTV stations set to start carrying captioned 'ABC Evening News'

Public television stations in 10 cities along the Eastern seaboard, in cooperation with ABC and its affiliates in those cities, will be offering a delayed, captioned version of the *ABC Evening News* as part of a pilot program designed to bring news to the hearing-impaired.

Funds for the effort are being provided by a \$106,000 grant from the Office of Education of the Department of Health, Education and Welfare. WGBH-TV Boston, which has been offering captioned versions of such programs as the *French Chef* and *Hawaii 5-0* for the past year, will write and insert captions into the news program after its 6 p.m. airing on ABC-TV, in time for 11 p.m. rebroadcasts on participating public stations (BROADCASTING, Oct. 29).

The captioning process, performed by a seven-person staff, involves transcribing the audio portion into one, two and three-line captions which are then fed into a computer and timed to correspond to visual portions of the program. Along with caption insertion, the public-TV version of the news will include weather segments and other local information to replace deleted commercials.

The project was set to begin Dec. 3 although the negotiation process has delayed start-up in some markets. It is necessary to have permission from the local ABC affiliate to rebroadcast the show.

While some stations already offer a sign-language version of newscasts, only about 25% of the hearing-impaired can understand signing, according to Phil Collier, director of WGBH-TV's educational division.

The captioned news is not a word-for-word transcription of the audio portion, according to Mr. Collier, since adjustments must be made for reading time and word comprehension (the hearing-impaired audience generally reads at a 4th to 6th grade level). Adjustments must also be made to indicate to the viewer a change of speaker in dialogue situations or indicate narration; this is accomplished by varying the position of the caption on the screen.

Public-TV stations offering *ABC Evening News* include: WGBX Boston; WGBY-TV Springfield, Mass.; WCBB Augusta, Me.; WMEB-TV Orono, Me.; WMED-TV Calais, Me.; WMEM-TV Presque Isle, Me.; WETA-TV Washington; WNJT Trenton, N.J.; WNJS Camden, N.J., and WITF-TV Hershey, Pa.

Monkey business

WDCA-TV Washington must now explain the mystery of "prerecorded" and "taped" to the preschooler. The station was admonished last week for not sufficiently explaining a "monkey race" contest on some children's programs.

The problem was brought to the FCC's

attention when a young viewer's phone did not ring as he saw the program host dial his number to select a possible winner from the monkeys. The fact that the program was prerecorded and the call placed at a time when he was not home, was lost on the youngster.

The commission felt that this was misleading to children and that the brief superimposition of the word "taped" was not readily understood by many children. The commission also felt that WDCA-TV did not sufficiently clarify that only one winner each day received a bicycle while other winners received less valuable prizes.

Program Briefs

Sold out, but no TV. WNBC-TV New York did not telecast home game of New York Jets and Baltimore Colts yesterday (Dec. 2) even though game was sold out. NBC Sports said it was decided last Wednesday (Nov. 28) to carry the contest between Cleveland Browns and Kansas City Chiefs instead because these teams were in contention for division championship, while Jets and Colts were out of running. Spokesman added, that NBC Sports still favored regulation permitting telecasting of sold-out games in local territories, though in this instance it reversed its field.

Chronicle of mankind. *The Ascent of Man*, series of one-hour television programs on technological and scientific progress of man originally shown by British Broadcasting Co., is being shown in U.S. for first time at Smithsonian Institution, Washington. Programs were written and narrated by Dr. Jacob Bronowski, mathematician, philosopher and senior fellow at Salk Institute and co-produced by Time-Life Films, New York, and BBC. Negotiations for sale of programs to U.S. stations are underway.

Anglo-Canadian project. Trident Television of Britain and Fremantle of Canada Ltd. will begin production in Jamaica on *The Swiss Family Robinson* series of 26 half-hour episodes based on family classic. This is second co-production by Fremantle; other is *The Adventures of Black Beauty*, made with London Weekend Television.

O'Daly's new one. Intervid, New York, has been formed by veteran programing executive Larry O'Daly, formerly president of Tomorrow Syndication, division of General Electric's Tomorrow Entertainment. Intervid's first project is distribution of half-hour outdoor-adventure TV series, *Outdoors with Ken Callaway*, produced by Cinema Productions Ltd., Beaumont, Tex., on location throughout world.

Animated deal. Quinn Martin Productions has purchased Fred Calvert Productions, to be operated as wholly owned subsidiary of buying firm. Calvert studio, established in 1965, is principally engaged in production of animated films, including more than 250 for *Sesame Street* and

Electric Company, as well as *Emergency Plus 4* for NBC, and three one-hour specials for ABC (*Nanny and the Professor*, twice, and *Mini-Munsters*). It also is active in production of live-action TV commercials as well as industrial films.

More from Clark. Diamond P Productions, Hollywood, announces production and syndication of *Dick Clark Music Machine*, three-hour weekly radio program, for April 1974 start. Program, with Dick Clark as host, will showcase guests who will perform and talk about music.

Something new. Third World Productions, new independent television and film-production company, is syndicating *Concept*, half-hour talk and variety show with host Jim Reese, news director for WJLB(AM) Detroit. CKLW-TV Windsor, Ont.-Detroit is now airing show, which is said to be first major, independent black production from Detroit intended for national syndication. 15730 Wyoming Avenue, Detroit (313) 862-4012.

All in the family. CBS News will air two-hour documentary on *The Rockefellers* on Dec. 28. Burton (Bud) Benjamin, senior executive producer who conceived show, says CBS has been working over year on project, shooting "from Hawaii to Moscow, from Shanghai to the Virgin Islands." Family had no control over material to be broadcast, and "that made them think about it."

Five in five days. ABC-TV will present ABC's *Matinee Today*, week-long presentation of five original dramas Dec. 3-7 (1:30-3 p.m. NYT). Similar showing of 90-minute dramas will be carried on ABC-TV on week still to be designated in spring of 1974. During Dec. 3-7 period dramas will pre-empt *Let's Make a Deal*, *The Newlywed Game* and *The Girl in My Life*.

Reynolds to prime time. NBC-TV will move Burt Reynolds into prime-time for 1974-75 season, with two or three "event-type" specials along lines of this season's *Burt Reynolds Late Show*, all produced by Jaffe-Reynolds Productions, Hollywood. Current season set of six 90-minute specials pre-empts *The Tonight Show Starring Johnny Carson* roughly once per month.

Talking tough. "Equal pay for equal play" is the slogan of Dennis Weaver, newly elected president of the Screen Actors Guild, who has told members that when a program is rerun in prime time in year of original performance, actors should receive fees equal to the first run. He says he will get tough in upcoming contract negotiations with film and TV producers, going for "more equitable residual payments," a cost-of-living escalation and reduction in jobs going to nonprofessionals. Chester Migden, SAG's national executive secretary, told the same meeting that thought must be given to a merger with other Hollywood unions to gain greater clout in negotiations with production studios.

Media

Brown upsets plan for compromise on renewal bills

He puts in his own bill and revives old disputes about proof of service

Representative Clarence Brown (R-Ohio) last week introduced a license-renewal bill that threatens the delicate compromise reached earlier to clean up the renewal bill the House Communications Subcommittee reported out in October. A National Association of Broadcasters executive said: "It seems the Republicans and Democrats are at odds here, and the broadcasters are caught in the middle."

Mr. Brown's bill (H.R. 11580) is similar to one he proposed, but never formally introduced, during the hearings on license renewal in September (BROADCASTING, Sept. 24). It includes some of the provisions of the bill that was reported to the parent Commerce Committee such as a four-year license term, a prohibition against consideration of media crossownerships in the renewal process and a legal requirement of timely filings. The Brown bill also calls for:

- The FCC to institute procedures by which the licensee should identify the "needs, views and interests of the public in its service area" and, in order to be renewed, present programing that is "substantially responsive to these needs, interests and views."

- The prohibition of national standards imposed by the FCC on "the extent, nature or content of programing."

- The FCC to hold comparative hearings on a challenged license if the licensee fails to meet the ascertainment and/or the fulfillment-of-ascertained-needs provisions.

- A two-year study by the FCC of the "social, economic and political consequences" of the concentration of broadcast ownership and the crossownership of broadcast and other media.

An aide to Mr. Brown said the congressman hoped his bill would "act to catalyze action" on renewal-revision legislation.

An NAB spokesman said the association found "troublesome" the ownership-study provision of the Brown bill. FCC Docket 18110—a proposed rule-making to break up multimedia ownerships in the same market—was meant to deal with the issue of concentration of media and "doesn't need to be in the legislation," the spokesman said. The NAB's biggest concern though, he said, was over whether members of the committee could come to an agreement on what criteria to use in renewing licenses.

The compromise threatened by the Brown bill came after the committee approved a bill containing an amendment by Representative Lionel Van Deerlin (D-Calif.), which would throw a challenged licensee into competitive hearings

if a challenger promised "superior service." Mr. Van Deerlin later agreed to withdraw his amendment if the NAB would drop its support of a provision that would allow the FCC to renew licenses of stations "substantially attuned to the needs and interests of the public." Subcommittee Chairman Torbert H. Macdonald (D-Mass.) had decided to hold an informal meeting to facilitate the agreed-upon modifications.

Westinghouse's driver match-up operation gets big boost from fuel shortage

What started as promotion effort last August at WBZ has now spread to nine Group W radio stations

Last week Westinghouse Broadcasting Corp.'s double-edged pollution-control and energy-conservation campaign, designed to promote car-pooling, spread to its ninth market operation, WINS(AM) New York. The "commuter-computer" promotion, which has already attracted broadcasting interest outside the Westinghouse group, seems to be succeeding as a nonprofit venture where past commercial ventures have failed.

Westinghouse's commuter-computer promotion originated at WBZ(AM) Boston through the combined efforts of Jerry Wishnow, WBZ's advertising and sales promotion manager, and Jerry Swerling, public-relations director of the local auto association, the ALA Auto and Travel Club. Using the same match-up methods used by computer-dating services, ALA donated its facilities for the processing of completed questionnaires, filled out by members of the combined audiences of WBZ and WBZ-TV. First discussed in July and officially begun on Aug. 2 as a means to provide a solution to Boston's growing pollution crisis, the program began to elicit about 15 completed listener questionnaires per day. After President Nixon's first national energy-crisis address on Nov. 8, the response level jumped to 300 per day. On-air promotion of the commuter-computer concept is slated to extend well into 1974, and the ongoing concept has spread to the eight other market operations in the Westinghouse Group as well as to non-Westinghouse WIOD(AM) Miami. Each station has tailored the campaign to fit local needs and has made its own arrangements, most with local auto clubs, for computer service.

WINS kicked off its campaign with an editorial last week, soliciting community input. The station cannot use the original title, for there already exists a Commuter Computer Inc. in Port Washington, N.Y. The Long Island-based concern contacted WBZ two months ago, indicating it was charging \$5 for the same service Westinghouse was offering free and noting that it was having financial troubles at that rate.

As of the ALA computer run for the last week in November, WBZ had already made 1,497 matches for its listenership; the other Westinghouse stations are just in the process of matching up commuters in their areas.

WIND(AM) Chicago began its commuter-computer campaign in mid-October, trying in its service with an editorial position favoring the creation of a Regional Transit Authority to serve the six-county metro area. KDKA-AM-TV Pittsburgh has adopted the slogan. "Be a commuter commuter" in its campaign, which also stresses the use of public transportation facilities. In Fort Wayne, Ind., WOWO(AM) is promoting the idea of bicycle riding as an adjunct to car pooling with its "Cycle '73" concept.

KYW-AM-TV Philadelphia has launched a commuter-computer club, again stressing the need for increased use of public transportation. In Los Angeles, KFWB(AM) is campaigning for "car-pool only" lanes for area freeways. Campaigns at KPIX-TV San Francisco and WJZ-TV Baltimore are just getting off the ground.

Jerry Wishnow admits that the response level in Boston initially led him to think he "may have designed a Hindenburg," but that later he fully realized the long-term requirements of a campaign that is "out to change the very lifestyles of people." The local Environmental Protection Agency office has advised Mr. Wishnow that the Boston area needs to get only 50,000 cars off the road during commuting hours to solve the air-pollution problem. With the snowballing economic impact of the tight gasoline situation in mind, Mr. Wishnow predicts that WBZ will have made 20,000 commuter matches by Christmas, thereby bringing the solution a full 40% closer to realization than it might be otherwise.

Promoting the commuter-computer idea as "the private-sector way to go" has resulted in cooperation from business organizations all over the Boston area, as well as civic and public agency support. WBZ has received inquiries about its program on an international level, with calls coming from as far away as Paris and Stockholm. Mr. Wishnow reports local support at the other Westinghouse mar-



Mr. Wishnow, the computer and, on paper, some of match-ups the WBZ service has made for Boston-area commuters.

ket operations as equally impressive, indicating that the long-term commitment of promotion dollars to this one campaign has already been justified by the response.

Once the computer makes the matches and each participant receives the names and phone numbers of 10 appropriate neighbors who fit his car pool requirements of location and work situation, follow-up becomes the main concern. The local office of the Federal Department of Transportation will be making a bi-monthly survey of the program's commuters in the Boston area to assess the level of their continuing participation in the Westinghouse-organized car pools.

WBZ is setting up a merchandise incentives program cosponsored by many local businessmen encouraging the commuter-matched commuter to stick with his car pool by offering discount and free goods to continuing participants.

Phil Costin, general manager of WIOD(AM) Miami, the first station outside the Westinghouse chain to pick up on the commuter-computer idea, calls the concept "the biggest thing to hit the area since the Miami Dolphins." The station's follow-through program includes assigning participants a number by which they will be able to claim prizes offered through merchandising tie-ins. The station has been on the air soliciting support for the car-pooling idea for over two weeks, but is still seeking a specific name for the promotion which will, according to Mr. Costin, be "the WBZ program with new wrinkles" for the Dade and Broward counties of Florida.

Daytimers on U.S. clears would get PSA's under House bill

Daylight-savings measure has provision granting FCC power to allow some 100 stations to go on air hour before sunup

The House passed legislation last week that would place the nation on year-round daylight-savings time for the next two years and direct the FCC to allow some 100 daytime radio stations to sign on one hour before sunrise. The group of daytime-only stations offered relief in the bill (H.R. 11324) operate on American clear-channel frequencies. The vote was 311 to 88.

As proposed and amended by Congressman Harley Staggers (D-W. Va.) the bill directs the FCC to "make such adjustment by general rules, or by interim action pending such rules, to permit daytime [AM] broadcast stations to operate not in excess of one hour prior to local sunrise. . . . Such rules, or interim action, may include variances with respect to operating power and other technical operating characteristics." All provisions, however, must be "consistent with any existing treaty" which, in effect, offers no relief to those 243 stations

operating on Canadian or Bahamian clear channel frequencies.

The bill would go into effect the first Sunday 15 days after signing of the bill. The two-year effective period would end the last Sunday in October 1975. Hawaii—because its proximity to the equator gives the area more daylight than the continental U.S.—is exempted.

While the House was voting the daylight bill last week, the House Commerce Committee was taking testimony on and marking up an emergency energy bill that is at great variance with the bill passed by the Senate two weeks ago (S. 2589). The House bill (H.R. 11450) was proposed by Committee Chairman Staggers and directs the President to submit all conservation programs formulated by the executive branch for approval by Congress. There is no language in that bill pertaining to energy-related advertising, as is contained in the Senate bill.

Lights down or out; some schedules trimmed

**Stations do their own things
to cut the uses of energy**

Radio and television stations are responding to the President's call for cutbacks in energy consumption. According to reports reaching BROADCASTING last week, these were some of the efforts at watt-watching.

WITI-TV Milwaukee, whose 1,078-foot

"tower of light" has become something of a landmark, has announced that the 1,250 25-watt bulbs that outline the broadcast tower will remain off until the energy crisis is over. The 639-foot tower shared by Washington stations WMAL-TV and WTOP-TV will sport no Christmas lights this year, resulting in a 6,200-watt saving, according to station estimates.

RKO General held an "unlighting" ceremony to dedicate a stainless steel-neon sculpture created for the RKO General building in Boston.

Other stations have announced cutbacks in the broadcast day, to reduce electricity consumed both by transmitters and home receivers. KTVW(TV) Tacoma, Wash., announced the elimination of all programming after midnight. WOCB-AM-FM West Yarmouth, Mass., reduced on-air time by six hours weekly, to save 400,000 watts of electricity a month.

WLWD(TV) Dayton, Ohio, announced in an editorial that it is "cooling it"—lowering its thermostat to 68 degrees—and urged its viewers to do likewise. At least one station told viewers *not* to turn off their TV sets. In an editorial WTVT(TV) Tampa, Fla., said that "holding down on use at one point often results in use popping up somewhere else." A 300-watt TV set consumes only as much power as three 100-watt bulbs, the station pointed out.

No cause is a cause without its bumper sticker. WMAR-TV Baltimore is making available its energy-related reminder: "To save gasoline this vehicle will not exceed 50 miles per hour."

KHJ-TV challengers say FCC is stalling

**They say hope is for legislation
that would kill their case**

Fidelity Television Inc., the applicant composed of Los Angeles area businessmen who have been seeking since 1965 to depose RKO General Inc. as licensee of channel 9 in Los Angeles, is renewing its pressure on the FCC to issue a final decision in the case. The administrative law judge in the proceeding recommended, in August 1969, a grant of Fidelity's application.

Fidelity has renewed the petition for mandamus it filed with the U.S. Court of Appeals on March 23, 1973, asking it to compel the commission to decide the case. The court on June 11 said the commission had unreasonably delayed action, and the commission a month later said its staff had been instructed "to prepare a written decision as expeditiously as possible."

Fidelity, in its new petition, raised a new point—suggesting that the commission's delay is bound up with the hope that Congress will enact license-renewal legislation to favor incumbent broadcast licensees engaged in renewal-comparative hearings, such as the one in which Fidelity and RKO are involved.

Fidelity makes a special point of mentioning the role it says FCC Chairman Dean Burch is playing on the license-renewal-legislation front. Legislation is

MAN CANNOT LIVE BY FOOTBALL ALONE.



making its way, though not rapidly, through the House of Representatives (see page 29); the Senate has yet to consider the matter. Fidelity said Chairman Burch has spent much of 1973 attempting to persuade Congress to reject as criteria in renewal-comparative proceedings those factors—including local ownership, integration of ownership and management, and lack of other significant media ties—on which, it says, Fidelity was awarded the initial decision.

And he is doing it at the same time he "is guiding the commission's decision on Fidelity's application," Fidelity said, adding: "This is a rather remarkable example of conflict of interest on the chairman's part, but it also provides an explanation for the commission's refusal to issue a decision." It said the commission "does not want to decide the case under existing law since it would be compelled to affirm the initial decision."

Showdown on FCC fees

NCTA, NAB in forefront of those pleading today with Supreme Court to strip commission of authority

The U.S. Supreme Court will hear oral argument today (Dec. 3) on a challenge to the FCC's authority to levy annual fees on those it regulates. The challenge is being made by the National Cable Television Association, in behalf of the cable industry. But the National Association

of Broadcasters has filed a friend-of-the-court brief opposing the commission order, which was issued in July 1970 and is designed to recover through fees and other charges 100% of the agency's operating costs.

The high court took the case on appeal from the Fifth Circuit Court of Appeals—where the NCTA, NAB and several broadcasters had lost in their efforts to have the commission order overturned—along with an appeal by the Federal Power Commission from a decision of the U.S. Court of Appeals in Washington. The Washington, D.C., circuit, in a suit brought by several gas companies, ruled in August that the FPC lacked the authority to impose annual fees.

The NCTA, in its appeal is challenging the legality of the annual filing fees imposed on cable systems, claiming that the FCC has failed to demonstrate that its regulation benefits the CATV operator on a continuing basis. NCTA maintains that the question is whether the agency's regulation of cable in 1970—"conferred the requisite special benefit on CATV systems" the law requires of agencies imposing such fees. On a system-by-system basis, that was not the case three years ago, and is not now, NCTA says.

Cable systems now pay an annual fee of 30 cents per subscriber. The commission has proposed a boost to 40 cents.

The NAB had dropped out of the case after the Fifth Circuit court in July 1972 upheld the commission's order. It was

opposing both the grant fee imposed on station sales and the annual license fee. It said the first (2% of the sale price; 2.6% under the proposed schedule) was arbitrary and the second unreasonable, since it reflected concern only with the full recovery of the commission's costs.

Buyer tries to untangle KAYE's snarled affairs

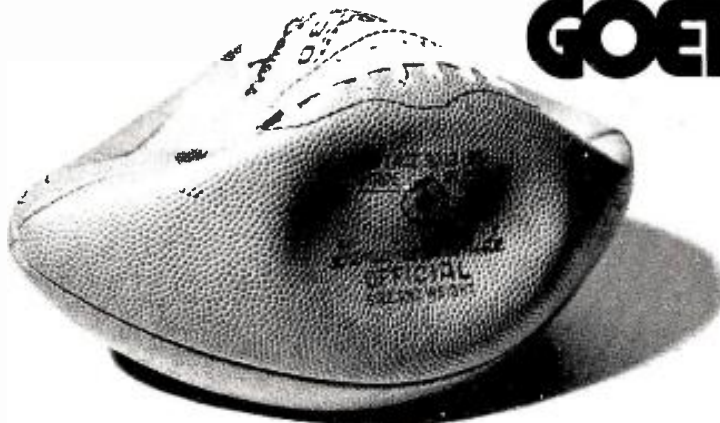
Broadcast Bureau questions transfer of station still in renewal hearing

Henry Perozzo, a Tacoma, Wash., businessman who has been trying to buy KUPY(AM) (formerly KAYE) Puyallup, Wash., resigned last week as president of KAYE Broadcasters to eliminate FCC questions as to who controls the station. Applications for transfer of control and license renewal are now pending.

According to the commission's Broadcast Bureau, Mr. Perozzo assumed "de facto control of the corporation" without FCC approval after paying \$10,000 each to the owners, Hayden Blair and James Nicholls. The agreements were subject to FCC approval.

To compound the problem, KUPY's license-renewal application is in a hearing on charges that under the ownership of Messrs. Blair and Nicholls, the station violated the fairness doctrine and personal-attack rules and lacked candor

THE SEASON COMETH AND THE SEASON GOETH.



in its response to the commission.

On Nov. 9 KUPY filed a petition signed by Mr. Perozzo as president asking the commission to renew KUPY's license or to hold the decision in abeyance for 90 days to observe the station's performance.

The Broadcast Bureau opposed the petition, saying a grant of either of KUPY's requests would be "inappropriate." The bureau noted that the commission in the past has refused to approve the sale of stations that had license-renewal applications in hearing on character-qualification issues.

The bureau also said that since Mr. Perozzo's assumption of the presidency was without sanction, the "summary dismissal of the subject petition would be justified without consideration of the merit."

In a new petition filed last week, KUPY announced the resignation of Mr. Perozzo "to avoid confusion over the ownership of the station." KUPY said that since it had changed its call letters, it had ironed out its past problems and once again requested that its license be renewed.

NOW submits 13 candidates for top WRC-TV vacancy

The National Organization for Women, which joined other feminist groups in challenging the license renewal of NBC-owned WRC-TV Washington on the grounds of discriminatory policies toward women (BROADCASTING, Sept. 4, 1972),



Campaign campaign. When WINZ(AM) Miami General Manager Dick Fixaris came upon the notion that the consciousness of the local electorate was in need of some raising regarding upcoming municipal elections, the result was a day-long event which outgoing Miami Mayor Dave Kennedy proclaimed "WINZ Meet the Candidates Day." On the day before the elections in Miami and Miami Beach, WINZ sponsored a series of events which began with a "ballot-cutting" ceremony on the Miami courthouse steps (pictured above), in which all the candidates in the two cities participated. The politicians met there with the public and civil servants at the nearby civic center. An evening motorcade culminated in a rally at the Bayfront Park bandshell, where each candidate was allotted three minutes to deliver an address. The mayoral candidates in the two cities were then invited to appear on WINZ's *Craig Worthing Show* that evening.

has told that station that it "has the duty to recruit female applicants" for a vacant station-manager post.

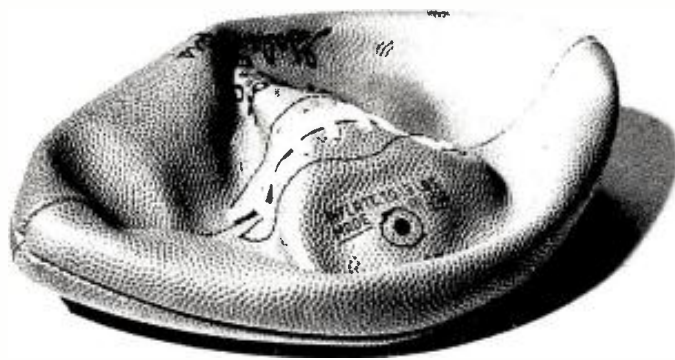
In a letter to Tom Paro, WRC-TV vice president, Whitney Adams, national coordinator of NOW's Broadcast Media Task Force, contended that the "problem of female underutilization in management jobs at WRC-TV persists" and recommended that the station begin recruiting women at

the station level, or within NBC as a whole. The letter also listed 13 women executives from other broadcasting companies who are "deserving of fair consideration for the job."

NOW's list included:

Mai Johnson, Washington correspondent, Cox Broadcasting; Bette Holden, general manager, KREO(AM) Indio, Calif.; Alvina Britz, general manager, KBIZ(AM)-KTVO(TV) Ottumwa, Iowa; Mary Betts, station manager, WGAU(AM)-WNGC(FM)

THIS LEAVETH SUNDAY WITH A TIME SLOT TO FILL.



Athens, Ga.; Linda Durbin, general manager, KGOU(FM) Norman, Okla.; Irene Runnels, VP-general manager, KOAX(FM) Dallas; Eve Rubenstein, station manager, KVFD-TV Fort Dodge, Iowa; Alice Zacherl, station manager, noncommercial WUSF-TV Tampa, Fla.; Joanne Ninomiya, general manager, KIKU-TV Honolulu; Sara Drake, station manager (retired), noncommercial WITF-TV Hershey, Pa.; Barbara Porta, station manager, WFTM-AM-FM Maysville, Ky.; Helen Zerkowicz, president, WMVO-AM-FM Mount Vernon, Ohio, and Marianne Campbell, VP, Holzer Medical Center, Gallipolis, Ohio (formerly in broadcasting).

A WRC-TV spokesman said that women and minority members are being considered for the post, with recruiting taking place at other NBC-owned stations and at the network level.

FCC okays WHDH sale

Blair pays \$10.1 million for 53% of Boston AM-FM

Majority control of WHDH Inc. has formally passed to John Blair & Co., the TV-radio station representation company which has owned 9% of the corporation since 1964. The FCC last week approved Blair's purchase of 53% of WHDH stock for \$10,129,925.

Acquisition of majority control of WHDH Inc. does not mean what it once would have meant. The corporation's major assets are WHDH(AM) and WCOZ(FM) Boston. But in March 1972 it lost its license to channel 5 Boston (on which it operated WHDH-TV) to Boston Broad-



Something old, something new. Construction of a new, two-story addition to the studio-offices of KOMO-AM-TV Seattle began last month, with completion due in time to celebrate the 50th anniversary of KOMO next year. The project, which will cost around \$2 million, includes alterations and remodeling of existing facilities, as well as the new, 25,200 square-foot addition, which will provide for an additional TV studio, an enlarged TV newsroom, and a complete film-production studio and laboratory for special-projects units.

casters Inc. (WCVB-TV) and later folded its newspaper, the *Boston Herald Traveler*.

Blair, which purchased its additional shares principally from John Hawkinson, Robert F. Carney, George E. Akerson, William J. McCarthy and James K. Donahue, had to overcome the opposition of two minority stockholders to obtain commission approval. Bernard T. McCormack and Andrew A. Huth accused Blair of underhanded dealings in acquiring control of WHDH and of making "sweetheart" arrangements with

WHDH's management, friends and other insiders while leaving other minority shareholders "in the lurch."

Blair denied the charges. It also noted that it had announced to all stockholders its intention to acquire 100% of the corporation's stock and the commission said that the Securities and Exchange Commission had determined that Blair had complied with its insider-trading rules.

The commission also supported Blair against a charge that its acquisition would be anticompetitive because of its role as a national sales representative. The commission said the transfer complied with commission policy since Blair represented no other stations in the Boston market and had affirmatively represented it would not use its position as a national sales rep to favor or discriminate against stations it represents.

The commission acted on a vote of 7-to-0, with Commissioners H. Rex Lee and Richard E. Wiley concurring in the result.

Blair, which is publicly owned and New York-based, has interests in the graphic arts field through printing subsidiaries in New York and Chicago. One of its principal owners is Scripps-Howard Broadcasting, which votes 2.1% of Blair's stock. Scripps-Howard is licensee of WEWS-TV Cleveland; WCPO-TV Cincinnati; WMC-AM-FM-TV Memphis; WPTV-TV West Palm Beach, Fla.; KTEW-TV Tulsa, Okla.; and WNOX(AM) Knoxville, Tenn.

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Astrogripe: grumbles grow over Houston convention facilities

First the equipment makers, now the program syndicators are making noises over distance of hotels from main meeting site; some are moving toward a boycott

A National Association of Broadcasters convention planner says that the decision to select Houston for the 52d annual meeting was a "correct one. We have grown to such a size that we must rule out hotel-type conventions in the future and go to the convention-center type."

But, it seems, there will be sacrifice in a "convention-center type" meeting because in Houston at least, registrants will be spread over 23 hotels, some almost a half-hour ride from the Albert Thomas Convention & Exhibit Center.

Equipment manufacturers were the first group to raise objections to the set-up, in October. Now, some program syndicators are threatening to boycott the March 17-20 convention if they are not moved closer to the convention center.

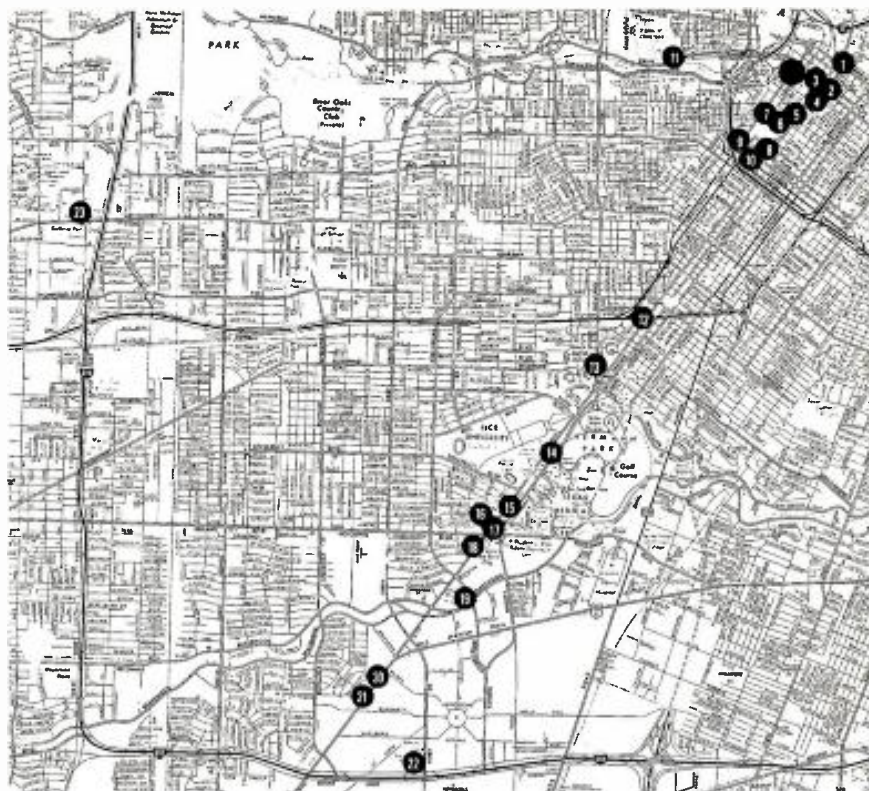
Andrew Ockershausen, chairman of the NAB, says, "We're caught between a rock and a hard place." But several program syndicators believe what Keith Godfrey of MCA TV says: "We are being asked to spend a tremendous amount of money without the proper space allocated. We're a little fed up with a role as second-class citizens."

Jerry Smith of Worldvision Enterprises says his company will not attend the convention if it must be housed in the Shamrock hotel, about 23 minutes from the convention center, according to a local cab company. All the syndicators' hospitality suites have been assigned to the Shamrock which, a convention planner said, was done pursuant to the syndicators' request to be housed in one hotel.

But, Mr. Smith says, "I don't see them coming in any numbers at all," to the Shamrock. The NAB will provide a shuttle bus from the downtown center to the Shamrock, at the NAB's expense, Mr. Ockershausen emphasizes. Despite that, Mr. Godfrey believes, "No one's going to take 25 minutes to get down there."

The syndicators emphasize that they are not acting as a group in their efforts to get closer in. At a meeting two weeks ago, it was agreed that each company would make its own decision on whether to attend. MCA says it's still studying what action it will take if it must live with the Shamrock site. A Viacom spokesman said much the same.

"We want their services," Mr. Ockershausen says, "but there's only so much we can do. It was the consensus of the board to reserve the downtown hotels for members. The members have to run



Elbow room. This is the Houston terrain over which the NAB will deploy delegates for its 52d annual convention next March. The large dot at upper right designates the Albert Thomas Convention Center and Exhibit Center, three large buildings connected by an underground concourse, in which the convention's main events and equipment exhibits will be staged. The 23 numbered dots designate approximate locations of hotels in which delegates will be housed. They are: 1 Continental Houston; 2 Downtowner motor Inn; 3 Rice hotel; 4 Texas State hotel; 5 Lamar hotel; 6 Sheraton Lincoln; 7 Hyatt Regency; 8 Savoy hotel; 9 Whitehall; 10 Holiday Inn—downtown; 11 Holiday Inn—Civic Center; 12 Holiday Inn—Main; 13 Hotel Plaza; 14 Warwick; 15 Tidlands motor inn; 16 Towers hotel; 17 Tides II; 18 Shamrock Hilton; 19 Marriott motor hotel; 20 Ramada Inn; 21 Roadrunner Inn; 22 Astroworld hotel; 23 Houston Oaks.

here and there to sessions. The syndicators are really the captives of their suites. If a guy wants to see four or five syndicators, they're all in one place and it's worth the 25-minute ride," he believes.

The demands on the NAB convention have grown to the point where the Chicago Hilton's 58,000 square feet of exhibition space for the 1971 meeting would not be enough for 1973. The Houston convention center will allow exhibitors 67,000 square feet, in comparison. And the number of registrants is expected to be "as large if not larger" than 1972's 6,420 turnout in Washington, according to the NAB.

NAB members and broadcasting-company hospitality suites will be located in the 10 hotels in the downtown area (see map). Late registrants, syndicators, hardware manufacturers and advertising representatives will be housed in the 13 hotels outside that area. The two hotels farthest away from the convention site are the Astroworld and the Houston Oaks. A local cab firm estimates the trip at 25 minutes and \$4.85 to \$5.00. The closest of the outer hotels, the Holiday Inn-Civic Center and Holiday Inn-Main, will be between 12 and 15 minutes traveling time at fares of about \$1.85. The cab com-

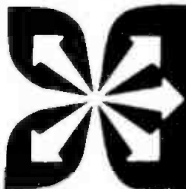
pany advised that five people can ride for the same price as one in a Houston cab and that three to five minutes should be added to traveling time during rush hours.

FCC asks court to reverse reversal

The FCC has petitioned the full U.S. Court of Appeals in Washington for a rehearing in the Orlando, Fla., channel-9 case, in which a three-judge panel had overruled the commission decision granting the application of Mid-Florida Television Corp. The commission, as expected (BROADCASTING, Nov. 12), raised two points.

One was what the commission saw as the panel's directive to "adopt a new comparative policy of awarding preferences for black ownership, *per se*." The commission said that in refusing to take that approach, it had acted in accord with "long-standing" principles.

The other point involves the court's holding that the commission erred in not reopening the record to examine facts surrounding a criminal indictment that had been handed down against a man who



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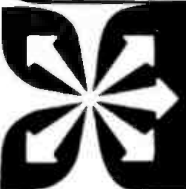
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had been a Mid-Florida principal but had severed connections with the company. The commission said it had acted in "express reliance" on the appeal court's decision in an earlier case. These points "have such a serious impact upon commission policies, and raise such serious questions concerning the agency's proper relationship with the judiciary," the FCC said, "that rehearing en banc is warranted."

Changing Hands

Approved

The following transfers of station ownership have been approved by the FCC (for other FCC activities see page 63):

▪ WHDH(AM)-WCOZ(FM) Boston: Controlling interest of WHDH Corp. sold by John Hawkinson, Robert F. Carney, George F. Akerson, William J. McCarthy and others to John Blair & Co. for over \$10 million. (See page 34.)

▪ WOCN-FM Miami Beach: Sold by WOCN Broadcasters to Guy Gannett Broadcasting Services for \$1.4 million. Edward Winton is president of WOCN Broadcasters which also operates bilingual WOCN(AM) Miami. Mrs. Jean Gannett Hawley is president of Gannett which also owns WGAN-AM-FM-TV Portland, Me., and WHYN-AM-FM-TV Springfield, Mass. WOCN-FM is on 94.9 mhz with 81 kw and antenna height 244 feet.

▪ KDTV(TV) Dallas: Donated by Doubleday Broadcasting Co. to Christian Broadcasting Network by gift of stock valued at \$2 million. David G. Scribner is president of Doubleday which also owns KRIZ(AM) Phoenix; KHOW-AM-FM Denver; KDWB(AM) St. Paul; KDEF-AM-FM Albuquerque, N.M.; KRQD-AM-TV El Paso; KOSA-TV Odessa, KITE(AM) Terrell Hills and KEXL(FM) San Antonio, all Texas. M. G. Robertson is president of nonprofit Christian Broadcasting Network which also operates WYAH-TV Portsmouth, Va.; WHAE-TV Atlanta; WXNF-TV Boston; WXRL-FM Norfolk, Va.; and WBIV-FM Wethersfield; WEIV-FM Ithaca; WMIV-FM Bristol; WOIV-FM DeRuyter, and WJIV-FM Cherry Valley, all New York: Christian Broadcasting Network will vacate KXTX-TV Dallas upon consummation of transfer. KDTV is on channel 39 with 3,100 kw visual, 310 kw aural and antenna height 1,681 feet.

▪ WRIZ(AM) Coral Gables, Fla.: Sold by Sudbrink Broadcasting Inc. to Villa Broadcasting Co. for \$725,000 subject to adjustments. Robert W. Sudbrink is president of Sudbrink which also owns WLYF(FM) Miami; WAVO(AM) and WPCH(FM) Decatur, Ga.; WLAK(FM) Chicago; WLIF(FM) Baltimore and WTOW(AM) Towson, both Maryland; WZIP(AM) and WWEZ(FM) Cincinnati; KYND(FM) Pasadena, Tex.; and WEZW(FM) Wauwatosa, Wis. Villa principals are Paul D. Bethel, Alberto Villalobos and Salvador Lew. Mr. Bethel is journalist and author, Mr. Villalobos has restaurant interests in Florida and Mr. Lew was previously employed by radio station in Cuba. WRIZ is daytimer on 1550 khz with 10 kw.

73-62

UCC asks reopening of WLBT(TV) case

Petition Mounger connection disqualifies Dixie National

The Office of Communications of the United Church of Christ has challenged the propriety of an officer of a racially segregated Mississippi private school holding an interest in the license of a major television station in that state.

UCC last week filed a petition with the FCC to reopen hearings on the decision to grant Dixie National Broadcasting Corp. the license to operate WLBT(TV) Jackson, Miss. The petition alleges that William D. Mounger, Dixie president and 40% owner, is also vice president of the Jackson Academy, an elementary and junior high school which has never admitted a black student.

Jackson Academy was originally an elementary school. It added junior-high grades when the U.S. Supreme Court ordered integration of Mississippi public junior high schools. When the Internal Revenue Service rescinded a tax exemption for private Mississippi schools that did not adopt a policy of nondiscrimination, Jackson Academy chose to forgo its tax exemption.

UCC's petition emphasizes that "the history of channel 3 and . . . the ascertainments of community needs submitted [in the comparative hearings] demonstrate that the permanent licensee must be sensitive to the needs of all segments of the community." The segregation privately practiced by Mr. Mounger shows a distinct lack of this sensitivity, according to UCC.

Another "serious matter requiring investigation," according to the petition, is the allegation, currently under federal investigation, that Mr. Mounger, while finance chairman of the Mississippi State Republican Committee, illegally exacted contributions of \$200 per house for FHA mortgage commitments and \$10 a month for employment in federal positions.

UCC first challenged the license of WLBT in 1964 when it was owned by Lamar Life Broadcasting Corp. Five years later, after several hearings and appeals, Lamar lost its license when the U.S. Court of Appeals reversed an FCC decision granting the station's renewal.

Five groups, including Lamar Life, then applied for the permanent license, and after comparative hearings, Dixie was awarded the license.

Pending final assignment of the license, the station is being operated by Communication Improvement Inc., a nonprofit organization.

Media Briefs

NAB restates its case. National Association of Broadcasters last week urged FCC to reject further challenge by Office of Communications of United Church of Christ and Consumer Federation of America to NAB's "Radio Free U.S.A." campaign. Two groups claim spots are

controversial and constitute pro-broadcasting commercials that require sponsor identification. NAB denies spots present one side of issue of public importance and further states that for FCC to review Broadcast Bureau's decision and issue declaratory ruling as to applicability of fairness doctrine would be inappropriate and "wholly inconsistent with commission's role."

More for medical. FCC has invited comments on recommendations in two reports aimed at expanding radio communications available to emergency medical service. Commission noted that Advanced Technology Systems Inc. has been examining problem under study contract from commission. FCC asked

for comments on interim report submitted by ATS which reviews communications requirements of the medical community and suggests that new approaches are needed. Second report on which comment is invited was filed by Office of Telecommunications Policy, and proposes creation of nationwide emergency medical service. Plan would permit improved emergency communications among ambulances, medical personnel and hospital facilities. OTP plan looks to use of nonbroadcast frequencies, including channels now allocated to government.

Affiliates. WCOA(AM) Pensacola, Fla., has joined CBS Radio. Station operates 5 kw full time on 1370 khz.

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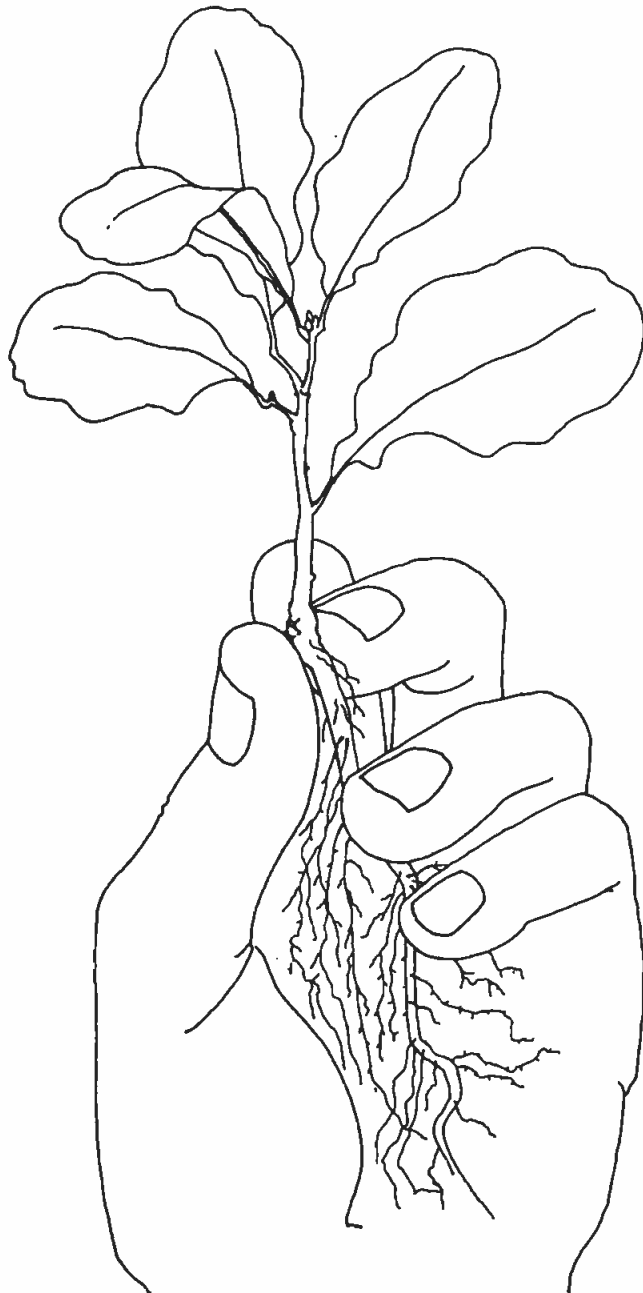
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IF CHILDREN ARE THE FUTURE, WHAT WILL THE FUTURE BE?

Tomorrow's world belongs to our children, but they are a product of today. What our children learn now, the attitudes they acquire, will largely deter-



mine the kind of people they'll be when they come of age. We are responsible for our children's today. All of us.

Television is a vital part of that. Television has the greatest, most profound impact of any mass medium in history. It can be one of the most positive forces in our children's lives. That's up to us in television.

We believe programs directed to children should teach them to be aware, and help them appreciate the good and beautiful things around them. Television has the power to help produce stimulated, educated, productive children. If it has the power, it also has the responsibility.

We have made a firm commitment to the kind of children's television programming that will entertain and educate to the satisfaction of both children and their parents. It's a series called, "Rainbow Sundae."

THE "RAINBOW SUNDAE" CONCEPT

"Rainbow Sundae," incorporates four programs under a single series title... "Over Seven," a new young people's magazine about people, music, history, words, science, animals, exploration, geography and adventure... "A Little Princess," the story of teen-aged Sara Crewe and her life in a London boarding school in the 1800's... "The Pathfinder," James Fenimore Cooper's classic frontier tale... And "The Fortunes of Nigel," Sir Walter Scott's story of a Scottish nobleman's adventures during the reign of King James I. The series can be seen each Sunday evening on the ABC Owned Television Stations in New York, Los Angeles, Chicago, Detroit and San Francisco.

We're very excited about "Rainbow Sundae." We think it's the most innovative and important children's program idea to appear in a very long time. But of

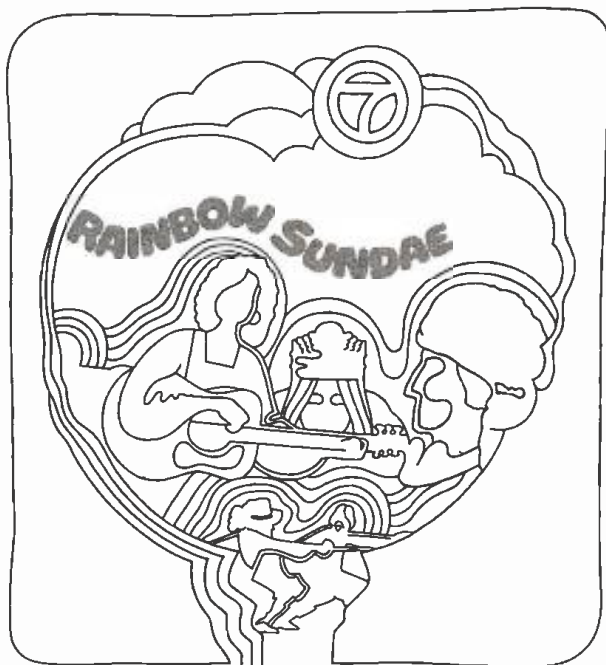
course, we're biased. How well "Rainbow Sundae" meets the standards we've established for ourselves really isn't for us to say. What others think is important.

Frank Judge of the *Detroit News* called "Rainbow Sundae," superior TV for kids:

"A fine example of children's television at its best. Television executives are always talking about improving children's programming. On all-too-rare occasions they stop talking and start doing. Such is the case with 'Rainbow Sundae,' a string of impressive specials produced for and carried on the five TV stations ABC owns and operates..."

This past September, John J. O'Connor of the *New York Times* wrote two extensive reviews on the state of children's programming. In each of them he commended "Rainbow Sundae."

"The group of stations (The ABC-owned stations) has put together an excellent package of programs under the umbrella title of



'Rainbow Sundae.'" Mr. O'Connor described "Rainbow Sundae," in the second review as a, "First rate Sunday afternoon series." Of the "Over Seven," segment he wrote, "The result, so far, is that rare commodity in children's TV, a program that accepts children as creatures with intelligence, curiosity and taste."

Anthony Monahan, television critic for the *National PTA Bulletin*, the newsletter published by the National Congress of Parents and Teachers, recently reviewed "Rainbow Sundae."

"These were some thoughts as I recently watched successive showings of 'Rainbow Sundae'... 'Rainbow Sundae,' is an ambitious potpourri of news-entertainment items for, and about, children and adolescents. It is a solid, expensively-produced hour, a youthful '60 minutes' program of real information and real fun. One 'Rainbow Sundae' program I watched featured a day in the life of Irene

Cara, a 14-year-old singer, composer and Broadway actress... It was television at its best, and most useful. Other segments in the hour included an animated film, 'Super Bug,' produced by Tony Joseph, an articulate black teen-ager, a wildlife segment on western coyotes, a look at young circus aerialists, and a visit with a 15-year-old girl who had cerebral palsy and whose friends are helping her to learn to ride horses... There is a theme, a mood, running throughout 'Rainbow Sundae,' a theme found in the best of network children's programming. The theme is that there is a strong community out there across the land, that underneath the surface divisions and tensions of society, our children can speak to each other, and learn from each other."

Dwight Newton of the *San Francisco Examiner* said in part,

"... The second show, last Sunday, was a gem; a magazine-type hour subtitled, 'Over 7,' implying that it was for kids over 7 on Channel 7. The show was variously fascinating, amusing, informative and exciting."

Cecil Smith of the *Los Angeles Times* said, "The best children's program I've seen this season... is on a local rather than network level... 'Over 7' is part of an extremely ambitious project, 'Rainbow Sundae,' devised for the five owned-and-operated stations of the ABC network..."

Cary Koegle of the *Daily Breeze* in Torrance, California, was equally impressed.

"It is refreshing to learn of a new show coming on television which links creativity, solid content and excellent production in a package aimed at viewers from age 7 to middle teens. 'Rainbow Sundae,' an ABC program produced for the network's five owned television stations, is probably one of the best offerings for this season and some of the best recent children's shows."

"Rainbow Sundae," is only one series. It's just a beginning. Where we go from here depends as much on you as it does on us. As Ernie Kreling of *The News* in Los Angeles said,

"If this noble little experiment by the ABC-owned stations goes ignored by the public, the stations will have tried but the public will have failed and we'll have to go back to more pointless and irrelevant ranting about the deplorable state of television for children."

Tomorrow's world does indeed belong to our children. For their benefit and our own, we are compelled to do everything we can to make that tomorrow better than today.



ABC Owned Television Stations

WABC-TV, NEW YORK; WXYZ-TV, DETROIT; WLS-TV, CHICAGO; KGO-TV, SAN FRANCISCO; KABC-TV, LOS ANGELES

Energy-education ad campaign urged by TVB's Cash

Houston session told companies should mount half-billion drive; association's board reaffirms stand behind president and staff; McGrew, Cosell, five personalities honored for contributions to TV; 16 win major awards for commercials

The Television Bureau of Advertising's 19th annual convention in Houston last week was replete with the usual awards, honors, and slide-show presentations (including quadrasonic sound) on retail sales. Spirits were high. But a more serious note was sounded by TVB President Norman E. (Pete) Cash in an address to a group of Houston businessmen and TVB's board of directors prior to the opening of the TVB meeting Tuesday (Nov. 27). His message: The biggest advertising campaign ever conceived is needed to sell Americans on the cold reality of the energy crisis.

Mr. Cash called on energy-producing companies to underwrite an emergency half-billion-dollar advertising campaign to educate the public on ways to conserve energy.

"Considering what we all stand to lose if we fail, the budget [for the campaign] could be almost anything," Mr. Cash said. "But, on behalf of the public, which doesn't yet care, and on behalf of the media, I propose the largest single advertising appropriation ever proposed, to my knowledge."

He noted that as late as last July pollster Louis Harris reported that less than half (47%) of a nationwide sample of people felt the energy crisis was very serious. Many (20%) felt large companies were conspiring to raise prices by scaring the public, he added.

Mr. Cash said the campaign should run "as long as it takes to inform the public of its energy crisis—to get the public involved in its energy crisis—and to do whatever can be done to end the crisis. It is a large sum—until you consider the alternatives."

During a TVB session last Thursday, Mr. Cash said television advertising in general has come a long way but has just as far to go. He warned that "our future—our industry's future—is going to depend upon our collective ability to overcome apathy and hunch and fear and ignorance—to have the facts when they're needed and know how best to present them." And, he added: "The sales we must make tomorrow are going to be a lot more difficult than those tough ones we've made in the past." Pointing out that TV's share of the total advertising dollar in 1973 was about 19 cents, Mr. Cash said that if TV is going to earn the 81% share and leave the 19% to other media "we've still got a long way to go."

In outlining a broad range of sales challenges to broadcasters, he noted oil companies have increased their television dollars from \$17 million to \$81 million over the past 15 years but now they are faced with shortages.

Internally, TVB set the wheels of self-examination in motion.

In an effort to lay to rest reports that Mr. Cash's future with TVB is on shaky ground—the board of directors had vetoed a plan by the executive committee to replace Mr. Cash with John Otter, former sales vice president of NBC-TV (BROADCASTING, Nov. 12)—TVB Chairman Jack McGrew, of KPRC-TV Houston, last week sent a memorandum to members asserting that "Pete Cash and his staff have the full and continuous support of me and your board of directors." He also said that the TVB board had at its meeting Monday adopted a resolution calling for creation of a committee "to conduct a major and long-range study of the TVB, its future direction, its organization and staff, and its probable manpower requirements." (see also BROADCASTING, Nov. 26).

In other highlights of the meeting:

At the TVB banquet on Tuesday, key-noted by ABC-TV sportscaster Howard Cosell, Jack McGrew was honored for his contributions as chairman of TVB, and five television personalities—Milton Berle, Walt Disney, Lucille Ball, Ed Sullivan and Edward R. Murrow—were

recognized for helping to build television over the past 25 years and were officially inducted as the first members of TVB's new "Hall of Fame" (BROADCASTING, Nov. 26).

A sixth, Mr. Cosell, was also selected for that honor and was named TVB's "Man of the Year" for his contributions to television's growth in 1973.

The TVB board elected Kenneth M. Johnson (KTRK-TV Houston) to a two-year term as board chairman, succeeding Mr. McGrew, who becomes an ex-officio member of the board and its executive committee.

Mr. Cash was re-elected president of TVB for the usual one-year term.

Walter E. Bartlett (Avco Broadcasting) was elected secretary, succeeding James Rupp (Cox Broadcasting), who leaves the executive committee but remains a member of the board.

Arthur Watson (WNBC-TV New York) was elected treasurer, succeeding James Richdale Jr. (KHOU-TV Houston), who also leaves the executive committee but remains a member of the board.

The TVB membership elected David Henderson (Outlet Co.) and Bruce McGorill (WCNH-TV Portland, Me.) to four-year terms on the board. Outgoing board members are James H. Ferguson Jr. (Springfield [Mass.] TV Broadcasting) and Albert J. Gillen (Poole Broadcasting), former ex-officio member of the executive



Sweetness and light. All was serene last week as the Television Bureau of Advertising convened in Houston for its annual meeting. This was the scene at Tuesday night's dinner honoring the man of the year—who turned out to be ABC's Howard Cosell—and presided over by TVB's still president of the year, Norman E. (Pete) Cash. Earlier this month, the three other executive committee members in this picture had been vanquished in their attempt to unseat Mr. Cash. L to r: James C. Richdale Jr., KHOU-TV Houston; Bishop John Markovsky of the Galveston-Houston diocese; Mr. Cash; Mr. Cosell; Jack McGrew, KPRC-TV Houston (the TVB chairman), and James Rupp, Cox Broadcasting. Out of picture at the right: Al Gillen of Poole Broadcasting.



Charter members. TV personality Ed Sullivan (above) accepts his award, a plexiglass plaque, as one of the first five stars elected to the Television Bureau of Advertising's Television Industry Hall of Fame last week (*Broadcasting*, Nov. 26). Mrs. Edward R. Murrow (below) accepts for her late husband. The awards were presented by Pete Cash, TVB president, as a tribute to stars who have built TV audiences over the past quarter century:

committee.

William B. Faber (WFLA-TV Tampa, Fla.) who had served the last year of an unexpired term, was elected by the membership to a four-year term on the Board.

And C. P. Persons Jr. (WKRG-TV Mobile, Ala.) was elected to serve one-year on the board to fill the unexpired term of A. W. (Bink) Dannenbaum, who retired from Westinghouse Broadcasting last summer.

■ David J. Curtin, vice president in charge of corporate communications, Xerox Corp., accepted TVB's "Advertiser of the Year" award.

■ Sixteen major awards were made in TVB's 6th annual local commercials competition. Grand prize (all markets): WSBT-TV South Bend, Ind., for Gilbert's Men's Store (station-produced category) and KOMO-TV Seattle for 60-second Space Needle Restaurant through Cole & Weber Inc. (outside-produced category).

First prize (top-50 markets): WRTV-TV Indianapolis for Greenfield Building & Loan through Joe Newman Advertising (station-produced) and KOMO-TV for 30-second Space Needle Restaurant through Cole & Weber Inc. (outside-produced).

Award of merit (top-50 markets): KFMB-TV San Diego for Moorsteen's Furniture (station-produced) and WTAR-TV Norfolk, Va., for S.D. Hardy & Son Jewelers (outside-produced).

First prize (markets 51-100): WMBD-TV Peoria, Ill., for Jacobsen Lawn Mower through Yeomans Distributing Co. (station-produced) and WDBJ-TV Roanoke, Va., for Fabricated Metals Inc. through Advertising Consultants (outside-produced).

Award of merit (markets 51-100): WSJV-TV South Bend, Ind., for Plant City Landscaping (station-produced) and WDBJ-TV for Sidney's "Fake Furs" through Image Advertising (outside-produced).

First prize (markets 101+): WKOW-TV Madison, Wis., for Uncle Paul's Toy Shop (station-produced) and WKOW-TV for Kayser Ford Inc. (outside-produced).

Award of merit (markets 101+): WKOW-TV for Willmore's TV Appliance (station-produced) and WSFA-TV Montgomery, Ala., for Rotunda Restaurant (outside-produced).

Best community-service message (first prize, all markets): WFBC-TV Greenville, S.C., for "Save the Country."

Best community-service message (award of merit, all markets): KTVU-TV San Francisco for "Convicts on Narcotics."

Senators start wheels for public financing in political campaigns

Matching funds are base of bills by Pell and nine colleagues

Senator Claiborne Pell (D-R.I.) and a bipartisan group of nine senators have introduced legislation that would provide for the public financing of campaigns for federal office. Both bills would provide matching federal funds for funds collected from private sources, with strict limits on the amount an individual can contribute.

Senator Pell's bill (S-2718) calls on the government to provide three dollars for every one dollar collected by a candidate from private sources. Individuals would be allowed to give no more than \$750 to any candidate.

And a "hybrid" measure, representing an agreement by nine senators who had previously introduced public-financing bills, will be attached to a veto-proof debt-ceiling bill, if the Senate approves.

The hybrid amendment (HR-11104) is sponsored by Senators Edward Kennedy (D-Mass.), Alan Cranston (D-Cal.), Philip Hart (D-Mich.), Walter Mondale (D-Minn.), Adlai Stevenson III (D-Ill.), Hugh Scott (R-Pa.), Charles Mathias Jr. (R-Md.), Richard Schweiker, (R-Pa.) and Robert Stafford (R-Vt.). It provides for matching funds, derived from an income-tax check-off system diverting \$2 per return, for Senate and House general elections and presidential primary campaigns. The Pell bill, with the same income-tax check-off system, would provide

funds in all federal primary and general elections. Candidates for each office would have to amass prescribed amounts from private sources before receiving matching funds according to provisions of both bills.

No cutbacks in outdoor advertising

Broadcasters don't seem to be on the receiving end, with OAAA prediction of continued viability of billboard ads

Visions of new money coming in from advertisers abandoning outdoor advertising in the crunch of the energy crisis danced in the heads of some broadcasters last week, but outdoor-advertising leaders said they were just that—dreams, and decidedly premature at best.

Though sources at some outdoor-advertising companies reported privately that their business was beginning to dry up out of advertisers' fear that billboard lighting would be severely reduced or eliminated, officials of the Outdoor Advertising Association of America said the opposite was true—that they had found "no indication of any slowdown" and that, in fact, reports they had received were "all positive." One OAAA official said Wednesday (Nov. 28) that of eight telephone calls he had received that morning, one inquired about the energy crisis and seven involved new business.

The OAAA board's executive committee, after meetings in Washington Tuesday and Wednesday, meanwhile recommended a voluntary 25% reduction of the use of energy, fuel as well as electrical, by its members. The committee specifically recommended that illumination of advertising signs be turned off at 10:30 p.m. An OAAA official noted that, since billboards normally are lighted from 6 p.m. to midnight, this in itself would represent a 25% reduction in electrical energy use.

He was unable to say how, if at all, clients' rates might be affected by the cut in lighting, asserting that the association, whose membership represents "the vast majority of standardized billboards," has nothing to do with the rates or other operating decisions of individual members.

L. Ray Vahue, OAAA chairman, called the recommended 25% cutback "the maximum reduction possible without substantial loss of jobs." He also said that Congress has called outdoor advertising an integral part of business and marketing, and expressed confidence that "pending legislation will treat all industries with equal fairness."

Outdoor-advertising billings have been estimated at about \$324 million a year.

Chairman Vahue said public utility reports indicate outdoor advertising's power consumption is "a negligible fraction—twenty-three ten-thousandths of one percent (0.00023%)—of the total kilowatt hours generated in the nation," and that most of this consumption is in off-peak hours "and in some instances actually contributes to the efficient operation of electrical generating stations."

House unit votes to let military buy broadcast time as Postal Service promises business

Appropriations bill would readmit radio and TV to recruitment budgets

With hints of disillusionment in print-only recruitment advertising, the House Appropriations Committee last week approved a defense-spending bill that would permit the armed forces to include broadcast advertising in their \$97-million recruitment and promotion budget. The allocation for recruitment and promotion in fiscal 1974 represents a 25% increase over the \$71 million of fiscal 1973.

The appropriations bill approved by the committee (H.R. 11575) would authorize the military to "allocate its funds between and among the competing media." In the current fiscal year, the armed forces were explicitly banned from using radio or television advertising.

In its report accompanying the bill submitted to the House, the appropriations committee cited Army figures on the results of nonbroadcast advertising. Of 280 magazine advertisements placed in 1972 by the Army, nearly half, 137, produced "no credible enlistments." The Army Auditing Agency was said to have found that the cost-effectiveness of print advertising ran to \$3,600 worth of space per recruit. "There is some indication," the committee report said, that "using the electronic media on a paid basis" may improve cost effectiveness in recruiting.

Representative Edward Hebert (D-La.), chairman of the Armed Services Committee, led a successful effort last year to bar the use of paid TV and radio time in the military's campaign to recruit an all-volunteer defense force. Mr. Hebert's office would not comment last week on his intentions when the bill reaches the House floor.

Senator Richard Schweiker (R-Pa.) has announced that he would fight for the restoration of broadcast-advertising rights in the defense appropriation. A spokesman said last week that Senator Schweiker has no plans "on how to do it yet, but will certainly make a try."

A Pentagon spokesman said that a paid-broadcasting campaign was in formative stages. "But we won't have anything final until we get approval from Congress."

Complaints over print-only campaign lead to Postal Service revelation of broadcast-advertising intentions

The ban on the use of broadcast advertising by the military has made some broadcasters exceedingly sensitive to the prospects that similar discrimination might be invoked for other public agencies. Witness a controversy last week

over a \$4-million ad campaign by the U.S. Postal Service which was designated print-only.

When news of the campaign filtered through to small-market broadcasters, the National Association of Broadcasters' Radio Information Office was hit with several dozen letters asking the NAB to voice strong disapproval.

NAB discovered that it was all a misunderstanding.

"At a time when broadcasters are just about the only media that aren't yelling at us about rate hikes," a Postal Service spokesman said, "we have no intention of getting them mad at us." The campaign, termed by the Postal Service "Question and Answers," is in fact print only, but it is only one campaign of nine that are proposed. And there is the likelihood five or six of those proposed campaigns will include broadcast advertising.

The "Questions and Answers" campaign was designed to have "heavy information content," James Schorr, a former Procter & Gamble marketing man now serving with the Postal Service, said. "There were good creative reasons that this program was in print. There is no parallel here to the Army ban. We tried out some radio spots in this campaign, but none could be made that got the information across and weren't boring."

In the last year, the Postal Service has run three test-marketing campaigns costing \$1 million that used broadcast advertising and plans another three in the next three months with TV and radio in the media mix, Mr. Schorr said.

Charles Jones of the Radio Information Office, who informally represented the NAB in its inquiry, said: "We're sure going to watch this one real close. I have a drawer full of promises for a lot of money to be spent in the next year."

Refinement for PSA's

Porter, Novelli & Associates, a division of Henry J. Kaufman & Associates, Washington agency, is applying media planning, distribution and measuring techniques to public-service advertising through its new CAPPS service (Computerized Advertisement Placement for Public Service).

In the media-planning area, CAPPS utilizes computerized market profiles to determine marketing strategies and objectives. The firm also offers tailored media distribution to implement PSA campaigns and evaluates message usage and effectiveness. While CAPPS functions are primarily for the broadcast media, the firm also services print.

CAPPS is headed by Bob Druckenmiller, formerly director of advertising and creative services for ACTION. CAPPS is currently involved in the national high-blood-pressure education program, and is also assisting in PSA campaigns of the Environmental Protection Agency and the U.S. Coast Guard.

CAPPS, Canal Building, 1050 31st Street, N.W., Washington 20007.

Broadcast Journalism

FCC moves farther into judgments of broadcast news

It censures CBS and admonishes ABC for news staging and orders NBC to comply with fairness doctrine, in decision headed for court test

More often than they like to think about it, the three network news operations are called upon by the FCC to defend themselves against charges of unfairness, news distortion and the like. Far more often than not, they emerge unscathed, although complaining about the time and effort they were called upon to spend in defense of their news programing. But last week, with each of the networks involved, the scenario had a different ending ("Closed Circuit," Nov. 26)—which in one case is expected to lead to a court test of the government's authority to regulate broadcast-news operations.

In separate actions, the commission:

- Affirmed a staff ruling that NBC had violated the fairness doctrine in its documentary, *Pensions: the Broken Promise*, broadcast Sept. 12, 1972. The FCC asked the network to report within 20 days on how it intended to fulfill its fairness-doctrine obligations.

- "Censured" CBS and admonished ABC for their alleged failure—until prodded by the commission—to make complete investigations of reports that their respective news organizations had staged or distorted news. However, the FCC said it planned no further action in those matters.

The commission adopted the order in the NBC case and the separate letters to CBS and ABC by 5-to-0 votes. Commissioners Nicholas Johnson and H. Rex Lee were absent.

It is the decision in the *Pensions* case—and what it says about the commission's authority to overrule broadcaster's judgments in such cases—that appears headed for court review. An NBC spokesman who predicted a court appeal would be taken "to protect the rights of investigative reporting on all networks, not just NBC"—called the commission's decision on *Pensions* a "setback."

NBC's official statement on the matter said that the documentary specifically undertook to deal with the deficiencies of many private pension plans and that the commission's decision held that NBC did not devote enough attention to successful pension plans. "NBC believes that the degree and nature of news treatment should involve news judgment rather than regulatory ones, and that the commission has applied its fairness doctrine to the point of raising First Amendment questions," the statement asserted.

The commission's investigation of allegations of news rigging on the part of CBS raises a question of the degree of privilege broadcasters may claim in refusing to turn over materials requested

by the commission, CBS had contended that it need not turn over documents reflecting interviews conducted by CBS attorneys because they are protected by the attorney-client privilege and lawyers' "work-product" doctrine. The commission rejected that argument, but did not press CBS for the materials. It noted that it could proceed without them. Thus, the question was not finally resolved.

The issue concerning the NBC documentary was raised in a complaint filed by Accuracy in Media, a conservatively oriented public-interest group that has filed a dozen fairness complaints against the networks and other broadcasters—but never previously won a favorable ruling from the FCC. AIM claimed the program gave a distorted view of private pension systems, promoting the impression "that failure and fraud are the rule."

NBC, in seeking review of the staff's ruling upholding AIM's complaint, said that in cases of investigative reporting—of which it's said *Pensions* was one—the commission should uphold the broadcaster's judgment as to whether a fairness obligation was involved, unless the judgment is clearly unreasonable. Otherwise, it said, broadcasters would take "a bland course rather than a brave one." And its position regarding *Pensions*—that the program did not raise a fairness-doctrine obligation—was clearly reasonable, NBC said.

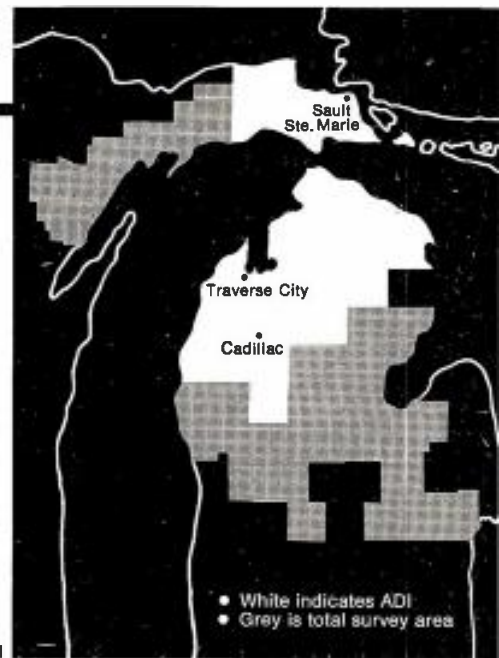
The commission disagreed. It noted that the program was broadcast at a time when Congress was considering several proposals to regulate private pension plans, that the program advocated regulations and that private and public groups were opposing such regulation.

It also said that if the broadcaster's First Amendment interests in freedom of journalistic expression is greatest in the field of news and documentaries—as NBC contended—the right of the public to have access to various competing viewpoints "is certainly no less compelling." NBC, the commission added, has considerable discretion in presenting those views: They need not be in the same program or in a separate documentary, as long as they appear in the network's "over-all programming," NBC said it had no such plans.

The alleged incidents of news staging by CBS and ABC were brought to the commission's attention by the House Investigations Subcommittee, which held hearings on them in May 1972 (BROADCASTING, May 22, 29, 1972). A subcommittee staffer last week said the panel had not yet decided whether it would issue its own report.

The commission, in its letter to the networks, said there was no evidence that their officers or managers had previous knowledge of the alleged violations or were responsible for them. It also said the networks appeared to have acted promptly to discipline employees found responsible for staging. And in further explanation of its decision to proceed no further, the commission noted that over the years the networks and the stations licensed to them had presented thousands of other news reports or documentaries

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on which it had received no allegations of distortion or staging. Some abuses in operations of that size are bound to occur, the commission said.

But investigation of reports of such misconduct was apparently another matter. The commission "censured" CBS—and said the network had been "derelict" in its duty—for its "failure" to examine two incidents thoroughly until after being confronted with evidence developed by the commission. The commission said it was particularly concerned on this point in view of its finding four years ago that CBS had failed to make an adequate investigation of charges its employees at WBBM-TV Chicago had been guilty of rigging in a documentary on a marijuana-smoking party at Northwestern University (BROADCASTING, May 19, 1964).

The commission also said it does not believe CBS's reliance on the attorney-client privilege and the lawyer's "work-product doctrine" to refuse to turn over certain materials "provides a satisfactory basis for proceeding" in such matters. It said that it leaves to the licensee the task of investigating alleged incidents of staging "and must necessarily rely upon a complete report of the licensee's efforts."

The commission criticized ABC for failing to make an adequate investigation initially of one of three incidents called to its attention. However, the commission said a second investigation, which it had requested, appeared to cover "all principal avenues of inquiry."

CBS issued a statement asserting that its investigation "was thorough to the best of our abilities, and our report to the commission was accurate and complete." It also said the commission's request for information it considered privileged "was beyond [the commission's] authority." ABC had no immediate comment.

The two stories that the commission said CBS had initially failed to investigate sufficiently for authenticity involved female law enforcement (*Powderpuffs and Handcuffs*) and water pollution (Orange county marine life story), both broadcast by CBS's KNXT(TV) Los Angeles. The commission said CBS subsequently acknowledged fault on the part of its employees in connection with *Powderpuff*. As for the second story, in which pickled laboratory specimens were allegedly filmed to portray dead sea animals lying on the beach, the victims of pollution, the commission said "no further evidence is available." It was aired seven years ago.

The commission felt there was no need to investigate further the four other cases. In two—involving the drinking of cheap wine by young people and the easy availability of dynamite in some areas—CBS had already suspended the reporter found to be responsible for staging in both.

The commission also noted that, in connection with Rod Serling's *Wonderful World of . . . Prejudice*, another KNXT

program, CBS conceded that some sequences "might have been misinterpreted by some viewers as representing actual facts rather than a contrived illustration" and has said it will take "extra precaution . . . in the future to avoid such misinterpretation."

The sixth case involved a brief excerpt from a CBS News broadcast in May 1968, in which then-Governor Roger D. Branigin of Indiana, at the time an ostensible candidate for the Democratic nomination for President, was seen delivering part of a speech. The question was whether Governor Branigin had repeated a portion of the speech for the camera crew. The commission said it did not disagree with CBS's conclusion that no disciplinary action was warranted in view of the dim recollections of employees regarding the 1968 event and the fact that no employees acknowledge requesting the governor to repeat a portion of the speech for the cameras. Furthermore, the commission said, even assuming the truth of the allegation, "we are not certain that the public was deceived about a significant matter."

The incident ABC was said to have failed to investigate adequately without a commission prod involved a student demonstration at a Los Angeles high school, which had been covered by ABC's KABC-TV on March 6, 1970. The commission said that the information now available leads to the conclusion that the allegation of improper activity on the part of ABC personnel is "unproved."

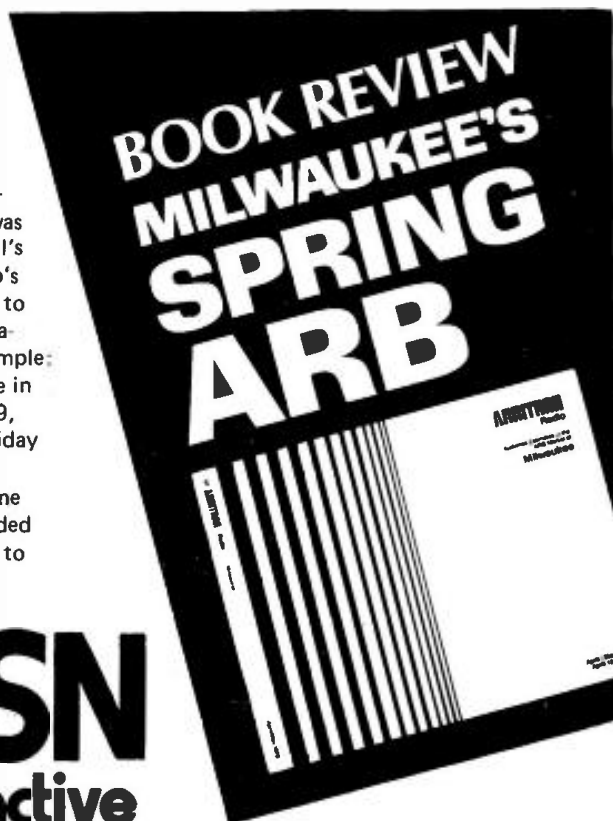
The other two incidents involved stories on the decline of gambling in Las Vegas and the effort of the Seattle Police Department to familiarize policemen's wives with their husband's work. The commission said ABC found evidence of staging in both cases and immediately took action against the employees involved and "re-emphasized" to the news staff the importance of complying with policies designed to prevent news staging.

The commission frequently stated it is not the arbiter of truth in news programs. And its reluctance to involve itself in questions of truth or falsity of news was cited in the letter to CBS as one of the reasons the commission was not giving further consideration to the six incidents of alleged staging. "This is a sensitive area and we are constantly concerned that our processes do not inhibit licensees' freedom or willingness to present programming dealing with difficult areas facing our society," the commission said.

The commission sought to tell Representative Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee and its Investigations Subcommittee, its policy for dealing with rigging, in a letter announcing its plans to look into the incidents on which the subcommittee had held hearings. It called staging a most "heinous act" against the public interest, but said that it was a difficult problem to examine and has "many gray areas" and "many coming clearly within a licensee's journalistic judgment." What concerns the commission, it said, was "the presentation of a purportedly significant event which did not in fact occur."

Here's a book that will delight any media buyer because of its basic simplicity. WISN (Milwaukee's Radio-active station that was such a hit in last Fall's issue) plays the hero's role. We don't want to give the whole plot away, but here's a sample: WISN is number one in target adults, 25 - 49, Monday through Friday in the metro survey area. This two-volume classic is recommended for anyone who has to deliver adults in a big way.

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John Hinkle
Vice President
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Avoiding a hot issue: ABC News deletes 43-second portion of 'Fire' documentary

**Court injunction of burning-crib
segment to be appealed by network**

ABC-TV took the rare if not unprecedented step of blacking out a segment of a documentary last Monday night (Nov. 27), deleting a 43-second scene of a burning crib as one of two alternatives under an injunction won by the crib's manufacturer.

It was believed to be one of the few and perhaps the first instance of prior restraint of news in network and possibly broadcasting history. ABC was preparing last week to take the case to higher courts.

Smith Manufacturing Co., Salem, Ind., won the injunction in Jackson County (Ind.) Circuit Court, where it had sought to prohibit showing of the documentary, *Close-up on Fire* (8-9 p.m. EST), and also is seeking \$5.5 million in damages on libel charges (BROADCASTING, Nov. 26).

ABC sources said the injunction issued by the Indiana court required ABC either to delete the scene or change the script. But they said there was not time enough to comply with all of the order's requirements—the injunction was issued Monday—and that the program had been too widely promoted to postpone its showing.

Some observers wondered why ABC had not invoked a U.S. Supreme Court decision that, they said, held that libel cases may not be enjoined—that the alleged libel must first appear, after which damage suits may be filed. ABC sources suggested, however, that pre-broadcast publicity and pre-reviews of the program may have made the Supreme Court ruling inapplicable or at least of questionable validity in this case.

There was no immediate explanation of the decision to blackout the segment on the entire network rather than only on the station or stations within the Indiana county court's jurisdiction.

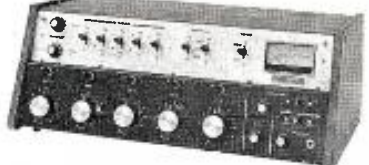
Lawyers for the Smith company have claimed that the J.C. Penney Co. canceled orders for the manufacturer's baby crib after pre-reviews of the documentary appeared in a New York newspaper, and that a New York department store had withdrawn it from sale.

The short filmed segment, showing a crib burning after being lighted by a paper match, was part of an ABC News program dealing with a variety of flammable materials and pointing up a lack of federal standards and industrial and other precautions to protect against fire damage, injury or death.

Where the burning-crib scene was to have appeared, viewers were advised that "this portion of the program is the subject of continuing litigation and therefore has been eliminated at this time."



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Sweet smell of success at NBC News in the morning

Mixed, perhaps, with the scent of blood at CBS's inability to dent 'Today' show's lead; they ought to give up, says Schulberg

With the *Today* show's Niensens leveling off at over 6 (6.5 as of Nov. 11), and the *CBS Morning News* new format hitting its Nielsen high at 1.8 after four months, the familiar tune of morning news competition is a low blues number for CBS. For NBC it's something to crow about.

This Thursday (Dec. 6) marks the four-month "anniversary" of CBS News's new a.m. format with anchorpeople Hughes Rudd and Sally Quinn. The milestone will be celebrated in silence, however. After watching the format's ratings twitch between 1.4 and 1.8, and its share quiver from 14 to 18%, CBS is tight-lipped this winter on the topic of morning news. The network's brassy build-up of its a.m. duo this past summer, coupled with a barrage of harsh publicity given to the TV arrival of Ms. Quinn, makes CBS's silence understandable.

On the other hand, *Today's* executive producer, Stuart Schulberg, is as talkative as ever. His advice to *CBS Morning News* people is to "quit," and give the morning hour back to local stations, "unless they want the prestige of carrying the flag as our competitor." As Mr. Schulberg sees it, "a show that's tried every format, from straight news to even an outright imitation of *Today* and still has no more than a two rating, which we often triple, should give up." CBS will take little comfort from his one concession: He readily concedes his program's standing as a TV institution (at 21, it's the oldest weekday format in TV), and admits it's "an awful lot for someone else to overcome."

Executive producer of *Today* since 1969, Mr. Schulberg says he "never minded the competition. It's a good idea for people to have a choice, and CBS's show is a good news show. It's not a failure as a program; it's only a failure as competition to *Today*—and if that's the only standard CBS is interested in, then the show is a failure."

Mr. Schulberg believes the tremendous amount of publicity given Ms. Quinn was "a strategic mistake" by CBS. "They



Schulberg

were responsible for the oversell of Sally Quinn," Mr. Schulberg insists. "No one, not even Ingrid Bergman, could have lived up to that build-up. The promotion had to make her an anticlimax. How could anyone possess the wisdom, the wit, and all the sex appeal she was supposed to have?"

Ms. Quinn, former star writer for the *Washington Post* "Style" section, was reportedly nabbed for the *CBS Morning News* by its executive producer, Lee Townsend. According to the May *New York* magazine article which backed her into a corner of scathing publicity, Ms. Quinn was given a six-week crash course on the art of live TV reporting. CBS News spokesmen say she is working hard to improve her TV delivery, criticized by some as too effete for a news broadcast.

Mr. Schulberg feels Ms. Quinn "has the kind of personality and sophisticated speech pattern that don't travel well across the Potomac and the Hudson." The *Today* baron cites her reference to the meat shortage on her fourth news broadcast: "What you're eating at home with a nice bottle of Beaujolais and some Bearnaise just might be horsemeat," she told her audiences. "Well, it's not that we may not be reduced to eating dog food before long, but it would be nice to know it. That way at least you wouldn't buy

quite such a good bottle of wine."

But that was in the beginning, and Ms. Quinn has been receiving less and less criticism. Anyway, Mr. Schulberg remarks, personality promotion is not a necessary to ratings success. "The *Today* show is bigger than its personalities," he insists. "I've always said, if we do a *Today* show in Ireland, and we all fly over in one little plane, and the plane goes down, there'd still be a *Today* show the next morning. Edwin Newman or someone would sit in. The show has its own momentum to carry it through."

Personality is not CBS's only problem, Mr. Schulberg emphasizes. "They might as well have stayed with Hart and Benton." (John Hart and Nelson Benton, Mr. Rudd's and Ms. Quinn's predecessors on the *Morning News*.) "Basically their problem is that people do not want hard news early in the morning. They prefer the kind of morning entertainment we offer. CBS is like a newspaper. We're like a magazine, with a wide variety of things." *Today* (broadcast from 7 to 9 a.m.) provides 22 minutes of hard news, on the hour and half hour. "It's good, updated, 'front page' coverage," Mr. Schulberg says. "There really isn't that much news breaking in the early morning anyway—except for international news and fires. I'd say about one-quarter of our news actually breaks on *Today*."

CBS News (broadcast from 7 to 8 a.m.) has tried dishing out feature breaks from hard news: raps on tennis, cancer, books, hot-air balloons, editorials, and even a take-off on Dick-and-Jane called "Hughes Rudd and his trip to the Jungle." The first Rudd-Quinn show featured comic Marshall Efron preparing a meal made from dollar bills and coins—cheaper than food, was the point.

A clue to the morning-news mystique appears in Mr. Schulberg's evaluation of the morning viewer—"an interested, concerned, responsible person, getting up early trying to gain information," he observes. "The morning viewer is a different animal than the evening viewer." Ms. Quinn made it clear early on that she doesn't share in such pre-dawn delight; the hours (she gets up at 1:30 a.m.) are "just killing me. If I had my choice I would go to work at 11 in the morning."

Re-opening. A new edition of *The Open Mind*, discussion series on WNBC-TV New York in the late 1950's, will appear as a special on WPIX(TV) New York on Dec. 16 at 9-10 p.m. Richard D. Heffner, communications consultant and professor of communications and public policy at Rutgers University, who was director of public affairs programs for WNBC-TV when he produced and moderated *Open Mind* will be producer-moderator for the special. The subject, as it was on the first program in 1956, will be "The Presidency." Panellists this time will be historian Arthur Schlesinger, former Senator Eugene McCarthy (D-Minn.) and columnist-commentator Jeffrey St. John.

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Computer magic. CBS News archivist Sam Suratt (l.) doubles as "magic-machine" instructor with administrator Nancy McGrath. The Tymshare Inc. microsearch system, a network first, will give CBS News personnel a touch index to broadcasts—and an efficient way to meet anticipated charges of inaccurate reportage.

CBS News's magic machine: instant index to its past

Microfilm retrieval system, tied into California computer, provides fast handle on yesterday

He may not be Tom Swift, but CBS News archivist Sam Suratt is becoming known as the man with the magic machine. To critics of CBS News broadcasts, he may become known as the man with all the facts.

The machine is a Tymshare Inc., archival-retrieval microfilm system, which is hooked into Tymshare computers in Cupertino, Calif., and which looks like a microfilm screen with a teletype keyboard. It cost CBS News about \$10,000, plus salaries for a four-person staff to formulate a data base, plus an average \$2,000 a month for computer time.

The system will eventually be programmed with all CBS News broadcast transcripts and indexed descriptions of graphic material on news film and tape. By Jan. 1, 1974, the archives department at CBS will have its own \$15,000 mini-computer, two brand new terminals, and all CBS News broadcasts programed and coded for 1973.

Mr. Suratt ordered the microsearch system a year and a half ago. "Since 1969 there has been a steadily increasing amount of criticism, a constant flow of it, in fact, against the networks. With this machine, eventually, every time someone says we're not discharging our duties properly, we'll say 'yes we are' and prove it with transcripts," Mr. Suratt explained. "The other purpose of the machine is to find what we said so we can say it again." The system will provide CBS with an almost instant defense against misbroadcasting charges, Mr. Suratt said.

But unfortunately, the first real test was a month too early.

"The last charge we had against us concerned [presidential adviser Patrick] Buchanan's complaint of unfair CBS coverage of the President's bombing of Haiphong," Mr. Suratt said. "But we're

only coded as far back as January, and that reference was to December," he added. Mr. Suratt and his staff have three cassettes, each crammed with transcript programing for two months of 1973. "It takes about two days to code one week of transcripts," Mr. Suratt explained. "By 1975 we should be complete for 1971 through 1974."

"All we've done is modernize the coordination of the archive material to allow a person to sit in one spot, take a subject, and play with that subject, narrow it, widen it, get all the necessary information," the archivist said proudly. "It will take a little while for the producers to get used to this," Mr. Suratt added.

One of Mr. Suratt's most satisfying tete-a-tetes with the machine happened just after Representative Gerald Ford was nominated for Vice President. "I ran in, punched out 'Gerald Ford' right before the announcement, and came out with five 'hits' for Ford on CBS in the first six months of the year. So I went around the corner to the video-tape room, thinking we could rush those hits for a broadcast, but the problem was we were broadcasting out of Washington," and the material was in the New York archives. "It's not quite fast enough for instant analysis," Mr. Suratt conceded.

Mr. Suratt said CBS News is making plans to acquire yet another machine for its archives by the end of the year. The new gadget is nicknamed "FRIC," for film retrieval inventory control—a Tymshare Inc. keyboard microsearcher just for indexing newsfilm footage. "This one's a real whiz bang," Mr. Suratt observed. "It's going to track all of our footage in connection with existing film files for an on-line recall system. And with about 50,000 feet of newsfilm coming in here every day, it's going to be a big help." The FRIC and its sibling transcript retrievers will run by the same Tymshare mini-computer.

DuPont-Columbia harvests bumper crop of honors

Quality of entries prompts judges to append 11 citations to list of nine awards winners

Winners of the 1972-73 Alfred I. duPont-Columbia University Awards in Broadcast Journalism were announced Sunday (Dec. 2) by Dr. William J. McGill, Columbia president. The nine award winners, and the 11 recipients of the first duPont-Columbia citations for distinction in broadcast journalism will be honored Dec. 13 at the university's Morningside Heights campus. Among those presenting awards at the ceremonies commemorating the 30th anniversary of the duPont awards will be Lowell Thomas, in 1945 the third annual award winner; Pauline Frederick, in 1953 the first woman commentator to win a DuPont award, and Senator Mark Hatfield (R-Ore.). Mr. Thomas's 43-year old CBS Radio broadcast will originate Dec. 13 from the awards ceremony.

In a comment on the year's judging, the eight-member awards jury noted that "five years ago when Columbia began administering the awards, the exhibits submitted by local stations, however worthy and well-meant, were generally not of network quality. . . . Five years ago there was one local documentary which the duPont jurors found equal in scope and technique to the best network product. This year there were dozens. . . . To recognize this striking increase in top-quality public-affairs programming," the jurors cited an additional 11 stations and individuals for "distinction in broadcasting."

Regular duPont-Columbia award winners are:

- KGW-TV Portland, Ore., for its 90-minute program on the city's skid row, *Death of a Sideshow*. Sen. Hatfield will make the presentation to KGW-TV, the first Oregon station to receive a DuPont award.

- WBBM-TV Chicago, for *The Rape of Paulette*, which the jury termed "an unflinching look at the crime of rape."

- WTRF-TV Hartford, Conn., for its 60-minute investigative report, *The Nine-Year-Old in Norfolk Prison*, described by the jury as "an inquiry into the justice of the conviction of a mentally retarded 28-year-old black man for murder."

- Arthur Holch and ABC News for *Chile: Experiment in Red*, a 60-minute examination of "a then neglected and very timely subject."

- Irv Drasin and CBS News for *You and the Commercial*, which the jury termed "possibly the bravest network documentary of the year."

- Robert Northshield and NBC News for *The Sins of the Fathers*, a documentary on "the orphaned and abandoned children of the Vietnamese war." The jury called Mr. Northshield "the media's unquestioned poet of the youth-

ful innocent adrift in a violent and heartless grown-up world."

■ Dick Eubert and Group W for *And The Rich Shall Inherit the Earth*, which the jury described as "the definitive treatment of the growth of the big agricultural conglomerates and the tragically rapid disappearance of the small family farm in America."

■ Elizabeth Drew and the National Public Affairs Center for Television for *30 Minutes With . . .* which the jury called "an admirable series of interview portraits . . . TV interrogation at its most informed and incisive." Ms. Frederick, of NBC News, will present the award to Ms. Drew, the second woman journalist to be honored with a duPont award.

■ KNX Radio, Los Angeles, for editorials which "reached out to bring in voices in the community who could speak with equal authority and conviction on matters of controversy and concern."

Award winners will receive a silver sculpture designed by eminent architect Louis Kahn.

Winners of citations are: noncommercial KCET(TV) Los Angeles, for minority coverage; George T. Osterkamp and KPDX-TV San Francisco, for *And Now the News*; noncommercial KQED(TV) San Francisco, for *The Greatest California Land-Grab*; Geraldo Rivera and WABC-TV New York, for *The Littlest Junkie: A Children's Story*; WITI-TV Milwaukee, for *Post Vietnam Syndrome*; Craig Gilbert and WNET(TV) New York, for *An American Family*; Bill Leonard and WRC-TV Washington, for *Families on the Road to Somewhere*; William Turque and WNBC-TV New York, for *Fort Apache*; Don Dewitt and CBS News for *60 Minutes*; the Rev. Donald J. Casey and World Horizon Films for *The Healer and Campamento*; and WJBO(AM) Baton Rouge, La., for investigative reporting.

The duPont-Columbia Program was established in 1968 through an agreement between the duPont Awards Foundation and the Columbia Graduate School of Journalism. The program, funded by the foundation named for the Florida financier Alfred I. duPont, was created in 1943 by his widow, the late Jessie Ball duPont "to stimulate distinguished performance throughout the United States on the part of those who participate in or who are responsible for the dissemination of news and education through mass media."

The awards jurors are Elie Abel, dean of the Graduate School of Journalism and former NBC News correspondent; Richard T. Baker, acting dean of the Graduate Journalism School; Edward W. Barrett, director of the Communications Institute, Academy for Educational Development; Dorothy I. Height, president of the National Council of Negro Women; John Houseman, director of the Juilliard School drama division, Lincoln Center; Sig Mickelson, former president of CBS News and now professor of journalism at Northwestern University, and Michael Novak, author and educator. Louis G. Cowan, former CBS-TV president and now at the Columbia Journalism School, is adviser to the program.

Music

Rock television: old enough to wonder where it's going next

Now that the format is established to the point that it's in prime time, producers of music shows look to the point that it's in prime time, from the concert and into an event

Rock TV is not content to remain a stepchild of the variety-show format. Nor does it seem satisfied with a purely studio or concert concept, relegated to weekend fringe-time scheduling. And there seems to be a change in attitude about stereo FM simulcasting for this growing, youth-targeted programming phenomenon. While rock-TV airtime increases, major production figures see a trend toward the "event show concept" which may indicate the nature of future spin-offs of this format as it is now constituted.

Three producers currently dominate the rock-TV scene. Don Kirshner, who remains creative consultant for ABC-TV's *In Concert*, is currently in 120 markets with his Viacom-syndicated *Don Kirshner's Rock Concert*. Burt Sugarman puts together *The Midnight Special* for NBC-TV, and Dick Clark is *In Concert*'s current producer as well as producer for the ABC-TV mini-series, *Dick Clark Presents the Rock & Roll Years*, which began its five-week network run last week. Mr. Kirshner seems to have attracted the title of "king of rock TV" being the first producer of the first rock concert series, *In Concert*. But Mr. Clark's early entry into the field, *The Dick Clark Show*, an evening ABC-TV stage-oriented series which ran from 1957 to 1961, was the groundbreaker as the music was just beginning to exert its cultural impact. And surely Mr. Sugarman's early 1970 NBC-TV special, *The Switched On Symphony*, which brought together classical and progressive-rock musicians, was an important milestone in establishing a more positive television image for rock music in general.

All three producers believe that the rock-TV format is still in a fluid state, however old it may be and whoever the founding father really is. Even the basic definition of the term "rock TV" is not a hard and fast one, for just what is meant by "rock music" depends on who is using it. But the producers all seem to agree that the format benefits from a broad concept, one that may inevitably produce an evolutionary change in the variety program rather than a simple youth-oriented alternative to it.

Dick Clark sees a long future for rock TV, as long as it remains flexible. Characterizing rock TV as "a shotgun marriage between Madison Avenue, rock and the broadcasting establishment," Mr. Clark views its audience as a "generally matured" youth population, whose musical tastes are more developed than they

were when *American Bandstand* was television's contemporary-music prototype, and whose tastes will continue to develop. Even his mini-series is not exclusively a nostalgia concept, indicating Mr. Clark's conviction that rock TV cannot afford the specialization that has occurred in rock radio. The "rock and roll years" his ABC-TV specials document extend up to the present day, with the talent line-up running the gamut from Pat Boone to Alice Cooper. The program is a good example of what an "event show" is, and because of its prime-time positioning, it cannot depend on an FM stereo simulcast itself to create that event atmosphere. Mr. Clark retains FM simulcasting for *In Concert*, but even here he makes it clear that rock TV need not be dependent on radio for its event impact. As the future for rock TV lies in a creative realm more ambitious than the confines of a concert hall, its permanent arrival into prime time cannot result in prime-time simulcasts; the FM rock stations are simply not geared toward the clearing of time for a special programming on a one-day-per-week basis during early-evening hours that may not be so totally sound-oriented.

Mr. Clark is as vague about the exact future of rock TV as are his competitors, although dramatic and comic elements apart from those discernible in a musical act's live performance seem to figure into the picture. Using the event show as a generic term to mask their more definitive plans for future rock-TV productions, Mr. Kirshner and Mr. Sugarman have also given some indication of what is to come as rock acts are no longer confined to the television studio and the concert stage in their current productions.

While *The Rock & Roll Years* is built around an over-all people-and-places approach to rock's cultural history, several of Mr. Sugarman's and Mr. Kirshner's projects have zeroed in on specifics. A recent *Midnight Special* focused on the bisexual flamboyance of its host, David Bowie, who surrounded himself with guests of his own choosing but turned over the verbal introductory chores to a Warhol-inspired update of a Zsa Zsa Gabor type. The over-all atmosphere was



Dick Clark onstage presenting his version of the rock-and-roll years.



Don Kirshner (r) backstage with John McLaughlin of the Mahavishnu Orchestra.

one of surrealism. Other recent British-based tapings by Mr. Sugarman included on-location shots outside London for the program built around host Peter Noone (former lead singer of the sixties' Herman's Hermits) and a hip department-store setting for classically influenced British rockers Procol Harum. "We don't want a solid concert or studio look," Mr. Sugarman explained, indicating that the weekly program (Saturdays at 1-2:30 a.m.) which books over 500 acts a year is taking on a new look, a departure from its past studio-based atmosphere.

In line with his desire to reach and please "as many as possible in the 18-49 bracket," Mr. Sugarman is working with NBC radio to set up an AM simulcast network for *Midnight Special*, as well as an FM stereo simulcast. In addition to exploring the possibility of making the program a twice-weekly series with the addition of a Saturday daytime slot (11:30 p.m.-1 a.m.), Mr. Sugarman reports he is exploring other half-hour and hour prime-time concepts for contemporary music-oriented series. He would not rule out any possibility from game shows to drama as potential vehicles for bringing rock musicians out of their current TV environment.

Don Kirshner regards the rock musician as already having supplanted the motion-picture star as media hero for today's youth and is moving in the "event show" direction without any radio simulcasting plans at this point. *Don Kirshner's Rock Concert* has already traveled to Macon, Ga., and Nashville's Grand Ole Opry House to build a show around the Allman Brothers. On the drawing boards is a tribute to the late Jim Croce with a documentary slant. He admits to be pondering the implications of David Cassidy exiting from *The Partridge Family* at season's end, leaving the door open for him to develop a situation comedy along the lines of his sixties series, *The Monkees*, with a new musical act as main attraction.

Defining rock simply as "music with a

beat," Mr. Kirshner sees the rock generation as one that "everyone eventually joins." Having retained the rights to the *In Concert* logo for the merchandising of songbooks, records and other future products, Mr. Kirshner is as vague about the future of rock TV outside the concert realm as his competitive position forces him to be. But here again, he alludes to a dramatic idea built around Alice Cooper, a haunted house and Halloween, among other concepts beyond the concert dimension.

The rock-TV concert concept is itself changing. Dick Clark will be adding a host to the *In Concert* format on ABC-TV, whose role he defines as providing an inconspicuous but important "Milton Cross-type" commentary to the events, already a departure from the true concert situation. But rock TV can be expected to change even more than by simply modifying its current format. Mr. Clark points to the current status of *The Sonny & Cher Comedy Hour* as a traditional variety series. A few years ago, it might have been viewed as a format alternative to hours hosted by personalities like Dean Martin and Carol Burnett. He sees the concert idea as being too rigid in and of itself to provide a long-range series categorization capable of bearing up under the in-format competition of multiple offerings in prime time. The *American Bandstand* originator may in fact show up on network television hosting a future youth-oriented answer to *The Ed Sullivan Show*, according to media sources, but presenting rock acts simply as rock acts is not necessarily the only way contemporary music may figure into future television programming, according to Messrs. Clark, Sugarman and Kirshner.

If, as Don Kirshner contends, rock personalities are as professional as any of show business's prime figures, they could indeed become the quiz show hosts and comedy/drama series leads of tomorrow. The producers pass on specific questions of direction with comments like, "Well, if I knew where rock TV was going, I wouldn't be talking about it." But their present plans at least imply they have a pretty solid idea of their role in the growth of the format.

Another small step in CBS's per-use suit

Delayed trial gets under way again; Dann is called to explain memo he wrote while still with network that said it needed BMI license or face competitive jeopardy

After a recess of almost six months, trial resumed last Monday (Nov. 26) in the suit brought by CBS-TV to compel the American Society of Composers, Authors and Publishers, and Broadcast Music Inc. to issue CBS a "per-use" license for performance rights (BROADCASTING, May 7). Among the witnesses called to testify by ASCAP was a former CBS-TV programming vice president, Michael Dann, now a consultant with the Children's Television Workshop.

The trial before U.S. District Judge



Burt Sugarman, who took *Midnight Special* off the stage and into a department store.

Morris E. Lasker was originally recessed because of federal guidelines giving priorities to criminal cases which Judge Lasker had also been called upon to adjudicate. Because of the extent of the recess, the trial resumed with a request from the bench calling upon the opposing counsels to "refresh mutual recollections of the facts" before the court. Mr. Dann was called to testify as a witness for ASCAP on the third day of the resumed proceedings.

Counsel for CBS-TV, Alan Hruska, assessed the case thus far and summarized the impact of its previous testimony with a three-pronged statement: (1) that there currently exists no current practice for direct performance licensing of copyrights; (2) that writers and publishers must assist in creating the mechanisms for this practice or else be found in violation of the antitrust laws, and (3) that writers and publishers will not "affirmatively and voluntarily" strip themselves of power by actions necessary to establish this practice unless the court rules that ASCAP and BMI comply with CBS-TV's request to deal with it on a per-use basis as opposed to the current flat-fee licensing procedures.

Following Mr. Hruska's summary, counsel for ASCAP, Jay Topkis, asserted that the existing licensing procedure is delicate, and that the consequences of tugging at the current structure in one spot cannot be adequately anticipated at other points. After summarizing ASCAP's challenge to the CBS-TV suit on the basis that there is no demonstrable need for a per-use license since no network has ever sought to deal directly with composers and publishers before, the counsel for BMI, Amayla Kearsse, briefly echoed Mr. Topkis's remarks.

Michael Dann took the stand on Wednesday and was immediately questioned by Mr. Topkis concerning an affidavit Mr. Dann had presented to the court in a related matter on July 7, 1970, during his last week of employment at CBS-TV. Basically, Mr. Dann's affidavit

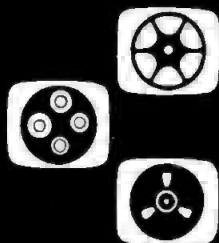


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was filed in support of the network's claim that to operate without a BMI license would place it in competitive jeopardy. Mr. Dann's original argument hinged on the degree of bargaining power that major variety-show personalities exercised in the selection of music material for on-air performance. In part Mr. Dann testified: "The bargaining power of the performer today . . . is substantially less. . . . The business has changed in the last three or four years, substantially enough to make me question that statement now."

The trial was expected to continue through the week of Dec. 10. The court expects to hear further testimony from ASCAP and BMI witnesses including composer Aaron Copland. Sources close to both ASCAP and CBS-TV attending the trial estimated that the verdict may be as much as six months away. The CBS-TV complaint was first filed almost four years ago on Dec. 31, 1969. Should Judge Lasker find in favor of CBS-TV, the judgment would still be subject to an appeal. Should CBS-TV win the appeal as well, a second trial would still be necessary to determine the exact form the per-use license should take. Directly and indirectly related counterclaims by ASCAP and a BMI-filed antitrust suit, all seeking to impose severe penalties on CBS and others, have yet to be adjudicated, possibly delaying a final judicial wrap-up for a number of years.

Breaking In

"Spiders and Snakes"—*Jim Stafford (MGM)* ■ Swamp music has been missing from contemporary radio since Tony Joe White's "Polk Salad Annie" and "Amos Moses." But Jim Stafford has come along in the last few months to replace him with songs like "Swamp Witch" and "Spiders and Snakes." This half-talk/half-croon style with a great reliance on picked-guitar breaks is simple and uncluttered. Such music traditionally draws adults, skewing slightly toward women, and a survey of stations playing "Spiders and Snakes" shows the pattern holding true. A concern: whether the coolness of Northeastern audiences to swamp music will keep "Spiders and Snakes" from going top-10 nationally; "Swamp Witch" never made above 33 on BROADCASTING's "Playlist."

Some of the stations playlisting "Spiders and Snakes" last week included WAYS (AM) Charlotte, N.C.; WHHY (AM) Montgomery, Ala.; KJR (AM) Seattle; WMAK (AM) Nashville; WIXY (AM) Cleveland; WSAI (AM) Cincinnati, and WRC (AM) Washington.

This Time I'm Gone For Good—*Bobby Bland (ABC/Dunhill)* ■ When ABC bought out the largely gospel-oriented Duke/Peacock label early in the year, a number of established soul acts also moved from their Houston home base as

part of the deal. The most famous of these was Bobby "Blue" Bland, and ABC/Dunhill's Steve Barri became his Los Angeles-based producer.

"This Time I'm Gone For Good" is the first single released from the Barri-Bland LP session, and there are indications that the combination is working to give the long-time blues musician a pop hit, something he hasn't enjoyed since the early sixties when songs like "Turn On Your Lovelight" and "Call On Me" helped to establish his style with both black and white audiences.

The single is about to make its cross-over move, having already proved itself on such soul stations as WJPC (AM) Chicago and KATZ (AM) St. Louis. Music director Ron Brothers at KUDL (AM) Kansas City, Kan., is watching the record closely, being a "Bland freak" who has for too long "watched him being ripped off by everyone from Tom Jones to Elvis Presley." As of last week, top-40 stations programming the Bobby Bland single as an LP out included KLIF (AM) Dallas and KYA (AM), San Francisco.

"I Can't Stand the Rain"—*Ann Peebles (Hi)* ■ This record has taken the better part of four months to cross over from R&B airplay. Few programmers have rushed on "I Can't Stand the Rain." Most have listed this single for fear of getting caught without it.

"I Can't Stand the Rain" is the kind of record that has had to prove itself every step of the way. It is raw, perhaps even



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An important
new single.

"Will you
love me
tomorrow?"

Produced and Directed by Peter Schekeryk

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Distributed by Famous Music Corporation, A Gulf + Western Company

The Broadcasting Playlist™ Dec 3

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

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	Photograph (3:59) Ringo Starr—Apple	2	1	1	1
3	2	2	Top of the World (2:56) Carpenters—A & M	1	2	2	3
2	3	3	Midnight Train to Georgia (3:55) Gladys Knight & the Pips—Buddah	5	3	3	2
6	4	4	Goodbye Yellow Brick Road (3:13) Elton John—MCA	4	4	7	7
4	5	5	Just You 'n' Me (3:44) Chicago—Columbia	6	5	6	5
5	6	6	Heartbeat, It's a Love Beat (2:59) DeFranco Family—20th Century	3	11	5	6
10	7	7	Space Race (3:21) Billy Preston—A & M	9	7	4	9
7	8	8	I Got a Name (3:09) Jim Croce—ABC/Dunhill	8	6	8	7
15	9	9	Hello It's Me (3:27) Todd Rundgren—Bearsville	11	8	9	8
12	10	10	The Love I Lost (3:39) Harold Melvin & the Blue Notes—Philadelphia Int'l.	10	12	10	11
8	11	11	Paper Roses (2:39) Marle Osmond—MGM	7	10	11	12
9	12	12	Angie (4:30) Rolling Stones—Rolling Stones	12	9	13	10
17	13	13	Leave Me Alone (Ruby Red Dress) (3:26) Helen Reddy—Capitol	13	14	12	15
13	14	14	All I Know (3:48) Art Garfunkel—Columbia	14	13	18	17
11	15	15	Keep on Truckin' (3:21) Eddie Kendricks—Tama	16	15	16	13
19	16	16	The Most Beautiful Girl (2:42) Charlie Rich—Epic	15	16	14	16
16	17	17	Let Me Sere-nade You (3:13) Three Dog Night—ABC/Dunhill	17	17	17	14
23	18	18	Mind Games (3:59) John Lennon—Apple	18	18	15	21
25	19	19	Time in a Bottle (2:24) Jim Croce—ABC/Dunhill	19	20	20	19
35	20	20	Painted Ladies (3:30) Ian Thomas—Janus	21	19	23	20
27	21	21	Smokin' in the Boys Room (2:57) Brownsville Station—Big Tree	33	24	19	18
21	22	22	Show and Tell (3:28) Ai Wilson—Rocky Road	22	21	27	22
21	23	23	Ooh Baby (3:14) Gilbert O'Sullivan—Mam	20	22	22	31
33	24	24	D'yer Mak'er (3:15) Led Zeppelin—Atlantic	31	26	21	23
34	25	25	Rockin' Roll Baby (3:15) Stylistics—Avco	25	24	24	26
31	26	26	Be (3:52) Neil Diamond—Columbia	28	23	25	28
41	27	27	If You're Ready (Come Go with Me) (3:19) Staple Singers—Stax	27	29	28	24
26	28	28	My Music (3:04) Loggins & Messina—Columbia	26	27	26	27
20	29	29	We May Never Pass This Way Again (3:50) Seals & Crofts—Warner Brothers	23	28	29	38
32	30	30	You're a Special Part of Me (3:15) Diana Ross & Marvin Gaye—Motown	29	30	32	33
36	31	31	The Joker (3:36) Steve Miller Band—Capitol	34	35	31	25
14	32	32	Half Breed (2:42) Cher—MCA	24	37	33	34
38	33	33	Helen Wheels (3:45) Paul McCartney—Apple	41	31	30	30
24	34	34	Knockin' on Heaven's Door (2:28) Bob Dylan—Columbia	32	34	34	37
29	35	35	Yes We Can Can (3:55) Pointer Sisters—Blue Thumb	35	32	35	36
18	36	36	Ramblin' Man (3:36) Allman Brothers—Capricorn	30	33	40	42
39	37	37	Mammy Blue (3:41) Storles—Kama Sutra	38	40	37	29
42	38	38	Never Never Gonna Give You Up (3:58) Barry White—20th Century	37	36	39	35
28	39	39	Come Get To This (2:40) Marvin Gaye—Tama	36	39	36	40
43	40	40	Who's in the Strawberry Patch with Sally (2:23) Dawn—Bell	39	38	38	39
30	41	41	That Lady (3:09) Isley Brothers—T-Neck	40	41	41	49

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
37	42	42	Living for the City (3:12) Stevie Wonder—Tama	42	44	43	41
53	43	43	Let Me Be There (3:00) Olivia Newton-John—MCA	46	43	42	50
—	44	44	Smarty Pants (2:40) First Choice—Philly Groove	51	42	44	42
57	45	45	Pretty Lady (3:10) Lighthouse—Polydor	49	46	45	44
47	46	46	Loves Me Like a Rock (3:32) Paul Simon—Columbia	43	45	47	55
50	47	47	Let's Get It On (3:58) Marvin Gaye—Tama	44	50	48	52
51	48	48	Tell Her She's Lovely (3:50) El Chicano—MCA	45	51	50	47
49	49	49	Spiders & Snakes (3:03) Jim Stafford—MGM	47	47	52	46
40	50	50	Free Ride (3:05) Edgar Winter Group—Epic	50	52	46	45
44	51	51	Higher Ground (3:10) Stevie Wonder—Tama	48	54	48	51
59	52	52	Sweet Understanding Love (2:59) Four Tops—ABC/Dunhill	52	57	51	48
62	53	53	Sister Mary Elephant (3:36) Cheech & Chong—Ode	*	86	*	32
45	54	54	Summer (The First Time) (4:37) Bobby Goldsboro—United Artists	58	48	53	58
61	55	55	Corazon (3:56) Carole King—Ode	53	49	57	54
—	56	56	I've Got to Use My Imagination (3:29) Gladys Knight & the Pips—Columbia	63	53	56	53
75	57	57	Me and Baby Brother (3:30) War—United Artists	62	60	54	56
63	58	58	Dream On (3:25) Aerosmith—Columbia	55	64	59	60
—	59	59	A Song I'd Like to Sing (3:34) Kris Kristofferson & Rita Coolidge—A & M	54	56	65	65
72	60	60	Are You Lonesome Tonight (3:12) Donny Osmond—MGM	60	63	60	62
—	61	61	American Tune (3:44) Paul Simon—Columbia	59	55	61	*
65	62	62	Why Me (3:25) Kris Kristofferson—Monument	57	58	64	*
—	63	63	Big Time Operator (2:36) Keith Hampshire—A & M	61	62	69	63
—	64	64	Walk Like a Man (3:21) Grand Funk—Capitol	68	*	58	57
56	65	65	Some Guys Have All the Luck (3:29) Persuaders—Atco	56	59	73	*
—	66	66	Last Kiss (2:25) J. Frank Wilson & the Cavaliers—Virgo	70	61	62	70
—	67	67	Last Kiss (2:31) Wednesday—Sussex	64	80	63	66
—	68	68	River of Love (2:39) B. W. Stevenson—RCA	69	68	70	64
74	69	69	Rock On (3:13) David Essex—Columbia	74	65	74	61
—	70	70	When I Fall in Love (3:00) Donny Osmond—MGM	67	71	71	71
—	71	71	Half a Million Miles (3:00) Albert Hammond—Mums	75	67	*	68
64	72	72	Let Me In (3:38) Osmonds—MGM	71	*	66	*
68	73	73	Nutbush City Limits (2:57) Ike and Tina Turner—United Artists	*	*	55	69
—	74	74	The Day that Curly Billy Shot Crazy Sam McGee (4:25) Hollies—Epic	*	69	*	72
67	75	75	There Ain't No Way (3:14) Lobo—Big Tree	*	66	67	*

Alphabetical list (with this week's over-all rank): All I Know (14), American Tune (61), Angie (12), Are You Lonesome Tonight (60), Big Time Operator (63), Come Get To This (39), Corazon (55), D'yer Mak'er (24), The Day that Curly Billy Shot Crazy Sam McGee (74), Dream On (58), Free Ride (50), Goodbye Yellow Brick Road (4), Half a Million Miles (71), Half Breed (32), Heartbeat, It's a Love Beat (6), Helen Wheels (33), Hello It's Me (9), Higher Ground (51), I Got a Name (8), If You're Ready (Come Go with Me) (27), I've Got to Use My Imagination (56), The Joker (31), Just You 'n' Me (5), Keep on Truckin' (15), Knockin' on Heaven's Door (34), Last Kiss (66), Last Kiss (67), Leave Me Alone (Ruby Red Dress) (13), Let Me Be There (43), Let Me In (72), Let Me Sere-nade You (17), Let's Get It On (47), Living for the City (42), The Love I Lost (10), Loves Me Like a Rock (46), Mammy Blue (37), Me and Baby Brother (57), Midnight Train to Georgia (3), Mind Games (18), The Most Beautiful Girl (16), My Music (28), Never Never Gonna Give You Up (38), Nutbush City Limits (73), Ooh Baby (23), Painted Ladies (20), Paper Roses (11), Photograph (1), Pretty Lady (45), Ramblin' Man (36), River of Love (68), Rock On (69), Rockin' Roll Baby (25), Show and Tell (22), Sister Mary Elephant (53), Smarty Pants (44), Smokin' in the Boys Room (21), Some Guys Have All the Luck (65), A Song I'd Like to Sing (59), Space Race (7), Spiders & Snakes (49), Summer (The First Time) (54), Sweet Understanding Love (52), Tell Her She's Lovely (48), That Lady (41), There Ain't No Way (75), Time in a Bottle (19), Top of the World (2), Walk Like a Man (64), We May Never Pass This Way Again (29), When I Fall in Love (70), Who's in the Strawberry Patch with Sally (40), Why Me (62), Yes We Can Can (35), You're a Special Part of Me (30).

* Asterisk indicates rank below *Broadcasting's* statistical cut-off.

Tracking the 'Playlist.' Two records break into the top 10 this week and three go top 40 in a week of moderate chart activity. Tod Rundgren's "Hello It's Me" (nine) and Gamble-Huff-produced "Love I Lost" by Harold Melvin and the Blue Notes (10) are in the top-10 positions, "If You're Ready (Come Go with Me)" by the Staple Singers (27), "Never Never Gonna Give You Up" by Barry White (38) and "Who's In the Strawberry Patch" by Dawn (40) go top 40. A new Gladys Knight record comes on this week for the first time at number 59, "I've Got to Use My Imagination." The same is true of Paul Simon's "American Tune" (61) and Grand Funk's "Walk Like a Man" (64). Also new and bulletted is Keith Hampshire's "Big Time Operator" (63). On the chart for the first time are double entries of "Last Kiss," one by J. Frank Wilson (66) and the other by Wednesday (67). B. W. Stevenson and "River of Love" (68) and the flip-side of Donny Osmond's "Are You Lonesome Tonight" (60), "When I Fall in Love" (70) are also new.

ugly. The instrumentation is stuttering, vintage rhythm and blues. Ann Peebles truncates her phrasing to reflect and heighten the effect. It's the kind of record that takes several listenings to make sense, most programmers agreed. But where it is being played—Detroit and places west—it is selling well. "I Can't Stand the Rain" is the type of song radio stations will have to be forced on by requests and sales, if it is not voluntarily playlisted.

Those playing the Ann Peebles record last week included CKLW(AM) Windsor, Ont.-Detroit, KJR(AM) Seattle, KKDJ-(FM) Los Angeles, KILT(AM) Houston, KLIV(AM) San Jose, Calif., and KYA(AM) and KFRC(AM), both San Francisco.

"Star"—Stealers Wheel (A&M) ■ Much will be said in the next few weeks about this record, which sounds like the early Beatles. The vocal is reminiscent of John Lennon; the harmonica squeals that punctuate the end of each line hold up to that comparison too. But this is not a purely derivative record as, for example, the Raspberries have had. Producers Jerry Lieber and Mike Stoller were making records that sounded like this before John Lennon knew how to play guitar. Between them, they have such classics as "Charlie Brown," "Yakety Yak" and "Up on the Roof" to their credit. And despite a 15 to 18 year lag between those records and this one, they are all related.

Most stations were just receiving their copies of the record last week from promotion men. Only secondary stations on direct-mail service were playing it last week. But Stealers Wheel's second LP, *Ferguslie Park*, was shipped last weekend, and the merchandising process has begun.

Those station playing "Star" last week included in WIIN(FM) Atlanta; WPHD(AM) Buffalo, N.Y.; WTRY(AM) Troy, N.Y.,

WABB(AM) Mobile, Ala.; WCUE(AM) Akron, Ohio, and WJET(AM) Erie, Pa.

I've Got To Use My Imagination—Gladys Knight & The Pips (Buddah) ■ After a string of top-40 successes written by Jim Weatherly and produced by Tony Camillo, Gladys Knight took a song from Barry Goldberg and had it produced by the "Brother Louie" duo, Kenny Kerner and Richie Wise. Although the writer had his version out first, co-produced by Bob Dylan, Ms. Knight has seemingly won the battle of "I've Got To Use My Imagination"—and, according to Buddah national promotion director Buck Reingold, without any direct help from the record company on the top-40 level.

While Buddah was building up black station play as a preliminary for pop exposure, Gladys Knight's follow-up to "Midnight Train To Georgia" found its way on to many major playlists. This story of a record that "worked itself" is confirmed by WOOL(AM) Cleveland, whose program director, Brian McIntyre, added the record solely on the basis of sound and sales reaction to jukebox play in the area. He calls it "a natural."

Other stations programming "I've Got To Use My Imagination" as of last week included WPIX(FM) New York, KJR(AM) Seattle and KXOK(AM) St. Louis.

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

- AIN'T GOT NO HOME, Band (Capitol).
- CHEAPER TO KEEP HER, Johnnie Taylor (Stax).
- FUNKY STUFF, Kool & the Gang (De-lite).
- GOOD OLD SONG, Dobie Gray (MCA).
- I'M A ROCKER, Raspberries (Capitol).
- I'M COMING HOME, Johnny Mathis (Columbia).
- JIM DANDY, Black Oak Arkansas (Atco).
- LET ME TRY AGAIN, Frank Sinatra (Reprise).
- LIVIN' FOR YOU, Al Green (Hi).
- LOVE FOR YOU, Sonoma (ABC/Dunhill).
- LOVE REIGN O'ER ME, Who (MCA).
- MY OLD SCHOOL, Steely Dan (ABC/Dunhill).
- SALLY FROM SYRACUSE, Stu Nunnery (Evolution).
- SHE'S GONE, Daryl Hall & John Oates (Atlantic).
- SOMEWHERE OVER THE RAINBOW, Livingston Taylor (Capricorn).
- STEALIN', Uriah Heep (Warner Bros.).
- TAKE ME TO YOUR HEART, Monkey Meeks (Roxbury).
- TIME FADES AWAY, Neil Young (Reprise).
- TOUCH THE WIND, Mocedades (Tara).
- UNTIL YOU COME BACK, Aretha Franklin (Atlantic).
- WHEREFORE AND WHY, Glen Campbell (Capitol).
- WILD IN THE STREETS, Garland Jeffries (Atlantic).

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Cablecasting

NCTA primes guns to counter NAB in pay-cable fight

Board meeting in Las Vegas decides on financing, staffing of campaign; Foster comes up with a new contract to run through May 1975

As a prelude to last week's California Community Television Association convention in Las Vegas, the National Cable Television Association's board of directors spent the three days prior to the meeting's official opening on Thursday (Nov. 29) in a hotel room. The resolutions that came out of those sessions left little doubt that the pay-cable controversy remains the dominant concern of the industry's leaders.

How to deal with the legal and promotional attacks of broadcasters and theater owners on the new medium was, as expected, the central issue on the board's agenda ("Closed Circuit," Nov. 26). Little else was discussed at the three-day meeting. One conclusion was that cable is going to need more money than previously anticipated to counter the extensive antipay campaign of the National Association of Broadcasters (which has allocated \$600,000 and a semi-autonomous staff to the program). In approving most of the recommendations for that activity that had been submitted by NCTA's subscription-cablecasting committee, the board decided that approximately \$270,000 should be earmarked for pay cable's defense. That figure exceeds by \$20,000 the sum approved in principle by the board at its meeting in Washington last October (BROADCASTING, Oct. 8).

Points included in the campaign, which the board approved unanimously, are the procurement of outside public-relations and legal services to aid NCTA's staff; the publication of a series of brochures and other printed materials designed to educate government and business officials about the realities of pay cablecasting, and the implementation of a research program. The board remained uncertain as to whether it will emulate the NAB's method of purchasing newspaper space to raise public and bureaucratic consciousness on the issue. NCTA sources previously had indicated that if such a campaign does emerge, it would probably be concentrated in special-interest publications.

An NCTA spokesman reported that \$50,000 of the allocated \$270,000 "defense fund" has already been raised through contributions from manufacturers and other cable services. One major step the association has already taken in the campaign is the hiring last month of Donald Witheridge, former public-information director at Teleprompter Corp., to head its pay-cable activities. (His counterpart at NAB is Robert Resor,

formerly vice president of Creative Systems Inc., Washington.)

In other activities at last week's meeting, the NCTA board gave a vote of confidence to two established institutions within the association. One is David Foster, the association's president, whose contract was renewed. The old contract, at \$70,000 annually, was to have expired in April 1974. Mr. Foster's new contract, at \$75,000 annually, will run 18 months to May 1975, the end of NCTA's fiscal year.

The other vote of confidence went to the NCTA committee that is negotiating pole-attachment agreements with AT&T and General Telephone and Electronics. The committee, headed by J. Orrin Marlowe (Spectrum Communications, West Springfield, Mass.), failed to come to terms with the phone interests by the Nov. 1 deadline imposed by the FCC for a settlement. The commission, however, has said it will hold off on asserting authority in this area for three more months, giving the parties further time to complete negotiations.

Citing that development, the board last week reaffirmed its confidence in the committee. It was reported that the negotiations are approaching a successful conclusion, although no specifics were disclosed.

Cable interests get their say on state regulation of pay cable

In response to NATO proposal to New York Cable Commission NCTA and state CATV association contend states lack jurisdiction, say NATO fears pay-cable competition

The National Association of Theatre Owners' attempt to obtain state regulation of pay cablecasting is, in the opinion of cable interests, a by-product of NATO's frustrated attempts to achieve the same relief at the federal level. And, according to arguments voiced last week by the National Cable Television Association and the New York Cable Television Association, NATO's latest attempt is deserving of no more success than its past efforts.

The forum for those claims was New York's State Commission on Cable Television, which was petitioned by NATO two months ago to assume direct jurisdiction over pay cable in several areas (BROADCASTING, Sept. 17). Among the new rules NATO is seeking are provisions that would bar the common ownership of pay and conventional cable facilities, assign pay operations in the state to common-carrier status, and give the state agency authority to regulate pay-cable rates in the same manner in which it oversees subscriber fees. NATO has maintained that state regulation of pay cable is a legal possibility, a supposition that runs counter to the proposition that such jurisdiction is the sole domain of the FCC.

If the New York commission accepts

NATO's argument, many observers believe it will be setting the groundwork for a federal vs. state jurisdictional dispute of landmark proportions. The New York cable association made that point last week in its brief, which warned that NATO's request for state rate regulation is "apparently designed to provoke an FCC- [New York] Cable Commission confrontation . . ." While the state commission has not indicated which way it will go in the matter, it has gone on record as stating that pay cable is an issue that demands "our most careful and thorough attention." That statement was made in an October ruling in which the state commission authorized Teleprompter to file a new fee schedule for a pay service operating on its Mount Vernon, N.Y., system (BROADCASTING, Oct. 29). In that decision, the commission recognized "the possibility that we could eventually adopt rules along the lines suggested by NATO."

But if the state commission does go that route, the cable interests indicated last week, its action would be rendered moot by the fact that the FCC has asserted its authority over pay-cable regulation. They noted that, in adopting its 1972 cable-regulatory package, the FCC declared that "it is this commission that must make the decisions as to conditions to be imposed on the operation of pay cable channel . . ." In the same order, they noted, the commission stated that it was "permitting local authorities to regulate rates for service furnished to all subscribers." Since pay cable is not a regular service of all cable systems, and all subscribers do not utilize that service, other jurisdictions are clearly precluded from stepping into this area, the New York agency was told.

But, the cable interests argued, the ramifications of NATO's request go beyond legal considerations. Pay cable, NCTA noted, offers an additional source of revenues that is "essential" if cable is to live up to the FCC's mandate that it provide services beyond the retransmission of broadcast signals. "There is no assurance," NCTA claimed, "that the cost of constructing and operating those systems can be met solely by subscriber charges." NATO's request, NCTA contended, is "designed to frustrate and delay the advent of this new service. And to no apparent end save NATO's own obvious interests."

While NCTA claimed that all of the rules NATO has requested were without merit, it was particularly critical of the association's argument for state rate regulation. The request, which NCTA called the "crux" of NATO's petition, is indicative of a philosophy that "if NATO cannot keep pay cable out altogether, the second line of defense is rate regulation." Such a move is ironic, NCTA claimed, because it illustrates NATO's belief that the fees pay-cable subscribers are being charged are too low. "NATO, is of course," it said, "fearful of price competition since its theaters cannot match the per-movie price of pay cable." Pay-cable subscribers are usually charged between six and eight dollars per month for the privilege of viewing a number—

generally between five and 10—recent motion pictures each month. NCTA added that NATO made the same argument in fighting over-the-air pay TV—an argument that, it noted, was dismissed by both the FCC and the courts.

The New York cable association offered several additional points in opposition to state control of pay cable. State regulation of that service, it said, "represents not merely a potential but an actual frustration of national policy" since it will deprive the FCC of "information needed to fulfill its Communications Act responsibilities" as well as "imposing a burden on an experimental service that has been specifically authorized by the FCC." Further, it argued, assumption of authority in this area by a single state agency would retard the prospect for uniform national regulation of pay cable. This is necessary, it claimed, because of the interstate nature of the pay-cable business. It noted that at least one pay entrepreneur doing business in New York—Home Box Office Inc.—provides or plans to offer the same service in several other states. "Inconsistent regulation of pay cable by these several states would unduly burden these operations," the New York association asserted. In addition, it noted, the mechanism employed by pay interests to distribute their programming is usually of an interstate variety. HBO, for instance, utilizes the services of Eastern Microwave Inc., a common carrier licensed by the FCC, to transmit material across state lines.

Finally, the New York association

argued, NATO's request should be dismissed simply because it fails to conform to the state commission's requirement that rulemaking petitions be concise in supporting the request. NATO falls short here, it said, since its arguments are "entirely based on mere speculation, unsupported by specific facts documented by affidavits."

Business data via cable is Goldmark's latest

Improved, low-cost service described in Atlanta report

A new, faster, less-expensive method of transmitting business data by cable, said to offer important revenue-producing opportunities for cable-TV systems, was reported last week by Goldmark Communications Corp.

The system was said to be capable of transmission at rates ranging from 2,400 to 1 million bits per second, as compared with a maximum of about 9,600 bits per second on systems linked by conventional telephone lines. Operating costs were described as involving "several hundred dollars" where conventional systems cost "several thousand." It is expected to be useful in linking, say, headquarters and suburban or other branches of banks, stores and other businesses.

The new system operates in the UHF spectrum, above the frequencies assigned to UHF TV, and is noise-free and there-



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fore has lower error rates than current systems, which operate in the VHF band, according to Goldmark sources. Field tests of the system are expected to start shortly.

The system was described by one of its co-developers, Dr. Joseph Garodnick, staff consultant at Goldmark Communications, at the National Telecommunications Conference, sponsored by the International Electrical and Electronics Engineers Nov. 26-28 in Atlanta. Co-developer with Dr. Garodnick was Dr. Jeffrey Aron, Goldmark seminar engineer.

CATV study focuses on medium's educational potential

Cable growth linked to diversification, according to Aspen Institute study, which sees educational use of medium redounding to benefit of systems

If cable television is to continue to grow, it will have to look far beyond the broadcast airwaves in bringing diversified communications services into the home. And one service that could be of benefit both to the medium and the public it serves is the transmission of educational material. So says the Aspen Institute for Humanistic Studies in a 190-page volume entitled "Aspen Notebook: Cable and Continuing Education," to be published next month.

The study written by Richard Adler and Walter S. Baer, is the latest in the institute's Aspen Notebook series, which previously has explored government and the media, media research, organizations and publications. It is based in part on the findings of an Aspen seminar on the cable-education relationship which was held last March. Participants in that meeting included National Cable Television Association Chairman Amos Hostetter and W. Bowman Cutter, director of the Cable Television Information Center.

Despite cable's seemingly boundless potential and the interest it has attracted in both the public and private sectors, the notebook concludes, "cable remains today essentially a broadcast reception service. The nature of the thinking about cable has changed more than the actual uses of cable. It seems clear, however, that if cable is to continue to grow, cable programming will have to be diversified." This, the authors contend, is particularly true in the major markets, where television service is adequate without the presence of wire in the home.

For educators, the notebook asserts, cable offers four basic benefits. The multiplicity of channels available allows the possibility of "narrowcasting" to specialized audiences. The FCC-required educational channel, which new cable systems must offer free until 1977, provides a ready vehicle for the distribution of instructional programming. Cable technology makes controlled access to certain channels possible, which in turn

creates the feasibility of subscription educational programming. And cable's two-way potential will eventually permit individualized instruction with the aid of computer terminals.

But while the promise is there, so are the obstacles. The notebook lists seven of them: faculty resistance (sometimes born of "ignorance or inflexibility" but at other times justifiable to a professor wary of "technological displacement"), legal and copyright problems, pricing inequities, lack of an effective distribution network, lack of marketplace statistics, shortages of qualified specialists in the field, and shortage of money. The last problem, the authors indicate, overshadows the others. For if a series of about 500 post-secondary courses are to be offered initially, "we are looking at an initial investment of \$25 million to \$50 million over the next five to 10 years." State and local educational officials would appear to be the "obvious" sources for these funds, the notebook observes, but conceding the problems inherent in such a program—notably lack of uniformity—"a strong case can be made for support from the federal level."

The volume will be published by Praeger Publishers, New York.

Conspiracy charge tossed at Time Inc.; \$97 million in damages sought in N.Y. suit

Former Sterling stockholders claim improper evaluation of bought stock

A suit asking damages of \$97 million was filed last week against Time Inc. and various officers by 15 former shareholders of Sterling Communications Inc., now owned completely by Time.

The class action, brought in U.S. Southern District Court of New York, accused Time and its officers of "conspiracy" to depress the value of Sterling stock so that Time could acquire Sterling at a "forced sale at a value far less than its true value." Time owned 79% of Sterling stock and obtained the remainder in September at a cost of \$6.2 million.

The class action maintained that Time acquired the remaining 21% of Sterling stock at \$2.625 per share and said this represented a loss to stockholders of about \$4.35 a share. The plaintiffs charged that "if normal growth patterns had been properly evaluated, it is submitted that the stock involved would have doubled in value..." Walton Bader, general counsel of the Independent Investors Protective League, is representing the dissident shareholders though the League is not part of the action.

Time denied the charges and said "an overwhelming majority" of Sterling shareholders had approved the sale of the assets to Time and also had voted to dissolve Sterling and distribute cash to its stockholders. Time added that those who dissented had the right under New York state law to have the fair value of their shares appraised. The company said Salomon

Brothers, New York investment firm, voiced the opinion that a distribution of \$2.625 a share was fair value.

The Sterling assets bought by Time consisted of Manhattan Cable TV Inc. in New York City; Home Box Office Inc., a program-supply company for pay cable, and several cable franchises located on Long Island.

Birmingham's council does a turnabout: Warner out, ATC in

However, city's cable situation may be complicated by challenge from group unhappy about minorities' small role

For the second time in as many months, the Birmingham, Ala., city council has changed its mind as to who should supply cable television to the city's potential 110,000 subscribers. At a meeting last Tuesday (Nov. 27), the council awarded a 15-year franchise to Birmingham Cable Communications, a firm controlled by American Television & Communications, Denver. In so doing, the council reversed a previous decision to give the contract to Warner Cable—the operator for which it stated a preference after a previous offer to Teleprompter Corp. was withdrawn (BROADCASTING, Oct. 29).

This time the choice appears final. Birmingham Cable has 30 days to formally accept the franchise; there is no indication that it will decline. However, the cable situation in Birmingham is clouded by threats of a local black group to go to the FCC over an alleged lack of minority participation in the operations of Birmingham Cable.

According to City Councilman Richard Arrington, chairman of Birmingham's cable committee, the council's tentative choice of Warner was reversed when the firm submitted a revised franchise ordinance last week, the terms of which it said were "nonnegotiable." The new provisions Warner wanted written into the franchise, Dr. Arrington said, included a clause that the city would have no authority to pass subsequent cable ordinances without Warner's prior consent; removal of a Warner obligation to pre-submit its construction plans for the council's scrutiny; withdrawal of commitments to provide two-way cable service and minority training; increase in subscriber fees from \$6 to \$8 monthly, from \$10 to \$35 for installation, and from \$3 for \$15 for additional hookups; and a decrease in the gross receipts tax Warner would have to pay the city from 5% to 2%. The last provision is particularly significant, Dr. Arrington said, because the city had planned to "contest" the FCC-imposed limitation on the amount cable systems must pay to the franchising authority.

The new development followed a Nov. 13 hearing at which Warner representatives had asked for an extension of time in which to submit its proposed franchise terms. The move came after Gustav M. Hauser was elected Warner's new

president and chief operating officer to succeed Alfred Stern, the firm's current chairman and chief executive officer (BROADCASTING, Sept. 17). Earlier, the council had reversed itself on a choice of Teleprompter as the franchisee, citing the firm's corporate troubles as its reason.

Dr. Arrington said last week that the council had no choice but to drop Warner after the new revelations.

Currently, Birmingham Cable is owned 50% by ATC and 50% by a group of local businessmen. ATC, however, has an option to acquire an additional 30%, which would give it control of the company under the 80:20 ratio that is becoming standard in major-market cable franchising. ATC is understood to be prepared to exercise the option immediately. The terms of the new franchise are essentially the same as those contained in the original Warner proposal and contains none of the revisions sought by Warner.

The council's choice of BCC could come under legal challenge from Freedom Cable Corp., which held a 20% interest in the ill-fated Warner venture. Oscar Adams, attorney for the black-owned group, has complained that BBC has minimal minority representation. The firm has no individual black stockholders. It has, however, assigned 5% of its stock to nonprofit black institutions, including three colleges and one hospital. However, Mr. Adams has indicated that this concession is inadequate and has threatened litigation.

Pay-cable supplier charges networks use contract ploy to warehouse movie films

Television networks have been accused (again) of trying to prevent the pay TV cable industry from acquiring new feature films by insisting on exclusivity on day-and-date of contract signing.

This charge was made by Robert Weisberg, president of Telemation Program Services, New York, a film-buying service for pay cable, who spoke to a gathering of Mexican producers, distributors and exhibitors in Mexico City on Nov. 23. He said exclusivity customarily is acquired only at the start of telecasting and added: "Now what they [TV networks] want to do is contract for a property, then warehouse it for years so that nobody sees it, and as often happens with commercial broadcasting in our country, the viewers lose."

In the absence of Mr. Weisberg, another official of TPS later explained that pay cable would like to carry feature films in the period between the time the movies end their theatrical runs and the time the telecast begins. One network official replied that film distributors often insert clauses preventing telecasting of features until a year or more after the end of the theatrical run to protect exhibitors and that networks insist on day-and-date exclusivity because they feel need for flexibility in scheduling films. He pointed out that, for various reasons

networks sometimes need and ask permission to carry a feature before the date set in the contract and sometimes the distributor, for his own reasons, asks the network to carry the feature in advance of the contract date.

Cable Briefs

Growing. Wometco Enterprises Inc., Miami, will increase its CATV operations by more than 50% with acquisition of two systems and procurement of franchise for third. Company said it has purchased full control of Green County Cablevision Inc., serving Pryor, Okla. (2,000 potential subscribers) and 80% of St. Landry Cable TV Inc., serving Opelousas, La. (7,000 potential). Prices were not disclosed. Neither system is in operation. Wometco said it has also been awarded 10-year franchise to serve Fort Benning, Ga. Wometco currently operates five cable systems serving three states as well as Freeport, Bahamas.

Red-eye ruling. Davis Communications Inc., operator of cable systems in California, Florida and elsewhere, has asked FCC to adopt rules permitting cable systems located in television markets to pick up any distant signal between sign-off of last local station and sign-on of first local station. Davis said that "all-night" programming would add to diversity and be valuable community service to persons working unusual hours.

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ABC	ABC	N	23 1/8	20 3/4	+ 2 3/8	+ 11.44	34 1/4	20 1/8	9	17,029	393,795
CAPITAL CITIES COMM.	CCB	N	38 1/2	37	+ 1 1/2	+ 4.05	62 1/2	35	15	7,074	272,349
CBS	CBS	N	28	27 1/8	+ 7/8	+ 3.22	52	26 1/2	9	28,315	792,820
CONCERT NETWORK**	O		3/8	3/8		.00	5/8	1/4		2,200	825
COX	COX	N	16	18 3/4	- 2 3/4	- 14.66	40 1/4	16	9	5,828	93,248
FEDERATED MEDIA*	O		5 1/2	5	+ 1/2	+ 10.00	5 1/2	2	18	820	4,510
GROSS TELECASTING	GGG	A	10 7/8	10 1/4	+ 5/8	+ 6.09	18 3/8	10	7	800	8,700
LIN	LINB	O	4 1/2	4 3/4	- 1/4	- 5.26	14 3/4	4 1/2	4	2,296	10,332
MOONEY	MOON	O	3 3/8	3 3/8		.00	10 1/4	3 3/8	9	385	1,299
PACIFIC & SOUTHERN	PSOU	O	7 1/4	7 1/4		.00	13 3/4	7		1,750	12,687
RAHALL	RAHL	O	4	4		.00	12 1/4	4	5	1,297	5,188
SCRIPPS-HOWARD	SCRIP	O	15 1/4	16 1/4	- 1	- 6.15	21 1/4	15 1/4	7	2,589	39,482
STARR	S8G	M	7 1/2	8 3/4	- 1 1/4	- 14.28	24 1/2	7 1/2	6	1,069	8,017
STORER	S8K	N	13 3/4	14 3/8	- 5/8	- 4.34	44	13	7	4,751	65,326
TAFT	TFB	N	19 1/8	19 5/8	- 1/2	- 2.54	58 5/8	17	7	4,219	80,688
WHDH CORP.**	O		28	28		.00	28	14		589	16,492
WOODS COMM.	O		3/4	3/4		.00	1 5/8	3/4	6	292	219
Broadcasting with other major interests										TOTAL	81,303 1,805,977
ADAMS-RUSSELL	AAR	A	2 3/8	2 1/2	- 1/8	- 5.00	5 3/8	2 3/8	6	1,259	2,990
AVCO	AV	N	8 1/4	8 1/4		.00	16	8	3	11,482	94,726
BARTLE MEDIA	BMC	A	1 3/8	1 3/8		.00	3 1/2	1 1/8	9	2,257	3,103
CAMPDOWN INDUSTRIES	O			1/4		.00	2	1/4	3	1,138	284
CHRIS-CRAFT	CCN	N	2 3/4	3 1/4	- 1/2	- 15.38	6 5/8	2 3/4	10	4,161	11,442
COMBINED COMM.	CCA	A	14 1/2	14	+ 1/2	+ 3.57	44	12 1/2	10	3,524	51,098
COWLES	CWL	N	6	6 1/2	- 1/2	- 7.69	9 5/8	4 3/4	14	3,969	23,814
DUN & BRADSTREET	DNB	N	34 3/4	35	- 1/4	- .71	42	32 3/4	24	26,042	904,959
FAIRCHILD INDUSTRIES	FEN	N	4 3/4	5	- 1/4	- 5.00	13 3/8	4 3/4	43	4,550	21,612
FUQUA	FOA	N	8 3/8	8 3/8		.00	20 3/8	8 3/8	3	9,741	81,580
GENERAL TIRE	GY	N	14	15 1/8	- 1 1/8	- 7.43	28 3/4	14	4	20,668	289,352
GLOBETROTTER	GLBTA	O	3 1/4	4 1/8	- 7/8	- 21.21	8 1/8	3 1/4	4	2,820	9,165
GRAY COMMUNICATIONS	O		9 1/2	9 1/2		.00	12 7/8	9	7	475	4,512
HARTE-HANKS	HHN	N	8 3/8	8 1/2	- 1/8	- 1.47	29 1/4	8	7	4,337	36,322
JEFFERSON-PILOT	JP	N	33 7/8	35	- 1 1/8	- 3.21	40 7/8	27	16	24,075	815,540
KAISER INDUSTRIES	KI	A	5 7/8	5 3/4	+ 1/8	+ 2.17	9 3/8	4	5	27,487	161,486
KANSAS STATE NETWORK	KSN	O	3 3/4	4	- 1/4	- 6.25	6 1/8	3 3/4	7	1,741	6,528
KINGSTIP	KTP	A	4 7/8	5	- 1/8	- 2.50	14 1/4	4 5/8	4	1,155	5,630
LAMB COMMUNICATIONS	P					.00	2 5/8	1 1/2	30	475	712
LEE ENTERPRISES	LNT	A	10	11 3/4	- 1 3/4	- 14.89	25	10	7	3,366	33,660
LIBERTY	LC	N	15 3/4	16 1/8	- 3/8	- 2.32	23 7/8	15 3/4	7	6,631	104,438
MCGRAW-HILL	MHP	N	7 3/4	7 1/8	+ 5/8	+ 8.77	16 7/8	7 1/8	8	23,525	182,318
MEDIA GENERAL	MEG	A	24 7/8	25 1/2	- 5/8	- 2.45	43 1/2	24 7/8	9	3,546	88,206
MEREDITH	MDP	N	10	10 1/8	- 1/8	- 1.23	20 1/2	9 7/8	6	2,887	28,870
METROMEDIA	MET	N	8 3/4	8 1/2	+ 1/4	+ 2.94	32 1/4	8 1/2	5	6,493	56,813
MULTIMEDIA	O		11 1/2	13	- 1 1/2	- 11.53	30 1/4	11 1/2	8	4,388	50,462
OUTLET CO.	OTU	N	9	9 3/8	- 3/8	- 4.00	17 5/8	9	5	1,379	12,411
POST CORP.	POST	O	10	10		.00	17	10	5	893	8,930
PSA	PSA	N	8	8 1/4	- 1/4	- 3.03	21 7/8	7 1/2	11	3,768	30,144
REEVES TELECOM	RBT	A	1 1/4	1 1/2	- 1/4	- 16.66	3 1/4	1 1/4	7	2,376	2,970
RIDER PUBLICATIONS	RPI	N	13 3/8	14 1/2	- 1 1/8	- 7.75	29 7/8	12 1/2	9	8,312	111,173
ROLLINS	ROL	N	19 1/8	17	+ 2 1/8	+ 12.50	36 1/2	14 1/4	17	13,305	254,458
RUST CRAFT	RUS	A	8 1/4	9 1/2	- 1 1/4	- 13.15	33 3/4	8 1/4	4	2,366	19,519
SAN JUAN RACING	SJR	N	13	14 7/8	- 1 7/8	- 12.60	23 3/4	13	11	2,152	27,976
SCHERING-PLOUGH	SGP	N	75	78	- 3	- 3.84	87 5/8	69 3/8	39	52,590	3,944,250
SONDERLING	SDB	A	8	8		.00	16 3/8	7 5/8	5	816	6,528
TECHNICAL OPERATIONS	TO	A	5 3/8	6 1/8	- 3/4	- 12.24	13 1/2	5	7	1,376	7,396
TIMES MIRROR CO.	TMC	N	18 1/4	17 3/8	+ 7/8	+ 5.03	25 7/8	16 1/2	12	31,145	568,396
TURNER COMM.	O		4	4		.00	6	3 3/4	7	1,486	5,944
WASHINGTON POST CO.	WPO	A	19	19 1/2	- 1/2	- 2.56	37	18 5/8	7	4,749	90,231
WOMETCO	WOM	N	9 1/4	9 3/4	- 1/2	- 5.12	19 3/8	9 1/4	7	6,295	58,228
Cablecasting										TOTAL	335,200 8,218,176
AMECO**	ACO	O	3/8	1/4	+ 1/8	+ 50.00	3	1/8		1,200	450
AMER. ELECT. LABS**	AELBA	O	1 1/4	1 1/2	- 1/4	- 16.66	3 5/8	1 1/4		1,672	2,090
AMERICAN TV & COMM.	AMTV	O	10	12 1/4	- 2 1/4	- 18.36	39	10	34	3,056	30,560
ATHENA COMM.**	O		3/8	1/2	- 1/8	- 25.00	5 1/2	3/8		2,126	797
BURNUP & SIMS	BSIM	O	20 1/2	20	+ 1/2	+ 2.50	31 3/4	20	28	7,692	157,686
CABLECOM-GENERAL**	CCG	A	2 1/2	3	- 1/2	- 16.66	8 7/8	2 1/2		2,536	6,340
CABLE FUNDING CORP.+	CFUN	O	8	8		.00	9 3/4	4 1/2		1,233	9,864
CABLE INFORMATION**	O		3/4	3/4		.00	2 1/2	3/4		663	497
CITIZENS FINANCIAL	CPN	A	3	3 1/2	- 1/2	- 14.28	9 1/2	3	6	2,685	8,055
COMCAST	O		2	1 3/4	+ 1/4	+ 14.28	5 3/8	1 3/4	11	1,705	3,410
COMMUNICATIONS PROP.	COMU	O	2 3/8	2 5/8	- 1/4	- 9.52	9 3/4	2 3/8	17	4,435	10,533
COX CABLE	CXC	A	11 1/8	11 1/8		.00	31 3/4	10 3/4	22	3,560	39,605
ENTRON	ENT	O	3/4	7/8	- 1/8	- 14.28	9 1/4	1/4	5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	14 1/2	14 1/8	+ 3/8	+ 2.65	29 1/2	13 1/4	10	6,790	98,455
GENERAL TELEVISION*	O		2	2 1/2	- 1/2	- 20.00	4 1/2	2	100	1,000	2,000
HERITAGE COMM.**	O		5	4 3/4	+ 1/4	+ 5.26	17 1/2	4 3/4		345	1,725
LVO CABLE	LVOC	O	3 3/4	4	- 1/4	- 6.25	11 1/4	3 3/4	16	1,879	7,046
SCIENTIFIC-ATLANTA	SFA	A	7 3/4	8 3/4	- 1	- 11.42	15 3/8	6 1/4	9	917	7,106
TELECOMMUNICATIONS	TCOM	O	3 3/4	4 1/2	- 3/4	- 16.66	21	3 3/4	9	4,617	17,313
TELEPROMPTER	TP	N	4 5/8	4 1/8	+ 1/2	+ 12.12	34 1/2	4	6	16,482	76,229
TIME INC.	TL	N	30 5/8	30 5/8		.00	63 1/4	29 1/2	7	10,380	317,887
TOCOM	TOCM	O	3 3/4	3 3/4		.00	12 1/8	3 3/4	9	634	2,377
UA-COLUMBIA CABLE	UACC	O	4 7/8	5	- 1/8	- 2.50	15	4 7/8	9	1,794	8,745
VIACOM	VIA	N	6 1/2	4 7/8	+ 1 5/8	+ 33.33	20	4 5/8	11	3,851	25,031
VIKOA	VIK	A	2 5/8	2 5/8		.00	9 1/8	2 1/8	38	2,591	6,801
										TOTAL	85,201 841,620

	Stock symbol	Exch.	Closing Wed. Nov. 28	Closing Tues. Nov. 20	Net change in week	% change in week	High	1973 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
Programming													
COLUMBIA PICTURES**	CPS	N	3 1/8	4	-	7/8	-	21.87	9 7/8	3 1/8	6,335	19,796	
DISNEY	DIS	N	46 3/8	46 1/2	-	1/8	-	.26	123 7/8	46 3/8	28,552	1,324,099	
FILMWAYS	FWY	A	2 7/8	3 1/2	-	5/8	-	17.85	5 1/2	2 1/8	1,837	5,281	
GULF + WESTERN	GW	N	23 3/4	25 3/8	-	1 5/8	-	6.40	35 3/4	21 3/8	5	14,054	333,782
MCA	MCA	N	22 1/8	22 5/8	-	1/2	-	2.20	34 1/4	18 1/2	8	8,380	185,407
MGM	MGM	N	13 1/8	13	+	1/8	+	.96	24	13	14	5,958	78,198
TELE-TAPE**	O		5/8	3/4	-	1/8	-	16.66	1 3/4	3/8		2,190	1,368
TELETRONICS INTL.	O		3 1/4	3 1/4				.00	10 1/2	3 1/4	7	943	3,064
TRANSAMERICA	TA	N	9 1/4	9 7/8	-	5/8	-	6.32	17 5/8	9 1/4	7	66,561	615,689
20TH CENTURY-FOX	TF	N	5 1/2	6 5/8	-	1 1/8	-	16.98	12 3/8	5 1/2	6	8,557	47,063
WALTER READE**	WALT	O	3/8	3/8				.00	1 3/8	3/8		2,203	826
WARNER	WCI	N	11 5/8	12	-	3/8	-	3.12	39 1/8	10 3/8	5	17,064	198,369
WRATHER	WCO	A	5	4 5/8	+	3/8	+	8.10	16 5/8	4 1/2	42	2,229	11,145
Service										TOTAL	164,863	2,824,087	
8800 INC.+	O		12 1/8	11 7/8	+	1/4	+	2.10	17 7/8	11 7/8		706	8,560
JOHN BLAIR	BJ	N	5 1/2	6 3/8	-	7/8	-	13.72	13	5 1/2	4	2,411	13,260
COMSAT	CO	N	43 7/8	44 3/4	-	7/8	-	1.95	64 1/2	42 1/4	14	10,000	438,750
CREATIVE MANAGEMENT	CMA	A	4 3/8	4 3/4	-	3/8	-	7.89	9 1/2	4	5	1,016	4,445
DOYLE DANE BERNBACH	DOYL	O	9	9 1/4	-	1/4	-	2.70	23 1/2	9	4	1,910	17,190
ELKINS INSTITUTE**	ELKN	O	3/4	3/4				.00	1 1/4	1/2		1,664	1,248
FOOTE CONE & BELDING	FCB	N	8 7/8	8 3/4	+	1/8	+	1.42	13 3/8	8 1/8	7	2,129	18,894
GREY ADVERTISING	GREY	O	7 3/4	7 3/4				.00	17 1/4	7 3/4	4	1,263	9,788
INTERPUBLIC GROUP	IPG	N	10 1/4	11 3/4	-	1 1/2	-	12.76	25 3/8	10 1/4	3	2,464	25,256
MARVIN JOSEPHSON	MRVN	O	9 1/4	10 1/4	-	1	-	9.75	18 1/2	8	7	1,085	10,036
MCCAFFREY & MCCALL	O		6 3/4	6 3/4				.00	10 3/4	6 3/4	3	585	3,948
MCI COMMUNICATIONS+	MCIC	O	4 7/8	4 7/8				.00	8 7/8	4 5/8		12,825	62,521
MOVIELAB**	MOV	A	1 1/8	1 1/8				.00	1 7/8	1 1/8		1,407	1,582
MPD VIDEOTRONICS**	MPD	A	2	2				.00	4 7/8	2		540	1,080
NEEDHAM, HARPER	NDHMA	O	7	7 1/2	-	1/2	-	6.66	26 1/4	7	3	916	6,412
A. C. NIELSEN	NIELB	O	25 3/4	26 3/4	-	1	-	3.73	40 1/2	25 3/4	23	10,598	272,898
OGILVY & MATHER	OGIL	O	16 1/2	16	+	1/2	+	3.12	32 1/2	14 1/2	6	1,777	29,320
PKL CO.	PKL	O						.00	2 5/8	3/4	1	818	613
J. WALTER THOMPSON	JWT	N	10 3/8	10	+	3/8	+	3.75	24 3/4	9 3/4	5	2,635	27,338
UNIVERSAL COMM.*	O		2 1/2	2 3/4	-	1/4	-	9.09	12 1/4	2	5	715	1,787
WELLS, RICH, GREENE	WRG	N	8 5/8	9 1/8	-	1/2	-	5.47	21 1/8	8 5/8	4	1,568	13,524
Electronics										TOTAL	59,032	968,450	
ADMIRAL	AOL	N	10 3/8	10 5/8	-	1/4	-	2.35	18	7 1/4	5	5,817	60,351
AMPEX	APX	N	4	4 1/8	-	1/8	-	3.03	6 7/8	3 1/4	10	10,878	43,512
CCA ELECTRONICS	CCAE	D		7/8				.00	3	7/8	1	881	770
COLLINS RADIO	CRI	N	24 3/4	24 3/4				.00	25 7/8	15 1/4	17	2,968	73,458
COMPUTER EQUIPMENT	CEC	A	1 7/8	1 7/8				.00	2 7/8	1 5/8	12	2,366	4,436
CONRAC	CAX	N	14 3/4	15	-	1/4	-	1.66	31 7/8	14 1/4	7	1,261	18,599
GENERAL ELECTRIC	GE	N	62 5/8	62 3/8	+	1/4	+	.40	75 7/8	55	20	182,348	11,419,543
HARRIS-INTERTYPE	HI	N	27 7/8	29 1/2	-	1 5/8	-	5.50	49 1/4	24 1/2	10	6,223	173,466
INTERNATIONAL VIDEO	IVCP	O	4	4 3/4	-	3/4	-	15.78	14 3/4	4	7	2,745	10,980
MAGNAVOX	MAG	N	7 7/8	8 1/8	-	1/4	-	3.07	29 5/8	7 3/4	16	17,806	140,222
3M	MMM	N	80 1/4	81 1/4	-	1	-	1.23	91 5/8	76 1/4	32	113,054	9,072,583
MOTOROLA	MOT	N	53 1/2	51 3/4	+	1 3/4	+	3.38	68 3/4	41 1/4	19	27,740	1,484,090
OAK INDUSTRIES	OEN	N	10 5/8	10 3/8	+	1/4	+	2.40	20 1/2	9 3/4	5	1,639	17,414
RCA	RCA	N	19	19 3/4	-	3/4	-	3.79	39 1/8	18 5/8	8	74,515	1,415,785
RSC INDUSTRIES	RSC	A	1 7/8	2	-	1/8	-	6.25	2 1/2	1 3/8	13	3,458	6,483
SONY CORP	SNE	N	31 7/8	30	+	1 7/8	+	6.25	57 1/4	28 5/8	27	66,250	2,111,718
TEKTRONIX	TEK	N	41 1/2	39 1/4	+	2 1/4	+	5.73	56 5/8	29 7/8	20	8,185	339,677
TELEMAN**	TINT	O	2	1 1/2	+	1/2	+	33.33	4 3/4	1 1/2		1,050	2,100
TELEPRO INDUSTRIES	O		1/4	3/8	-	1/8	-	33.33	2 1/2	1/4	2	1,717	429
WESTINGHOUSE	WX	N	33 1/8	32 3/8	+	3/4	+	2.31	47 3/8	29 7/8	15	88,595	2,934,709
ZENITH	ZE	N	30 7/8	29 1/4	+	1 5/8	+	5.55	56	28 3/4	10	18,888	583,167
										TOTAL	638,384	29,913,492	
										GRAND TOTAL	1,363,983	44,571,802	
Standard & Poor's Industrial Average			109.72	110.87	-1.15								

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over the counter (bid price shown)
P-Pacific Coast Stock Exchange

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
A blank in closing-price columns
indicates no trading in stock.

P/E ratios are based on earnings-per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earning
figures are exclusive of extraordinary
gains or losses.

* P/E ratio computed with
earnings figures of company's
last published fiscal year.
† No annual earnings figures
are available.
** No P/E ratio is computed;
company registered net losses.

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	CURRENT AND CHANGE			YEAR EARLIER		
		Revenues	Change	Net Income	Revenues	Net Income	Per Share
Burnup & Sims Inc.	6 mo. 10/31	59,481,300	+ 47.0%	3,563,200	40,472,400	2,194,100	.27
Fuqua Industries Inc.	9 mo. 9/30	348,617,000	+ 25.4%	19,763,000	277,891,000	11,559,000	1.17
Gray Communications Systems Inc. .	4 mo. 10/31	2,904,587	+ 7.5%	244,831	2,701,158	194,320	.41
Kaiser Industries Corp. ¹	9 mo. 9/30	168,748,000	- 12.2%	36,586,000	192,260,000	5,798,000	.17
Tele-Communications Inc. ²	9 mo. 9/30	19,126,000	+ 44.0%	473,000	13,282,000	853,000	.16

¹ Percentage change is too great to provide a meaningful figure.

² Broadcasting operations had revenues of \$14,308,000 and operating loss of \$1,283,000 in 1973 period; revenues of \$12,570,000 and operating loss of \$1,544,000 in 1972 period.

² Cable television revenues were \$16,222,000 in 1973 period and \$10,969,000 in 1972 period.

Note: Net income figures are after special credits or charges, where applicable.

Now it's ABC's turn

National Association of Broadcast Employees and Technicians, which in October signed a contract covering engineering employees at NBC, resumed talks in Washington last week with ABC.

Discussions between ABC and NABET have been held off and on since early spring to frame a new contract to replace one that expired last March 31. Negotiations broke off several times during the past eight months and were resumed last week at the suggestion of the Federal Mediation and Conciliation Service.

NBC's three-year pact called for an average 6% salary hike each year, plus improvements in overtime, night differential and premium pay, retroactive to last April 1. On the vital issue of new automated equipment, a compromise was effected, with NABET having jurisdiction two hours before air-time and nonunion personnel authorized to work on these devices at other times. The contract covered more than 1,000 engineering employees at NBC, and still to be negotiated are agreements for about 400 workers in such areas as building maintenance, air conditioning and communications. These talks will be held after NABET's negotiations on the ABC engineering contract.

ABC is said to be resisting the union's demands to meet the provisions of the NBC pact. ABC also reportedly is insisting on a contract expiration date different from NBC's.

Ounce of prevention. Radio Management Systems, division of Trend-Co Corp., after three-year pilot program, has launched full-time service it says will prepare radio stations for unannounced FCC inspections. Qualified engineers visit station — also unannounced — and make notes on compliance with all FCC regulations. Within 10 days station receives "Station Condition Report" giving RMS's findings and suggestions for improvement.

Help for systems. Spectrum Communications, Inc., CATV firm operating in Massachusetts, has created Spectrum Sciences, technical consultation service for cable and broadcast industries aiding development of broadband communications systems. Richard N. Kirsche, technical director of Spectrum Communications, has been named vice president and manager of Spectrum Sciences. *Valley Bank Tower, 1500 Main Street, Springfield, Mass. 01115.*

Console offerings. Ampro Corp. is marketing six-, eight- and 10-channel broadcast audio consoles in mono, dual, and stereo versions. Boards feature step type, silver contact faders, four switchable inputs per fader, built-in cue and headphone amplifiers, and total noise, hum, and cross-talk figure 68db. below +18dbm output with -50dbm equivalent power mike input. Prices from \$1,595 to \$3,695. *2220 Maplewood Avenue, Willow Grove, Pa. 19090.*



Moving ahead. MCI Corp.'s program to interconnect major urban markets through a network of microwave facilities moved a step closer to reality last week when the firm added Washington — its headquarters city — to the list of 12 municipalities to which it is already providing voice, data and facsimile-transmission services. The \$40-million project, which now extends from the East Coast to Chicago, is expected to reach Los Angeles by mid-1974. Dallas is expected to be added to the system shortly. The Washington terminal's first customer was the *New York Times*, which used the facilities last week for a point-to-point transmission between its Washington and New York bureaus. Flanking MCI's Washington transmission terminal (l-r) are Norman Brust, the firm's director of marketing, Martin Schaller, executive secretary to District of Columbia Mayor Walter E. Washington, and MCI President John D. Goeken.

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Media



Yager

port to Mr. Yager. He will also have liaison role with Cosmos's WTOL-TV Toledo, Ohio.

William R. Williamson, sales manager of WCSI(AM) and operations manager of WCSI-FM, both Columbus, Ind., joins WIOU(AM)-WKMO(FM) Kokomo, Ind., as general manager.

Robert Resor, former executive VP, Bozell & Jacobs, and recently VP, Creative Systems Inc., Washington, consulting and computer software firm, joins National Association of Broadcasters as executive director, Special Committee on Pay TV.

Paul A. Paradis, general manager, CJRS(AM) Sherbrooke, Quebec, appointed VP.

K. James Yager, senior VP, Cosmos Broadcasting Corp., and general manager, Cosmos's wis-TV Columbia, S.C., assumes additional management responsibilities in television operations. Both Cosmos's WSFA-TV Montgomery, Ala., and wis-TV will report to Mr. Yager.

He will also have liaison role with Cosmos's WTOL-TV Toledo, Ohio.

Claude DuFault, general sales manager, CJRC(AM) Ottawa, Ont., named general manager.

Ilze Kalnins, with WKYC-TV Cleveland, appointed publicity director, Avco Broadcasting Corp., Cincinnati, group broadcast owner.

Claire Ziegler, with KIRO-TV Seattle, named personnel director and director of women's affairs, KIRO-AM-FM-TV.

Elijah Young, special assistant, Connecticut Commission on Human Rights and Opportunities, joins WTIC-TV Hartford, Conn., as director of minority projects.

Dorothy Shelley, with KYOK(AM) Hous-

ton, joins KTRH(AM)-KLOL(FM) there as promotion and publicity director.

Howard Monderer, assistant general attorney, NBC, Washington, named general attorney.

Jerry Crampton, credit manager and assistant business manager, KTTV(TV) Los Angeles, named business manager, KLAC(AM)-KMET(FM) there. All are Metro-media stations.

Susan S. Lack, formerly production manager, Metromedia Producers Corp., named East Coast manager for business information, ABC.

Roger Ottenbach, promotion manager, WEEK-TV Peoria, Ill., elected chairman, NBC-TV Network Affiliates Promotion Managers Committee, succeeding **Alfred J. Brassard**, formerly with WJAR-TV Providence, R.I., who left station to start own business. **Amos Eastridge**, with KMTV-TV Omaha, elected recording secretary.

Gary Howard, of WEJM(AM) Laconia, elected to newly created position, second VP, New Hampshire Association of Broadcasters. **Bob Connelly**, with WBBX(AM) Portsmouth, elected secretary/treasurer. **Tal Hood**, of WKBK(AM) Keene, and **John Scott**, of WSCV(AM)-WSLE(FM) Peterborough, re-elected president and first VP, respectively.

Twenty-five years. Gold watches and certificates are in order for NBC Executive VP Thomas E. Ervin, VP of children's programs George A. Heinemann, VP of sports Carl Lindemann Jr., VP of special programs William F. Storke and 54 other new inductees to NBC's Twenty-Five Year Club, at a luncheon in their honor to be held at the Waldorf Astoria hotel, New York, on Dec. 6. David Brinkley, one of the 803 current club members, will be guest speaker.

Broadcast Advertising



Polacek

Adam G. Polacek, local sales manager, WTTG(TV) Washington, named VP and general sales manager.

William J. Kemple, national sales manager, WTVR-TV Richmond, Va., appointed general sales manager.

Bertram Better, creative supervisor, J. Walter Thompson Co., New York, elected senior VP. **Marvin L. Blatt**, senior art director; **Stuart Q. Hyatt**, copy group head; **Harry Glass**, associate media supervisor, and **Lawrence Iannuzelli**, account supervisor, all JWT, elected VP's. **Stephen R. Fajen**, formerly director of media analysis, JWT, elected VP.

Walter Reichel, VP-media director, Ted Bates & Co., New York, named senior VP. **Robert K. Morrison**, VP-director of research, Bates, elected senior VP.

David Krutchik, with D'Arcy-MacManus & Masius, New York, appointed VP-creative director. **Carl Abrams**, formerly creative director, McCann-Erickson, joins D'Arcy there as VP-director of creative services. **Roger Jozel**, with D'Arcy, Bloomfield Hills, Mich., appointed account executive.

Henry A. Gillespie, VP-domestic syndication, Viacom Enterprises, elected to two-year term on board of directors, Television Bureau of Advertising. He succeeds **Ed Montague**, VP-sales, MGM Television.

Frank B. Gregg, account executive, WCBS-TV New York, named sales manager.

Paul Jaulus, with sales staff, KEST(AM) San Francisco, appointed sales manager.

Jay Koppers, with sales staff, WONN(AM) Lakeland, Fla., appointed sales manager.

Brian D. Stone, former sales manager, WKBG-TV Cambridge, Mass., named local sales manager, WPLG-TV Miami.

Robin Brumett, with sales staff, KIRO-TV Seattle, appointed local sales manager.

Howard M. Rice, VP-creative director and partner, Kalish & Rice, Philadelphia agency, named executive VP.

May A. Kohler, manager of broadcast business and production, Gardner Advertising, St. Louis, elected VP.

King H. Robinson, formerly with Houston Poster Advertising and Sterling Outdoor Advertising, both recently acquired by Foster & Kleiser Co., Los Angeles, forms own agency, Mar-King Co., 2626 Westheimer, Avalon Center, Houston.

Steve Hanna, with Norsworthy, Mercer & Keress, Dallas, joins Tracy-Locke Advertising there as account executive.

Coke Bausman, assistant sales manager, Bernard Howard & Co., New York-based rep firm, named manager of WYON(AM) Cicero, Ill.'s newly formed New York sales office at 1 Rockefeller Plaza.

Steve Edwards, with sales staff, KABL-AM-

FM Oakland, Calif., appointed retail sales director.

Jim Rouse Jr., with sales staff, WRVR(FM) New York, appointed retail sales manager.

Wallace Austin Ross, journalist and founding director, American Television Commercial Festival, named executive director, International Advertising Association, New York. Mr. Ross will operate IAA's home office, replacing **Kenneth Godfrey**, who has retired.

Russ Naiman, with sales staff, WCVB-TV Boston, joins Telerep Inc. as sales manager, Boston office.

Elissa LeBeck, director of research, HR Television Inc., New York-based rep firm, named VP-research and promotion.

Programing



Sutton

Robert P. Sutton, program director, WPLG-TV Miami, joins KYW-TV Philadelphia in same capacity.

Tom Kenney, assistant to general manager, KFMB-TV San Diego, appointed program manager.

Barry Lowen, director of program development, MGM Television, named VP-program development. **John B. Spires**, director of international sales, MGM-TV, elected VP-international sales.

Barrie K. Brunet, controller, MGM, Culver City, Calif., elected VP and member of board; **James D. Alijian**, director and chairman of executive committee, elected VP-finance and chief financial officer; **Robert Harrison**, assistant controller, elected controller.

Douglas J. MacKinnon, with WYOO(AM) Minneapolis, named program director there.

Eli Horowitz, in charge of business affairs, Columbia Pictures, New York, appointed VP-business affairs, Columbia Pictures, Burbank, Calif.

Sidney Balkin, president, Sidney Balkin & Associates, Hollywood public-relations firm, named director, motion-picture and TV project development, Four Star International there.

Sherm Strickhouser, program manager, and **Jack Comley**, both with WJAR-TV Providence, R.I., join WICE(AM) there as program manager and sports director, respectively.

Alfred Chao, research analyst, Worldvision Enterprises Inc., New York, named manager of research. He is succeeded by **Diane Silvestri**, with research department.

Donald England, New York regional manager, Warner/Elektra/Atlantic Records and formerly VP-general manager, Capitol Records, joins Phonodisc Inc., Los Angeles, as VP-sales in charge of newly acquired distribution system.

Ron Pinkney, sportscaster for Grambling (La.) College, joins Mutual Black Net-

work in same capacity.

Broadcast Journalism

Sheldon Hoffman, executive director, WNYC-AM-FM-TV New York, joins WNBC-TV there as news manager.

Zeke Segal, night news manager, CBS News, New York, appointed manager, CBS Atlanta bureau.

Rod Gragg, formerly news editor, WBTW-TV Florence, S.C., joins WWAY-TV Wilmington, N.C., as news director.

Dick Currier, assignment editor, KNTV-TV San Jose, Calif., appointed news director.

Al Wiman, reporter, KNXT(TV) Los Angeles, joins WCTV(TV) Thomasville, Ga.-Tallahassee, Fla., as news director.

Bill Applegate, with news staff, WJBK-TV Detroit, joins KNXT(TV) Los Angeles as reporter.

Ron Stone, with KHOU-TV Houston, joins KPRC-TV there as anchorman.

Barry Judge, formerly with WRAU-TV Peoria, Ill., joins WITI-TV Milwaukee as reporter/anchorman.

Carole Wilson, with WLWT(TV) Cincinnati, appointed general assignment reporter.

Fred Dressler, reporter, KBTW(TV) Denver, joins KMGH-TV there as assignment editor.

Karl H. Guenther, reporter, WKZO-AM-TV Kalamazoo, Mich., appointed farm services director, succeeding **Carl Collin** who retires.

John Babcock, news assignment editor, KABC-TV Los Angeles, elected president of Radio and Television News Association of Southern California, succeeding **Jay P. Huddleston**, formerly of KHIS(AM) Los Angeles. Other officers elected: **Jack Fox**, Capitol News Service, first VP; **Larry McCormick**, KMPC(AM)-KTLA(TV) Los Angeles, second VP; **Erick Shuman**, City News Service, treasurer, and **Eugene Hoffman**, Blue Cross-Blue Shield, secretary.

Cablecasting

Robert B. Becker, manager and systems engineer, St. Cloud, Minn., cable system of General Television Inc., Minneapolis, appointed VP-engineering General Television's subsidiary, General Television of Minnesota.

Arthur Goldstein, with Warner Cable Corp., New York, appointed business manager of Warner Cable of Eastern Massachusetts Inc.

Rod Church, operations manager, KCLN(AM) Clinton, Iowa, named manager, Clinton TV Cable Co., jointly owned by Heritage Communications Inc., Des Moines, Iowa, and local businessmen.

R. Terry Hoffman, with Telemation Inc., Salt Lake City, appointed VP-administration.

Edward Townsend, with Community Television Systems of Wyoming, joins National Cable Co., East Lansing, Mich., division of LVO Cable Inc., as chief engineer.

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Gail E. Oldfather, executive VP, Televents Inc., Pleasant Hill, Ga., appointed president.

Velories A. Figures, formerly legislative assistant to Representative Fortney H. Stark Jr. (D-Calif.), joins staff of Cable Television Information Center, Washington, as assistant general counsel.

Harold Ewen, formerly president, Cable Funding Corp., joins staff of Becker Communications Associates, Chicago, cable financing firm.

Engineering and Equipment

Eugene C. Walding, director of engineering, cable division, Oak Industries Inc., Crystal Lake, Ill., named VP-engineering.

H. K. Leyh, engineering supervisor, WGMS-AM-FM Washington-Bethesda, Md., appointed chief engineer. He is succeeded by **Chris Karb**, with station (corrects Nov. 19 item).

Henry B. Marron, director of engineering, Jerrold Electronics, joins Scientific Atlanta Inc., Atlanta, as director of engineering in cable communications division.

Allied Fields

Michael Bragg, public affairs director, KNX-FM Los Angeles, has resigned to open own radio consulting firm, Public Affairs Broadcasting Group, Los Angeles.

Deaths



Gerity

James Gerity Jr., 69, president of Gerity Broadcasting Co., died Nov. 26 at St. Vincent's hospital, Toledo, Ohio. Gerity Broadcasting owns WABJ (AM) Adrian and WGER (FM) Bay City, both Michigan. Mr. Gerity also owned Gerity Cablevision in Bay City and Gerity Products and Gerity-Schultz, die-casting companies in Toledo. At one time he owned WNEM-TV Bay City-Saginaw-Flint, Mich., now part of Meredith Stations. He is survived by his wife, Virginia, and sister.

Lorraine Flocks, 56, hostess of *A Woman's World* on WMAL-TV Washington from 1962 to 1965, died Nov. 25 at Washington hospital center. Mrs. Flocks had also written, filmed and edited show. She is survived by husband, Karl, son, daughter and brother.

Robert Ellis, 40, child star of radio and TV and most recently president of Tellet Communications Inc., Hollywood production firm, died Nov. 23 at John Wesley hospital, Los Angeles. Mr. Ellis played Henry Aldrich in that series and appeared in more than 50 movies. He is survived by his mother, sister, son and daughter.

Mrs. Hyrum Lee, 93, mother of FCC Commissioner H. Rex Lee, died at her home near Idaho Falls, Idaho, Nov. 19.

For the Record®

As compiled by BROADCASTING Nov. 19 through Nov. 23 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CARS—community antenna relay station. CH—critical hours. CP—construction permit. D-day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modifications. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—educational.

New TV stations

Applications

■ San Bernardino, Calif.—Global Television Inc. Seeks UHF ch. 18 (494-500 mhz); ERP 1.295 kw vis., 260 kw aur. HAAT 2,376 ft.; ant. height above ground 200 ft. P.O. address 1015 Gayley Avenue, Los Angeles 90024. Estimated construction cost \$226,748; first-year operating cost \$184,680; revenue not given. Geographic coordinates 34° 11' 15" north lat.; 117° 41' 53.5" west long. Type trans. RCA TFU 60-C. Type ant. RCA TFU 30J. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer A. E. Towne, Belmont, Calif. Principals: Robert K. Doane is president of non-profit, non-stock corporation. Ann. Nov. 8.

■ *Red Oak, Iowa—State Educational Radio and Television Facility Board. Seeks UHF ch. 36 (602-608 mhz); ERP 1.025 kw vis., 205 kw aur. HAAT 1,854 ft.; ant. height above ground 1,800 ft. P.O. address Box 1758, Des Moines, Iowa 50306. Estimated construction cost \$1,551,925; first-year operating cost \$113,249; revenue none. Geographic coordinates 41° 20' 40" north lat.; 95° 15' 21" west long. Type trans. Gates BT-110U. Type ant. RCA TFU-365-DAS. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Jansky & Bailey, Alexandria, Va. Principal: Robert F. Ray is chairman of Iowa State Educational Radio and Television Facility Board. Ann. Nov. 14.

Existing TV stations

Final actions

■ WCTV(TV) Thomasville, Ga.—FCC authorized John H. Phipps Broadcasting to change location of main studio of WCTV(TV) to ant. site, midway between Thomasville and Tallahassee, Fla. In separate, but related action, commission said that WCTV(TV) had incurred apparent liability of \$10,000 for violation of Communications Act and rules by relocating WCTV(TV) main studio at Tallahassee, Fla., without prior FCC approval. Action Nov. 21.

■ KYAY-TV West Monroe, La.—Broadcast Bureau granted CP to change frequency from ch. 39, 620-626 mhz, to ch. 14, 470-476 mhz; ERP 513 kw (vis.), 79.4 kw (aur.); change type trans. and ant.; ant. height 600 ft. (BPCT-4598). Action Nov. 15.

■ KJAC-TV Port Arthur, Tex.—Broadcast Bureau granted authority to identify station as Port Arthur-Beaumont, Tex. Action Nov. 13.

■ FCC denied application by Clifford H. Wilmath for review of June 22 ruling by Broadcast Bureau, denying his complaint that CBS television program 60 Minutes aired March 5, 1972, presented biased report on mobile homes. Action Nov. 21.

Action on motion

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.) TV proceeding, granted motion by Forum to amend application concerning other broadcast interests of Forum stockholder (Docs. 18711-2). Action Nov. 12.

Call letter action

■ KDTV(TV) Dallas—Granted KXTX-TV.

New AM stations

Actions on motions

■ Administrative Law Judge John H. Conlin in Banning and Yucaipa, Calif. (Bud's Broadcasting Co., et al.), AM proceeding, granted petition by

individual principal to amend financial portion of application (Docs. 19778-81). Action Nov. 13.

■ Administrative Law Judge Chester F. Naumowicz in Santa Cruz and Aptos-Capitola, both California (St. Cross Broadcasting Inc. and Progressive Broadcasting Co.), AM proceeding, on request of Broadcast Bureau, continued hearing now scheduled for Nov. 19 to Dec. 10 (Docs. 19503, 19506). Action Nov. 14.

■ Administrative Law Judge Herbert Sharfman in Wallingford and Ridgefield, Conn. (Quinnipiac Valley Service Inc. and Radio Ridgefield Inc.), AM proceeding, in response to request by Radio Ridgefield for permission to appeal rulings released Sept. 11 and Nov. 6, requested other parties to file responsive pleadings by Nov. 26 directed to question whether appeal would present important question of law or policy as to which there is substantial ground for difference of opinion (Docs. 19686-7). Action Nov. 13.

Existing AM stations

Final actions

■ WJLB Detroit—Broadcast Bureau granted license covering use of former main trans. for alt. trans. (BL-13376). Action Nov. 14.

■ WSLI Jackson, Miss.—Broadcast Bureau granted remote control (BRC-3677). Action Nov. 16.

■ WOKK Meridian, Miss.—Broadcast Bureau granted mod. of license covering change of main studio location outside corporate city limits to U.S. Highway 45, 2.5 miles south of city, near Meridian, and operate trans. by remote control from studio location (BML-2488). Action Nov. 16.

■ WGLX Gallion, Ohio—Broadcast Bureau granted license covering new AM; studio location same as trans. location (BL-12377). Action Nov. 14.

■ WMPO Middleport-Pomeroy, Ohio—Broadcast Bureau granted remote control (BRC-3673). Action Nov. 16.

■ WBOL Bolivar, Tenn.—Broadcast Bureau granted remote control (BRC-3678). Action Nov. 16.

■ KUTA Blanding, Utah—Broadcast Bureau granted remote control (BRC-3672). Action Nov. 16.

■ WNOV Milwaukee—Broadcast Bureau granted remote control (BRC-3675). Action Nov. 16.

■ WVUV Island of Tutuila, American Samoa—FCC denied application by Radio Samoa Ltd., Leone, American Samoa, for temporary authority to operate facilities of station WVUV (1120 khz, 10 kw, U) on Island of Tutuila (BPI-44). Radio Samoa requested temporary authority pending commission action on its application for regular authority (BP-19448). Action Nov. 21.

Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in New Kensington and Pittsburgh, both Pennsylvania (Gateway Broadcasting Enterprises Inc.), revocation of license proceeding for WKPA(AM) and WYDD(FM), granted motion by Gateway and corrected transcript (Doc. 19452). Action Nov. 15.

■ Administrative Law Judge David I. Kraushaar in Carrollton, Ga. (Radio Carrollton and Faulkner Radio Inc. [WLBB]), AM proceeding, granted

motion by Faulkner for order directing production by Radio Carrollton of certain prescribed documents for inspection and copying to extent indicated during prehearing conference by presiding judge; set certain procedural dates and scheduled further hearings for Jan. 15, 1974 (Docs. 19636-7). Action Nov. 9.

Fines

■ KTLK Denver, Colo.—Broadcast Bureau notified Action Radio Inc., licensee, that it has incurred apparent liability of \$200 for two violations of rules by failing to have equipment performance measurements made within last 14 months available at time of inspection. Action Oct. 31.

■ WJOL-AM-FM Joliet, Ill.—Broadcast Bureau notified Harris Enterprises Inc., licensee, that it has incurred apparent liability of \$400 for repeated violation of rules for period in excess of 10 days prior to Dec. 20, 1972, by failing to provide data concerning equipment performance measurements. Action Nov. 14.

■ WCLD Cleveland, Miss.—Broadcast Bureau notified Radio Cleveland Inc., licensee, that it has incurred apparent liability of \$250 for nine violations of rules by failing to keep maintenance log from Nov. 17 through Dec. 15, 1972. Action Oct. 31.

Call letter actions

■ *WGNP Indian Rocks Beach, Fla.—Granted *WGNB.

■ WCME Brunswick, Me.—Granted WKXA.

New FM stations

Applications

■ Decatur, Ill.—Soy Communications Co. Seeks 95.1 mhz, 50 kw. HAAT 500 ft. P.O. address Box 527, Decatur 62525. Estimated construction cost \$104,000; first-year operating cost \$77,500; revenue \$67,392. Principals: John G. Checks (10%) and L.E.G. Inc. (90%) owned by Loren E. Grabb, Roger B. Pogue (each 33⅓%), Wather T. Morey (20%) et al. Mr. Checks works for Illinois fair employment practices commission. L.E.G. is leasing and management firm in Decatur. Ann. Nov. 9.

■ Sidney, Neb.—KSID Radio Inc. Seeks 95.3 mhz, 3 kw. HAAT 54 ft. P.O. address Box 37, Sidney 69162. Estimated construction cost \$21,100; first-year operating cost \$2,400; revenue \$118,000 (combined with KSID(AM) Sidney). Principals: David W. Young, president, et al. (100%). KSID Radio owns KSID(AM) Sidney. Ann. Nov. 8.

■ *Columbus, Ohio—Columbus Community Educational Broadcasting Inc. Seeks 91.5 mhz, TPO 10 w. HAAT 120 ft. P.O. address 490 Oakland Park, Columbus 43214. Estimated construction cost \$5,200; first-year operating cost \$10,300; revenue none. Principal: Ralph deStafano is president of Columbus Community Educational Broadcasting Inc. Ann. Nov. 9.

■ *Spearfish, S.D.—Black Hills State College. Seeks 89.1 mhz, TPO 10 w. HAAT 55 ft. P.O. address 1200 University Avenue, Spearfish 57783. Estimated construction cost \$5,565; first-year operating cost \$3,000; revenue none. Principal: Dr. N. M. Freeman is president of Black Hills State College. Ann. Nov. 9.

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Summary of broadcasting According to the FCC, as of Oct. 31, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,372	4	17	4,393	47	4,439
Commercial FM	2,428	0	54	2,482	128	2,610
Commercial TV-VHF	505	1	7	513	7	520
Commercial TV-UHF	189	0	3	192	41	245
Total commercial TV	694	1	10	705	48	756
Educational FM	598	0	27	625	92	717
Educational TV-VHF	88	0	3	91	4	96
Educational TV-UHF	123	0	14	138	4	143
Total educational TV	212	0	17	229	8	239

* Special temporary authorization.

■ **El Paso**—El Paso Broadcasting Corp. seeks 93.9 mhz, 100 kw. HAAT 732 ft. P.O. address 5194 Warfield Drive, Memphis 38117. Estimated construction cost \$63,014; first-year operating cost \$59,508; revenue \$150,000. Principals: Michelle A. Haston (58%), James A. McCullough (29%), Morris Courtwright (10%) et al. Ms. Haston is bookkeeper in El Paso. Mr. McCullough is general manager of WSWG-AM-FM Greenwood and WXXX-AM) Hattiesburg, both Mississippi, and KCRF-FM Helena, Ark. He is also applicant for new FM in Hattiesburg. Mr. Courtwright owns radio engineering firm. Ann. Nov. 8.

■ **Orange, Tex.**—Gulf States Broadcasting Co. seeks 106.1 mhz, 100 kw. HAAT 1065 ft. P.O. address Park Cities Bank Building, 5315 Preston Road, Dallas 75205. Estimated construction cost \$84,000; first-year operating cost \$88,890; revenue not applicable. Principals: Joseph P. Driscoll (66.67%), Robert D. Hanna and James B. Francis (each 16.67%). Mr. Hanna and Mr. Francis have interest in KRAM(AM) Las Vegas and KPTL(AM) Carson City, both Nevada. Mr. Driscoll has various business interests in Dallas. Ann. Nov. 8.

Starts authorized

■ ***WQTQ(FM)** Hartford, Conn.—Authorized program operation on 88.3 mhz with TPO 10 w. Action Oct. 29.

■ **WCRY-FM** Macon, Ga.—Authorized program operation on 107.9 mhz, ERP 100 kw and HAAT 430 ft. Action Oct. 29.

■ **WDBI-FM** Tawas City, Mich.—Authorized program operation on 101.7 mhz, ERP 3 kw and HAAT 275 ft. Action Nov. 5.

■ **WFMV-FM** Blairstown, N.J.—Authorized program operation on 106.3 mhz, 275 w and HAAT 830 ft. Action Oct. 29.

■ ***WLFC(FM)** Findlay, Ohio—Authorized program operation on 88.3 mhz with TPO 10 w. Action Oct. 29.

■ ***WDCV-FM** Carlisle, Pa.—Authorized program operation on 88.3 mhz with TPO 10 w. Action Oct. 29.

Final action

■ **Greenfield, Mo.**, Watkins Investment Co.—Broadcast Bureau granted 93.5 mhz, 2.35 kw. HAAT 330 ft. P.O. address 106 North Main, Greenfield 65661. Estimated construction cost \$2,000; first-year operating cost \$23,217; revenue \$10,000. Principals: John A. Watkins, president (99% individually and as custodian for children), et al. Mr. Watkins is judge in probate court, Dade County, Mo. (BPH-8452). Action Nov. 13.

Actions on motions

■ **Administrative Law Judge Frederick W. Dennison** in Corpus Christi, Tex. (A. V. Bamford), FM proceeding, granted petition by Mr. Bamford and postponed date for filing of proposed findings subject to further order (Doc. 19089). Nov. 14.

■ **Administrative Law Judge Lenore G. Ehrig** in Sacramento, Calif. (Interact Inc. and Royce International Broadcasting), FM proceeding, granted petition by Edward Royce Stolz and extended from Nov. 12 to Nov. 16 time for filing reply findings (Docs. 19516, 19611). Action Nov. 9.

■ **Administrative Law Judge Jay A. Kyle** in Geneva, N.Y. (Radio Geneva Inc. and Buccaneer Broadcasting Ltd.), FM proceeding, received in evidence Buccaneer exhibit and ordered that the record would remain open pending receipt of another document to be tendered by Buccaneer (Docs. 19709-10). Action Nov. 13.

■ **Administrative Law Judge Jay A. Kyle** in Berwick, Pa. (Berwick Broadcasting Corp.), FM proceeding, on judge's motion, scheduled further hearing conference for Nov. 30 (Doc. 17884). Action Nov. 13.

Other actions

■ **Review board** in Sun City, Ariz., FM proceeding, in response to request by Alvin L. Korngold,

rescheduled for Jan. 8, 1974 oral argument in proceeding involving mutually exclusive applications of Korngold and Sun City Broadcasting Corp. for new FM at Sun City (Docs. 19087-8). Action Nov. 19.

■ **Review board** in Bloomington, Ind., FM proceeding, granted motion by Henderson Broadcasting Co. for extension of time through Nov. 16 in which to file responsive pleadings to petitions to add issues by Bloomington Media Corp. and Indiana Communication Inc. (Docs. 19813-15). Proceeding involves competing applications of Henderson Broadcasting Co. Indiana Communications Inc. and Bloomington Media Corp. for new FM at Bloomington. Action Nov. 16.

Rulemaking actions

■ **Little Rock, Mountain View and Batesville**, all Arkansas—FCC, in response to petitions by Carroll D. Caldwell, James A. Pearson, Joe Biard and Preston Grace Jr., proposed amendment of FM table of assignments to assign various FM channels to communities of Little Rock, Mountain View, and Batesville. Action Nov. 21.

■ **Sanford, Me. and Rochester, N.H.**—Broadcast Bureau proposed in rulemaking notice amendment of FM table of assignments to substitute ch. 244A (now assigned to Sanford) at Rochester for ch. 280A, and ch. 221A for ch. 244A at Sanford (Doc. 19877). Change would alleviate short-spacing situation affecting only channel assigned to Rochester. Action Nov. 20.

■ **Wichita Falls, Tex.**—Broadcast Bureau proposed in rulemaking notice amendment of FM table of assignments to remove ch. 236 assigned to Wichita Falls (Doc. 19876). Change would eliminate short spacing which now exists between ch. 236 and KAMC(FM), Arlington, Tex., on ch. 235. Action Nov. 20.

■ **Chief, Broadcasting Bureau**, in Knoxville, Tenn., on request of Morgan Broadcasting Co., extended through Dec. 3 time in which to file comments and through Dec. 17 time in which to file reply comments in matter of amendment of FM table of assignments in Knoxville (Doc. 19832, RM-2086). Action Nov. 9.

Call letter actions

■ **Cascade Broadcasting Corp.**, Yuba City, Calif.—Seeks KHFX(FM).

■ ***Southeastern Massachusetts University**, North Dartmouth, Mass.—Seeks *WUSM(FM).

■ ***Operation Opportunities**—Clark county, Las Vegas—Seeks *KCEP(FM).

■ **Monmouth College**, West Long Branch, N.J.—Seeks *WMCX(FM).

■ **Triplett Broadcasting Co.**, Upper Sandusky, Ohio—Seeks WYAN-FM.

■ **Bridgerland Broadcasting Inc.**, Logan Utah—Seeks KVWJ(FM).

■ **La Crosse Radio Inc.**, La Crosse, Wis.—Seeks WLXR(FM).

Call letter actions

■ ***Winter Park High School**, Winter Park, Fla.—Granted *WPFL(FM).

■ **North Valley Broadcasting Enterprises**, Kalispell, Mont.—Granted KALS(FM).

■ ***Agape Broadcasting Foundation**, Dallas—Granted *KCHU(FM).

■ **Antigo Broadcasting Co.**, Antigo, Wis.—Granted WATK-FM.

Designated for hearing

■ **Key West, Fla.**—FCC designated for consolidated hearing application of Brannen and Brannen for CP for new FM to operate on ch. 238 (95.5 mhz) at Key West along with application of Panhandle Broadcasting Co. for license for WDTB-TV, Panama City, Fla. (Doc. 19836). Action was in response to petitions by Brannen and Brannen for reconsideration and stay of commission's memorandum opinion and order of Sept. 26, which set

aside July 3 grant of its application for new FM in Key West and returned application to pending status. Action Nov. 21.

Existing FM stations

Final actions

■ **WGLO(FM)** Fort Lauderdale, Fla.—FCC granted SCA to conduct visual subscription service on FM sub-carrier frequency of 67 khz (BSCA-1274). Action Nov. 21.

■ **WCSR-FM** Hillsdale, Mich.—Broadcast Bureau granted license covering new FM trans.; ant.; ERP 3 kw; ant. height 240 ft. (BLH-5813). Action Nov. 14.

■ **KEYC-FM** Mankato, Minn.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1290). Action Nov. 16.

■ **KEZK(FM)** St. Louis—Broadcast Bureau granted mod. of license to change studio and remote control locations outside city limits, 1780 South Brentwood Boulevard, Brentwood, Mo. (BMLH-477). Action Nov. 14.

■ **KLUR(FM)** Wichita Falls, Tex.—Broadcast Bureau granted CP to install new trans.; install new ant.; make change in ant. system (increase height); change transmission line; change ERP 100 kw; change ant. height 820 ft.; remote control from main studio at 10 Fre-Mar Valley, Wichita Falls (BPH-8596). Action Nov. 9.

Fine

■ **WRLS(FM)** Hayward, Wis.—Broadcast Bureau notified Pine Aire Broadcasting Corp., licensee, that it has incurred apparent liability of \$200 for repeated violation of rules for period in excess of ten days prior to Dec. 31, 1972, in that equipment performance measurements for 1972 were not made. Action Nov. 14.

Call letter applications

■ **WNFM(FM)** Naples, Fla.—Seeks WCVU(FM).

■ **WCCM-FM** Lawrence, Mass.—Seeks WCGY(FM).

■ **WHNR(FM)** McMinnville, Tenn.—Seeks WBMC-FM.

■ **WNRG(FM)** Grundy, Va.—Seeks WGBV(FM).

Call letter actions

■ **WNBX(FM)** Andalusia, Ala.—Granted WCTA-FM.

Renewal of licenses,

■ **Broadcast Bureau** granted renewal of licenses, co-pending auxs. and SCA's when appropriate for following stations: WAWR-FM Bowling Green, Ohio; WDMJ-AM-FM Marquette and WKHM-AM-FM Jackson, both Michigan; WKTN-FM Kenton and WLKR-AM-FM Norwalk, both Ohio; WMMH-AM) Marshall, N.C.; WMPX(AM) Midland, Mich.; WMWV(AM) Wilmington, Ohio; WNIL-AM-FM Niles, Mich.; WRWR-FM Port Clinton, Ohio; WWCN-AM-FM Brazil, Ind.; and WWOW(AM)-WFIZ(FM) Conneaut, Ohio. Action Nov. 20.

■ **Broadcast Bureau** granted renewal of licenses, co-pending auxs. and SCA's when appropriate, for following stations: WBGR-AM-FM Paris, Ky; WCRF(FM) Cleveland; WDIX-FM Orangeburg and WESC-FM Greenville, both South Carolina; WGBR(AM)-WEQR(FM) Goldsboro, N.C.; WGON(AM) Munising and WGR(FM) Detroit, both Michigan; WHH(AM) Warren, Ohio; WJNR-FM Iron Mountain and WKL-AM-FM Ludington, both Michigan; WLNO(FM) London, Ohio; WOGO(AM) New Smyrna Beach, Fla.; WOHI(AM)-WRTS(FM) East Liverpool, Ohio; WQRS(FM) Detroit and WRBP-AM-FM St. Johns, both Michigan; WMS-AM-FM-TV Nashville; WTRK(AM) Flint and WUNN(AM) Mason, both Michigan, and WXEZ(FM) Sylvania, Ohio. Actions Nov. 16.

■ **Broadcast Bureau** granted renewal of licenses to WAME(AM) Charlotte, WWAT(TV) Wilmington and WCOG(FM) Greensboro, all North Carolina, subject to conditions regarding equal employment opportunity practices. Action Nov. 16.

■ **FCC** granted renewal of licenses, co-pending auxs. and SCA's when appropriate, after analysis of response to equal employment opportunity inquiry letters sent to following stations located in North Carolina: WAIR(AM) Winston-Salem, WBAG-AM-FM Burlington-Graham, WBUY(AM) Lexington, WCHL(AM) Chapel Hill, WDNC-AM-FM Durham, WELS(AM) Kinston, WELP-AM-FM Esley, (South Carolina), WGN(AM)-WAAV(FM) Wilmington, WHYK-AM-FM Hickory, WIRC(AM)-WXR(FM) Hickory, WJNC(AM)-WRMC(FM) Jacksonville, WMFR-AM-FM High Point, WNCT-AM-FM Greenville, WSTP(AM)-WRDX(FM) Salisbury and WVOT-AM-FM Wilson. Action Nov. 14.

■ **FCC** granted renewal of licenses for remainder of regular license term for following North Carolina stations subject to conditions related to equal employment opportunity: WGUS(AM) North Augusta, (South Carolina), WIST(AM) Charlotte, WRJ(AM) Lenoir, WPTF-AM-FM Raleigh, WSKY(AM) Asheville and WECT(TV) Wilmington. Action Nov. 14.

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Modification of CP's, all stations

- **WALX(FM)** Selma, Ala.—Broadcast Bureau granted mod. of CP to change studio location to trans. site west side of Summerfield Road at Grant Chappel, 4 miles north of Selma; delete remote control (BMPH-13,906). Action Nov. 5.
- **KTOT-FM** Big Bear Lake, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to July 30, 1974 (BMPH-13,907). Action Nov. 6.
- **KMHI(FM)** Wailuku, Hawaii—Broadcast Bureau granted mod. of CP to extend completion date to May 1, 1974 (BMPH-13,911). Action Nov. 6.
- **KMHI(FM)** Wailuku, Hawaii—Broadcast Bureau granted mod. of CP to change trans. location to 1½ miles Southeast of Makana post office, Wailuku; operate studio location from 2103 Wells Street, Wailuku; operate by remote control from proposed studio site; change trans. and ant.; make change in ant. system; ERP 100 kw; ant. height 1,170 ft. (BMPH-13,867). Action Nov. 19.
- **WABK-FM** Gardiner, Me.—Broadcast Bureau granted mod. of CP to change transmission line and ERP to 14.5 kw (BMPH-13,924). Action Nov. 19.
- ***WMEA(FM)** Portland, Me.—Broadcast Bureau granted mod. of CP to change trans. and ant.; change transmission line and ERP to 49 kw (BMPH-10,442). Action Nov. 19.
- **WAAM** Ann Arbor, Mich.—Broadcast Bureau granted mod. of CP to change daytime pattern MEOV's (BMP-13,710). Action Nov. 16.
- **KQRX** Las Vegas, Nev.—Broadcast Bureau granted mod. of CP for extension of completion date to May 9, 1974 (BMP-13,700). Action Nov. 16.
- ***WGWF(FM)** Boiling Springs, N.C.—Broadcast Bureau granted mod. of CP to change trans. and studio location to College Circle, Boiling Springs, at Gardner-Webb College; operate by remote control from studio; ant. height 220 ft. (BMPH-10,343). Action Nov. 14.

Translator action

- **K58AA** Crystal, Fryling Pan and Roaring Fork River, all Colorado.—Broadcast Bureau granted license covering new UHF translator (BLTT-1576). Action Nov. 9.

Ownership changes

Applications

- **KVEE-AM-FM** Conway, Ark.—Seeks assignment of license from Brown Broadcast Inc. to Communications Media Inc. for \$190,000. Seller: Robin Brown, president, et al. (100%). Buyers: Lloyd V. Stone and Richard P. Osborne (each 50%). Mr. Stone has interest in Russellville, Ark. car dealership and Mr. Osborne is Fayetteville, Ark. attorney. Messrs. Stone and Osborne also own car wash in Russellville. Ann. Nov. 8.
- **KNLV(AM)** Ord, Neb.—Seeks assignment of license from Loup Valley Broadcasting Co. to KNLV Inc. for \$124,000. Seller: J. B. Ferguson, vice president, et al. (100%). Buyers: Dean W. Misko owns sporting goods store and Mr. Zikmund has farming interests, both at Ord. Messrs. Misko and Zikmund presently own 5% each of KNNL. Ann. Oct. 30.
- **WPXY(AM)** Greenville, N.C.—Seeks assignment of license from Curtis & Associates Inc. to Greenville Broadcasting Co. for \$131,375. Sellers: Donald W. Curtis, president, et al. (100%). Mr. Curtis also has interest in WEWO(AM)-WSTS(FM) Laurinburg, N.C. and CP for new AM at Mebane, N.C. Buyers: Ralph A. Gardner (20.3%), Joseph B. Loflin (18.64%), et al. Mr. Gardner is director of Carolina School of Broadcasting (training for radio-TV personnel) and Mr. Loflin has interest in mobile home retail sales and service in New London, N.C. Ann. Nov. 8.

Actions

- **WLVH-FM** Hartford, Conn.—Broadcast Bureau granted acquisition of negative control of WLVH Inc. from Thomas Dolan (20% before, none after) to Alton J. Lenoce and Jose Grimalt (together 80% before, 100% after). Consideration: \$25,000. Principals: Messrs. Lenoce and Grimalt are managers of WLVH-TV. They have contemporaneously filed application for transfer of 100% of stock of WLVH Inc. to Cinnamon Broadcasting Co. contingent upon grant of this application. (BTC-7216). Action Nov. 16.
- **WRIZ(AM)** Coral Gables, Fla.—Broadcast Bureau granted transfer of control from Robert W. Sudbrink, Harold W. Gore and Margaret S. Sudbrink, trustee (as group, 100% before, none after) to Villa Broadcasting Co. (none before, 100% after). Consideration: an estimated \$725,000 (subject to adjustments). Principals: Paul D. Bethel, president, Alberto Villalobos and Salvador Lew (each 22%), et al. Mr. Bethel has served in the State Department as well as reporting and authoring several books on Latin America affairs. Mr. Villalobos has been announcer and actor for variety of stations in

Miami and earlier in Cuba. He has restaurant interest in Florida. Mr. Lew was previously employed by radio station in Cuba (BTC-7175). Action Nov. 14.

- **KDVT(TV)** Dallas—Broadcast Bureau granted transfer of control KDVT Broadcasting Co. from Doubleday Broadcasting Co. (100% before, none after) to Christian Broadcasting Network Inc. by gift of stock valued at \$2 million. Principals: M. G. Robertson is president of non-profit corporation. Christian Broadcasting Network is licensee of WYAH-TV Portsmouth, Va.; WHAE-TV Atlanta; WXNE-TV Boston; WXXI-TV Norfolk, Va.; WBIV-FM Wethersfield; WEIV-FM Ithaca; WMIV-FM Bristol; WOIV-FM DeRayter and WJIV-FM Cherry Valley, all New York; Christian Broadcasting Network will vacate KXTX-TV Dallas upon consummation of transfer (BCT-7229). Action Nov. 9.

Cable

Applications

- The following operators of cable television systems have requested certificates of compliance, FCC announced Nov. 20 (stations listed are TV signals proposed for carriage):
 - **Ozark Cable TV Inc.**, Box 57, Salem, Ark. 75276 proposes for Horseshoe Bend, Ark. (CAC-3239), KARK-TV, KTHV and KETS, all Little Rock and KAIT-TV Jonesboro, both Arkansas; KYTV, KOLR and KMTC, all Springfield, Mo., and WMC-TV Memphis.
 - **Garberville Cable TV**, 1071 Parkside Drive, Richmond, Calif. 94803 proposes for Garberville (CAC-3118) and Redway (CAC-3119), both California, to add KRCR-TV Redding, Calif.
 - **Garberville Cable TV**, 1071 Parkside Drive, Richmond, Calif. 94803 proposes for McKinleyville, Calif. (CAC-3240), KIEM-TV, KVIQ-TV and KEET, all Eureka; KRCR-TV Redding, KTVU Oakland, KRON-TV and KGO-TV, both San Francisco, all California.
 - **Polk Cablevision Inc.**, 1620 South Combee Road, Lakeland, Fla. 33801 proposes for Polk county unincorporated areas, Fla. (CAC-3235), WUSF-TV, WEDU, WFLA-TV and WTVT, Tampa; WTOG St. Petersburg and WLCY-TV Largo, all Florida; WTCC Atlanta; WSWB-TV, WMFE-TV, WDBO-TV and WFTV, all Orlando and WFTV Miami, both Florida.
 - **Caney Cable TV**, 216 West Eighth Street, Coffeyville, Kan. 67337 proposes for Caney, Kan. (CAC-3233), KMBA-TV Kansas City, Mo.
 - **Cherryvale Cable TV**, 216 West Eighth Street, Coffeyville, Kan. 67337 proposes for Cherryvale, Kan. (CAC-3232), to all KBMA-TV Kansas City, Mo.
 - **Lakeland Cablevision Inc.**, Box 559, 223 West Front Street, Detroit Lake, Minn. 56501 proposes for Frazee, Minn. (CAC-3246); KXJB-TV Valley City, WDAY-TV, KTHI-TV and KFME, all Fargo, both North Dakota; KCMT Alexandria and WTCN-TV Minneapolis, both Minnesota.
 - **Cablecom-General Inc.**, Box 1195, 119 Court, Clarksdale, Miss. 38614 proposes for Lyon, Miss. (CAC-3236), to add WTUV Tupelo and WMAV Oxford, both Mississippi.
 - **See More Cable TV** of Chaffee Inc., 217 Tanner, 217 Tanner, Box 983, Sikeston, Mo. 63801 proposes for Chaffee (CAC-3225) and Oran (CAC-3226), both Missouri; KFVS-TV Cape Girardeau, Mo.; WSIL-TV Harrisburg, Ill.; WPSD-TV and WDXR-TV, both Paducah, Ky.; WSIU-TV Carbondale, Ill.; WKMU Murray, Ky.; KETC, KPLR-TV and KDNE-TV, all St. Louis.
 - **McCook Multi-Vue TV System Inc.**, 514 West E. Box 308 McCook, Neb. 69001 proposes for McCook (CAC-3249), to add KBMA-TV Kansas City, Mo.
 - **North Platte Multi-Vue TV System Inc.**, 520 North Poplar Street, North Platte, Neb. 69101 proposes for North Platte, Neb. (CAC-3247), to add KMBA-TV Kansas City, Mo.
 - **See-More Inc.**, 317 South Main Street, Quanah, Tex. 79252 proposes for Jal (CAC-3237) and Eunice (CAC-3238), both New Mexico, KMOM-TV Monahans and KMID-TV Midland, and KOSA-TV, Odessa, all Texas; KBIM-TV and KWSV-TV, both Roswell, N.M.; KERA-TV Dallas and KTVT Fort Worth.
 - **Coaxial Communications of Franklin County Inc.**, 3770 East Livingston Avenue, Columbus, Ohio 43227 proposes for Franklin county unincorporated areas, Ohio (CAC-3245), WBNS-TV, WLWC, WTVN-TV and WOSU-TV, all Columbus; WUAB Lorain, WKBF-TV Cleveland and WXIX-TV Cincinnati, all Ohio.
 - **Omega Cable of Ohio Co.**, 108 East Washington Street, Indianapolis 46204 proposes for Sylvania, Ohio (CAC-3250), WTOL-TV, WSPD-TV and WDHO-TV, all Toledo, WGBU-TV Bowling Green and WOSU-TV Columbus, all Ohio; WXYZ-TV, WJBK-TV, WTVS and WKBD-TV, all Detroit; KJLB-TV Windsor, Ont. and WGTE-TV Toledo, Ohio.
 - **Buckeye Cablevision Inc.**, 1122 North Byrne Road, Toledo, Ohio 43604 proposes for Sylvania township, Ohio (CAC-3244), WTOL-TV, WSPD-TV,

WDHO-TV and WGTE-TV, all Toledo, Ohio; WKBD-TV, WXYZ-TV, WTVS and WJBK-TV, all Detroit; CKLW-TV Windsor, Ont.; WBGU-TV Bowling Green and WOSU-TV Columbus, both Ohio.

- **Microcom Inc.**, Box 306, Boise City, Oklahoma 73933 proposes for Boise City (CAC-3241), certification of existing CATV operations.
- **Cable TV Co. of York**, 2007 South Queen Street, York, Pa. 17405 proposes for Hallam borough (CAC-3228), Hellam township (CAC-3229), Dover borough (CAC-3230) and Dover township (CAC-3231), all Pennsylvania, WITF-TV Hershey, Pa.; WBAL-TV, WMAR-TV, WJZ-TV and WBFF-TV, all Baltimore; WBSA-TV, York, WGAL-TV Lancaster, WTPA-TV and WHP-TV, both Harrisburg, WLYH-TV Lebanon, WPHL-TV Philadelphia, all Pennsylvania.
- **Carthage Cable-Vision Inc.**, 218 East Sabine Street, Carthage, Tex. 75633 proposes for Carthage (CAC-3248), to add KERA-TV, KDVT and KXTX, all Dallas and KTVT Fort Worth.
- **Television Enterprises Inc.**, Box 1048, Brady, Tex. 76825 proposes for Menard, Tex. (CAC-3227), to add KTXS-TV Sweetwater, Tex.
- **Numsen Master Antenna Systems Inc.**, 628 South Fourth Street, La Crosse, Wis. 54601 proposes for LaFarge (CAC-3242) and Viola (CAC-3243), both Wisconsin, to add WHLA-TV LaCrosse, Wis.
- **Douglas Community Television System**, Box 517 Pine Bluff, Wyo. 82082 proposes for Douglas, Wyo. (CAC-3234), KTWQ-TV Casper, Wyo.; KWGN-TV, KOA-TV, KRMA-TV, KMGH-TV and KBTB, all Denver.

Final actions

- **Gadsden, Rainbow City and Glencoe**, all Alabama—FCC authorized Alabama Cablevision Co. to add signals of WATL-TV and WAGA-TV, both Atlanta, to its systems at Gadsden, Rainbow City and Glencoe (CAC-1217, 1218, 1219). Systems currently carry signals of WHMA-TV Anniston, WHNT-TV, WAAY-TV and WMSL-TV, all Huntsville, WCIO Mt. Cheaha State Park, WADI-TV and WBRC-TV, both Birmingham, all Alabama and WTCC, WQXI-TV and WSB-TV, all Atlanta. Opposition by Taft Broadcasting Co. (WBRC-TV) was denied. Action Nov. 21.
- **Selma**, Ala.—FCC waived certificate of compliance requirements and granted Selma Telecable, Corp. STA to carry signal of WSLA-TV Selma on its cable TV systems at Selma, Dallas county and Craig Air Force Base, all Alabama. Action Nov. 21.
- **Panama City**, Fla.—FCC informed Panhandle Broadcasting Co., permittee of WDTB-TV Panama City, that it has waived rules to permit cable television systems to carry station for temporary period without certificate of compliance. Action Nov. 14.
- **Crawfordsville**, Ind.—FCC granted request by Crawfordsville Community Cable Corp. for STA to carry signal of WILL-TV Terre Haute, Ind., on its cable television system in Crawfordsville. Action Nov. 14.
- **Kalamazoo**, Mich. etc.—FCC waived certificate of compliance requirements of rules and Fetzler CableVision, operator of cable TV systems in Kalamazoo, Kalamazoo township, Oshtemo, Comstock, Cooper township, Parchment, and Portage, all Michigan, has been granted temporary authority to carry signal of *WGVC(TV) Grand Rapids, Mich., on its system. Action Nov. 14.
- **Reading and Lockland**, both Ohio—FCC denied applications of Community Television Inc. for certificates of compliance to initiate cable TV service at Reading and Lockland, located within specified zone of 17th-ranked Cincinnati-Newport, Ky. television market (CAC-1300, CAC-1304). Action Nov. 21.
- **Morgantown**, W. Va.—FCC in response to petition by West Virginia Board of Regents, licensee of WVUU-TV Morgantown, waived rules to permit cable system to temporarily carry one of five translators carrying signal of WVUU-TV into northern and eastern panhandle areas of West Virginia without certificate of compliance. Action Nov. 21.
- **FCC dismissed requests by Midwest Television Inc.**, licensee of WCIA(TV) Champaign, Ill., and McGraw-Hill Broadcasting Co., licensee of WRTV(TV) Indianapolis, for reconsideration of commission action granting STA for certain cable systems to continue presentation of Chicago White Sox baseball games on their Indiana and Illinois systems. Action Nov. 21.
- **FCC amended cable television rules** so that existing cable systems may add local television signals or institute non-local educational TV signals to their cable service without certificate of compliance from commission. Action becomes effective Dec. 5. Action Nov. 21.

Other action

- **Review board in Allentown and Bethlehem**, both Pennsylvania, cable TV proceeding, granted request of Service Electric Cable TV Inc. to extend through Dec. 17 time in which to file exceptions to initial decision released Oct. 30 (Doc. 19321). Initial decision directed Service Electric to cease and desist from further violation of rules by failing or omitting to carry WBRE-TV Wilkes-Barre, Pa. Action Nov. 20.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

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Florida Full-Time AM on West Coast wants experienced pro. Great station. Booming market. RAB training big help. Resume, track record first letter. We have unbeatable plan for right man or woman. Doing great now, but want to do better with you. Equal Opportunity Employer. Box N-7, BROADCASTING.

Excellent Opportunity for salesperson interested in Sales Management. Salary plus. Experience necessary. Kentucky equal opportunity employer. Box N-47, BROADCASTING.

Immediate opening for experienced salesperson with proven sales record. Must be aggressive self-starter to find new business and cultivate excellent agency list. Contact Joe Bell, WEZG-WSOQ, PO Box 20, North Syracuse, NY. Area Code 315-458-1220.

NYC Suburban—Year old AM, seeking an experienced producer who likes work. Your income is up to you. Send sales record, resume and references now. If you're the mover for our sales department we'll call pronto. WPRJ, Parsippany, NJ 07054.

Michigan NBC station needs salesperson. #1 ARB 18-35. Paid Life & Hospitalization insurance. Good list. Send resume & salary requirements with first letter. WSAW, P.O. Box 1776, Saginaw, 48605.

Sales Manager small midwest FM market. Commission plus net profit percentage. Box 205, Savanna, IL 61074.

Help Wanted Announcers

Warm and versatile voice for major easy listening station in major Northeast market. If you can deliver "agency" quality commercials, believable news and tight production: send tape and resume at once: Box M-126, BROADCASTING.

Good opportunity in major mid-western market for combo-announcer experienced in classical format, preferably commercial. 3rd Phone. Equal Opportunity Employer. Send tape and resume to Box M-171, BROADCASTING.

Major market rocker seeks one or two top notch entertainers. Minority applicants are encouraged to apply. Experienced, all-around pros only. Send tape and resume to Box M-207, BROADCASTING.

Help Wanted Announcers Continued

Eastern large market contemporary MOR needs a topical, quick-witted real personality. You need youth appeal. Send tape & resume to Box M-208, BROADCASTING.

Need good announcer for program or music director. Must have some experience. Send tape, resume at once. Great opportunity. Box M-212, BROADCASTING.

Kentucky, top announcer with ideas and a self-starter. Sales and/or play-by-play. Immediate opening. Send resume and tape to Box M-219, BROADCASTING.

Good bread for pro who can get it said within a Q format. Major market. PM Drive & production. Box N-11, BROADCASTING.

Oregon: Leading contemporary country station desires audition tapes from 1st ticket announcers interested in filling future vacancies when they occur—good wages. Stability. Box N-39, BROADCASTING.

Need 1st phone announcer & sales for uptempo MOR operation in Florida Keys. Send tape, resume & pic to—Box N-44, BROADCASTING.

North West Kentucky AM seeks announcer with 1st phone. Contemporary format. Equal Opportunity Employer. Box N-48, BROADCASTING.

50,000 watt KAAV, Little Rock, Arkansas looking for a pro jock for contemporary and progressive rock sound. Must have valid first class FCC license, experience, and drive. Send air check, resume, picture to Wayne Moss, Operations Manager, KAAV, P.O. Box 1790, Little Rock, AR 72203. Equal Opportunity Employer Male—Female.

Wanted: Rock Jock for night shift. Good voice, tight board musts. Tape and resume. No phone calls. Bob Miller. KLSS/KSMN, Box 1446, Mason City, IA 50401.

Radio Career? Willing to learn? Contact Steve Campbell, KPOW Powell. P.O. Box 968 Powell, WY 82435.

Immediate opening for experienced announcer with news and production experience. Day shift. Contact George Wilburn, KWHW Radio, Altus, OK.

Have immediate opening for Announcer with First Class License. Write WAMD, Aberdeen, MD 21001.

Experienced DJ needed for 6 to midnight. Rush tape, resume, and salary requirement to Jerry Collins, WASK, Lafayette, IN 47902.

Immediate opening for experienced Top 40 jock. If you are bright, mature, can communicate and are looking for an opportunity, RUSH air check, production tape, resume and photo to Alan Boyd, Program Director, WDAK, Columbus, GA 31902.

Experienced C & W early morning jock. Ill., Iowa, Wis. applicants preferred. Above average salary. Solid future. No tapes or auditions now. Write Andy Karsen, PD, WDMP, Dodgeville, WI. Will call you if we feel you qualify for our operation. Equal Opportunity Employer.

Exceptional Personality announcer wanted for number one station in fast growing Florida coastal area. We're looking for someone who wants to combine above average pay with delightful living, who is strong on M.O.R. format, news and production, yet has gift of gab which will hold the lead in this three county market. If you think we can't afford you, at least try us. Shift 6-9 A.M. and 11-1:30 P.M. Monday thru Saturday with balance on production. No floater. Prefer family person with steady work record who seeks Florida living by the sea. Send resume, salary needs, and tape including 3 minute news, 4 spots and 1/4 hour record show to Hudson Miller, WIRA, Ft. Pierce, FL, an Airmedia station, equal opportunity employer.

Staff Announcer/Newsreader needed for top-rated FM-Stereo beautiful music station. Must also have production/copy skills. Tape & resume to WSR5, West Side Station, Worcester, MA 01602. Equal Opportunity Employer.

If you can talk, do news and production—"WE" wants to talk to you—mid-America's #1 talk station is looking—you must be good. No prima donnas. Rush tape, photo, resume, to Jim Fields, WE Radio, Mid-City Building, 1331 Union Avenue, Memphis, TN 38104.

Wanted: a professional radio broadcaster for p.m. drive time. Heavy production—good facilities and excellent studios. Air check and resume to PD—Box K, Greeley, CO 80631

Help Wanted Technical

Assistant Chief. Up to \$10,400 to start. Pleasant suburban living in east. Please send resume to Box M-209, BROADCASTING.

Experienced assistant chief engineer wanted for Eastern Three Tower Directional AM Station. Salary open. Equal Opportunity Employer. Box N-3, BROADCASTING.

Experienced Chief Engineer needed for Mid-Atlantic 50KW DA. Must be strong on maintenance and able to handle difficult union staff. Send resume to Box N-32, BROADCASTING.

Chief Engineer—immediate opening for experienced 1st-class engineer. Complete responsibility of 2-DA transmitter system and studio. The individual we're looking for is probably a Chief or Assistant at a small-market radio station. Salary—\$8,000-10,000. Contact Al Mangum, GM, KMNS, Sioux City, IA 712-258-0628.

Chief Engineer needed for fulltime AM and automated FM stereo. FM to go on air in few months. All new equipment and facilities. Must be experienced in all phases including remote operation. Good salary and benefits. Contact George Wilburn, KWHW Radio, Altus, OK. Personal interview a must.

Wine Country Radio—Needs full time chief engineer for FM and AM station—located in the beautiful Finger Lakes Wine Country—Excellent benefits—should be able to do some announcing. Write WGHT-AM Box 471, Bath, NY 14810. Attn: Tom Miller—Phone 607-868-3206.

Chief Engineer . . . Experienced for AM plus FM stereo automation and auxiliary services. Send resume, references & salary requirement to personnel director, WHFB, P.O. Box 608, Benton Harbor, MI 49022. Equal Opportunity Employer.

Chief Engineer—U.S. territory overseas. Must have extensive experience, full color TV and AM-FM operations and know all phases of maintenance and operations. Two year minimum contract, housing, transportation furnished. Salary negotiable based on experience. Send resume to P.O. Box 4238, Burlington, CA 94010.

Engineer, above average! Start with existing station, help us build and grow. Automated Programming System. New construction. Inter-City Relay System. Air Ability helpful. Sidney King at 307-235-3380 or Box 2090, Casper, WY 82601.

Immediate openings for two maintenance technicians. Experience with Ampex broadcast equipment an asset. Reply stating specific experience and salary expected to: Operations Manager; Editel, Inc.; 1920 N. Lincoln Ave.; Chicago, IL 60614.

Engineer with directional experience needed for 5KW Sioux City, Iowa. Take complete charge of engineering. Salary in excess of \$10,000.00. Write P.O. Box 1379, Sioux City, 51102, an E.O.E.

Help Wanted News

Male or female journalist-reporter ready to move up to major market equal opportunity employment group operation. Above-average salary and benefits; chance to become part of aggressive news operation. Resume, photo, recent air check to Box M-233, BROADCASTING.

News person for No. 1 station in Eastern suburban market, \$170 to start. You must be prepared to work long hours, dig and write, deliver authoritatively. AM experience required. Replies welcome from members of minority groups. Send tape to Box M-235, BROADCASTING.

Wanted: Experienced newscaster for night shift at community-oriented station in New England City (just a few hours drive from New York and Boston). Extraordinary fringe benefits, generous vacation plan, bonus, frequent raises, and pleasant working conditions. Box N-8, BROADCASTING.

News Director for one of Wisconsin's great medium market radio stations. \$7,200 plus benefits. EOE. Rush resume with references and tape to: Box N-10, BROADCASTING.

Morning drive, Major market, Top rated. Tape and resume to Box N-18, BROADCASTING.

Young aggressive newscaster wanted for small market. Grow with us in the midwest. Send tape and resume to Box N-28, BROADCASTING.

Help Wanted News Continued

News Director of AM/FM operations near NYC is seeking TV. We need assistant news director to learn ropes and replace director when he leaves. News staff consists of 4 full time, 2 part time, and stringers. Experienced radio journalists send resume, tape, salary requirements to Box N-51, BROADCASTING.

If you have broadcast reporting experience, and now want to build and head a news department, we're interested in you. You'll have management support in building, but first you must be a reporter. Send tape and resume to WQIX-WQIX(FM), P.O. Box 288, Horseheads, NY 14845.

News person for AM-FM Operation. Must have good delivery and experience covering meetings, news conferences, etc. Send resume and air check to News Director, WIRL Radio, P.O. Box 3335 West Glen Station, Peoria, IL 61614.

Top Contemporary station seeks unusual newperson. Good Airtound, judgment, and experience—but not dogmatic on what is interesting, informative. Pay, facilities, climate very good. Tape, photo, resume. News Director, WLEE, Box 8477, Richmond, VA 23226.

News Director—Beautiful upper Midwest City of 30,000. Must have good delivery and write well; strong on local news. UPI Audio affiliate, salary depends on experience and potential. Permanent position. Mr. Charles 507-452-2867.

Help Wanted, Programing, Production Others

Program Director for 5000 watt community-oriented radio station. Must be experienced with good voice, production-oriented, and know music. Send full details, tape, and salary requirement. Call 301-939-0800 or write Manager, WASA, P.O. Box 97, Havre de Grace, MD 21078.

Production Chief, building a creative career. Write, voice, and produce commercials, program material. Finished product must be smooth, unique. Tape, resume to Box 2090, Casper, WY 82601 for outstanding opportunity.

Director, School of Journalism—Accredited in news-editorial and public relations sequences. Approximately 160 undergraduates, 60 MA candidates. Applicant should have high standing in the field as evidenced by significant publication and professional recognition, broad professional experience in print or broadcast journalism, outstanding service to the communication profession, an advanced degree. Position open September, 1974. Application deadline, February 1, 1974. Applications and inquiries should be directed to Chairman, Journalism Search Committee, Division of Social Sciences and Communication, 200 Administration Building, University of Southern California, University Park, Los Angeles, CA 90007. U.S.C. is an equal opportunity employer.

Situations Wanted Management

Current successful GM seeks similar position. (Station being sold). Professional, creative, community-active family man. Sales oriented. Totally knowledgeable including Regs., renewals. Box N-4, BROADCASTING.

Seeking small market management position with challenge and broad responsibilities. 16 years experience in sales, programming, radio and TV news. Box N-5, BROADCASTING.

Illinois/Indiana: PD-CE-Consulting Engineer seeking similar semi-management/management position. Inexpensive. Small stations, too! Box N-16, BROADCASTING.

Ten Years Preparation. MBA degree. Currently top salesman North Carolina medium market. Know CPM to ROI. Box N-26, BROADCASTING.

For 20 years, I've helped radio stations out of problem situations by increasing ratings, sales, and profits. I've competed with the industry giants but have never missed a major objective. Success came from analysis and logic, not fads and gimmicks, and it brought me a handsome income. Now I'm establishing my own business and to build a track record, I'm offering this same help to 10 non-competing radio stations for \$425 per month. To insure a thorough job, I'll need a 2-year contract. If your station's financially solvent and really wants to win, tell me a little about your market, your facility, your long-range goals, and the progress you've made to date. I'll tell you, frankly, whether I think I can help, and why. Perhaps, by working together, we can build my business by rebuilding yours. Box N-30, BROADCASTING.

Small market radio expert. Owner, G.M., and sales manager for past 12 years. Presently G.M. top 100 markets. Want challenge and opportunity to build small or medium facility to top potential. Complete knowledge all phases, sales my specialty. Family, sober, hard worker, will consider all locations, call 915-584-3884, Available Dec. 1.

Situations Wanted Sales

Sales Manager: Dynamic motivator with ideas who knows how to sell. Welcomes responsibility. Check my record of success. Call area code 318-388-2157 after 6 P.M.

Situations Wanted Announcers

Black Personality Jock, 3rd endorsed, broadcasting school graduate, experience, good production, R&B top 40, rock progressive format. Tape, resume and references on request. Will relocate. Looking for stability. Box M-213, BROADCASTING.

Tired of working with boobs! Looking for stable position with "together" radio station. 1st phone, 4 years exp. Rock, CW, MOR. Married. Prefer West Coast but will consider others. Box M-215, BROADCASTING.

N.Y. vicinity—Announcer Newsman, 24, college, broadcasting school. Two years Metro NY experience. Desires small-medium station N.Y., N.J., Conn. Week-end airshift OK. Box M-221, BROADCASTING.

The Nation's #1 new top 40 personality and special program award winner at '73 Billboard convention, seeks large medium/major market position. All inquiries answered. Box M-243, BROADCASTING.

Personality Entertainer! Creative, with voices. Great Production, and super references. Contemporary, or up-tempo MOR slot desired. Looking for a "Personality"? I put out 200% at all times! Box N-2, BROADCASTING.

Black soul Disc Jockey, need full time job, broadcasting school trained, eight months radio experience, third class FCC license, family man, and a gift of gab that's out of sight. Box N-13, BROADCASTING.

Limited experience, maximum potential. D.J., local news, production, P.R. background, M.A. Communications-theater, 3rd endorsed. Box N-20, BROADCASTING.

Wage freeze is still on here! Does your salary range hit between \$200 & \$300 weekly? Are you in the market for Morning Drive spiced with humor, warmth and excitement? I've got the stuff, if you've got the bread. Box N-27, BROADCASTING.

College grad, D.J., announcer, news, commercials, good production. Will relocate. Can follow direction. Box N-31, BROADCASTING.

Announcer, D.J. News, production, excellent reader, smooth commercial delivery. N.Y. City broadcast grad, 27, single, will relocate. Looking for first break, N.Y., N.J., New England, nights preferred. Box N-41, BROADCASTING.

Announcer, first phone, experienced, easy listening format, will relocate. Box N-49, BROADCASTING.

Young mature man four years experience seeking MOR station, prod., and chance to advance. No screamer but personable. Take direction, will relocate. Call David 915-698-2433. 1602 Glenwood, Abilene, TX.

First Phone, 2 years college radio, electronics interests, former music magazine owner, good looks, excellent diction and production, 24 very eager. Michael Paul Taimuty, 1925 St. Ives St., Pittsburgh, PA 15212.

Experienced personality with ratings, seeking new top 40 career challenge in top 50. Money making sound—creative, imaginative, telephone talk. Excellent news and commercials. Personable, dependable—top ratings. First phone with full knowledge of FCC rules and regulations. Top broadcast, personal, and credit references. For air check, resume, and ratings, Contact—Jay Alan, 312-289-5151.

Excellent news and commercial delivery, smooth pleasant sound. MOR or EZ, any location. First phone, one-year experience. R. Canonica, 415-935-0133.

Currently employed rocker, third, seeks more sun or heating fuel. Tight board, production, copy. Box B45, Ithaca, NY.

Right on tight Top Forty DJ, 4 years experience seeks Top Forty or MOR gig small to small medium market east. Production music and program director background. 3rd endorsed \$120 to \$140 weekly desired available immediately. Bill 516-423-0167 or 516-757-8045.

Get back to basics . . . no town clown . . . no jabber . . . Just good time Rock 'n Roll . . . three years experience, mostly "Q" format. First phone . . . go anywhere . . . available immediately . . . Dan 607-797-1398.

It's tough to be a broad . . . it's tougher to be a broad in top 40 radio and make it in a top-rated 50,000 watt station in a major market. I did! If you want a gutsy broad, good jock, no schlock, no BS, call this number 607-562-3786—Seek major market jock gig, 5 figures.

Situations Wanted Technical

End unnecessary off the air time with our contract maintenance engineering service. Save money. Write Box M-100, BROADCASTING.

Situations Wanted News

Experienced News Director wants to connect with station that is truly committed to news. Heavy on writing, actualities, interviews, delivery. References and awards to prove it. Box M-222, BROADCASTING.

Ambitious, responsible 33 year old with 14 years broadcast news experience. Seeks news director or news announcer position in major market. Box M-234, BROADCASTING.

Skilled tradesman. Word crafter, 23, seeks job with independence at station with functioning equipment of its own in D.C. metro area. All-around news experience; soft but tight board . . . and first. Take the initiative and inquire at Box N-12, BROADCASTING.

Veteran radio-TV News Director seeks position which offers the opportunity to mold news operation into #1 product. Box N-36, BROADCASTING.

Listen! I've been deceived, lied to and ready to give up but I'm 23 and not about to let this business beat me. Experienced play-by-play, music and news. Box N-46, BROADCASTING.

News Director-Operations Manager. 15 years, major-market experience. 1st phone, McLendon trained. Will relocate. Charles Beach, 4020 Holland #212, Dallas, TX, 214-521-7877.

Young man seeks news camera experience, will work long hrs, low pay, GRAY, 550 George, New Haven, CT 06511.

Situation Wanted Programing, Production, Others

Positive Programing, the way I do it, could be the best thing that's ever happened to your station. Don't your listeners, advertisers and bank account deserve the best? Box M-67, BROADCASTING.

Experienced, successful major market program and music director with Top ratings and excellent background. Presently employed at Top Ten market. Highly entertaining D.J. show. I'm looking for a new gig at a station in a medium market. Expert at FM rock programming—a blend of Top 40 and Progressive. Good at staff management. I can do a number on your station. Box N-22, BROADCASTING.

If your small or medium market rock, oldies or adult contemporary station can pay a creative, hard working program director a five figure salary contact Box N-23, BROADCASTING.

Recent graduate of Specs Howards School. Prefer broadcasting and production. Willing and able to work in other areas. 3rd endorsed, working on first phone. Resume and tape on request. Telephone 313-331-8280.

First Ticket, experienced PD/morning man. Good voice, experience also includes production, copy writing, news, prefer medium market, will relocate anywhere in USA. Seeking immediate, definite opening. Prefer personal interview audition first. If you need someone today call Larry Kay, 791-6557 or write 58 Fairview Ave., Valley Street, NY 11581. State salary first letter.

First, B.A., 6 Years MOR, Beautiful Music broadcaster desires Midwest station. Resume and tape will convince you I am 100% professional and competent in all areas. 201-263-2355.

TELEVISION

Help Wanted Management

A TV news background, an MA, a creative imagination, ambition and management capability are required. You should be personable, responsible, persuasive and flexible. Write Box H-229, BROADCASTING.

Help Wanted Technical

Wanted chief engineer AM-FM group owner—heavy on directional antennas, maintenance, audio proof of performance. Top salary and growth potential. Equal opportunity employer M/F. Reply to Box K-170, BROADCASTING.

New Project in Florida. Television Engineers needed with experience in one or more of following areas: installation, operation (especially VTR editing), maintenance and quality control. Some supervisory levels also needed. Good pay and working conditions. Box M-102, BROADCASTING.

Help Wanted Technical Continued

Chief Engineer well established Pennsylvania television station. Excellent salary, rare opportunity, substantial benefits. Equal opportunity employer. Box M-220, BROADCASTING.

Wanted: technician for Hollywood mobile unit. Latest equipment, limited travel. Send resumes to Box M-255, BROADCASTING.

Media center at midwest university needs TV studio engineer to install, operate and maintain B/W and color equipment. Must have completed required TV-Electronics training program from vocational, factory or military service school. Day time and early evening shifts available. Two years experience and first class FCC desirable. Available: immediately. Beginning salary range: \$745/month. Box N-14, BROADCASTING.

First Class Licensed engineer . . . midwest, WGEM-AM-FM-TV, 125 miles north of St. Louis. Require experienced TV studio operations, maintenance. Complete benefits. Send resume. Equal Opportunity Employer. Contact Jim Martens, P.O. Box 769, Quincy, IL, 217-222-6840.

Immediate opening for technician with first phone. Experienced with RCA equipment. Equal opportunity employer. Submit resume to P.O. Box 631, Decatur, IL 62525.

Fetzer Broadcasting Co., Cadillac, Michigan needs engineer with 1st class license. Some experience desirable. Call collect, 616-775-3478 or write P.O. Box 627, Cadillac, MI 49601.

Help Wanted News

Number One major market station with modern "eye-witness" format needs authoritative anchorperson with show-biz personality and strong writing and production ability. Send tape to Box M-246, BROADCASTING.

News Director—VHF Network Affiliate in 50-100 market size seeks personable, cooperative person who wants to work hard in upper midwest. \$150 per week to start (negotiable) plus all fringe benefits. If you want a position that will let you try out new ideas with a young, growing, going company, send your LB Video Tape audition or photo and audio tape with resume. Tapes will be returned. Box N-25, BROADCASTING.

We are looking for a hard news oriented field reporter with production know-how. Good appearance and voice. Experienced only need apply. Send audition VTR/Film and resume to Dave Choate, WCKT-TV, Miami. Equal opportunity employer.

Sports Director. On-air reporter, with knowledge of film and film editing. Must have ability to film and report pro football, hunting and fishing with occasional controversial comment. Send resume and VTR to Bob McMullen, News Director, WFRV-TV, Green Bay, WI 54301.

Meteorologist with personality needed immediately by medium-market station under new progressive ownership. Send resume and VTR to News Director, WPTA-TV, Fort Wayne, IN 46818. An. equal opportunity employer.

Help Wanted Programing, Production, Others

Executive Producer (public affairs program) for public TV station. Solid TV journalistic background and producing experience required. We want shows that give off sparks but generate more light than heat. Send full resume and salary requirements. Equal Opportunity Employer. Box M-195, BROADCASTING.

ETV station in Northeast seeks top producer for music, dance, drama, art, and other cultural affairs programming. Must have broad expertise in cultural affairs and extensive TV producing credits. State salary minimum. Send resume. Equal Opportunity Employer. Box M-200, BROADCASTING.

Host or Hostess for 1 hr. morning, talk-variety program, top 30 market, network affiliate. Send picture & resume to Box N-38, BROADCASTING.

Still Photographer for TV station. Cinematography experience also desirable. Darkroom skill a necessity. Send portfolio and resume to WNED-TV, 184 Barton Street, Buffalo, NY 14213. Equal Opportunity Employer.

TV Director for PTV station. Must have good eye, good ear, be creative, unflappable perfectionist used to doing own switching. Sample tape required—with full explanation of directors role in all aspects of the production. Send tape and resume to WNED-TV, 184 Barton Street, Buffalo, NY 14213. Equal Opportunity Employer.

Help Wanted Production Continued

WBBH-TV, Fort Myers, Florida, has an immediate opening for an energetic, innovative, production cinematographer. Must also be experienced in 35 mm color slide photography. Should be able to create television commercials, photograph, and transfer and edit on videotape. Must be able to copy with a busy schedule. Salary is open. An equal opportunity employer. Call or write either Tina Halsted or Howard Hoffman at 813-936-0195, 3719 Central Avenue, Fort Myers, FL 33901.

Producer/Director—Top-rated commercial tape production house has immediate opening for a highly experienced, full-time producer/director. Emphasis will be placed on your full knowledge of studio tape production and your track record in producing quality programs including variety, sports and public affairs. We offer excellent working conditions and salary. Send letter and resume to: Brooke Spector, production manager, United Artists Productions, 8443 Day Drive, Parma, OH 44129. Equal Opportunity Employer.

Situations Wanted Management

President or Executive Vice President-General Manager for top 50 station or group. Thoroughly experienced all phases; all levels. Since 1943 have practiced radio 12 years; television 18 years. Specialist in competitive programing, sales, community affairs involvement, management-troubleshooting. Nationally recognized as aggressive, quality competitor-industry leader. Accustomed to formidable challenges and much responsibility. Power-struggle at very top of conglomerate-empire prompts decision to make change. Weekend interviews arranged. Box N-21, BROADCASTING.

Situations Wanted Announcer

TV host and talk show personality—many years experience—college graduate—mature, family man—prefer southeast, Box N-1, BROADCASTING.

Situations Wanted Technical

Trade school, first phone, experience—projection, VT's, cameras, transmitters, sharp switcher, maintenance trainee. Southeast. Box M-231, BROADCASTING.

First Phone—28 years, AM-TV, all phases, desires maintenance and or XMTR. Box N-37, BROADCASTING.

TV studio engineer, first phone, ten years broadcasting experience with professional workmanship and know-how seeks permanence. Box N-42, BROADCASTING.

Situations Wanted News

I offer reporting ability, professionalism, imagination, and as many hours of hard work as you require. Can you offer me a challenge? BA, Broadcast Communication Arts, and presently completing MS, Mass Communications. Available in January. Box M-160, BROADCASTING.

TV News Director/Anchorman/Commentator seeks new challenge. 25 years experience with top-rated, award-winning newscasts. 8 years experience as Legislative Correspondent. Box M-192, BROADCASTING.

Director/Producer with outstanding credentials in news is seeking opportunity as executive producer of news. I can improve your news presentation and air product. Will consider any market in top 50. Box M-249, BROADCASTING.

Experienced young female reporter-photographer in excellent midwest market desires change. Heavy journalism background. Box N-15, BROADCASTING.

Television radio talk host; interviews; network features for NBC and ABC; foreign correspondent; 25 years experience; seeks attractive station, community to make permanent home: Telephone 215-525-0814, Box N-19, BROADCASTING.

Young Anchorman experienced, aggressive, competitive, versatile, conversational, articulate. Top-notch producer, writer, reporter. No prima donna. Box N-24, BROADCASTING.

Newsman/Sportscaster. Young but good. Four years TV-Radio experience. BA Broadcast-Journalism. All markets considered. Box N-45, BROADCASTING.

Experienced 25 year old college grad wants position as cameraman, reporter. Experienced air man. Have done some of everything. 512-672-3061.

Experienced TV news photographer seeking to move with a more stable TV station. Use my own equipment which includes two 16mm Canon Scoopics. Mike Sloss, 706 Stubbs Avenue, Monroe, LA 71201, 318-325-8153.

Situations Wanted News Continued

Weathercaster (performer). Top ten veteran desires change. Money secondary to solid Eastern station. Top industry references, color VTR, 301-320-4664.

Reporter-Researcher, Talk-Host with MA, 24, six years experience including CPB and CBS. Excellent references. VTR available. All markets. Position primary, salary secondary. 213-478-2328. 933 Gayley, Los Angeles, CA 90024.

Meteorologist: Ex-Air Force Weather Officer. Good camera presence, good speaking voice. Member American Meteorological Society. Has the ability, need experience. R. Klein, 3323 Chateau Ln., Louisville, KY 40219.

Situations Wanted Programing, Production, Others

Writer Producer Director, age 35, ten years experience, seeks staff position to create a new series or contribute to an ongoing one, local or network. Box M-122, BROADCASTING.

Young, degreed, experienced in all phases of TV, film and theatre production. TV production supervisor past three years. Desire employment in D.C. area or neighboring states. TV station or Production House. Write Box M-227, BROADCASTING.

First Phone V.T.R./Camera Operator. Diverse production and normal station operation experience. Single, Age 23, Salary Open, Will Relocate, Resume Available. Leonard Johnson, Box N-9, BROADCASTING.

Hardworking, aggressive young man wishes to break into production. Degree, 1st phone, excellent references. Box N-29, BROADCASTING.

Art Director—Awards winning TV designer seeks profitable challenge. Strong print background. Box N-35, BROADCASTING.

Producer-Director, presently employed, seeks production manager or producer-director position with responsibility. BS, ten years experience all phases production, including news. Box N-43, BROADCASTING.

Film-man—still and news. Looking in FL. Adept in audio, directing, switching, processing. 4 years experience. Hard worker. Dedicated. Box N-50, BROADCASTING.

B.A. in Radio-TV. Seek position in TV production. Short on experience, but willing to work hard. Resume available. Zach Tassell, 2690 Webb Avenue, Bronx, NY 10468.

Experienced TV News, commercial photographer, copywriter seeking to move with a more stable TV station. Use my own equipment which includes two 16mm Canon Scoopics. Mike Sloss, 706 Stubbs Avenue, Monroe, LA 71201, 318-325-8153.

Experienced—3 years, instructional television, writer/producer/director, B.S., available March 1974. W. B. McFadden, 6609 Styles, Ft. Worth, TX 76114.

Director with seven years experience needs job. Good references. BA. Major Market experience. Gets along well with people. 301-460-1108.

CABLE

Help Wanted Technical

Wanted—Technical manager for large Cable Television system in Western Pennsylvania. Must have thorough knowledge of maintenance and construction. Excellent pay and fringe benefits. Write in confidence. Box N-6, BROADCASTING.

CATV Technicians with practical experience in complex headend maintenance and Jerrold bi-directional equipment. To work in growing system now serving 27,000 subscribers. Minimum 4 years experience in CATV maintenance required. Send details to Paul Knox, Operations Manager, Buckeye Cablevision, 1122 N. Byrne Road, Toledo, OH 43607. Phone 419-531-5121.

WANTED TO BUY EQUIPMENT

Large mobile studio bus or motor home wanted WING Radio, Sag Harbor, NY 11963. 752-2300.

RCA TP-78 Drum Slide Projector, Tektronix 529 WFM Rack Mounted, Tektronix 520 Vectorscope. Call 313-477-6066.

FOR SALE EQUIPMENT

1. GE 4TT24A1-3 UHF Driver, Ch. 22 removed from service 10/14/73. 2. 3-COHU 3200 cameras with 10 x 1 lens and remote CCU. 3. 2-SONY 5000 color camera chains with 6 x 1 lens and sync. gen. 4. 1 RCA TK21C film camera. Reply to D. Zulli, KWHY-TV, 213-466-5441, Los Angeles, 90028.

Gates FM 250B transmitter. Available in January or February. Excellent condition. \$1050.00. KYFM, Bartlesville, OK.

Marti & Sparta new equipment. Remote pickup/STL/Remote Control. Consoles, Revco, Complete station packages. Financing. Holzberg Associates, P.O. Box 322, Totowa, NJ 07511, 201-256-0455.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESSCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

Antenna Tower, 300 ft., guyed; perfect condition. Loc. NJ \$3500. M. A. Braunstein, Pittsburgh, PA 15217. 412-521-5097.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8057, Pensacola, FL 32505.

CBS Stereo Volumax 411 Limiter \$500.00. Gates attaché "70" remote amplifier \$250.00. Box 547, Prince Frederick, MD 20678.

Recording Equipment—1. 2-Ampex AG 600 stereo tape recorders (full track), in rack with patch panel \$1,300. 2. 5-inch plain white tape boxes (50/case) @ \$4.50/case. 3. 5-inch tape reel (200/case) @ \$23.50/case. 4. Electrovoice Condenser microphone, Model 1751 \$75. 5. Electret Condenser Microphone ECM 21 \$110.00. 6. Tape Eraser, demagnetizer, goose necks, stands, and varied and sundry connectors, adaptors, etc. Washington, D.C. area only. Contact Scottie Foster 202-628-9774. National Farmers Union, 1012 14th St., N.W. Washington, D.C. 20005.

RCA TR1, TR2, three TK14 3" IO, zoom lenses, telephoto lenses, cable, tripods, dollies, TG31, TG2 sync gen. power DA, video DA, TS5A switcher, WP15 power supply, teleprompter, Eidophor projector. Boyd Humphreys, Utah State University, Logan, UT 801-752-4100.

Automation—Trade-in equipment: 1—AR-2000 with clear text logging, 2—instacards (stereo), 1—8PI time gate. Call Schafer Midwest Regional Manager—Mike Dulaney, 317-362-2621.

Used transmission line, 4 years old, 500' of 6 1/8" Universal line, 50 ohm; excellent condition together with elbows and hangers. Call or write: Tower Erection, Inc., P.O. Box 188, Menomonee Falls, WI 53051 414-353-9300.

New Fidelipac cartridges wound to any length \$1.25 each. Send check with order. Idaho Magnetics, 106 Anderson, Caldwell, ID 83605.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

"Reminiscing in old-time radio". 5-hour old-time comedy spectacular. Hayden Huddleston Productions, Inc., 305 Shenandoah Building, Roanoke, VA 24011, 703-342-2170.

Revelation XXIII is here! 1,200 complete pieces of wit and wisdom under one cover for \$3.00 E. F. Brennan, Box 5116, Milwaukee, WI 53204.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. (Also, FCC license training.) G.I. Bill Approved. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Need a 1st phone and practical training? The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't settle for Q&A or second best courses. Our next class starts on Jan. 7, 1974. For information call or write Don Martin School of Communications, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

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

Job opportunities and announcer-d.j.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

Instruction Continued

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,*** 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston***, 3518 Travis.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in New Orleans***, 2940 Canal.

Elkins in Oklahoma City, 501 N.E. 27th St.

Elkins in San Antonio**, 503 S. Main.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent. Memorize, study—Command's "1973 Tests-Answers" for FCC first class license. —plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967)

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin July 16, August 27, October 1, November 12. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 809 Caroline St., Fredericksburg, VA 22401; phone: 703-373-1441.

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

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Enter America's most unique and practical broadcast announcer school. Three months training on two commercial radio stations! Three months actual experience that counts when you apply for your first job. Third class radio telephoto license with broadcast endorsement training. Placement assistance. Small classes! Bonded! Certified by NM State Board of Education. Approved for Veterans. Classes year around; June 1st, Sept. 2nd, Jan. 2nd, April 1st. Enroll now! Write Dave Button, Mgr., School of Broadcast Training, 317 West Quay, Artesia, NM 88210. 505-746-2751.

MISCELLANEOUS

Christmas Special Radio Tape free. Created for small markets especially. Request on station letterhead only. Starlight, Box 2401, Paterson, NJ 07509.

Cooper "in-car" survey!!!! At last an accurate "in-car" survey! Survey results within 7 days. Call for information and rates for your market. Mr. Cooper, 612-227-6606.

Airchecks, auditions duplicated. Recorder, 862 East 51st Street, Brooklyn, NY 11203. 212-451-2786.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No better or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco, CA 94126.

RADIO

Help Wanted Management

We Search You Select

We find outstanding candidates for any position above \$12,000 per year in radio, television, or CATV.

Call Mike Walker at (312) 693-6171 for management, sales, programming, promotion, engineering, or financial people.

Ron Curtis & Company

O'Hare Plaza,
5725 East River Road,
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Help Wanted Sales

TWO EXECUTIVE SALESPERSONS RADIO BROADCAST PRODUCTIONS

Progressive 10 yr. old company selling a wide range of top quality broadcast productions to radio stations, advertisers and advertising agencies, is looking for two (2) energetic, self-starting salespersons for Northeast and Southwest territories. Excellent opportunity for earnings of \$15,000 or more per year. \$30.00 per diem expenses paid. 90% travel required. Broadcast sales experience preferred. Must have car. Send complete resume and record of past earnings to President:

Box M-228, BROADCASTING

Help Wanted Announcers

\$100.00 REWARD

For information leading to the hiring of a morning entertainer—heavy on production.

Bob Norris
WORD Radio
Spartanburg, S.C. 29302
803-583-4395

Help Wanted Production, Programing, Others

PROGRESSIVE COUNTRY

PROGRAM DIRECTOR for happy station in beautiful mid-eastern mountain state. Rated #2 of 16 in no-hassle market of 270,000. #1 rating is not necessary, but we want to SOUND better to ourselves. If you're a successful morning communicator, production expert, and a programmer who can help us reach our goals, write:

Box M-248, BROADCASTING

Situations Wanted Management

'74 LOOKS TOUGH

Creative, hard working leader seeks management opportunity at station that needs upgrading and big results in a potentially slow year. 10-years at ABC and CBS O & O stations and national spot sales, plus management experience. For quick personal contact call: 516-627-4611.

Situations Wanted Sales

MBA CANDIDATE

Looking for sales, promotion, public relations position leading to management. I have nine years experience in various areas of television & radio and a B.S. in Business Administration. Have lots of potential and anxiety for growth.

Box M-217, BROADCASTING

Situations Wanted Programing Production Others

"Q" PROGRAM DIRECTOR

After setting up our top-40 stereo rocker Bruce Buchanan, 28, is now available for another aggressive station or group. Top voice. Top ideas. Will lead a new effort or maintain present format. We hate to lose this talented employee, but he's ready for more! Call 517-349-4000 or write % WFMK, Box 991, East Lansing, MI. 48823.

TELEVISION

Help Wanted Technical

FIELD SERVICE ENGINEERS

Tape Recorders

Ampex has immediate openings for qualified field service engineers to work in the North-eastern region of the United States with headquarters in Boston.

Experience in servicing broadcast or closed circuit quality VTR's and television cameras is required. Ampex equipment knowledge is desirable—will provide training. Excellent fringe benefits and company car included.

Please send your resume including salary history in confidence to Al Slater, 75 Commerce Way, Hackensack, N.J. 07601.

AMPEX

An Equal Opportunity Employer M/F.

Help Wanted Technical Continued

TV STUDIO ENGINEER

Common carrier wants experienced studio engineer with 1st class license who knows IVC-960 and can perform real-time over-the-air operations. Send resume to: Microband 176 Broadway, New York, New York 10038.

Help Wanted News

SPORTS PRO!

Top market VHF looking now for experienced color person for major league baseball, football and basketball. You must have previous experience as an athlete or as part of a broadcast announce team. Tell us what you've done.

Box M-253, BROADCASTING

Station with Top News ratings in Major Midwest market seeks strong performer-journalist as weekend and backup anchor person, heir apparent and reporter. Send letter, resume and videotape to:

Box M-194, BROADCASTING.

Help Wanted Production

TV NEWS PRODUCER/DIRECTOR

New York based national Station Consultant needs Executive with experience in on-air-production and newsroom operation. Must be analytical and articulate. Send resume and salary requirements.

Box M-239, BROADCASTING

PROGRAM DIRECTOR TOP TEN MARKET EDUCATIONAL TV STATION

Solid commercial background required. Looking for creative, personable professional with knowledge of show and commercial production and syndication sales.

Box M-165, BROADCASTING

Miscellaneous

NOTICE

Please be advised that Robert A. Ryan has no authority to act for or on behalf of Echo Productions, Inc., syndicators of Mel Allen's "Echoes in Sports" and Hy Gardner's "Glad You Asked That" radio programs. William Wyler, Secretary, Echo Productions, Inc., 5050 Biscayne Blvd., Miami, FL 33137 305-751-3118.

Miscellaneous Continued

Nationwide radio-TV employment listings including P.D.'s, D.J.'s news, sales, & engineers compiled weekly by Job Leads Publishing Co.

Name

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Special introductory prices

☐ \$1.50 per issue ☐ \$5.00 per month

☐ \$12.00 3 months Cash with order, please



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For Sale Stations

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Box M-225, BROADCASTING

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in
Fast growing Florida Market
New Studios—Excellent equipment
\$645,350.00 [Excluding Real estate]
Possible terms to right buyer
Box N-17, BROADCASTING

FOR SALE Midwest—Class B-FM \$400M Successful Terms Box N-40, BROADCASTING

For Sale

1 KW Daytimer
Major S.E. Market.
Building-Land-Tower
Principals only.
\$75,000 cash
Phone 804-623-6262

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FULL TIME A. M. STATION
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250 WATTS NIGHTS—UNLIMITED
AVAILABLE FOR \$175,000.00, CASH—
Only 21 miles from Disney World, Clermont's population is now approximately 6,000. This is estimated to double in 5 years, geographic center of most fantastic growth in U.S.A. Studio and transmitter site have long-term leases, low overhead, small staff. My Dad who is "76 years young," is entire sales department, we have developed community acceptance and support. I am too busy with South Carolina station to develop Florida property, you finish the job and pick up the "G R E E N". Please, no deals, no telephone calls. We deliver free and clear.
Write:
J. O. Tice, Jr.
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Cayce, South Carolina 29033

For Sale Stations Continued

STATION OWNERS

How can you maximize the net from your broadcast station over the next few years? Will capital gains profit or after-tax operating profit benefit you the most? These are important considerations for every owner. Get the facts through a confidential discussion with the nation's fastest-growing media brokerage firm. That's us. (This is where the action is!)



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Goes far beyond mere budget control. Outlines improved procedures for evaluating and handling every phase of advertising practice. Shows how barter and brokerage work in spot broadcasting. Helps you gain the upper hand in negotiating for radio spot rates.

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ORDER FORM

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Send me a copy of ADVERTISING COST CONTROL HANDBOOK. Enclosed is my check for \$17.95, plus local sales tax.

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Address _____
City _____
State _____ Zip _____
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BROADCASTING'S CLASSIFIED RATES AND ORDER FORM

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If audio tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. If VTR's are submitted send \$5.00 to cover handling and forwarding. All VTR's forwarded by Parcel Post. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

—Help Wanted, 40¢ per word—\$5.00 weekly minimum. (Billing charge to stations and firms: \$1.00).

—Situations Wanted, 30¢ per word—\$5.00 weekly minimum.

—All other classifications, 50¢ per word—\$5.00 weekly minimum.

—Add \$1.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All others \$40.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

How to succeed in business by ignoring advice and suffering setbacks

Lawrence B. Hilford, the new president of Viacom Enterprises, is a venturesome individual with an independent spirit and a capacity to bound back from career dislocations.

He displayed his individualistic streak as far back as 1959 when he opted for a career in television despite the advice of his professors at Harvard's graduate business school. They did not regard television at that time as an appropriate field for an MBA from a prestigious institution.

In later years, he left well-paying posts in the TV programing sector on two separate occasions to venture into the promising but uncertain area of video cassettes. Both of these out-of-TV forays foundered.

In fact, it was Mr. Hilford himself who recommended that CBS Broadcast EVR be terminated in 1969 because research indicated there was no market for such an activity. More recently, the Cartridge Rental Network, of which he was president, ceased operations because its parent company, Cartridge Television Inc., filed for bankruptcy.

Mr. Hilford not only survived these setbacks, but in both cases bounced back with jobs in television that were on even higher planes.

His business life has been intertwined with Screen Gems and CBS and their various components. He has worked, in order, for Screen Gems, CBS Films, CBS Enterprises, Screen Gems, CBS Broadcast EVR, Screen Gems, Cartridge Rental Network (a joint venture of Cartridge Television Inc. and Columbia Pictures Industries, parent company of Screen Gems), and Viacom Enterprises, a division of Viacom International Inc. (a spin-off from CBS).

Mr. Hilford is tall, well-built and has dark, even features. Colleagues regard him as aggressive and direct in manner, with no tolerance for small talk. Ralph Baruch, who hired Mr. Hilford for his first tour of duty in 1964 and tapped him for the presidency of Viacom Enterprises, effective in early October, gave this appraisal:

"My first impression of Larry when I interviewed him for a job with CBS Films in 1964 was that he was an aggressive, well-organized young man. He had the best-laid-out job resume I had ever seen. Over the years I recognized his ability in the area of sales, management and, particularly, long-range planning. He thinks not only of tomorrow, but five years from now: Where are we going and where should we be?"

Mr. Hilford had thought of going into personnel work while he was in graduate



Lawrence B. Hilford—president, Viacom Enterprises, division of Viacom International Inc., New York; b. June 17, 1934, New York City; BA in psychology, Yale University, 1955; served in U.S. Army, 1955-57; MBA from Harvard Graduate School of Business, 1959; assistant to VP in charge of sales, Screen Gems, New York, 1959-60; assistant to VP in charge of Screen Gems International, 1960; national sales coordinator, Screen Gems International, 1960-61; account executive, sales manager, Screen Gems (Canada), 1961-64; assistant to international sales manager, CBS Films, New York, 1964-65; international sales manager, 1965-66; director of international sales, CBS Enterprises, 1966-68; VP and general manager, CBS Broadcast EVR, 1968-69; VP and general manager, Screen Gems International, 1969-70; executive VP and general manager, Screen Gems International, 1970-72 and head of Columbia Pictures Cassettes; president, Cartridge Rental Network, 1972-73; president, Viacom Enterprises, October 1973; divorced; children—Jeffrey, 12; Andrew, 10; James, 7.

business school at Harvard. One of his professors, Dr. John Jeuck, stimulated Mr. Hilford's interest in marketing and he specialized in this area in his second year of graduate school.

At the suggestion of John Mitchell, now president of Screen Gems and at that time vice president for sales, he joined the TV programing-distribution organization in 1959. Mr. Hilford recalled that he reasoned he would try television for one year and then decide his next move.

Over the next 14 years Mr. Hilford acquired extensive experience in domestic and international sales of TV programing and broad management training in both television and the video-cassette fields. His appointment as president of Viacom Enterprises in October to succeed Willard Block carried an element of surprise in that he had been out of television programing for several years, concentrating on video cassettes.

But the selection of Mr. Hilford was not astonishing to insiders at Viacom who were aware of the personal and business rapport between Mr. Hilford and Mr. Baruch. "Ralph always has looked upon Larry as one of his proteges," one former colleague commented.

Mr. Hilford oversees a staff of about 150 persons in 15 cities in the U.S. and abroad. Viacom Enterprises is regarded as one of the leading program distributors and is accelerating its activities in the programing and packaging areas for both network and syndication.

"We're placing an additional emphasis on production and production development in which Viacom will have an equity position, which has not been true in the past," Mr. Hilford said. "For 1974-75 we have more than 20 development projects going. We plan to become a factor in network programing, and have joint development deals with such producers as Lee Rich, Norman Rosemont, Hanna-Barbera and De Patie-Freling. In some instances we will package ourselves. We're involved in specials, variety series, situation comedies and weekday series. We have nine projects going for the prime-access period but probably will narrow them down to about four or five."

Viacom also will step up its effort to acquire distribution rights to series or motion pictures in which Viacom does not have a proprietary interest.

"We're primarily a marketing organization and costs virtually are fixed ones," he observed. "We can pump more product into the organization without raising costs or lessening efficiency."

Viacom is represented in prime-access this season with *Ozzie's Girls* and *The Price Is Right* and has had substantial success with Don Kirschner's *Rock Concert*, having placed it in 120 markets. Viacom distributes a large list of series, including *Hogan's Heroes*, *Beverly Hillsbillies*, *I Love Lucy* and *Perry Mason*, inherited from CBS Enterprises.

Mr. Hilford, who has no middle name but has adopted a middle initial, "B", stays in shape by playing golf and tennis. He enjoys reading history, and particularly those books about the 1930's and 1940's. He considers those decades as periods in which there were "the most rapid changes in society."

"I believe that the consumer market for video cassettes is about six to seven years off," he speculated. "There will be other changes, I'm sure, over the years, but whichever direction television takes, I want to take a role in shaping it. Pay cable already is here. Another division of Viacom is participating in a pay test on Long Island and other systems will be springing up. There's an opportunity to supply specialized programing here. But way beyond that, the potentialities of the visual communications medium are still to be explored."

Editorials

In the national interest

The House Appropriations Committee has recommended the readmittance of television and radio to the company of media authorized to carry recruitment advertising for the armed forces. In so doing the committee has recognized, albeit grudgingly, that the exclusion of broadcasting from the media mix has obstructed the conversion of the military from conscripts to volunteers. That is another way of saying that the Congress, in originally denying broadcast advertising to recruiters, vented in personal prejudices at some cost to the national defense.

It is ironic that this turn of events was precipitated largely by a congressman who is known as the champion of the military and voted by colleagues who march to the same patriotic fervors. It was Chairman F. Edward Hebert (D-La.) of the House Armed Services Committee who insisted on keeping military money off the air — in retaliation against the CBS-TV *Selling of the Pentagon* documentary which in 1971 offended some of Mr. Hebert's favorite institutions. Many of the legislators who voted his way did so in the expectation that broadcasters would clear free time for a profusion of recruiting messages. There was talk of some special obligation borne by broadcasters, as government licensees, to do the government's work.

Despite the galling injustice of this arrangement, broadcasters are carrying reasonable loads of "public-service announcements" for an Army, Navy, Air Force and Marine Corps that are full-rate advertisers in other media. Understandably, however, the PSA's have not been scheduled as efficiently as commercial messages would be if placed and monitored by the professional advertising agencies that work on recruiting campaigns.

The wish for a free ride on the airwaves still shows itself in the House Appropriations Committee's recommendation that allocations of PSA's be somehow related to time purchases. If similar references were made to other media, the bill would be more palatable.

But whatever its defects, the measure deserves broadcaster support. It is a matter truly in the public interest to end discrimination against the use of advertising media that on their record are clearly the most efficient in reaching the audiences recruiters need.

Canadian caper

The Canadian Radio-Television Commission has been telling Canadian cable systems to blackout commercials from American television services they import, and so far nobody has figured out how to stop it. As reported here a week ago, three Buffalo, N.Y., television stations have petitioned the CRTC to reverse its policy. If the commission stands pat, the stations will presumably go to court, assuming a jurisdiction can be found.

It has never been made clear to us just what the CRTC had in mind with the adoption of this policy. If its objective is the Canadianization of Canadian television, it could use more direct means — imposing quotas on American importation, for example, as it has already done on Canadian broadcasters' purchases of American shows. Here, however, it puts no limit on the American programing to be brought in. It says only that no advertising, except Canadian, will appear in the American line-ups.

This strikes us as an unfair trade practice that takes max-

imum advantage of the popularity of American programing and gives nothing to the source in return. It is, as the Buffalo stations said in their petition, a practice that "runs counter to all present ethical standards of business conduct ... between Canada and her neighbors."

As such, this goes beyond a narrow dispute between CRTC and the U.S. stations along the Canadian border. It is a matter for negotiation by Canadian and U. S. governments. Our State Department has made discreet inquiries into the affair. Its interest should be sharpened.

Power (not energy)

"Why don't you now write an editorial on 'Power is an awesome thing: He who would keep his power must use it sparingly.'"

"I do not believe that the three networks are sufficiently aware of the awesome power that their news departments exert. This hurricane of power is a frightening thing — but the thought of its loss through government action or public repudiation is too awful to contemplate. Broadcasting, the most influential institution of the 20th century, must be saved from itself."

Those comments are from a long-time subscriber who now holds high federal office. He has been not only an observer of the media but was also a participant in media ownership for a long time prior to his public service. He is neither Republican nor conservative.

We do not subscribe, chapter and verse, to these observations. We believe networks are painfully aware of the responsibilities of their news departments. The fact that many in public life, whatever their political bent, feel as they do, may be cause for concern.

But what counts is the electorate. The most recent public-opinion poll (*Broadcasting*, Nov. 26) found 51% of the people with a "fairly low" or "very low" estimation of President Nixon's credibility. For network TV news correspondents the figure was 26%; for the press and leaders in Congress, both 31%.



Drawn for *Broadcasting* by Sid Hix

"We've handled 32,438 obscenity complaints so far, including one your secretary made when she dropped one station's renewal application on your toe!"

Starting now, **WIOD** has a new rep.

The Christal Company.

You're going to hear a lot about WIOD in the next few months from the Christal Company. They're our new reps. And they know all about us. How we dominate Miami, Ft. Lauderdale and Hollywood. What we can do for you and how efficiently we can do it. For more information about 610 Radio's up-to-the-minute availabilities, see our new reps. See the Christal Company.

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