

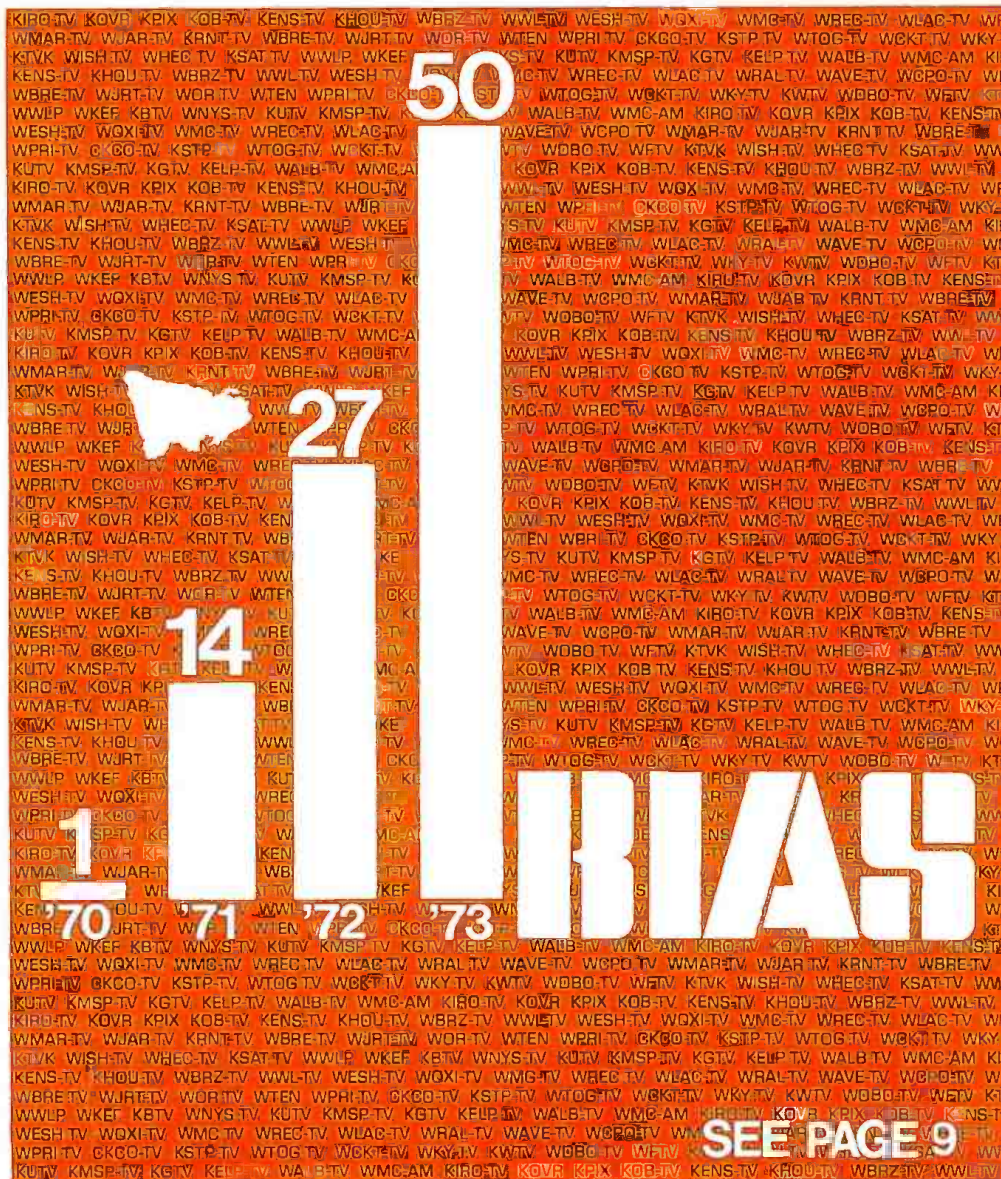
Turning the screw on newspaper-broadcast owners
Another major cable merger bites the dust

Broadcasting Jan 7

The newsworthy of broadcasting and allied arts

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1974



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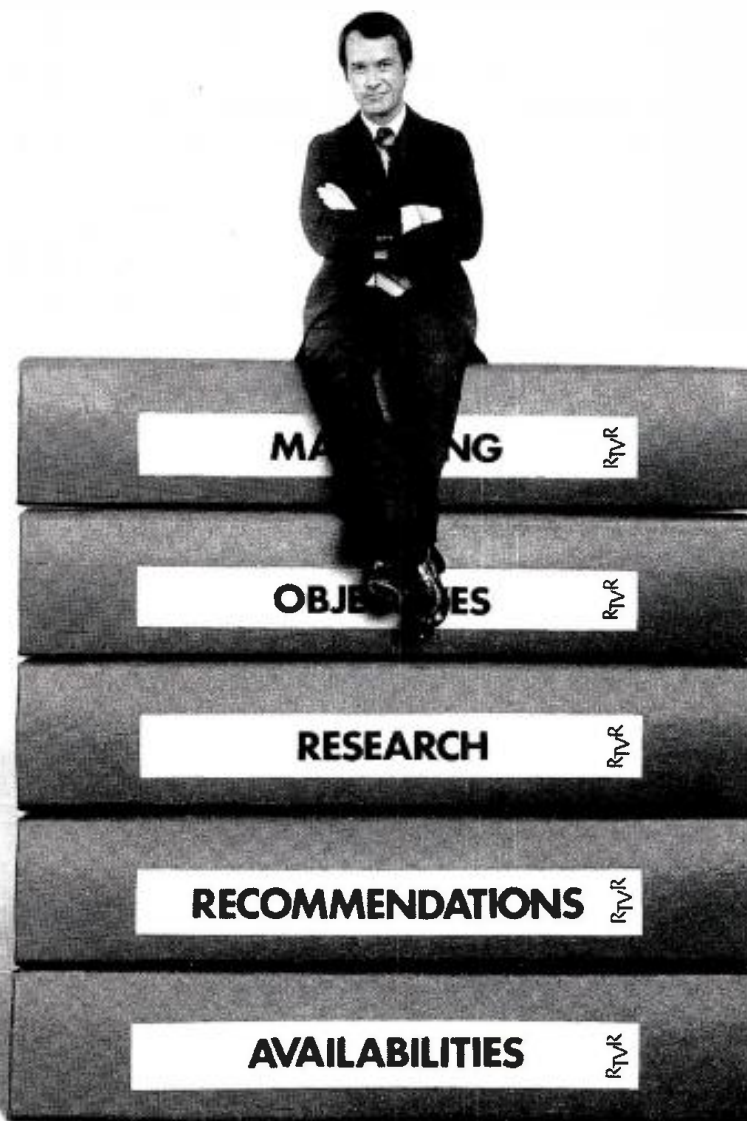
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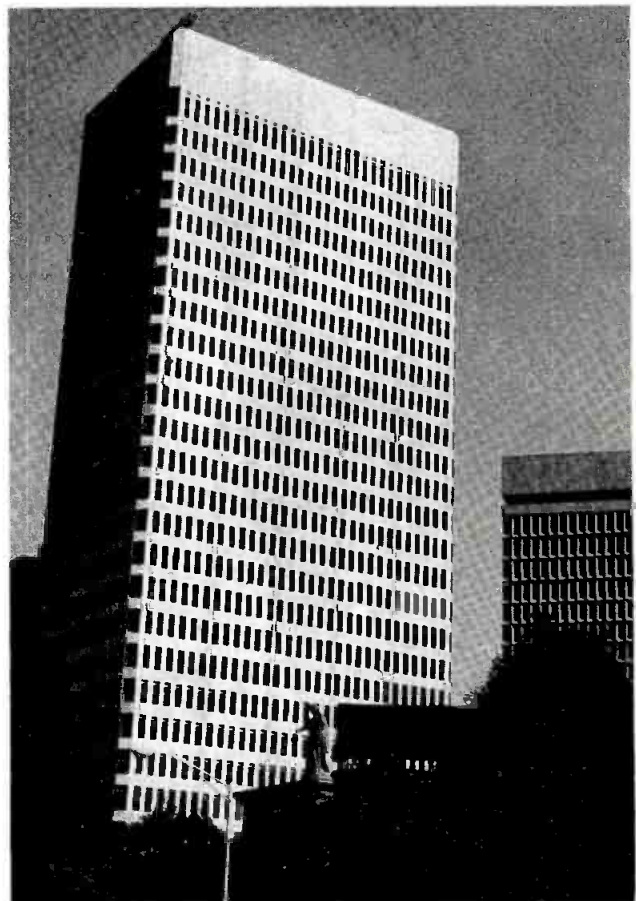
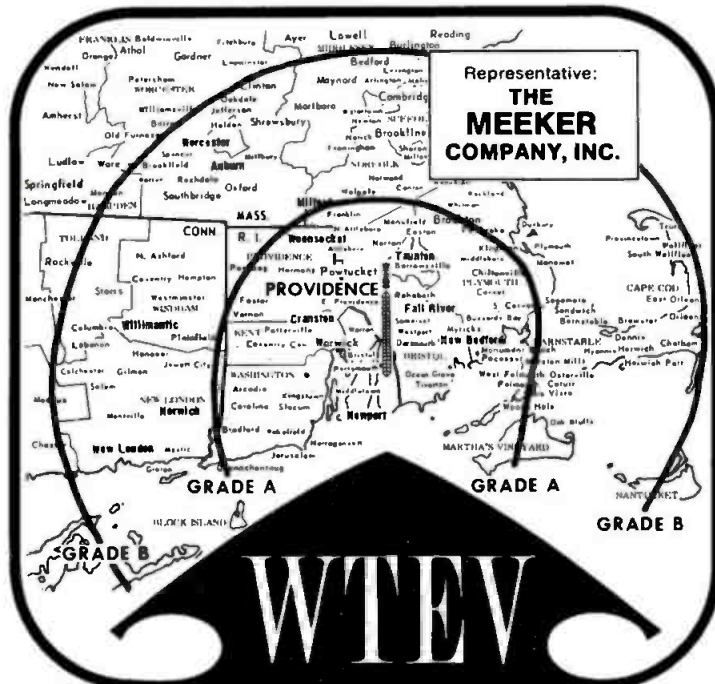
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Closed Circuit®

Choosing partners. Owners of co-located newspapers and broadcast stations, eyeing Justice Department's sudden move to block license renewals in St. Louis and Des Moines, Iowa (see page 16), have quietly revived conversations with one another about swapping stations. Attorneys foresee lengthy litigation on concentration issue not only at FCC but also in courts. Talks of trading are seen as long-range insurance.

Though Nixon administration's antimedia attitudes had caused some multimedia owners to worry about antitrust attacks, important newspaper owners with broadcast properties in same markets had felt assured "from the top" that no divorcements would be attempted. But Justice Department's new forays belie validity of presumed commitment.

Slowdown. Leading cable authority estimates that recent cuts in personnel on systems throughout country have averaged about 10%, with many of them attributable to multiple system operators that had been overstaffed. Moreover, systems in larger markets have been cutting back on program originations not only to economize but also out of concern over unsettled state of government regulation and copyright applications.

More paper than people. Although FCC is down to five members, with no certainty when vacancies will be filled, commission is facing heavy agenda in weeks ahead. Staff work on two-and-a-half-year-old fairness inquiry is nearing completion, and could be put before commission next month. One item likely to get there earlier is proposed rule setting program-percentage guidelines for determining substantial performance by renewal applicants. Children's television programming remains at top of list of items officials say will be served up to commission soon. And then there are number of cable items — pay cable, relief of smaller systems from nonduplication rules, carriage of radio signals, mandatory program origination and at least some aspects of allocation of regulatory jurisdiction among federal, state and local governments.

Then, too, of course, commission this week or next is expected finally to complete work on modification of prime-time-access rule (*Broadcasting*, Dec. 31, 1973). And there is also late added starter — long-pending one-to-a-market rulemaking, which looks to break up multimedia holdings within individual markets (see page 6). It remains to be seen which items generate kind of commission-splitting controversy that would block short-handed agency from acting.

If access opens. Network TV officials still insist it's too early to decide how they will program under FCC's revised prime-time-access rule, since changes are not yet in final form and won't take effect until next fall anyway. But it's not too early to see some hurdles. For instance, some feel networks would be disinclined to program 7-7:30 p.m. NYT across board, even though revised rule would permit them to; (1) 7-7:30 is valuable local period that affiliates would be reluctant to give up entirely; (2) with 7:30-8 specified as local time, continuity would be broken, risking

loss of network audience during that "local hiccup" at 7:30-8 and requiring networks in effect to have two lead-in programs each night.

Current betting is that networks will take advantage of rule change permitting them to program one access half-hour per week with some sort of "children's specials, documentaries or public affairs." They're also expected to begin programming at 7 on Sundays, when access time will be eliminated. Odds appear strong against use of 7-7:30 to expand network news to hour on week nights: many affiliates have hour or more of local news and figure extra half-hour would make too much. Some affiliates, however, would like 45 minutes of network news to back with 45 minutes of local for 90-minute news package.

Chicago East. If Mayor Daley wants anything from FCC, now's time to ask for it. With two seats open, commission is in control of Chicagoans: Robert E. Lee, Richard Wiley and Charlotte Reid (from nearby Aurora, Ill.). Dean Burch is from Tucson, Ariz., Ben Hooks from Memphis.

Mr. Ed. Without fanfare, Edward Cooper returned Jan. 2 to Motion Picture Association of America, Washington, as vice president and director of its legislative department after three-year absence. Mr. Cooper, 69, left MPAA to become administrative assistant to Representative Joe Skubititz (R-Kan.). He had been communications expert for Senate Commerce Committee from 1937 to 49, staff director of Democratic Policy Committee under then Senate Majority Leader Ernest W. McFarland in 1949-50. (Senator McFarland is principal owner of KTVK-TV Phoenix.) Mr. Cooper first joined MPAA in 1951.

News, news, news. All three early evening network news programs may go head to head in news-conscious Los Angeles television market. ABC-owned KABC-TV, which now takes Smith-Reasoner report at 5:30-6 p.m., may move it to 7-7:30, when CBS and NBC news shows are now aired. NBC program is preceded by two-hour local news on KNBC (TV) and CBS by hour on KNXT (TV), which has temporarily delayed plan to extend local news to 5:30. KABC-TV now plays movies at 6:30-8 p.m., would move features forward to precede news block.

Clash over cable. Dispute simmering for months over Knoxville, Tenn., city council's choice of Athena Communications as cable franchisee (*Broadcasting*, Oct. 22) is coming to boil. For months, *Knoxville Journal* (published by Charles H. Smith III, who was partner with Teleprompter in unsuccessful applicant), has been raising fuss over allegations that council failed to follow own cable ordinance — which is being touted as possible national model — in selection process. Charges include claim that council's cable committee employed secret ballot, which ordinance forbids, and refused to explain selection methodology. Mr. Smith now says he isn't interested in franchise. But three of seven other unsuccessful applicants — LVO Cable and two local groups — are. They've told newly elected council (absent Conner Burnette, cable committee chairman, and several others defeated at polls who figured in Athena choice) that they want cable issue reopened, have threatened litigation.

Top of the Week

Serious. Justice Department again demonstrates its antipathy toward multimedia crossownership. Citing alleged concentration of media control, it asks FCC to remove licenses of Pulitzer, Newhouse broadcast interests in St. Louis, Cowles stations in Des Moines. Action comes on heels of department's informal objection to Milwaukee Journal renewals. And stressing its unhappiness over commission's tardiness in resolving lengthy crossownership rulemaking, Justice indicates other actions of this kind may be on way. **Page 16.** Government wasn't only entity active in this month's round of renewal challenges. Black groups claim there's something remiss in operations of three St. Louis stations; finger again points at Newhouse and Pulitzer, as well as Storz. **Page 17.**

Treading in the Tropics. There'll be more than gamboling on the sun-drenched beach at St. Maarten next week when NAB's joint board convenes in Netherlands Antilles setting. Agenda calls for expedited activity on renewal, pay cable fronts, several internal considerations. **Page 17.**

No vacancy. Despite the urgings of those who would like to see greater element of competition injected into TV networking, a Rand Corp. economist finds that fourth network couldn't make grade — simply because there aren't enough outlets to go around. Study by Dr. Rolla E. Park also explores various alternatives for increased program diversity, with few positive conclusions. **Page 19.**

Neglected. Recognition all but eluded broadcast media in latest White House compilation of undesirable individuals. Only King Broadcasting's Stimson Bullitt is nominated for special treatment by IRS — invitation that tax agency subsequently declined. **Page 22.**

Bowing out. Melancholy nature of cable's current standing on Wall Street does in another major merger. Viacom, CPI elect not to tie the knot, disavow Justice interference. Coming mere week after Cox-LVO collapse, action kindles new anxieties in industry. **Page 22.**

Reserved. NARB will respond with research to Senator McIntyre's call for energy-ad standards. But those studies, it emphasizes, will stop short of censorship. **Page 25.**

AFTRASAG? Screen actors and TV-radio artists wear a common hat when collective bargaining time comes around. Accordingly, SAG and AFTRA commence probe of merger possibility. **Page 30.**

Making a point. CBS and co-plaintiffs say it's the principle, and not the money, that inspired their copyright suit against Teleprompter. They agree to forego retribution if victorious. **Page 30.**

Looking back. 'Tis the season for networks' retrospective looks at past year, and guess what contemporary political scandal got the lion's share of footage? **Page 31.**

Their turn. Analysis on noncommercial WNET-TV New York concludes that if Supreme Court lets Miami Herald decision stand, thus creating "fairness doctrine" of sorts for print media, next step could be Federal Newspaper Commission. **Page 32.**

Sold. Nothing happens until you sell something, insists Eastman Radio's Bill Burton. In this week's Profile, Mr. Burton happens. **Page 49.**

FCC, spurred by Justice Dept. filings, to move again on one-to-market rulemaking

FCC Chairman Dean Burch says commission will begin focusing on long-stalled one-to-market rulemaking proceeding in about three weeks. Chairman reported that plan on Thursday (Jan. 3), in wake of petitions filed at FCC by Justice Department's antitrust division to deny renewal applications of radio and television stations owned by three newspaper-related companies in St. Louis and Des Moines, Iowa (see page 16).

And chairman acknowledged connection between those pleadings — and earlier complaint Justice filed against Milwaukee Journal Co. stations — and commission intention to come to grips with proposal to force multimedia owners to reduce holdings within individual markets to one or more newspapers, one television station or one AM-FM combination.

"Quite clearly, the commission is going to have to bring home the rulemaking we have on this," he said. Proposal was issued for comment in March 1970. "We're caught in the jaws of a vise," he said. Commission, he said, cannot argue, as it has, that industry ownership should not be restructured on case-by-case basis, that it should be done by rulemaking, and then not be prepared to act. "It's incumbent on us to act on the rulemaking."

Chairman Burch said staff work, including summarizing of comments filed in proceeding, should be completed in three weeks. But that does not mean commission could act then. He said commission might decide to hold oral argument or set up panel discussions on issues involved.

Odds in favor of commission adoption of one-to-market rule never looked good — fact that might account for delay in commission action on it — and now appear even poorer, according to commission officials. Although Chairman Burch has indicated support for proposal to extent that it would split VHF television and newspaper ownership in same market, only other likely supporters have now left commission — Nicholas Johnson and H. Rex Lee.

Mr. Johnson, meanwhile, injected himself into controversy kicked up by Justice Department's filings, issuing statement in which he charged that pleadings were part of Nixon administration's "war on the media." And official of one of companies involved, David Kruidenier, president of Des Moines Register and Tribune Co., and nephew of Gardner Cowles, former chairman, said pleadings might be regarded as "political intimidation." It's noted that in one of now-notorious White House memos released from Watergate committee files — from Jeb Magruder to H.R. Haldeman — it was suggested administration "Utilize the antitrust division to investigate various media relating to antitrust violations. Even the possible threat of antitrust action I think would be effective in changing their views."

Justice Department spokesman denied charge. Jack Hushen, department's public information director, said pleadings were not inspired by White House. He noted that department has been on record as concerned about newspaper-broadcast crossownership since 1968, when Lyndon Johnson was President, and department made recommendation that led to commission's one-to-market rulemaking. He indicated department simply grew tired of waiting for commission to act.

Mr. Kruidenier and Marvin Whatmore, president of Cowles Communications Inc., licensee of KRNT-AM-FM-TV, and one of Justice's targets, said there is no link between companies. Justice based its petition on what it said was Cowles family control of both enterprises. But Mr. Whatmore said that stock Mr. Cowles, former chairman of CCI, has in Register and Tribune Co. — about 5% — is in voting trust. He also noted that "less than 10%" interest that newspaper company has in CCI is also in voting trust.

Mr. Cowles resigned as chairman, officer and director of newspaper company in April, at time voting trusts were established. He retired from CCI March 1, and became honorary chairman. He remains director.

Furthermore, Mr. Whatmore noted that CCI has contracted to sell KRNT-AM-FM to Stauffer Publications Inc. (*Broadcasting*, Oct. 22, 1973). Application for assignment of licenses is to be filed with commission this week, according to counsel for company. Mr. Whatmore said decision to sell stations was based on knowledge that commission policy "was to reduce broadcast holdings to one per market."

In St. Louis, Alexander Primm, vice president and general manager of Pulitzer Publishing Co., said company was considering "most appropriate" action in response to Justice pleading, and added that it is confident that manner in which it conducted operations of KSD-AM-TV and *Post-Dispatch* "has been entirely consistent with the public interest." E. R. Vadeboncoeur, president of Newhouse Broadcasting Co., licensee of other St. Louis station hit by Justice, KTVI (TV), declined comment; he said he had not yet seen Justice petition.

Air reports of lottery numbers ruled news that FCC can't censor

FCC ruling that broadcast stations may not air winning numbers in state-run lotteries amounts to violation of First Amendment, according to decision handed down last week by U. S. Court of Appeals for Third District, in Philadelphia. Court, in overruling commission order involving New Jersey's weekly lottery, said such numbers are "hot news" and that their broadcast is "protected by the First Amendment."

Commission ruling was issued under federal law prohibiting broadcasters from promoting lotteries, and was based on argument that winning lottery number was commercial and not news, and of interest only to limited class of persons — those who bought tickets. Judge John Gibbons, writing for unanimous nine-judge court, said, "We reject the premise that the size of the class of persons interested determines what is news." Intervening in case in support of New Jersey State Lottery Commission were states of Pennsylvania and New Hampshire, which also conduct weekly lotteries. Other lotteries are conducted by Maryland, New York, Massachusetts and Ohio. Court, in notice issued following decision, said it applies only to area of Third Circuit — Pennsylvania, New Jersey, Delaware and Virgin Islands.

Dr. Parker packs the hall for background session with FCC

More than 180 representatives of 161 national, regional and local organizations will meet with the FCC next Monday (Jan. 14) to express their views on commission's regulation of broadcasting. And indication of kind of meeting that is shaping up may be provided by letter that organizing committee sent to groups, inviting their participation. It talks of "pressure on the FCC to relax its regulations of broadcasting," and refers to efforts on part of broadcast industry, "under misleading title of re-regulation," to "dismantle FCC rules which provide access for the public to the airwaves and insure that broadcast programming represents community interests and needs." It also expressed concern that "re-regulation" would lead to elimination of fairness doctrine, reduction in stations' community-ascertainment requirements.

Letter was written by Dr. Everett Parker, director of Office of Communication of United Church of Christ, one of 15 members of "invitation committee," which set up meeting in response to FCC's standing invitation to groups of all kinds to meet with it on matters of mutual concern.

Talent hunt. Word went out last week that White House is looking for young Republicans and Democrats as prospects for appointment to FCC. Roy L. Ash, director of Office of Management and Budget, is taking personal interest in search ("Closed Circuit," Dec. 31, 1973). Explicit reference to Republicans confirms belief FCC Chairman Dean Burch is ready to resign. It's reported Mr. Ash has emphasized youth and new faces among specifics being sought, but others don't rule out all candidates who have been under earlier consideration.

INTV challenges FCC stance on program-length commercials

Independent television stations claimed last week that FCC has "exceeded its lawful interest" in effectively banning presentation of program-length commercials. Association of Independent Television Stations (INTV) told agency that public notice it issued last February (*Broadcasting*, Feb. 26, 1973) — which stated that stations engaging in practice show "serious dereliction of duty" — should be reconsidered and clarified. INTV claimed commission has created "irrebuttable presumption that certain kinds of programs may not be sponsored by certain kinds of advertisers without affecting the integrity of the program content" — which it said is "contrary to fact and logic."

INTV argued that FCC's program-length stance is "inconsistent" with its approaches to other program judgments. It noted that commission has been "wary" of categorizing paid political and religious programs as commercial matter. Yet, it said, "everyone knows that there are often selfish and 'commercial' aspects to these programs." Policy, INTV contended, also violates First Amendment guarantee of free speech.

In Brief

Florida renewals. Fifty-one Florida stations have received renewals of their licenses, but FCC found only 12 had done satisfactory job of employing minorities and women. Thirteen were granted renewals on condition they submit to FCC within 30-days list of local minority and women's groups with which they will consult when filling job openings, and submit with their 1974 and 1975 employment reports detailed statement of efforts made to seek women and minority job applicants.

Commission's action was taken following review of 1971-72 employment reports for all Florida stations to determine stations to be selected for inquiry into their employment practices.

Stations granted regular renewals:

WGMA(AM) Hollywood, WINK-AM-FM Fort Myers, WIRA(AM)-WOV(FM) Fort Pierce, WMMB(AM)-WYRL-FM Melbourne, WNUE(AM) Fort Walton Beach, WPOM(AM) Riviera Beach, WTMCA(AM) Ocala, WBBH-TV Fort Myers, WEAR-TV Pensacola.

Stations granted conditional renewals:

WAVS(AM) Fort Lauderdale, WAZE(AM) Clearwater, WBSR(AM) Pensacola, WCOA-AM-FM Pensacola, WEZY-AM-FM Cocoa, WFTL(AM)-WGLO(FM) Fort Lauderdale, WGLF(FM) Tallahassee, WOO-FM Orlando, WIRK-FM West Palm Beach, WJNO-AM-FM Palm Beach, WKIS(AM) Orlando, WMFJ-AM-FM Daytona Beach, WMYR(AM)-WHEW(FM) Fort Myers, WNOG(AM)-WNFM(FM) Naples, WONS(AM)-WBGM(FM) Tallahassee, WORL(AM)-WORJ(FM) Orlando-Mt. Dora, WQIK-FM Jacksonville, WTAN-AM-FM Clearwater, WTNT(AM)-WOMA(FM) Tallahassee, WTRI(AM) Bradenton, WVCB(AM)-WYOR(FM) Coral Gables, WVOJ(AM) Jacksonville, WWBA-AM-FM St. Petersburg, WFSU-TV Tallahassee, WJHG-TV Panama City and WXLTV-TV Sarasota.

License term for stations expired Feb. 1, 1973.

Duel in Dubuque. Dubuque Communications Corp., permittee of KDUB-TV Dubuque, Iowa, has petitioned FCC to deny license renewals to KDTH (AM)-KFMD (FM) Du-

buque, owned by Telegraph Herald Inc. Dubuque Communications charged that Telegraph Herald, publisher of Dubuque's only daily newspaper, used its control of local informational media to damage KDUB-TV's standing in community and cripple its ability to compete for advertisers and audience in Dubuque market. Petition claimed that numerous stories appearing in *Telegraph Herald* sensationalized and exaggerated nature of KDUB-TV President Gerald Green's involvement in ABC affiliate bribery case. In 1972, commission investigated payments made by Mr. Green to former ABC employee Thomas G. Sullivan (*Broadcasting*, Jan. 22, 1973). While finding Mr. Sullivan guilty of extorting pay-offs, commission's initial decision exonerated Mr. Green. Initial decision was affirmed by review board Dec. 14, 1973.

Travel note. FCC will be operating with no more than four members Jan. 15-18 when Chairman Dean Burch will be in Rome at conference on television as life force.

Airing the issues. Representatives of nation's public television stations will gather in Washington Jan. 21-22 for meeting billed as of greater importance than last November's National Association of Educational Broadcasters convention (*Broadcasting*, Nov. 19). Sessions, all to be held at Washington Hilton hotel, include Monday (Jan. 21) presentation by Public Broadcasting Service staff on organization functions, PBS business meeting and afternoon colloquy on national programming objectives. Proceedings will include Monday evening testimonial dinner for ailing Corporation for Public Broadcasting Chairman James R. Killian, which may be filmed for possible PBS airing. Tuesday sessions include roundtable with CPB staff, stressing long range funding situation, analysis of "national inventory of community needs" and luncheon session with unspecified members of Congress. Event will be preceded by two-day (Jan. 19-20) meetings of PBS managers, governors boards.

MONEY moves. Marschalk Co., New York, named advertising agency for MONY (Mutual of New York). Account bills about \$2 million, estimated \$1.7 million in broadcast. MONY had been handled since 1967 by house agency, Vernet/Hayden Inc., whose executives have joined Marschalk — Russel V. Vernet as senior VP and management supervisor, Henry L. Hayden as VP and account supervisor, Robert S. Goldsmith as VP and senior member of creative staff.

Ghostly import. Independent Television Corp., New York, has placed into syndication 26 hours of *My Partner the Ghost*, series produced in England by ATV. "Partner" in title is private detective who comes back as ghost to help living partner solve crimes.

Nearing consensus. Representative Robert W. Kastenmeier's (D-Wis.) House Judiciary Subcommittee expects to deal early this year with compromise newsmen's-privilege legislation. Under proposal, newsmen could not be required to disclose information and sources to federal or state grand juries or in pre-trial proceedings. In trial situations, disclosure could be required only if party seeking information convinced court that (1) information was indispensable to prosecution or defense of case, (2) it could not be obtained elsewhere or (3) there was compelling public interest in information.

Call to inaction. National Association of Theater Owners has asked FCC to defer action in pay cable antisiphoning proceeding (Docket 19554) until vacancies on agency created by departure of Commissioners Nicholas Johnson and H. Rex Lee are filled. NATO, which has waged lengthy fight against pay cable on state and national level, said issue is of "far-reaching public importance" and involves "vital interests" of four industries — broadcast, cable, theaters and program suppliers. "Sound public policy," it said, "dictates that a reasonable measure of administrative finality attend the commission's resolution of the proceeding...unlikely...if only five commissioners participate."

Late fates. *Frank Stanton*, former president and vice chairman of CBS Inc., will receive distinguished communications medal of Southern Baptist Radio and Television Commission during Abe Lincoln Awards ceremony in Fort Worth Feb. 7. *Richard Wartell*, for past two years regional manager of National Association of Broadcasters' Midwest operation, stationed in Kansas City, will report to Washington headquarters March 1 as successor to Hollis Seavey, who retired at yearend from broadcaster liaison post in government relations branch. Mr. Wartell has been membership director of Code Authority since last summer. *William Hogan*, staff producer in on-air advertising department at ABC-TV, joins NBC-TV as manager of children's programs. *Atherton W. Hobler*, 83, founder-chairman of Benton & Bowles, New York, who spent 40 years with agency until retirement in 1972, died Jan. 3 in Princeton, N.J., medical center. He had served B & B as president and board chairman and pioneered in using radio and TV shows for many clients, including General Foods, Procter & Gamble and Florida Citrus Commission. He is survived by his wife, Ruth, and sons — Edward W., formerly vice president of Needham, Harper and Steers, Chicago; Wells A., formerly vice president of Gardner Advertising, St. Louis, and Herbert W., president of Nassau Broadcasting Co., Princeton, N.J., operator of WHWH(AM) Princeton, WPST (FM) Trenton and CATV systems. *Errett Lobban Cord*, 79, aviation pioneer and designer of Cord automobile in thirties, died Jan. 2 in Reno, Nev., after apparent heart attack. He was owner in KCRL-AM-TV Reno, of which his son, Charles, is president and general manager, at one time held interest in KFAC-AM-FM Los Angeles. *Earl J. Johnson*, 73, long time editor of United Press and successor United Press International, died Jan. 3 at home near Tucson, Ariz. He retired in 1965, had recently suffered stroke. (For earlier "Fates & Fortunes," see page 36.)

Headliner



Robert G. Herpe, president, WPLR-FM New Haven, Conn., named chairman, National Association of FM Broadcasters. He succeeds John Harris Jr., who has moved from WLPR (FM) Mobile, Ala., to Gray & Co., Mobile advertising agency.

Index to Departments	Cablecasting	22	Fates & Fortunes	36	Music	28
Broadcast Advertising 25	Changing Hands	20	Finance	33	Open Mike	12
Broadcast Journalism 31	Closed Circuit	5	For the Record	38	Playlist	29
	Datebook	12	Media	16	Profile	49
	Editorials	50	Monday Memo	14	Programing	30

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J. Michael Early
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General Manager
WWL-TV New Orleans

The reduction of operating costs:

"It has reduced production time for operating schedules by 60%; for bills, by 75%; for avail sheets, by 85%."

M. E. Greiner, Jr.
Vice President &
General Manager
WMC-TV Memphis

BIAS' return on investment:

"Probably its greatest benefit has been that without any increase in sales, BIAS has increased our billings by about 10 percent. The system has returned our investment at least three-fold."

Herb Mayes
WOR Division Controller
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"BIAS has proven its value to our stations. Inventory and accounting control obtained with BIAS more than justify its installation. We are delighted with the results of this first-class computer system."

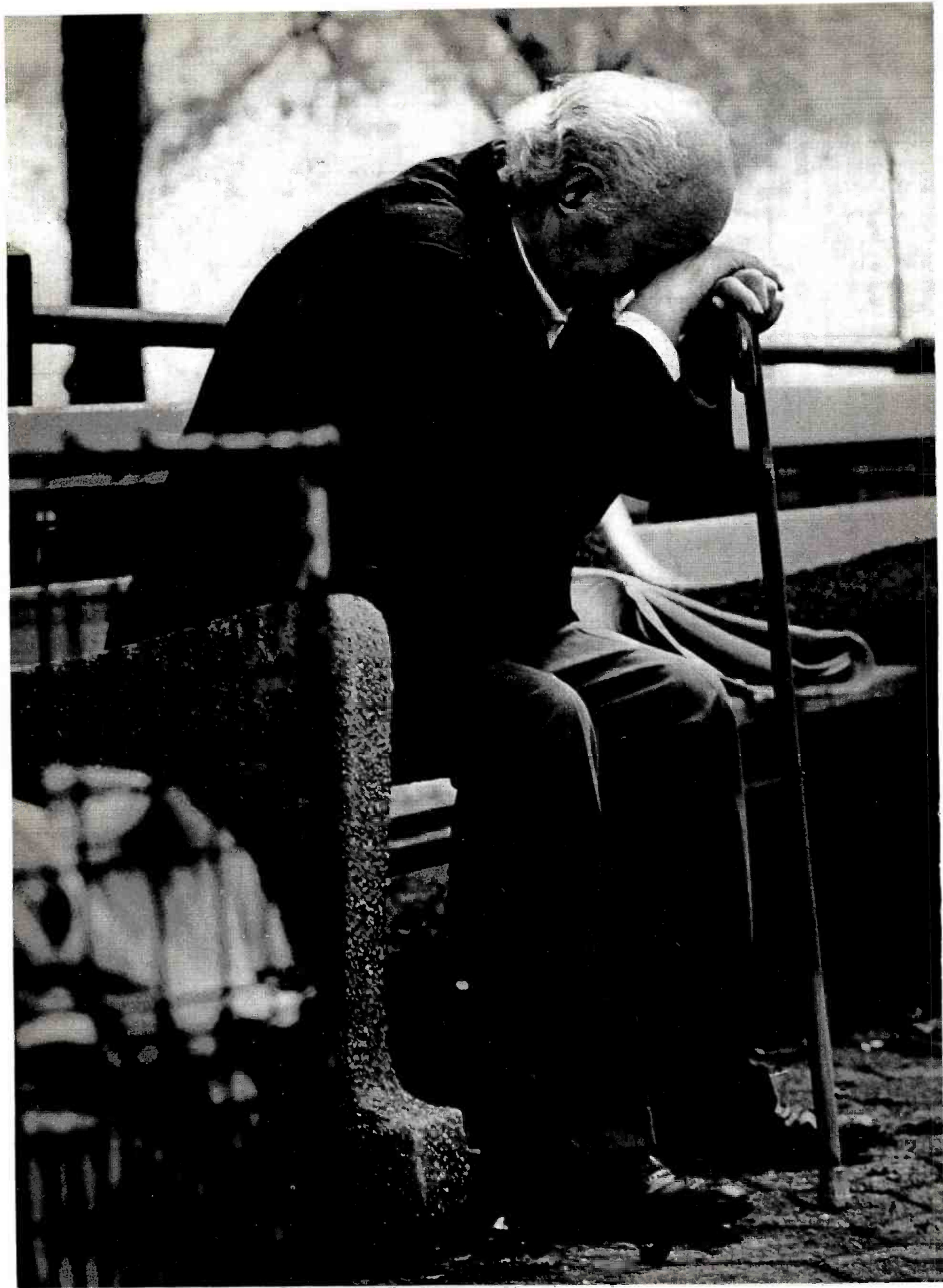
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Today in America, nearly 21 million people are 65 years old or older. Roughly equal to the entire population of Canada!

Besides loneliness and physical ills, the elderly have another serious problem. Inflationary costs are putting a terrible squeeze on their fixed incomes.

In fact one of every four of those over 65—or nearly 5 million—lives on an income below what the Government considers “poverty level.” Some 6 million dwell in substandard housing. Many have difficulty holding on to their homes or cars or even obtaining transportation.

Storer stations feel that we must begin to solve the problems of our senior citizens *now*. Especially

since it's predicted that by the year 2000, the average American will live to be 90.

Editorials on WSPD-TV in Toledo, for example, have been pushing for subsidized bus fares for the elderly. A plan that would let those 65 and over pay only 10¢ instead of 40¢ for a bus ride. At the same time WSPD-TV is alerting younger Toledoans to the need to save for retirement.

Detroit's WJBK-TV gave its support to the rebirth of a type of Civilian Conservation Corps. This would employ still-active retirees in planning and supervisory capacities. (In addition to giving jobs to the young).

In Milwaukee, WITI-TV backed a proposed plan to establish foster homes for the elderly, just as is done for children. Still in the pilot stage, the program (which pays \$210 a month to par-

ticipating families) appears to be bearing fruit.

WAGA-TV in Atlanta has been putting on a concentrated drive to help eliminate local school taxes for citizens 62 or older whose household incomes are under \$6,000.

Getting involved in the vital affairs of the communities they serve is part of the daily life of all Storer Stations.

Our reasoning: 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.

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WJW-TV Cleveland / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD-TV Toledo

Open Mike®

For Martha Deane

EDITOR: I write this letter in appreciation of the life and career of Martha Deane and the special quality of warmth and humanity she brought to American broadcasting. I had the pleasure of appearing as an interview guest on Miss Deane's program twice in the past two years and was scheduled to appear again on her program just three days before she died.

Martha Deane did her homework. If she interviewed a guest about a book, she not only read that book and marked and underlined it, but she also read other material in the field. She was informed and confident, and yet extremely modest and straightforward in her quest for information and opinions. Above all, she was a person of dignity and decency who treated her guests as equals, searching out their human qualities and showing genuine friendship and appreciation for the work they were trying to do.

Although she generated a number of important news stories, Martha Deane had none of the headline-grabbing aggressiveness of so many of her professional colleagues. Unlike those radio and television journalists and interviewers who concentrate on showing how clever they are, frequently asking loaded questions or trying to catch their guests off guard in hopes of obtaining a quotable response, Martha Deane reflected an earnest down-to-earth interest in serving her listeners with solid program content. She never asked an unfair question.

The object lesson of her steady employment and large following over several decades should say something to the flash-in-the-pan talent whose job tenure is con-

stantly a source of personal concern. There are precious few who could not profit by following Miss Deane's example. Both the broadcasting industry and the public interest would be far better served.—*Whitney North Seymour Jr., attorney, New York.*

Correcting the record

EDITOR: In the editorial, "Good ride, dance," concerning Nicholas Johnson [BROADCASTING, Dec. 17] you mentioned an Iowa representative, H. R. Gross of Waterloo, Iowa, and stated he was elected to Congress while a news commentator on WHO(AM) Des Moines. At the time he ran for Congress he was news director of KXEL(AM) Waterloo. KXEL was owned by Josh Higgins at the time. It is now owned by Cy N. Bahakel.—*Don E. Kassner, vice president, Bahakel Broadcasting Co., Charlotte, N.C.*

(Congressman Gross was news director of who from 1934 to 1940, later worked at WLW(AM) Cincinnati and WISH(AM) Indianapolis before his 1946-48 stint with KXEL).

NOW hear this

EDITOR: Re your Dec. 3 article with information submitted to you by a Whitney Adams of NOW: I wish to take issue with Ms. Adams.

I am not and never will be a member of the National Organization for Women. I am not a candidate for consideration for the position of station manager of WRC-TV Washington, nor was I ever interested in applying for that position. I can only assure you that had I been interested, I would not have solicited NOW to intercede in my behalf. As a member of American Women in Radio and Televi-

sion for more than 12 years, I don't need Ms. Adams.

I am dedicated as a broadcaster and have served in AWRT to promote women within the industry. I would personally encourage WRC to consider qualified women and not the token lambs offered by NOW, but rather through the job referral service of AWRT. — *Bettee Holden, general manager, KREO(AM) Indio, Calif.*

McIntire revisited

EDITOR: For years the news media and the networks in particular have downgraded Carl McIntire simply because they didn't like his theological or political position. The revocation of license of Carl McIntire's WXUR-AM-FM Media, Pa., and his right to express and criticize within the bounds of decency as he sees fit may be funny to many of the broadcasters who disagree.

However, who is to say who will be next on the list of government controlled and suppressed stations simply because there is a change in the thinking about what is expressed on other radio stations, TV stations and/or networks. I would think every radio and TV station would be in the vanguard of this fight against the revocation of the WXUR license. We have border-line filth and pornography expressed on stations in the Los Angeles area and no threat of revocation of license. But let a man express his religious or political point of view and it can happen. Surely the FCC and the industry have sunk to a new low.—*Harlan G. Oakes, station representative, Woodland Hills, Calif.*

Datebook®

■ Indicates new or revised listing.

This week

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

Jan. 8—Filmways Inc. annual stockholders meeting. Beverly Wilshire hotel, Los Angeles.

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—Kentucky Broadcasters Association winter board of directors meeting. Elizabethtown.

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

■ Jan. 12—Society of Cable Television Engineers meeting to establish South Central-East chapter. Holiday Inn, Huntsville, Ala.

Also in January

Jan. 14-15—Winter meeting, joint board of directors, National Association of Broadcasters. Mullet Bay Beach hotel, St. Maarten, Netherlands Antilles.

Jan. 15—WHDH Corp. special stockholders meeting, for vote on proposed merger of WHDH Corp. into Blair Broadcasting Corp., subsidiary of John Blair & Co. 50 Morrissey Boulevard, Boston.

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

■ Jan. 17—Association of Federal Communications Consulting Engineers monthly luncheon meeting. Hotel Washington, Washington.

Jan. 17-18—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Del Monte Hyatt house, Monterey, Calif.

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

Jan. 18-20—Educational Foundation of American Women in Radio and Television board of trustees meeting. La Mansion motor hotel, San Antonio, Tex.

■ Jan. 19—MGM Inc. annual stockholders meeting. Company headquarters, Culver City, Calif.

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—Extended deadline for filing reply comments on FCC's proposed rulemaking on combination advertising rates and other joint sales practices.

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

Jan. 22—New Jersey Broadcasters Association annual managers meeting. Monmouth College, West Long Branch.

■ Jan. 22-23—National Cable Television Association board meeting. Watergate hotel, Washington.

Jan. 22-24—Georgia Association of Broadcasters Institute. Featured speakers include Richard Wald, NBC News president; Richard Wiley, FCC commissioner; Sol Taishoff, Broadcasting editor; Jack Anderson, columnist; Senator Herman Talmadge (D-Ga.).

and J. Leonard Reinsch, former Cox Broadcasting president. Center for Continuing Education, University of Georgia, Athens.

Jan. 23—Start of Senate Commerce Committee hearing on nomination of James H. Quello to FCC. Washington.

Jan. 24-25—Society of Motion Picture and Television Engineers winter conference. Denver Hilton hotel, Denver.

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

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

Jan. 26—Mississippi Broadcasters Association winter meeting and sales conference. LeFleur's Restaurant, Jackson.

Jan. 27-30—National Religious Broadcasters 31st annual convention. Featured speaker: Vice President Gerald R. Ford. Washington Hilton, Washington.

Jan. 28-29—National Cable Television Association regional legislative conference. Quality Inn, Washington.

Jan. 29-31—Cable Television Information Center and EDUCOM (Educational Testing Service) conference. "Cable Television and the University." North Park Inn, Dallas.

February

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—Association of Independent Television Stations first annual convention. James R. Herd, KLPB-TV St. Louis, is chairman of convention planning. Dallas.

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

Feb. 4-5—National Cable Television Association regional legislative conference. Quality Inn, Washington.

Feb. 5-7—National Cable Television Association board of directors meeting. 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 chairman, American Red Cross. Fort Worth.

Feb. 8-10—Retail Advertising Conference annual convention. Keynote speaker: Ralph Nader, consumer advocate. Drake hotel, Chicago.

Feb. 13-15—Colorado Broadcasters Association winter convention. Speakers include William Carlisle, vice president, National Association of Broadcasters. Stouffers Denver Inn.

Feb. 15-17—Loyola University collage radio conference. Lewis Towers Campus, 820 North Michigan Avenue, Chicago.

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

Major meeting dates in 1974

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

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

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

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

June 2-5—American Advertising Federation annual convention. Statler Hilton hotel, Washington.

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Monday Memo®

A broadcast advertising commentary from Duane C. Bogie, senior vice president and management supervisor, Foote, Cone & Belding, and president, FCB Productions Inc.

Specific programing for a specific advertiser

Someone once said that the only thing that is constant is change. Certainly that's true in our own lives, the world in which we live and in our businesses. It is particularly apparent in the communications business. Looking back over my years in broadcast advertising, it is fascinating to reflect on the evolution of an advertising agency's position within the broadcast spectrum.

In the heyday of radio, agencies created, directed and produced as a regular function. When television came along there were very few trained advertising people, and the burden of program production was imposed on the networks, along with the development of facilities and technical personnel. This remained pretty much the case during the fifties, when television was ignored by all of the pre-existing visual communicators, particularly the motion picture industry. That, however, is not the case today. Today everyone is in the act—major studios, the networks, independent production houses and advertising agencies.

Foote, Cone & Belding always has been responsible for the selection of properties submitted to Hallmark, in the development of scripts, script approval, principal casting, producer and director, and in the actual on-the-spot supervision of the tape or film. Because of the 22-year history of TV's *Hallmark Hall of Fame* and the fact that Foote, Cone & Belding has been deeply involved in the Hallmark presentations from their inception in 1951, it seemed a logical and natural evolution that the agency should broaden its interest and involvement in programing to take advantage of the changing times.

A great opportunity exists for the years to come. I don't believe advertising will remain the same in the next 20 years, any more than the television industry has remained the same in the last 20 years. There are new ways of communicating via entertainment that will be open to advertisers in the not-too-distant future. The home video cassette is one of them, along with pay television for the home, theaters and hotels; CATV, and the inestimable transfer of knowledge through visual media to educational institutions. With this staggering need for software, it became increasingly apparent to the management of Foote, Cone & Belding that an opportunity existed to participate in the creation of this material. It is from this base that FCB Productions was formed 18 months ago.

The bulk of our initial activity is being concentrated on the continuation of the *Hallmark Hall of Fame* TV series, but we have expanded our responsibility and our involvement to a degree where



Duane C. Bogie has been with Foote, Cone & Belding for 23 years. He joined the agency after breaking into TV production during the period of the Chicago School at NBC, where he directed and produced *Kukla, Fran and Ollie*, *Garroway at Large* and *Stud's Place*. He was a director and production supervisor of the *Hallmark Hall of Fame* series when it began in 1951 and has been connected with the Hallmark account since. At FC&B, he is senior vice president and management supervisor and a member of the board. He is also president of FCB Productions, and continues as executive producer of the *Hall of Fame* series.

we are actually producing, co-producing or working in joint venture with regular production companies.

An example is the production of "The Borrowers," featuring Eddie Albert, Tammy Grimes, and Dame Judith Anderson, which was produced for Hallmark by POD III Productions, and which was aired Dec. 14 on NBC. "The Borrowers" is based on a fantasy written 15 years ago by an Englishwoman, Mary Norton. It is about the "little people" who "borrow" things from real people. That lost earring, for example, isn't really lost; it's just borrowed by one of the borrowers.

As an agency, we had recommended "The Borrowers" to Hallmark 10 years ago, but because of the exceedingly complicated rights situation and because the uniqueness of the story required a very specific technique, the property was not available or affordable, and therefore not produced. It took the combined efforts of POD III to pull it off. The story rights had traveled from one owner to another over a number of years. It was a year ago last May when Warren Lockhart, president of Charles M. Schulz Creative Associates, and I decided to do something about it for Hallmark. Walt DeFaria had learned of the rights availability and brought the information to the attention of Mr. Lockhart and to me.

In order to put the package together, we formed our joint-venture arrangement.

It has been an exceedingly worthwhile undertaking, both from a business and from a creative point of view. We have been able to combine the talents and efforts of the people involved and to develop a technique that made the production possible. The timing was right. It is just a stepping stone into the future whereby I visualize many agencies following a similar course of action in order to deliver to their clients that very special program to meet specific marketing needs. One can always go to the outside and buy a special program, but to create one that reflects the corporate image and communication desires, to bring it in at an affordable level and to reflect on it as a thing of quality, makes it all very worthwhile.

These objectives for corporate television specials have been the criteria for our working with Hallmark over all these years and because they work well for Hallmark there is no reason why a similar approach can't work for other corporations as well.

As far as FCB Productions and Hallmark are concerned, they do. As an independent producer, FCB Productions was instrumental in putting on "Small Miracle" last April, working with Alan Landsburg Productions; "Snow Goose," originally in November 1971, repeated just a year ago, with Universal and BBC; "Harvey" in March 1972 with Talent Associates, and only last month, "Lisa, Bright and Dark," with Bob Banner Associates. Ready for February showing is "Country Girl," again with Talent Associates, and the forthcoming "All Creatures Great and Small" being made in England as a joint venture with Talent Associates for showing next fall. All Hallmark specials are on NBC.

The need for worthwhile television is ever present. The overwhelming use of participation and spot purchases, which represent the bulk of television advertiser expenditures, does not always contribute to the consumer's understanding of a corporation's aim. A special, properly designed and executed, not only affords opportunity for commercial messages, but forms the framework for total corporate impact that goes beyond pure cost per thousand, reach and frequency statistics. I believe that specific programing can be designed that will serve definitive purposes.

Bayard Swope was once asked if he had a formula for success and he said no, but he had a formula for failure: Try to please everyone.

We hope that FCB Productions will be able to create programing that will please specific corporations and specific audiences by working with specific talent in a multitude of fields.

The Market Place

for buying and selling syndicated television properties will open on February 16 in Los Angeles when advance copies of *Broadcasting's* February 18 issue hit town, along with delegates to the 1974 convention of the National Association of Television Program Executives.

Together, that issue's editorial and sales environments will combine to provide one of the prime rifle-shot buys of the year, a customer-intensive publishing opportunity designed to showcase nonnetwork, offnetwork, special network and individual programing for every hour in the broadcast day.

In addition, to the normal news budget, *Broadcasting's* February 18 issue will feature:

- A complete rundown on all properties being offered by NATPE exhibitors.
- The convention agenda, with an issue-by-issue analysis of what's on the programmer's mind.
- A report and forecast on the buying, selling, use and impact of syndicated programing, for prime time or otherwise.
- A special analysis of TV movies.

It will be the most comprehensive package *Broadcasting* has ever assembled on that vital everyman's land between local programing and the network schedules. It will set the stage for all that comes after at the NATPE. It will be a "must read" issue for every TV station programmer, and a "must sell" issue for every producer and distributor.

Again, as always . . .

You belong in Broadcasting Feb 18

Media

Government widens attack on newspaper, broadcasting crossownership

Pulitzer, Newhouse and Cowles are lined up with Milwaukee Journal as Justice targets on renewals—and there are hints of more to come

Newspaper publishers who own broadcast properties appear to be facing the most serious threat to retention of their stations since the FCC in 1970 proposed breaking up multimedia holdings within the same market. But the renewed threat comes not from the commission but from the Department of Justice's Antitrust Division.

The department last week petitioned the FCC to deny the license renewal applications of three newspaper-owned companies, two in one market—Pulitzer Publishing Co.'s KSD-AM-TV and Newhouse Broadcasting Corp.'s KTVI(TV), all St. Louis, and Cowles Communications Inc.'s KRNT-AM-FM-TV Des Moines, Iowa.

The pleadings were filed a month after the department urged the commission in an informal complaint—which was prepared after the deadline had passed for formal petitions to deny—against the renewal of the Milwaukee Journal Co.'s WTMJ-AM-FM-TV (BROADCASTING, Dec. 10, 1973).

And as it indicated in that complaint, the department last week said the renewal applications it was attacking would, if granted, perpetuate a concentration of media control—in terms of both news and advertising—that is "repugnant to antitrust principles, inconsistent with the best use of the airwaves and therefore inimical to rather than promotive of the public interest."

The pleadings thus served to confirm the comments of department officials two months ago that Justice intended to attempt to use the petition to deny as an instrument for breaking up newspaper-broadcast holdings it feels raise serious questions of concentration of control (BROADCASTING, Nov. 12, 1973).

A spokesman last week said the department will continue to look at con-

centration-of-control situations as license renewal periods come up. And he said it is "safe to assume that there might well be" other cases in which the department petitions for denial of renewal. According to a report cited by the American Newspaper Publishers Association three years ago, 476 stations (96 TV, 229 AM and 151 FM) worth almost \$2 billion are under common ownership with the newspapers in whose markets they operate (BROADCASTING, April 5, 1971).

And as Justice argued in the case of the Milwaukee Journal stations, the FCC's pending rulemaking aimed at breaking up multimedia holdings in the same market is no reason for not moving against the kinds of concentration of control it says are exercised by the Pulitzer and Newhouse companies in St. Louis and by the Cowles family in Des Moines.

It was as a result of a Department of Justice comment in an earlier phase of the so-called one-to-a-market proceeding that the commission proposed the breakup of existing multimedia combinations. And Justice has filed comments in support of the proposal. But Justice appears

impatient with the failure of the commission to conclude the rulemaking proceeding. The Justice Department noted that the proceeding has been under way three and a half years, that no substantive pleadings have been filed in it for two and a half years and that the U.S. Court of Appeals in 1970, upholding the FCC in a license renewal case in which a concentration-of-control issue was raised, indicates it assumed the commission would deal promptly with the question of newspaper ownership of broadcast properties.

Furthermore, the department said, considering concentration cases like those presented in St. Louis and Des Moines would not conflict in any serious way with the rulemaking proceeding: The crossownerships involved "present none of the close policy questions that may be thought to require detailed rules." But even if a conflict does exist, the department said, "to be consistent with the public interest, it should be resolved in favor of holding a hearing on these renewal applications."

For the commission and the courts

Background. The FCC rulemaking aimed at promoting diversity of media ownership—the proceeding that the Department of Justice apparently feels has been stretching out too long already—has its genesis in a notice of proposed rulemaking (Docket 18110) that the commission issued on March 27, 1968.

The commission then proposed rules barring the owners of a full-time AM, FM or television station from acquiring another full-time outlet in the same market. The objective, the commission said, was to diversify ownership of the broadcast media. And on March 25, 1970, the commission adopted its proposal. (A year later, however, on Feb. 26, 1971, the rule was modified to treat AM-FM combinations as single entities.)

But the commission did not stop there. At the same time it was banning the future consolidation of broadcast properties in a market, the commission issued a further notice of proposed rulemaking; it would require multimedia owners to reduce within five years their holdings in individual markets to one or more daily newspapers, one television station or one AM-FM combination.

The further notice was issued at the suggestion of the Department of Justice's antitrust division, which offered it in comments filed in the original rulemaking proceeding. The then pending proposal, Justice said, would "do little to alleviate the existing concentration of media ownership in many of the nation's major cities" (BROADCASTING, Aug. 5, 1968).

The further notice was vigorously opposed by broadcast and newspaper owners, particularly by their respective trade associations. The American Newspaper Publishers Association and the National Association of Broadcasters filed massive comments opposing the proposal asserting not only that the commission lacks the authority to adopt it but that there is no evidence that the present ownership structure does not serve the public interest (BROADCASTING, April 5 and 12, 1971).

Even the Justice Department tempered its original proposal. It stood by it as far as newspaper-television station crossownership is concerned. But it said it saw no need for the dissolution of existing television-radio or newspaper-radio combinations, at least in the major markets (BROADCASTING, May 24, 1971).

Reply comments in the proceeding were filed on Aug. 18, 1971. And since then, although FCC Chairman Dean Burch has indicated he favors the breakup of newspaper-television station crossownership in the same market, there has been silence on the issue at the commission. It is rarely mentioned by commission officials when they tick off must-do or soon-to-be-accomplished items.

But Justice's actions in the renewal proceedings in Milwaukee, St. Louis and Des Moines have served to refocus attention on Docket 18110, the so-called one-to-a-market proceeding.

have always regarded the promotion of competition among the media as an important public-interest objective, the department said. And "by the ordinary canons of antitrust law," it added, media concentration in the St. Louis and Des Moines markets "is so great as to diminish competition in the mass dissemination of news and advertising."

In St. Louis, the 12th largest television market, Pulitzer and Newhouse own the only two newspapers—the evening and Sunday *Post-Dispatch* and the morning *Globe Democrat*, respectively, as well as two of the city's four VHF stations and one of its radio stations. And, according to the department's estimates, they dominate the market in terms of coverage and advertising revenues. In both the St. Louis Area of Dominant Influence and the Standard Metropolitan Statistical Area, Pulitzer combines a 5% share of the advertising revenues from broadcasting with a 30% share from newspaper publishing, while Newhouse combines a 3.5% share from broadcasting with a 25% share from newspaper publishing, according to Justice's calculations.

Breaking it down another way, the department said that the only newspaper other than the *Post-Dispatch* and the *Globe Democrat* with a measurable circulation in St. Louis and St. Louis county is the *New York Times*, with 318. And since the *Times* "is hardly a medium for the dissemination of local St. Louis advertising," the department said, Pulitzer and Newhouse face competition only from two VHF TV's, a UHF outlet and 14 radio stations (six of them FM), "whose combined shares [of the advertising market] cannot exceed 20%." For two firms to have about 80% of the advertising revenues, Justice said, "is contrary to antitrust policy"; and the domination of the sources of local news and opinion that such economic paramountcy suggests "cannot be said to be in the public interest."

Increasing the seriousness of the situation, in Justice's view, is the fact that the two newspapers are parties to a joint operating agreement. The details of the agreement are not known, Justice said. But if it should be determined in a hearing that the agreement effectively eliminates commercial competition between the two newspapers, "it would be difficult for the commission to find that it was in the public interest to renew broadcast licenses of the applicants."

In Des Moines, the 61st largest television market, the Cowles family controls one of three VHF stations, one of six AM's and one of seven FM's, and through the Des Moines Register Co., the city's only newspapers—the morning and Sunday *Register* and the evening *Tribune*. The department estimates that Cowles's share of the \$22.3 million total spent on local advertising in Des Moines is \$18.7 million, or 83.4%. Most of that—\$17.3 million—is attributed to the newspapers. Justice said Cowles's renewal applications credit the AM with \$423,000 in local advertising revenues in 1972-73; the FM with \$27,300. KRNT-TV's share

of the \$2,300,000 in local advertising the Des Moines television stations reported receiving in 1971 was about \$850,000, according to Justice.

The department is not laying down guidelines for determining in advance the kind of concentration-of-control-of-media situations it feels should be attacked in hearings. But in its pleadings in the Milwaukee, St. Louis and Des Moines proceedings, it is beginning to provide indications of the kinds of situations it feels should not be permitted to continue. The department's views may become clearer in two months, when the deadline arrives for filing petitions to deny the renewal of licenses for stations in Minnesota, North Dakota, South Dakota, Montana and Colorado.

Three St. Louis outlets under citizens' fire

Petition against license renewals charges stations failed to recognize rights of blacks in city; added shot at KSD raises issues of Pulitzer control of media

Citizen groups in St. Louis have petitioned the FCC to deny the license-renewal applications of three stations there—Storz Broadcasting Co.'s KXOK(AM), Newhouse Broadcasting Co.'s KTVI(TV) and Pulitzer Publishing Co.'s KSD(AM).

The petitions were in addition to those the Department of Justice filed against both of Pulitzer's stations—KSD-AM-TV—and Newhouse's station, as well as against Cowles Communications Inc.'s outlets in Des Moines, Iowa (preceding story).

The citizen-group petitioners, who said they were concerned about the rights of blacks in a city 50% black, filed generally similar complaints against the three licensees. The petitions contended that the stations had failed to ascertain in a meaningful way the needs and interests of the community, particularly its black members, and had failed to provide programming to deal with the city's problems, including what the petitioners said was the critical one of "racism."

The petitions also said the percentage of blacks among their employees (5.7% at KXOK, 10.6% at KTVI and 7% at KSD) seems to indicate a lack of good-faith effort to hire more than a token number of blacks.

The petitioners raised the issue of "monopoly control of media" in connection with Pulitzer's application for renewal of KSD. The petitioners contended that the Pulitzer media cooperate rather than compete, even to the extent of the radio station affording the newspaper free advertising time.

They also alleged that in at least one case the Pulitzer stations and newspaper did not report a story civil rights groups felt was of importance to the community—the unveiling by civil rights demonstrators in December 1972 of the "traditionally secret White Veiled Prophet." It was Thomas Smith, vice president of Monsanto.

Few duels in the sun await NAB in St. Maarten

Association's joint board, going into annual winter meeting, still finds itself short one license renewal bill, perhaps a little longer than it expected to be on pay-cable front; voting procedures are major internal issue

The National Association of Broadcasters' joint board of directors, 47 strong, will pack up and head for St. Maarten in the Netherlands Antilles this weekend, prepared for intramural debate on a host of external issues and three or four internal ones. None among the southward-bound expects major developments to issue from their week in the sun, but most have a pet issue they hope to pursue.

First priority still attaches to the hope that Congress may be persuaded to pass license-renewal legislation to afford broadcasters reasonable assurance of franchise continuity. The prevailing mood is of willingness to settle for far less than the NAB had in mind when it first urged such legislation and embarked on a campaign to secure it. The official word will be that the House Communications Subcommittee, which at the moment is on record with a bill containing the broadcaster-opposed "Van Deerlin Amendment," will reconvene early in the second session and pass a compromise measure that broadcasters can live with. The prospect, further, is for affirmative action in the full Commerce Committee and the Rules Committee to bring the measure to the floor, and, assuming House passage, for the Senate Communications Subcommittee at least to hold hearings on the issue. The NAB staff is "less than sanguine" about successful Senate action in this election year, and will so advise the membership.

A BROADCASTING canvass of board membership found none who would fault the NAB leadership for this state of affairs on license renewal; all agreed that those in command had made their best effort, and ascribed to "circumstances"—the diversions of Watergate and the energy crisis, primarily—any failure to carry license renewal to an earlier or more strikingly beneficial conclusion.

There are, however, pockets of hostility over what has grown to second place among the industry establishment's priorities: opposition to pay cable. The dissidents fall into two, and divergent, categories: TV board members unhappy with the pace of the association's anti-pay-cable campaign, and radio board members concerned over \$600,000 in industry moneys going toward an activity whose wisdom they question in the first place. (One report has it that \$150,000 of that war chest has already been subscribed—without contributions from the networks.) Among the more vocal in the latter group is Donald Thurston, of WMNB(AM) North Adams, Mass., who is concerned that the pay-cable attack "sig-

It's time to vote for NAB radio board

**24 competing for 12 places;
results to be announced Jan. 30**

The National Association of Broadcasters this week is mailing ballots for the election of 12 broadcasters to the NAB radio board. Ballots will go out Wednesday (Jan. 9) to radio members and be tallied Jan. 30. The new board members will serve two-year terms following the NAB convention, which ends March 20. The 24 nominees:

District 2: Michael J. Cuneen, WDLA-AM-FM Walton, N.Y., and Robin B. Martin, WKNY(AM) Kingston, N.Y.

District 4: Robert R. Hilker (Incumbent), WCGC(AM) Belmont, N.C., and W. Howard Jernigan, WNOR-AM-FM Norfolk, Va.

District 6: Sam W. Anderson, WFFA(AM) Helena, Ark., and Len Hensel, WSM-AM-FM Nashville.

District 8: John R. Anderson, WCCW-AM-FM Traverse City, Mich., and Lester G. Spencer, WKBV(AM) Richmond, Ind.

District 10: Sam A. Burk, KIRX(AM)-KRXL(FM) Kirksville, Mo., and Robert E. Thomas (Incumbent), WJAG-AM-FM Norfolk, Neb.

District 12: Kay Mella (Incumbent), KLOE(AM) Goodland, Kan., and Allen Page, KGWA(AM) Enid, Okla.

District 14: Jack B. Chapman, KGAK(AM) Gallup, N.M., and Sidney King (Incumbent), KVOC(AM) Casper, Wyo.

District 16: William J. Beaton, KIEV(AM) Glendale, Calif., and Joseph C. Drilling, KOGO(AM) San Diego.

At-large nominees:

Class A markets—(500,000 population or more): Harold R. Krelstein (Incumbent), WMPS-AM-FM Memphis, and D. G. Scribner, KHOW-AM-FM Denver.

Class B markets—(between 100,000 and 500,000): Ben A. Laird, WOUZ-AM-FM Green Bay, Wis., and Thad M. Sandstrom (Incumbent), WIBW-AM-FM Topeka, Kan.

Class C markets—(between 15,000 and 100,000): Tom Harrell (Incumbent), WSTP(AM)-WRDX(FM) Salisbury, N.C., and Dick Painter, KYSM-AM-FM Mankato, Minn.

Class D markets—(under 15,000): Tom S. Whitehead Jr., KWHI-AM-FM Brenham, Tex., and Jack S. Younts, WEEB(AM) Southern Pines, N.C.

Nonincumbents elected will be eligible for another two-year term; incumbents would go off the board in 1975. In two years 12 seats on the 29-member board will be filled. (The five remaining seats are held by ABC, CBS, NBC, Mutual and the National Black Network.)

nals a return to reactionary policies that raise the specter of another 'Future of Broadcasting' committee. I don't think it's smart for those in communications to see things strictly from a 'thou shalt not' point of view," he says. Mr. Thurston and others expect the new cable strategy to be the subject of discussion at a joint board session in St. Maarten.

There are at least three procedural matters up for board review, all involving changes in the bylaws. The first is a revised method for filling unexpected vacancies on the TV board, a long-standing concern brought to a head by the death last August of Fred Weber, of Rust Craft Broadcasting, whose place has not been filled. One suggestion mentioned prominently would designate the runner-up in the contest for that board position to succeed to the vacant chair—as is presently the rule for the radio board.

The manner of election of the entire TV board is again an issue this year, with an increasing number of joint board members advocating a membership-wide mail ballot prior to the annual NAB convention—again, as is the case for radio board members (see above for list of current nominees). Under present rules, only those delegates attending the annual convention may vote for TV board members, a procedure some see as undemocratic.

A third change, if adopted, would affect both boards: advancing the elections for board chairmen and vice chairmen to the January meeting, as opposed to the June meeting, of the joint board. Because new members take office in June, it is held, there is too great a pressure on the new members to cast votes for officeholders they haven't had a chance to know. The revised procedure, it is said, would put choice of leadership in the hands of the more experienced.

The official agenda in St. Maarten calls for meetings of the joint board on Tuesday (Jan. 15) and Friday (Jan. 18).

The radio board will meet Wednesday, while TV takes the day off, and TV meets Thursday, while radio recuperates. Monday (Jan. 14) is set aside for committee hearings.

Among the other matters due for discussion:

■ *The energy crisis.* This is a particular concern of the radio board and especially its constituents from daytime-only stations. The general NAB position is that any restriction in broadcast hours—already a fact in Canada, Japan and Great Britain and recently proposed for the U.S.—would do more harm than good, and that any marginal or debatable saving in energy would be more than offset by inconvenience to an already inconvenienced public. NAB has commissioned a research report on broadcasting's own impact in energy use from Hittman Corp., Columbia, Md., and will present the results to the joint board. Among the contentions it is expected to reinforce is that "demand load"—the minimum kilowattage utilities must keep in their lines—is more than enough to supply broadcast transmission and set owner power in the late evening and early morning hours being mentioned for broadcast cutbacks.

■ *Campaign-reform legislation.*

■ *Consumer legislation.*

■ *Phase IV economic controls.* The NAB has pending with the Cost of Living Council a request that broadcasters be extended a blanket exemption from controls, based on the argument that the industry price gains are based on cost-per-thousand—which can be translated to an increase in productivity—and thus are not inflationary. Such arguments have already won exemption for syndicators of TV programming.

■ *Lotteries.* Encouraging word on this subject came from an unexpected quarter last Wednesday (Jan. 2) when a U.S. circuit court in Philadelphia—overruling the FCC—held that broadcast stations

may broadcast news of state lottery winners as "hot news" (see "Top of the Week").

■ *Postal Service and military recruitment advertising.*

■ *CATV copyright concerns, as well as TV nonduplication and radio carriage.*

■ *The FCC's ascertainment inquiry.*

■ *Program-length commercials.* This is of particular worry to smaller-market radio stations that broadcast such formats as auto dealer and cattle auction programs that, under strict interpretation of the rules, may be so categorized—and thus forbidden—by the FCC.

■ *Radio re-regulation.* Although the NAB applauds in general those steps already taken in the FCC's continuing effort to trim its rules, there is growing concern that new rules going on the books may more than take up the loosened reins.

■ *All-channel radio.* The NAB has had a historic nonposition toward efforts by FM broadcasters to secure legislation insisting that all receivers—and particularly auto receivers—be manufactured to receive both AM and FM signals. A study commissioned jointly with the National Association of FM Broadcasters, and conducted by the A. D. Little research firm, scheduled to be ready for the joint board meeting, is expected to show that additional cost of manufacturing an AM-FM car radio does not justify the present price differential. Senate hearings on all-channel legislation are promised for this session of Congress, and the NAB hopes to effect a board-approved position on which it may testify.

■ *Membership and budget.* The joint board will hear that total membership is up an even 200 members—from 4,387 to 4,587—over the year-ago total, and that an expected general fund deficit of \$108,000 in the 1973-74 fiscal year ended up as a surplus of \$50,000. It will be asked to approve a \$3.9 million budget—with an anticipated \$90,000 deficit—for the new fiscal year, beginning April 1.

If no other history is made in St. Maarten, the meeting will be distinguished as the first to include a black: Eugene Jackson, president of the National Black Network, whose new network status entitles it to a seat on the radio board.

UHF boosters

Christian Broadcasting Network's WYAH-TV Portsmouth, Va., is spearheading formation of the National Committee for UHF Television, to make the public more aware of UHF. Members of the ad hoc group, which plans to incorporate, include two CBN outlets, KXTX-TV Dallas and WHAE-TV Atlanta, as well as non-commercial stations WHRO-TV Norfolk and WCVB-TV Richmond, both Virginia. Scott Hessek, network relations director for CBN, is founder and acting chairman of the group; Pat Arneaux, program director of WHRO-TV, is acting treasurer. The group plans an organizational meeting in Richmond in late January. Stations interested in membership should contact Mr. Hessek at WYAH-TV, Box 111, Portsmouth 23705. (Phone 804-393-2505).

Rand study sees TV system fixed at three networks

Economist says there's chance for all-UHF fourth someday but three now have it their way

Rolla E. Park, an economist with the Rand Corp., has provided a glum New-Year reading for those critics of the existing system of commercial broadcasting who contend that a fourth television network, if not a fifth and sixth, would be in the public interest.

Dr. Park, in a report based on his construction of a model of television network competitive behavior, concludes that, given the existing regulatory and economic facts of life, chances of a fourth commercial television network in the United States are slim at best.

He notes that a fourth network would increase the number of sources of news and public-affairs programs, a point often made by administration officials who feel the existing three networks are frequently biased in their news coverage. He notes, too, that a fourth network would provide another source of entertainment, stimulate more program production and increase program diversity.

But, he says, a fourth network, unlike the existing three, would not be able to reach most of the television households in the country. It would simply lack the outlets and, consequently, could not succeed.

Theoretically, there are several ways of devising a network that could compete with the existing networks, he says. But the restructuring of government regulatory policy that would be required would be so radical as to rule them out as feasible approaches.

One such approach would involve shifting all television to the UHF band. Another would require splitting some affiliates from their networks and redistributing them four ways.

Dr. Park maintains that a new network would need VHF coverage of 90% or more of all television households to compete on an equal footing with the existing networks. But, he notes, there are not nearly enough markets with four or more VHF allocations to provide this almost complete coverage.

Dr. Park's study examines the feasibility of various other approaches, and finds them all wanting. These include an advertiser-supported cable network (even at a high-level of cable penetration—say, 60% of all households—the coverage handicap is so great that “there seems to be no chance that it could be profitable”) and employment of 60 or so new VHF drop-in stations proposed by the Office of Telecommunications Policy (BROADCASTING, Oct. 29, 1973) as well as the existing independent stations, or even any combination of these.

Dr. Park leaves open the question of a pay cable network. He says there is insufficient information on viewer preferences on which to base a judgment. Similarly, firm estimates of the number of

households that would subscribe are lacking.

Dr. Park is not completely negative in the conclusions he draws. He says that if some of OTP's proposed VHF drop-ins were substituted for UHF independents in the construction of a fourth network, it could be “possibly profitable.”

But if there is to be any hope for a fourth network, it apparently lies in the policies the FCC has pursued for encouraging UHF development and in the technology that is reducing the “UHF handicap” in reception and tuning. Dr. Park notes that the conversion of receivers from VHF-only to all-channel will soon be complete, and that eventually those sets will have click-stop UHF tuners. Furthermore, he says, many stations will increase their transmitting power in the years ahead. And cable, which puts UHF on the same technical footing as VHF, is continuing to spread.

“Perhaps, as the UHF handicap continues to decline,” Dr. Park says, “the FCC's long-standing encouragement of UHF broadcasting will be dramatically vindicated by the emergence of a primarily UHF fourth network.”

The study also indicates that in no case would the existing networks be threatened. Most conceivable fourth networks would be handicapped in their competition with the existing networks, Dr. Park notes. “Certainly,” he adds, “profits that are high enough to result in the formation of a fourth network are also high enough to keep the other three in business.”

The economic model that Dr. Park constructed in preparing his report was based on the assumption that each network seeks to maximize its profits. He wanted to determine how much a network will spend on programming and how much audience it will attract, given its competition.

In contrast to some previous analyses, including one of his own, Dr. Park's new work does not assume expenditures for programming to be simply dependent on station revenue. Rather, his new model treats programming as a determinant of broadcast revenue. By showing better (more expensive) programs, he says, “a network can increase its audience share and hence its revenue”—at least up to a certain point. After that, the additional cost of the better programming exceeds the value of the additional audience.

Where does the point of profit maxi-

mization lie? That depends on a number of factors, according to Dr. Park—how many competing networks there are, what markets or portions of markets they cover, how attractive their programming is, and what revenue sources—in addition to or in place of advertisers—the various networks can tap.

Dr. Park's study, “New Television Networks,” was prepared under a grant from the Markle Foundation.

New ABBE seeks greater management role for blacks

Group W's Norford named president; broad program includes registration of minorities, annual awards, other advancement projects

Association of Black Broadcast Executives (ABBE) has been formed to foster the advancement of blacks into TV-radio management positions (“Closed Circuit,” Dec. 3, 1973). The president is George Norford, vice president-general executive and director of Group W, New York. Other officers are David Hepburn, vice president, WNEW-TV New York, senior vice president; Stanley Robertson, vice president, NBC-TV, Los Angeles, vice president; Mal Johnson, director of community affairs, Cox Broadcasting Corp., Atlanta, secretary, and Tyrone Brown, vice president and general counsel of Post-Newsweek Stations, Washington, general counsel.

Board members are Theodore Jones, president, WGRT(AM) Chicago; John Murray, corporate vice president, RKO General Broadcasting Co., New York; Paul Yates, president, Sheridan Broadcasting Co., Pittsburgh; William Dilday, general manager, WLBT(TV) Jackson, Miss., and Elbert Sampson, director, public affairs, National Association of Broadcasters, Washington.

The immediate goals of ABBE are the establishment of a register of minority members equipped to move into management and executive positions; the creation of awards to be presented annually to broadcasters selected for significant achievement in advancing the cause of equality and to outstanding black performing and creative talent, and the use of ABBE members' influence to advance minorities into responsible positions on and off the air.



Principals. Officers and founders of the newly formed Association of Black Broadcast Executives, who met recently in New York with FCC Commissioner Benjamin Hooks (3d from r) are (l to r) Mr. Norford, Mr. Brown, Mr. Murray, Ms. Johnson and Mr. Hepburn.

Changing Hands

Announced

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

■ **KDBC-TV El Paso:** Sold by Doubleday Broadcasting Co. to Evening Post Publishing Co. for \$5,275,000. 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.; KROD(AM) El Paso, KOSA-TV Odessa, KITE(AM) Terrell Hills and KEXL(FM) San Antonio, all Texas. Peter Manigault is president of Evening Post which has newspaper interests in Charleston, S.C., and also cable television franchise in Aiken, S.C. KDBC-TV is CBS affiliate on channel 4 with 61.7 kw visual, 6.8 kw aural and antenna height 1,150 feet above average terrain. Consultant: George W. Moore & Associates, Dallas.

■ **WLPM(AM)-WFOG(FM) Suffolk, Va.:** Sold by Suffolk Broadcasting Corp. to Smiles of Tidewater Inc. for \$1.3 million. Suffolk Broadcasting is owned by Edmund D. Baydush, Hynda Gerstenfeld, Marcia B. Shiff and Marilyn D. Lane. Smiles of Tidewater principals are Norman J. Suttles, Durwood H. Godwin and James D. Davis who also own WRNC(AM) Raleigh, WFBS(AM) Spring Lake, WISP(AM) Kinston, WSML(AM) Graham, WSMY(AM) Weldon and WGAI(AM) Elizabeth City, all North Carolina. Sale of

WGAI to Campbell Broadcasting Co. also has been announced (see below). WLPM operates full time on 1450 khz with 1 kw day and 250 w night. WFOG is on 92.9 mhz with 50 kw and antenna height 500 feet above average terrain. Broker: Blackburn & Co.

■ **WGAI(AM) Elizabeth City, N.C.:** Sold by Smiles of Elizabeth Inc. to Campbell Broadcasting Inc. for \$330,000 (see above). A. Hartwell Campbell, president of Campbell Broadcasting also owns WGTM(AM) Wilson, N.C. WGAI operates full time on 560 khz with 1 kw day and 500 night. Broker: Blackburn & Co.

■ **WKRX(FM) Louisville, Ky.:** Sold by WKRX Inc. to Stoner Broadcasting Systems Inc. for \$725,000. Keith L. Reising is president of WKRX. Stoner Broadcasting, owned by Thomas H. Stoner, also owns KSO(AM)-KFMG(FM) Des Moines, Iowa; WBNF-AM-FM Binghamton, N.Y., and WGNT(AM) Huntington, W. Va. WKRX(FM) is on 106.9 mhz with 50 kw and antenna height 500 feet above average terrain. Broker: Blackburn & Co.

■ **WHCN(FM) Hartford, Conn.:** Sold by Concert Network to Beck-Ross Communications Inc. for \$500,000. T. Mitchell Hastings is president of Concert Network, publicly held corporation which also owns WBCN(FM) Boston. George H. Ross and Martin F. Beck are principals of Beck-Ross. They also own WBLI(FM) Patchogue and WGLI(FM) Babylon, both New York and WKMF(AM)-WGMZ(FM) Flint, Mich. WHCN(FM) is on 105.9 mhz with 20 kw and antenna height 740 feet

above average terrain. Broker: LaRue Media Brokers, New York.

■ **WFKY(AM) - WKYW(FM) Frankfort, Ky.:** Sold by Capital Broadcasting Corp. to Capital Communications Inc. for \$450,000. William C. Clay is president of Capital Broadcasting. Sellers also own WTRE-AM-FM Greensburg, Ind., WMST-AM-FM Mt. Sterling, Ky., and recently announced sale of WDLR(AM) Delaware, Ohio. Anthony S. Ocepke, president of Capital Communications, has interest in WPVL(AM) Painesville and WHOK-AM-FM Lancaster, both Ohio. WFKY operates full time on 1490 khz with 1 kw day and 250 w night. WKYW(FM) is on 104.9 mhz with 3 kw and antenna height 260 feet above average terrain. Broker: Hamilton-Landis & Associates.

■ **WMOU(AM)-WXLQ-FM Berlin, N.H.:** Sold by White Mountain Broadcasting Co. to Dean J. Slack for \$250,000. White Mountain is owned by Robert Powell. Mr. Slack is general manager of WEZF(FM) Burlington, Vt. WMOU operates full time on 1230 khz with 1 kw day and 250 w night. WXLQ-FM is on 103.7 mhz with 10 kw and antenna height 160 feet above average terrain. Broker: Keith W. Horton Co., Elmira, N.Y.

■ **WPDR-AM-FM Portage, Wis.:** Sold by Comstock Publishing Co. to Edward A. Kramer for \$237,000. William T. Comstock owns Comstock Publishing Co. Mr. Kramer was manager of WDXN(AM) Waupaca, Wis. WPDR is daytimer on 1350 khz with 1 kw. WPDR-FM is on 100.1 mhz with 3 kw and antenna height 300 feet above average terrain. Broker: Chapman Associates.

Approved

The following transfers of station ownership have been approved by the FCC (for other FCC activities see page 38):

■ **WDXN(AM) Clarksville, Tenn.:** Sold by Clarksville Broadcasting Co. to Radio Station WDXN for \$285,000. Clarksville Broadcasting is owned by National Bank of Commerce of Jackson, Tenn., as trustee of estate of late Aaron B. Robinson. Mr. Robinson's estate also includes WDXE-AM-FM Lawrenceburg, WTPR-AM-FM Paris and WENK(AM) Union City, all Tennessee, and WCMA(AM) Corinth, Miss. (applications for assignment of all stations are pending). Jack Mayer, general manager of WDXN, owns Radio Station WDXN. WDXN is daytimer on 540 khz with 1 kw.

■ **WIPS(AM) Ticonderoga, N.Y.:** Sold by Ticonderoga Community Service Broadcasting Corp. to Motsinger Communications Inc. for \$210,000. Philip Spencer is president of Ticonderoga. Purchaser John K. Motsinger is announcer at WIPS. WIPS is daytimer on 1250 khz with 1 kw.

Raleigh AM called on carpet

WLLE(AM) Raleigh, N.C., is facing revocation of its license. The FCC has ordered a hearing to determine if the station engaged in fraudulent schemes, in connection with its advertising practices, and in fraudulent billing activities. The commission said that if information it has on those matters is substantiated, it

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would warrant refusal to grant a license renewal and would raise serious questions as to WLLE Inc.'s qualifications to be a licensee. In ordering the hearing, the commission also said that a fine of up to \$10,000 could be imposed if the hearing record does not warrant issuance of a revocation order.

FCC relights fire under Overmyer case

Issue tossed back to Judge Sharfman to resolve six-year-old charges in connection with sale of five UHF's

The FCC review board has remanded to the administrative law judge the six-year-old proceeding involving applications for transfer of five UHF permits from D. H. Overmyer Communications Co. to AVC Corp. Additional findings centering on a misrepresentation issue against Mr. Overmyer will be weighed by Judge Herbert Sharfman (BROADCASTING, May 7, 1973).

The original transfer agreement which was approved in 1967 involved KEMO-TV San Francisco; WECO-TV (now WPGH-TV) Pittsburgh; WSCO-TV (now WXIX-TV owned by Metromedia Inc.) Newport, Ky.; WBMO-TV (now WATL-TV) Atlanta and KJKO-TV Rosenberg, Tex. Daniel H. Overmyer, the corporation's principal owner, still retains WDHO-TV Toledo, Ohio.

Consideration for the transfer was 80% of Mr. Overmyer's expenses or \$1 million, whichever was less.

Congressional hearings on the transfer raised questions about Mr. Overmyer's estimate of its out-of-pocket expenses. Without setting aside the transfer, the commission opened hearings on the alleged misrepresentations.

In an initial decision last May, Judge Sharfman ruled that Mr. Overmyer failed to corroborate the expense estimate but that he was neither finding Mr. Overmyer guilty of making false statements nor innocent of any intention to deceive.

The commission's Broadcast Bureau, however, felt that this decision skirted the central issue. Because Mr. Overmyer was still a licensee in Toledo, the bureau said that the character qualification issue of whether Mr. Overmyer misrepresented his expenses could not be left unresolved.

Mr. Overmyer filed a petition last October requesting that the proceeding either be terminated or that the case be remanded to Judge Sharfman to resolve the misrepresentation issue. In response, the review board agreed to remand the case to Judge Sharfman since the resolution will require character and credibility judgments of the witnesses and Judge Sharfman has already had opportunity to evaluate the parties involved.

Media Briefs

They did it. Two broadcasters indicted by federal grand jury for bugging office of Kennard Hawkins, general manager of WJMO(AM) Cleveland Heights, Ohio (BROADCASTING, Oct. 1, 1973), have pleaded guilty to one count of bugging. Morris Paul Schechter (professionally

known as Van Lane), WJMO vice president and sales manager, and John Harvey Rees, engineer at WRC(AM) Washington, face sentences of up to one year in jail, fines of up to \$10,000, or both. Sentencing is being delayed pending completion of probation report. Frederick M. Coleman, U.S. attorney for Northern District of Ohio, said it was still unclear whether bugging incident, in fall of 1972, was related to renewal hearing in which WJMO's license is at stake.

Help wanted, women. FCC has instructed three Massachusetts stations to increase their efforts to employ females in top positions. WHYN-TV and WWLP-TV, both Springfield, and WSBK-TV Boston were directed to submit list of local women's groups they will consult when filling positions in upper four job categories (officials and managers, professionals, technicians and sales personnel). Commission said there was no indication any of three stations discriminated against women but additional affirmative action was needed.

Net yet. FCC refused to approve plan for financing and participation by Alvin Korngold in operation of KPHX(AM) Phoenix while application to transfer 50% of station to Mr. Korngold is still pending. KPHX present owner, Melvin Himelstein, said station had suffered heavy losses, and without "immediate infusion of cash," it would be forced to shut down. Commission replied that Mr. Korngold's furnishing of funds and proposed involve-

ment in station's operation represented premature transfer of control in violation of commission rules.

Superlatives. Noncommercial WHYV-TV Philadelphia completed 1973 with longest and most lucrative on-air fund raising drive of its history. On 16 evenings, station raised total of \$47,537 in pledges from 2,585 viewers, to help offset increased 1973 operating costs.

Working for women. National Association of Educational Broadcasters is implementing new informational service for women in communications. Program includes resource center through which female NAEB members will be able to locate women knowledgeable in numerous subjects for consultation. Project is headed by NAEB Program Officer Mary Lynn Moody, who has been given additional title of coordinator of women's activities for the organization.

Short renewal and fine. Administrative Law Judge Basil P. Cooper has issued initial decision recommending that WCVI(AM) Connellsville, Pa., be renewed for only one year and that WCVI stockholder Bernard Stern be fined \$5,000 for double-billing practices. Other issues, including alleged fairness-doctrine violations and failure to make program logs available for public inspection, brought against WCVI by Connellsville citizens group, were resolved in favor of station.

Blacks want to revive U. Hudson Broadcasting Inc., recently formed black-owned company, has filed application with FCC

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to acquire license of now-dark WMCV-TV Nashville (BROADCASTING, Sept. 24, 1973). Station's assets and right to apply for license were purchased by Hudson from Music City Video Corp. for \$60,000 in bankruptcy proceeding. Hudson, headed by Robert D. Hudson and James E. Lawson, expect to begin operations on channel 17 within 90 days of commission approval making it candidate for first black-owned station to go on air. Another black-owned group, WGPR Inc. has been granted construction permit and plans to begin broadcasting on Detroit's channel 20 sometime this year.

Latest in Tenaflly. New communications consulting firm has been formed by Tom McMahon, formerly associated with Oliver Treyz at TV Advisors Inc., New York. *Tom McMahon and Associates, P.O. Box 261, Tenaflly, N.J. 07670; telephone (201) 567-8421.*

Heading south. Edwin Tornberg & Co., media brokers, has relocated its Eastern offices from New York to Suite 1150, Chevy Chase building, 5530 Wisconsin Ave., Washington 20015; telephone: (301) 652-3766. Western office remains at P.O. Box 218, Carmel Valley, Calif. 93924.

On both coasts. KDAY(AM) Santa Monica (Los Angeles), Calif. and WRAP(AM) Norfolk, Va., joined Mutual Black Network last Tuesday (Jan. 1). MBN affiliates now total 83.

'Enemies' list gets slim pickings from broadcasting's ranks

In White House roster made public by committee studying IRS involvement, no broadcast journalists make the roll; only one industry executive is named

Although journalists, particularly those from broadcasting, have long been regarded as the bane of the Nixon administration, none from any media was represented on a list of 490 "enemies" whose tax returns the White House is said to have asked the Internal Revenue Service to give special scrutiny.

The names of a number of broadcast journalists had appeared on "enemies" lists that former White House counsel John Dean III turned over to the Senate Watergate Committee in June (BROADCASTING, July 2). So did the names of some advertising agency executives and others in and around the edges of broadcasting.

These, too, were missing from the list that Mr. Dean referred to IRS in September 1972. The list was made public by the Joint Committee on Internal Revenue Taxation after a six-month investigation, which convinced it that former IRS Commissioner Johnnie M. Walters, acting under instructions from Treasury Secretary George P. Shultz, ignored the White House request. According to Mr. Walters's testimony, Mr. Dean said that John D. Ehrlichman, then domestic affairs adviser, wanted IRS to

"see what type of information could be developed" on those named.

But the list contained names of some interest to those in broadcasting—including the name of one broadcaster, Stimson Bullitt, of Seattle, president of King Broadcasting Co. Also on the list were Norman Lear, of Beverly Hills, one-half of the production company of Tandem Productions; Robert B. Choate, of Washington, consumer advocate and chairman of the Council on Children, Media and Merchandising, and Charles Benton, of Evanston, Ill., an executive with Encyclopedia Britannica Films, outgoing president, a backer of National Citizens Committee for Broadcasting and active in the citizen movement in broadcasting in Chicago.

The list also contains the names of some stars of theatrical films—Paul Newman and his wife Joanne Woodward, Gene Hackman, Burt Lancaster, and Shirley MacLaine—and musician Herb Alpert.

A member of the staff of the joint committee said the committee had no idea of the "mechanics" the White House used for constructing the "enemies" lists, either the one that was made public last June or the one that Mr. Dean turned over to IRS.

However, many of those on the second list were supporters of Senator George McGovern (D-S.D.), the Democratic presidential candidate in 1972. They included Lawrence O'Brien, former chairman of the Democratic National Committee, and McGovern's campaign aides, Frank Mankiewicz and Gary Hart.

Catch-up ball. The FCC omitted the following information in its release last month of 1972 radio financial data, which were published in the Dec. 31 *Broadcasting*.

Network broadcast expenses¹ (in thousands of dollars)

General Expenses	Amount ²
Technical expenses	\$ 3,381
Program expenses	27,388
Selling expenses	6,530
General and administrative expenses	4,667
Total broadcast expenses	41,966
Selected expense items	
Salaries, wages and bonuses of officers and employees engaged in following categories:	
Technical	\$ 2,228
Program	7,094
Selling	3,032
General and administrative	2,437
Total (all officers and employees)	14,790
Depreciation of tangible property	496
Amortization expense on programs obtained from others	198
Feature film shown or expected to be shown in U.S. theaters	—
All other feature film	—
All other programs	198
Records and transcriptions	56
Music license fees	216
Other performance or program rights	30
Cost of intercity and intracity program relay circuits	7,113
Total expense for news and public affairs ³	23,242
Broadcast income	
Broadcast revenues	\$45,895
Broadcast expenses	41,966
Broadcast operating income (or loss)	3,929

¹ CBS, MBS, NBC and ABC's AM networks and 1 FM network.

² Last digits may not add to totals because of rounding.

³ This figure contains some costs already shown on lines 8 through 22 above. Costs of sports programs not included.

Cablecasting

Get-together by CPI and Viacom is latest to be called off

Merger fizzles due to economic forces in cable industry, say firms, and not because of any Justice antitrust threat

The cable industry was dealt another serious blow last week with the announcement that the proposed \$62-million merger of Communications Properties Inc., Austin, Tex., into Viacom International Inc., New York, has been terminated. The reason behind the action, as reported in a one-sentence statement from Viacom, was identical to the explanation given by LVO Cable Inc. two weeks ago for the collapse of that firm's merger into Cox Cable Communications—"adverse market conditions."

In contrast to the Cox-LVO affair (BROADCASTING, Dec. 31), officials of both Viacom and CPI emphatically denied that the antitrust climate at the Justice Department regarding major cable combinations had anything to do with the demise of their transaction. Sources close to the Cox-LVO deal had disclosed that Justice's failure to pass judgment beforehand on the legality of that transaction was a major consideration in calling it off. Viacom and CPI had made data relating to their proposed merger available to Justice at the department's request last November (the deal was announced in August); no word had come from Washington prior to last week's announcement.

It was, instead, the declining market in cable stocks generally—and in Viacom and CPI securities specifically—which led to last week's action. When the merger was first reported in August, Viacom's stock was trading on the New York Stock Exchange at approximately \$10 per share; CPI common was being sold over the counter at around \$5. As of last week, the value of a Viacom share was fluctuating around \$5; CPI securities were trading at just above \$2.

What happened in the interim is somewhat of a mystery to Viacom Chairman Ralph Baruch. "What hurt the entire industry is the Teleprompter problem," he noted last week, adding, however, that the particular hardships experienced by that company are not indicative of the situation at Viacom, which remains a profitable operation. "We're very optimistic about our future," Mr. Baruch said. But Mr. Baruch and other cable executives queried last week noted sadly that the skepticism that Teleprompter's corporate troubles inspired on Wall Street has apparently had an adverse effect on industry investments in general.

"These things founder for a number of reasons," said CPI Vice President Ben Conroy. "Established companies like ourselves have to look at a number of things." Included in that regard, Mr.

Conroy noted, are the capital requirements associated with a combination of two corporate entities in a business which requires substantial funding, and status of interest rates and marketing conditions. In the case of Viacom and CPI, those conditions were not conducive to merger.

The termination of the two mergers underscores what could become a significant problem for the industry. "I think that for any companies that are active in the big markets," Mr. Conroy said, "it's a paradox." Cable firms need a broad capital base in order to proceed with the wiring of extensive franchise areas, he noted. But the most expeditious—and in the case of some cable firms, the only—way to achieve that base at present is to combine resources. If the business environment does not permit such developments, observers note, growth must be retarded. And while there is ample incentive in the cable industry to engage in combinations (four mergers of major firms were contemplated within the past year), there are also significant obstacles standing in the way of that process.

In 1973, seven of the top dozen multiple system operators were involved in merger proposals. Cox Cable agreed to merge with American Television & Communications. Cypress Communications reached a similar agreement with Warner. Cox wanted to absorb LVO. CPI agreed to merge into Viacom. Of those proposals, only the Cypress-Warner transaction was effected.

In the case of the Cox-LVO agreement, adverse conditions on Wall Street and a generally downbeat financial climate in the industry were as much a negative factor as they were with the Viacom-CPI situation. In the four months between the time that Cox-LVO was announced and the time it was canceled, the price of a single share of Cox Cable stock declined by nearly \$10—from \$17 in early September to about \$7.50 in late December. (Interestingly, Cox common climbed on the market last week to 9½.) LVO Cable in the same period dipped from 4½ to 3½ (last week it stood at 2¾). "I'm afraid we've gone through the same kind of thing," said CPI's Mr. Conroy.

One difference between the pitfalls encountered by the principals of the two ill-fated mergers, however, is that while the Justice Department's silence was directly attributed to the fall of the Cox-LVO deal, the Viacom-CPI collapse was apparently based entirely on market considerations. Cox and LVO were known to have sounded out the department regarding its attitude toward their merger before the transaction was formally announced. They also filed an official letter of intent to merge and, according to one well informed source, had been given the understanding that the matter would be dealt with "very expeditiously." But four months later, the source said, Justice "had not given any indication of any type or kind" as to which way it would go. "We couldn't stand and wait with one foot in the air," he complained. "It's horrible to be standing in a state

of suspended animation. If two companies cannot combine into economically viable units, they lose a lot of favor among the investing public."

In contrast, Mr. Conroy reported, CPI and Viacom "had little or no contract with Justice." The termination, Mr. Baruch echoed, "had absolutely nothing to do with Justice."

For Cox's and LVO's part, while the immediate possibility of merging is nil, the prospect of doing so under a more favorable economic climate is still alive. "We're keeping the door open," said LVO Chairman Wayne Swearingen. In the meantime, Cox and LVO are negotiating for possible joint cable operations in markets where LVO now holds unbuilt franchises. Mr. Swearingen cited several locations where such a move is being contemplated, including Tulsa, Okla. (LVO's headquarters city); Boise, Idaho; Columbia, S.C., and Chattanooga. "Any or all of these might be done," he said.

CPI and Viacom have no such immediate plans. Regarding the possibility for future joint efforts, Mr. Conroy reported that "has not been talked about. We'll probably be going our way and they'll go theirs."

Cox Cable in Saginaw

Cox Cable Communications, Atlanta, announced last week it would increase its holdings in Saginaw (Mich.) Cable TV Co. to 95% through acquisition of the respective 31⅓% interests of Century

Cable Communications and Continental Cablevision for a total of approximately \$1.8 million in cash and notes.

Henry W. Harris, Cox Cable president, said the agreement is subject to FCC approval of transfers of microwave permits. The Saginaw system, which commenced service last May, currently has more than 6,500 subscribers and when completed next spring will have approximately 370 miles of plant passing 39,000 homes.

In a separate transaction Cox Cable agreed to acquire Century Cable Communications' CATV franchise for Owosso, Mich., a town of about 5,400 homes 30 miles from Saginaw. The system is under construction but not yet in service.

Cox Cable currently serves more than 310,000 subscribers in 34 wholly or partially owned systems in 15 states.

Little cables want to be thought of differently when copyright comes up

Small, independent cable operators are so concerned with the bite out of their revenues that would result from impending copyright legislation that they are now talking of being categorized, at least for regulatory purposes, as a separate industry apart from the cable television business.

That concern was emphasized by Kyle Moore, president of the five-month-old

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Community Antenna Television Association, in a letter to Senator John McClellan (D-Ark.), chairman of the Senate Copyright Committee. Mr. Moore asserted that many of the problems the subcommittee is being alerted to by the cable industry in the preparation of copyright legislation (S. 1361) could be rectified if the bill "were to recognize that the CATV industry actually consists of two distinctly different industries—the cable television industry and the community antenna industry."

The CATA president defined the former as those systems that originate programming and other services on one or more channels. The community antenna business, he submitted, should be classified as including all systems which engage only in the retransmission, with or without microwave, of broadcast signals. All operations in the latter category, he proposed, should be exempt from any copyright liability.

Mr. Moore's proposal is based on the findings of a CATA survey issued last month (BROADCASTING, Dec. 31), which found that the average system of under 500 subscribers is operating in the red. It also concluded that systems with between 1,000 and 1,500 subscribers would lose 13.8% of their annual net revenues if assessed the proposed 1% copyright fee.

Mr. Moore told Senator McClellan that he anticipated that some critics would accuse CATA of "oversimplifying" the copyright problem with its proposal. Yet, he contended, small "community antenna" systems "are at best marginally viable financially" and "many small systems 10-15 years of age are still losing money." The continuance of service by those facilities, Mr. Moore said, "surely is more important to the public interest than the potential additional small source of copyright revenue."

Cable Briefs

Departed. Sol Schildhause, chief of FCC's Cable Television Bureau, has severed connections with commission in all but technical sense. He went on leave Dec. 28 pending completion of processing of his application for disability retirement. David Kinley, deputy chief of

bureau, is now acting chief and is expected to be named chief (BROADCASTING, Dec. 17, 1973).

Last step in Louisville. Official of Communications Properties Inc., Austin, Tex., reports that filing of application with FCC for certificate of compliance to cover CPI's newly acquired cable franchise in Louisville, Ky., is "imminent." River City Cable, majority of which is owned by CPI, formally accepted Louisville city council's offer of franchise on Nov. 28.

Cable and college. CATV's impact upon institutions of higher learning will be theme of invitational conference scheduled for Dallas's North Park Inn Jan. 29-31. Meeting, sponsored jointly by Cable Television Information Center and EDUCOM educational testing service, is designed for educators from broad range of institutions. Featured speakers will include Stanford University President Richard Lyman, Ralph Dungan, New Jersey chancellor of higher education, and Lloyd Morrisett, president of John & Mary Markle Foundation (which is supporting event jointly with National Science Foundation).

Cablemation. Avtel Corp., Glen Head, N.Y., reports installation of its Digitrol automatic cassette programming system has been completed at several cable systems in Guam and California, and in Hilton hotels nationwide. System, which originates programming automatically, consists of several cassette playback units. Preset cue signals provide for automatic play and stop functions. Avtel says system is similar to automation systems prevalent in FM radio. Complete one-channel system installation runs \$7,000.

Allowed in. FCC has granted permission to Public Utilities Commission of Ohio to intervene in pole-attachment proceeding (Dockets 16928, et al.). In proceeding, commission asserted jurisdiction over pole-attachment and conduit agreements for cable-television use, where local jurisdictions had not acted, and offered interested parties opportunity to reach agreement on such arrangements. Ohio PUC said it wanted to participate in order to assert its jurisdictional and regulatory powers over telephone, electric and common-carrier utilities in Ohio.

Aloha. GTE Sylvania CATV equipment division said it will supply equipment for cable system presently under construction for Oceanic Cablevision Inc. on island of Oahu, Hawaii. System, set for completion later this year, will eventually have 650 miles of cable plant.

Watching by wire. Tocom Inc., Dallas, says it has signed \$3-million contract with Computer Security Co., Hallandale, Fla., for installation of former's computer controlled communications system. Facility will be used on channel leased from Lauderdale Lakes, Fla., cable system, to provide home security and other services to some 18,000 residents of area condominiums.

Building. Oak Industries Inc., Crystal Lake, Ill., is constructing additional facilities for manufacture of its line of CATV equipment. Plant, which eventually will cover 50,000 square feet and employ 700 persons, is adjacent to Oak's development laboratories at Fitchburg, Wis. Facility will complement firm's current plant at Elkhorn, Wis.

NCTA will talk music. In response to Broadcast Music Inc. President Edward Cramer's announcement that organization will seek to collect royalties for cable use of BMI-licensed music (BROADCASTING, Dec. 10), National Cable Television Association has asked its music committee to hold discussions with licensing interests soon. NCTA Vice President Wally Briscoe said "it's entirely appropriate" at this time to hold talks with BMI, as well as American Society of Composers, Authors and Publishers and SESAC on problem. He noted, however, that cable industry has had "gentleman's agreement" with music-licensing interests for years that cable has liability for music it presents, and that payments should be negotiated in accordance with time frame required for resolution of other cable-copyright questions. Mr. Briscoe said he wasn't sure whether music agreement could be reached before copyright legislation is enacted. ASCAP sources reported that they have had some talks with NCTA's copyright committee, but do not expect further action before resolution of CBS-Teleprompter cable-copyright suit. Supreme Court decision is expected in few months.

Alterations. Vikoa Inc., parent of multiple-owner Continental CATV Inc., New York, has agreed to sell three cable systems in New York and New Jersey for estimated \$2.8 million. Company has purchased three West Virginia systems for total of about \$360,000. Vikoa's systems in Peekskill (about 3,000 subscribers) and Haverstraw (4,500), both New York, and Burlington-Willingboro, N.J., will go to Transcable Inc., new Fort Lee, N.J.-based firm headed by George W. Green. Deal is expected to be closed by end of month. Vikoa has acquired two systems serving Cameron (425 subscribers) and Glendale (674), both West Virginia, from Edwin Haines. Kimball, W. Va., operation comes to firm from J. L. Cruise. Vikoa systems already serve 14 West Virginia communities. Company now is in 65 towns in 10 states.

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Nix on pix. Canadian Radio-Television Commission has ruled that locally originated feature-film showings on cable systems do not "give priority to local community participation." Accordingly, commission won't allow them, except in special cases (such as operation in remote areas of country; use as subscriber-gaining incentive for systems that have been precluded by CRTC from adding more U.S. signals). CRTC says film origination raises "many of the same issues" as pay TV, is demanding specific application from cable operators desiring to present such programming.

Try, try again. Less than month after Houston voters turned down city council's choice of cable franchisee, (BROADCASTING, Nov. 12), two local firms that were initial contenders have reapplied for franchises. Greater Houston CATV, which was council's choice first time around, and Gulf Coast Cable Television have formally submitted bids for non-exclusive contracts. They didn't specify areas of city they intend to serve.

Building an ideal. National Cable Co., subsidiary of LVO Cable, is constructing "model" cable system to serve East Lansing, Mich., including Michigan State University. System, which will include 86 miles of dual-trunk cable, will offer 26 channels initially, 36 eventually. Ten broadcast signals will be carried as well as 23 FM channels, planned automatic fire and burglar alarm system, several instructional and program-origination channels, advertising and leased-channel capacity. Construction is to be completed in spring.

Pay-cable additions. Home Box Office Inc. reports it is supplying motion pictures, sports and special events for pay-TV channels on systems in Endicott, Vental and three other communities in Binghamton, N.Y., area. Systems are owned by Pioneer Cablevision, Binghamton. HBO now serves 14 cable systems in Pennsylvania and New York.

Sitting up late with a distant signal

NCTA asks FCC to move on rulemaking that would allow cables to import duplicated station into market when local outlet signs off

The National Cable Television Association has urged the FCC to adopt a rule-making proposal by which cable systems would be permitted to import signals of distant TV stations which operate after the local station has signed off. Existing commission rules prohibit systems from importing into the local market the signal of a distant station which duplicates programming of a more significantly viewed local outlet.

The proposal advanced by NCTA last week would ostensibly conform to that requirement in that the additional imported signal would be carried only between the time that the local station signs off and signs on. The plan has attained

greater significance in light of recent experiments at several major market television stations with all-night operation. Several Metromedia Inc. stations now engage in this practice one or more times per week, for instance.

The original proposal was submitted to the commission late last year by Davis Communications Inc., a Decatur, Ga.-based cable operator. Davis contended that no adverse economic impact on the part of the local station could be shown if the plan were put in effect. The proposal also asserted that no FCC certificate of compliance would be necessary in order to implement late-night carriage.

NCTA maintained last week that the commission should make "every effort" to permit cable operators "to provide greater time and program diversity" when there is no prospect of economic harm to the local broadcaster. The association said the proposal would serve "as a means of providing television programming to viewers presently disenfranchised because of their living or occupational schedules."

Citizen group charges there's something rotten in Philadelphia cable

At hearing on state-regulation bill, legislators hear allegations of violations of franchise agreements

Pennsylvania state legislators are investigating citizen charges of impropriety on the part of firms holding Philadelphia's six cable franchises and claims that city government is doing nothing about the situation. Members of the Philadelphia Community Cable Coalition have told a legislative committee that the state must move to check into Philadelphia cable activity, because the city will not. A hearing, called to investigate a pending bill that would create a system of state cable regulation, was also attended by representatives of three firms holding franchises in the state—Comcast Corp., Jerrold and Triangle Publications—which decried the state plan to regulate cable.

Lois Brown, a member of the cable coalition and president of Metrotel Communications Inc. (which wants a Philadelphia franchise if one becomes available), told the legislators that the group had been "totally frustrated" in efforts to get city officials to look into the city cable situation. The group contends that trafficking of franchises has been rampant. Philadelphia granted six franchises in 1966. Only one firm, TeleSystems Inc., has been building a plant. Miss Brown cited one alleged violation of a franchise provision prohibiting ownership transfer without city approval—the sale of Jerrold interest to Sammons Communications in 1971. The coalition said at least two other franchisees have secretly followed that route. A scheduled city witness did not appear at the hearing and a spokesman for Mayor Frank Rizzo said the city would not supply data until hearings reconvene this month in Harrisburg.

Broadcast Advertising

NARB promises close watch over energy ads

Board's intent spelled out in reply to query from Senator McIntyre

National Advertising Review Board Chairman Edwin D. Etherington indicated his organization will comply with the spirit, if not the letter, of a call from Senator Thomas J. McIntyre (D-N.H.) for an advertising policy on matters related to energy.

In a letter responding to earlier correspondence from the senator, Mr. Etherington indicated that a consultative panel appointed in April to explore energy advertising and environmental matters would research the question. But Mr. Etherington also defined the boundaries of that exploration:

"It is not the purpose of our self-regulation program, any more than it appears to be the purpose of the Congress, to establish a censorship program or a blanket prohibition against advertising by type or source," Mr. Etherington explained.

"It is our purpose to foster the highest standards of truth and accuracy in national advertising and to heighten the awareness of advertisers and their agencies of practices that may be contrary to the public interest."

In his letter to the NARB, Senator McIntyre had expressed concern over cer-

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tain oil company advertisements, specifically a Mobil Oil Co. TV commercial which the NARB chairman has since, through attorney and steering committee member Benny L. Kass, referred to the National Advertising Division of the Council of Better Business Bureaus.

According to an NARB source, no report from the panel appointed to investigate the general energy crisis issue as it affects advertising is expected for at least three months.

More for the money if the message is right

To encourage its advertisers to promote energy conservation, KETV(TV) Omaha is offering extra exposure for commercials that "contain direct, helpful advice to help reduce the energy crunch."

Kenneth H. James, president, made the offer in letters sent to some 750 national advertisers and their agencies, and he extended it to local and regional advertisers.

He said last week the plan was getting prompt and favorable attention but that it was too early to judge what the actual response would be.

"This is not a cute way of giving bonus spots," Mr. James asserted. Rather, he said, KETV sees it as a new way—in addition to public service announcements and news coverage—of spreading word of the importance of conserving energy. He said KETV would work closely with advertisers and their agencies to make sure their messages meet the requirement of "direct, helpful advice" before additional exposure is granted.

The offer is open to advertisers who "now have or are soon to have a major schedule on KETV," but Mr. James said "major" would not be defined in dollars alone. "If an advertiser has only \$150 to spend and puts \$100 of it into this type of message," he said, "that's certainly a major expenditure for him."

Mr. James said there was no formula specifying how many extra exposures a qualifying commercial might be given. In

general the plan is to schedule them in periods other than those ordered by the advertiser in order to reach as many different viewers as possible.

Mogul: Upgrade fees to reps, agencies for radio placements

Broadcaster also urges national campaign to promote aural medium

An increase in the compensation rate for national advertising agencies and station representatives handling radio has been proposed by Emil Mogul, executive vice president of Screen Gems Radio Inc., as the first step toward enhancing radio's competitive position.

He told a group at his annual end-of-year luncheon in New York late last month that "there is nothing sacred about the 15% commission" and urged it be raised to 17½%.

Mr. Mogul noted that it takes an equal effort to make a buy on radio or on television, and buyers have a tendency to place their orders on TV because of the economics involved.

He also recommended that the station fee be raised, though he didn't mention a specific percentage. He reasoned that reps would be able to provide improved research and sales promotional material work with the added compensation.

Mr. Mogul also said the radio industry should launch a national advertising campaign in leading trade and financial publications to herald radio's role as "an effective sales tool equal and perhaps superior to any competitive medium."

Rise in the fall. Network television billings in November rose 11.3% above the November 1972 mark, bringing the 1973 11-month total to more than \$1.8 billion, up 11.6% from the same period a year ago.

The estimates, compiled for the Television Bureau of Advertising by Broadcast Advertisers Reports, put last year's November total at \$223.3 million. TVB noted that for the first time in months, weekend daytime was the daypart with the biggest gain, 18.1%, largely because of increased expenditures in weekend sports coverage.

All dayparts showed increases in both the November and 11-month reports (see tables below).

Earlier in December, TVB had released similar figures showing that spending in network television during October amounted to \$223 million, an 8% gain over the October 1972 total of \$206.6 million.

Network television time and program billing estimates by day parts and by network (add 000)

	October			January-October		
	1972	1973	% Chg.	1972	1973	% Chg.
Daytime	\$ 75,631.1	\$ 75,483.7	- 0.2	\$ 492,343.0	\$ 517,837.6	+ 5.2
Mon.-Fri.	42,784.0	43,855.0	+ 2.5	320,492.6	346,726.9	+ 8.2
Sat.-Sun.	32,847.1	31,628.7	- 3.7	171,850.4	171,110.7	- 0.4
Nighttime	130,946.0	147,518.2	+12.7	958,844.0	1,101,955.6	+14.9
Total	\$206,577.1	\$223,001.9	+ 8.0	\$1,451,187.0	\$1,619,793.2	+11.6

	November			January-November		
	1972	1973	% Chg.	1972	1973	% Chg.
Daytime	\$ 71,532.8	\$ 77,635.2	+ 8.5	\$ 563,856.2	\$ 595,507.9	+ 5.6
Mon.-Fri.	46,938.2	48,579.8	+ 3.5	367,427.2	395,315.4	+ 7.6
Sat.-Sun.	24,594.6	29,055.4	+18.1	196,429.0	200,192.5	+ 1.9
Nighttime	129,035.5	145,644.9	+12.9	1,087,957.9	1,247,617.9	+14.7
Total	\$200,568.3	\$223,280.1	+11.3	\$1,651,814.1	\$1,843,125.8	+11.6

	ABC	CBS	NBC	Total
January	\$ 52,617.2	\$ 57,918.5	\$ 62,578.2	\$ 173,113.9
February	52,915.7	56,089.3	53,684.9	162,689.9
March	55,028.2	64,284.5	62,887.0	182,199.7
April	50,830.8	59,482.6	59,412.8	169,726.2
May	47,487.8	56,430.7	50,807.1	154,725.6
June*	42,529.5	47,741.6	45,870.6	136,141.7
July	36,471.5	41,929.4	41,864.0	120,264.9
August	39,036.6	42,945.1	42,085.7	124,067.4
September*	53,299.9	61,622.4	58,992.4	173,914.7
October*	64,094.9	79,179.8	79,727.0	223,001.7
November	67,180.7	85,295.0	70,804.4	223,280.1
Year-to-date	\$561,492.8	\$652,918.9	\$628,714.1	\$1,843,125.8

Source: Broadcast Advertisers Reports (BAR), as released by Television Bureau of Advertising.

TVB bringing it back

A repeat performance of "Challenge of Change—74," a three-hour, five-screen color presentation on survival in times of tough selling, first shown at the Television Bureau of Advertising's annual meeting (BROADCASTING, Dec. 3), has been set by TVB for Jan. 14 at the Americana Hotel in New York, starting at 9 a.m. Featured participants, as at the annual meeting, include Dr. Mortimer Feinberg, management consultant and business psychologist, and TVB President Norman E. Cash. Tickets, \$25 each, also cover a continental breakfast at 8:30 a.m.

Business Briefs

Winging right on. Bankers Life and Casualty Co., Chicago, has renewed sponsorship of *Paul Harvey News* on ABC Radio, and begins its 23d consecutive year of association with five-minute program. Bankers Life's sponsorship runs through December 1974 and includes announcements on 8:30 a.m. editions of *Paul Harvey News* on Monday, Wednesday and Friday and 12:30 p.m. broadcasts on Tuesday, Thursday and Saturday. Agency is Marshall John/Action Advertising, Northbrook, Ill.

Colvin on his own. William B. Colvin, whose sales and sales management training sessions for the Television Bureau of Advertising have attracted close to 2,000 salesmen and sales executives since he initiated them 10 years ago, is resigning as TVB vice president for member training to enter business for himself—in the direct mail field—with home and headquarters in Lancaster, Pa. TVB President Norman E. Cash said the decision “adds new urgency to our continuing efforts to find alternative training methods” and that TVB is looking for “another Bill Colvin.” Mr. Colvin joined TVB in 1955 as one of its first employees.

Medium's message. Winners have been named in 'Pro-TV' contest, competition sponsored jointly by Television Information Office and Broadcasters Promotion Association for PSA's designed to demonstrate how broadcast industry serves its audience. Winners were selected in two categories, general and station-related spots. In first category (general, reaching 300,000 homes or more) were: WBIR-TV Knoxville, Tenn., first place; WCVB-TV Boston, second. Awards in the general category, under 300,000 homes included: WCSC-TV Charleston, S.C., first, and WREX-TV Rockford, Ill. and WBNG-TV Binghamton, N.Y., both honorable mention. In station-related category, awards went to WFBC-TV Greenville, S.C., first, and KNBC-TV Los Angeles and WAVE-TV Louisville, Ky., both received honorable mention.

Rep appointments. WKOW-TV Madison, Wis., and Wisconsin TV Network (WKOW-TV, WXOW-TV LaCrosse and WAOW-TV Wausau): Katz Television, New York ■ WCBF-TV Charleston, S.C.: John Blair & Co., New York ■ WQXM-FM Tampa, Fla., and WTMQ(FM) Portland, Me.: Century National Sales, Chicago ■ KAGB(FM) Inglewood, Calif.: The Devney Organization, New York.

Moving. Atlanta staff of Avco Radio/TV Sales moved Jan. 1 to new offices: 1819 Peachtree Road N.E., Atlanta 30309.

Don't short the customer. KFIV(AM) Modesto, Calif.'s failure to broadcast commercials paid for by advertisers has brought letter of reproof from FCC. During October 1972 field investigation FCC found that KFIV failed to broadcast all announcements in three advertising packages sold in 1971 and 1972. Packages had been sold by independent contractors who collected in advance and KFIV issued no invoices. Although there was no evidence that discrepancies were authorized or permitted by KFIV, the commission said, the fact that they were substantial and owed over long period of time indicated “a lack of licensee responsibility.” At same time, FCC sent letter to all licensees, warning that where “a pattern of partial or nonperformance of advertising contracts is found, resulting from either willfulness or lack of adequate supervision or control, serious questions will be raised as to the licensee's qualifications . . . and appropriate sanctions or hearings will be ordered.”

BAR reports television-network sales as of Nov. 25

CBS \$640,340,800 (35.4%), NBC \$617,465,900 (34.1%), ABC \$551,451,300 (30.5%)

Day parts	Total minutes week ended Nov. 25	Total dollars week ended Nov. 25	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	116	\$ 843,500	3,598	\$ 23,126,200	\$ 21,934,900
Monday-Friday 10 a.m.-6 p.m.	958	14,446,600	43,919	362,269,100	337,805,100
Saturday-Sunday Sign-on-6 p.m.	313	7,542,000	13,293	200,192,500	196,429,000
Monday-Saturday 6 p.m.-7:30 p.m.	116	3,444,900	4,480	91,255,000	83,370,600
Sunday 6 p.m.-7:30 p.m.	12	411,900	636	15,662,700	14,270,500
Monday-Sunday 7:30 p.m.-11 p.m.	398	28,005,200	18,429	996,562,300	876,807,500
Monday-Sunday 11 p.m.-Sign-off	176	3,341,700	7,673	120,190,200	96,079,800
Total	2,089	\$58,035,800	92,028	\$1,809,258,000	\$1,626,697,400

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

BAR reports television-network sales as of Dec. 2

CBS \$659,415,000 (35.4%), NBC \$633,583,200 (34.1%), ABC \$566,805,500 (30.5%)

Day parts	Total minutes week ended Dec. 2	Total dollars week ended Dec. 2	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	102	\$ 587,100	3,701	\$ 23,713,300	\$ 22,514,200
Monday-Friday 10 a.m.-6 p.m.	1,020	9,333,000	44,939	371,602,100	346,816,300
Saturday-Sunday Sign-on-6 p.m.	320	7,300,800	13,615	207,493,300	202,563,400
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,777,800	4,580	94,032,800	85,673,900
Sunday 6 p.m.-7:30 p.m.	12	400,800	648	16,063,500	14,589,800
Monday-Sunday 7:30 p.m.-11 p.m.	389	26,966,800	18,818	1,023,529,100	900,907,600
Monday-Sunday 11 p.m.-Sign-off	171	3,179,400	7,845	123,369,600	98,700,600
Total	2,114	\$50,545,700	94,146	\$1,859,803,700	\$1,671,765,800

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

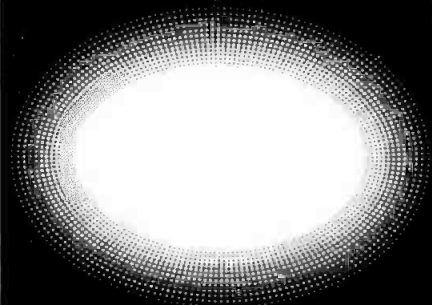
BAR reports television-network sales as of Dec. 9

CBS \$677,311,600 (35.5%), NBC \$649,947,900 (34.1%), ABC \$580,402,800 (30.4%)

Day parts	Total minutes week ended Dec. 9	Total dollars week ended Dec. 9	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	88	\$ 523,300	3,790	\$ 24,236,600	\$ 23,111,000
Monday-Friday 10 a.m.-6 p.m.	989	8,711,000	45,929	380,313,100	354,667,600
Saturday-Sunday Sign-on-6 p.m.	309	7,417,100	13,925	214,910,400	208,506,500
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,575,100	4,680	96,607,900	87,950,500
Sunday 6 p.m.-7:30 p.m.	9	264,000	657	16,327,500	14,950,900
Monday-Sunday 7:30 p.m.-11 p.m.	386	25,449,300	19,205	1,048,978,400	923,257,300
Monday-Sunday 11 p.m.-Sign-off	168	2,918,800	8,013	126,288,400	101,143,500
Total	2,049	\$47,858,600	96,199	\$1,907,662,300	\$1,713,587,300

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

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Music

Breaking In

You're So Unique—Billy Preston (A&M)

Mr. Preston's latest album is called *Everybody Likes Some Kind of Music*, an appropriate title for a black artist who seems bent on projecting his image toward a much broader audience than can be reached with the R&B banner. *You're So Unique*, which was taken from that album, indicates that ambition. It's a song where the rhythm takes over, inviting the listener to dance regardless of the vocals. Which is fortunate for Mr. Preston. For with lyrics such as "You're so delicious to my taste, let me hold you 'round the waist," this song isn't going to make it on its literary merits. Its strength lies in mass appeal, a quality that is almost inherent in a tune by an accomplished musician which combines the banality of a honky-tonk piano with the soulful dynamism of a wailing background vocal. If the combination works, *You're So Unique* could give Mr. Preston the hit that his earlier *Space Race* promised before dying at mid-chart. Stations programming the new Billy Preston included WCOL(AM) Columbus, Ohio, and WJET(AM) Erie, Pa.

Doo Doo Doo Doo Doo (Heartbreaker)

—Rolling Stones (Rolling Stones) With their last single, *Angie*, the Stones came up with one of their rare ballad hits (it still rides the "Playlist" this week at 65). That record fronted their recent album, *Goat's Head Soup*. From the same LP the Stones have culled their newest single release, but this one is a standard Stones rocker—*Doo Doo Doo Doo Doo (Heartbreaker)*.

Doo is a back-up vocal chorus; most disk jockeys are referring to the record simply as *Heartbreaker*. From mostly unintelligible lyrics, it appears to be a vague social commentary ("Police in New York City . . . in a case of mistaken identity, shot a boy right through the heart"). In a new top-40 treatment by the Stones (although they do it frequently on record albums), there is a heavy horn track on *Heartbreaker*, arranged by session man Jim Price.

Stations reported on the new Stones last week included WCFL(AM) Chicago, KILT(AM) Houston, WIXY(AM) Cleveland, WPOP(AM) Hartford, Conn., and KFRC(AM) San Francisco.

The Last Time I Saw Him—Diana Ross

(Motown) One of the few apparent trends in top-40 radio in 1973 has been the creeping influence of ragtime and Dixieland music. All three recent Dawn hits (*Tie a Yellow Ribbon*, *My Sweet Gypsy Rose* and *Who's in the Strawberry Patch with Sally?*) are self-described exercises in rag-rock, according to their writers (BROADCASTING, Nov. 26). Helen Reddy's *Leave Me Alone (Ruby Red Dress)* certainly shows its roots on much the same level. And now it seems as unlikely a songstress as Diana Ross has also

opted to take a musical ride into the past with a new recording.

The Last Time I Saw Him has not an ounce of traditional soul, and redefines the boundaries of Diana Ross's post-Supremes appeal even more drastically than her previous ballad, *Touch Me in the Morning*. What it does possess is an infectious bounce, the kind that every few years or so yields a *Hello Dolly* or a *Midnight in Moscow*.

Stations already bouncing with Diana Ross's *The Last Time I Saw Him* included KJR(AM) Seattle, WKBW(AM) Buffalo, N.Y., and WMFJ(AM) Daytona Beach, Fla.

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).
- COULD YOU EVER LOVE ME AGAIN, Gary and Dave (London).
- DARK LADY, Cher (MCA).
- HALF A MILLION MILES FROM HOME, Albert Hammond (Mums).
- LAST KISS, Wednesday (Sussex).
- LAST KISS, J. Frank Wilson & the Cavaliers (Virgo).
- LOVE ME FOR WHAT I AM, Lobo (Big Tree).
- MEADOWS, Joe Walsh (ABC/Dunhill).
- RIVER OF LOVE, B. W. Stevenson (RCA).
- SHOW DOWN, Electric Light Orchestra (United Artists).
- A SONG I'D LIKE TO SING, Kris Kristofferson & Rita Collidge (A&M).
- STAR, Stealers Wheel (A&M).
- THIS TIME I'M GONE FOR GOOD, Bobby Blue Bland (ABC/Dunhill).
- TOUCH THE WIND, Mocedades (Tara).
- WOLD, Harry Chapin (Elektra).
- WHEN I FALL IN LOVE, Donny Osmond (MGM).
- WILL YOU STILL LOVE ME TOMORROW, Melanie (Neighborhood).
- YOU'RE SO UNIQUE, Billy Preston (A&M).

Briefs asked by Jan. 17

Judge Morris E. Lasker has asked that all parties involved in a suit brought by CBS-TV to compel the American Society of Composers, Authors and Publishers, and Broadcast Music Inc. to issue per-use licenses for musical-performance rights, file briefs in lieu of closing statements (BROADCASTING, Dec. 3). The trial held in U.S. District Court in New York concluded earlier this month (Dec. 14) with the final testimony of the last witness in the case: Dr. Franklin Fisher, an economist called by CBS-TV. Judge Lasker has requested the briefs be filed no later than Thursday, Jan. 17.

None of the parties involved would speculate as to when a final decision might be handed down from the bench.

The Broadcasting Playlist Jan 7

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. (▲) 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
2	1		The Most Beautiful Girl (2:42) Charlie Rich—Epic	1	3	2	1
5	2		Time in a Bottle (2:24) Jim Croce—ABC/Dunhill	2	1	1	3
1	3		Goodbye Yellow Brick Road (3:13) Elton John—MCA	4	2	3	2
2	4		Top of the World (2:56) Carpenters—A & M	3	5	4	8
10	5		The Joker (3:36) Steve Miller Band—Capitol	7	4	5	4
7	6		Leave Me Alone (Ruby Red Dress) (3:26) Helen Reddy—Capitol	6	6	7	10
4	7		Hello It's Me (3:27) Todd Rundgren—Bearsville	5	8	8	13
29	▲ 8		Love's Theme (3:30) Love Unlimited Orchestra—20th Century	8	7	10	7
18	9		Smokin' in the Boys Room (2:57) Brownsville Station—Big Tree	18	14	6	5
20	▲ 10		You're Sixteen (2:50) Ringo Starr—Apple	10	11	13	11
27	▲ 11		I've Got to Use My Imagination (3:29) Gladys Knight & the Pips—Buddah	14	9	15	6
12	12		Living for the City (3:12) Stevie Wonder—Tamla	9	13	9	12
6	13		Just You 'n' Me (3:44) Chicago—Columbia	12	10	11	14
8	14		If You're Ready (Come Go with Me) (3:19) Staple Singers—Stax	13	15	14	16
11	15		Show and Tell (3:28) Al Wilson—Rocky Road	11	12	18	15
16	16		Helen Wheels (3:45) Paul McCartney & Wings—Apple	21	17	12	9
17	17		Let Me Be There (3:00) Olivia Newton-John—MCA	15	21	16	20
25	18		Never Never Gonna Give You Up (3:58) Barry White—20th Century	19	19	17	17
13	19		The Love I Lost (3:39) Harold Melvin & the Blue Notes—Phila. Int'l.	16	18	19	19
14	20		Mind Games (3:59) John Lennon—Apple	17	16	20	18
9	21		Photograph (3:59) Ringo Starr—Apple	20	20	22	22
33	▲ 22		The Way We Were (3:29) Barbra Streisand—Columbia	22	22	21	21
21	23		Heartbeat, It's a Love Beat (2:59) DeFranco Family—20th Century	24	23	24	23
22	24		Rockin' Roll Baby (3:15) Stylistics—Avco	26	26	23	28
35	▲ 25		Spiders & Snakes (3:03) Jim Stafford—MGM	25	24	25	25
15	26		I Got a Name (3:09) Jim Croce—ABC/Dunhill	23	27	34	26
28	27		My Music (3:04) Loggins & Messina—Columbia	31	25	26	27
31	28		Painted Ladies (3:30) Ian Thomas—Janus	28	33	27	24
40	▲ 29		I Shall Sing (3:26) Art Garfunkel—Columbia	32	29	28	29
32	30		Tell Her She's Lovely (3:50) El Chicano—MCA	27	34	29	38
60	▲ 31		Me and Baby Brother (3:30) War—United Artists	34	32	31	33
30	32		Who's in the Strawberry Patch with Sally (2:23) Dawn—Bell	30	35	35	35
26	33		D'yer Mak'er (3:15) Led Zeppelin—Atlantic	33	28	32	36
—	▲ 34		One Tin Soldier (3:14) Coven—MGM	35	31	36	30
—	▲ 35		Americans (3:48) Byron MacGregor—Westbound	36	30	33	32
34	36		Let Me Serenade You (3:13) Three Dog Night—ABC/Dunhill	29	42	43	34
44	37		Walk Like a Man (3:21) Grand Funk—Capitol	44	36	30	31
—	▲ 38		Trying to Hold on to My Woman (4:24) Lamont Dozier—ABC/Dunhill	37	39	37	43
51	▲ 39		My Sweet Lady (2:40) Cliff De Young—MCA	38	38	41	42
—	▲ 40		Come and Get Your Love (3:30) Redbone—Epic	42	40	52	40

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
65	▲ 41		Until You Come Back to Me (3:25) Aretha Franklin—Atlantic	40	43	42	44
36	42		Keep on Truckin' (3:21) Eddie Kendricks—Tamla	49	52	48	41
19	43		Space Race (3:21) Billy Preston—A & M	51	37	53	53
23	44		Midnight Train to Georgia (3:55) Gladys Knight & the Pips—Buddah	39	48	51	55
—	▲ 45		Abra-Ca-Dabra (2:56) DeFranco Family—20th Century	66	71	38	37
50	46		Jim Dandy (2:38) Black Oak Arkansas—Atco	45	51	44	52
46	47		I Can't Stand the Rain (2:50) Ann Peebles—Hi	41	47	50	57
49	48		Rock On (3:13) David Essex—Columbia	54	46	46	50
39	49		All I Know (3:48) Art Garfunkel—Columbia	43	53	49	59
52	50		Raised on Robbery (2:20) Jon Mitchell—Asylum	57	45	56	45
24	51		Paper Roses (2:39) Marie Osmond—MGM	50	54	40	54
—	▲ 52		Can This Be Real (3:17) Natural Four—Curtom	52	44	58	49
42	53		Are You Lonesome Tonight (3:12) Donny Osmond—MGM	46	56	55	48
61	54		Sister Mary Elephant (3:36) Cheech & Chong—Ode	*	*	45	39
38	55		American Tune (3:44) Paul Simon—Columbia	48	41	69	65
55	58		Teenage Lament '74 (3:20) Alice Cooper—Warner Brothers	*	50	47	47
54	57		Midnight Rider (3:22) Gregg Allman—Capricorn	60	55	61	46
47	58		Pretty Lady (3:10) Lighthouse—Polydor	62	63	39	70
—	▲ 59		Love Song (2:50) Anne Murray—Capitol	67	49	60	56
71	▲ 60		A Fool Such As I (2:38) Bob Dylan—Columbia	55	59	57	72
53	81		Living For You (3:09) Al Green—Hi	53	57	62	63
—	▲ 62		Let Me Get to Know You (2:52) Paul Anka—Fame	65	62	59	60
43	63		Come Get to This (2:40) Marvin Gaye—Tamla	47	67	64	*
—	▲ 64		It Doesn't Have to Be That Way (2:31) Jim Croce—ABC/Dunhill	58	61	66	66
41	65		Angie (4:30) Rolling Stones—Rolling Stones	56	64	67	66
—	66		I Love (2:06) Tom T. Hall—Mercury	59	60	65	69
64	67		Blue Collar (4:06) Bachman-Turner Overdrive—Mercury	64	68	72	58
—	68		Dream On (3:25) Aerosmith—Columbia	*	66	63	51
67	69		Big Time Operator (2:36) Keith Hampshire—A & M	63	72	70	64
75	70		If We Can Make It Through December (2:41) Merle Haggard—Capitol	61	69	71	*
—	71		This Is Your Song (3:12) Don Goodwin—Silver Blue	69	65	68	73
63	72		My Old School (4:11) Steely Dan—ABC/Dunhill	72	*	74	62
66	73		Love Has No Pride (4:05) Linda Ronstadt—Asylum	73	70	73	71
—	74		Last Time I Saw Him (2:45) Diana Ross—Motown	*	58	*	61
—	75		Sorrow (2:48) David Bowie—RCA	70	*	*	68

Alphabetical list (with this week's over-all rank): Abra-Ca-Dabra (45), All I Know (49), American Tune (55), Americans (35), Angie (65), Are You Lonesome Tonight (53), Big Time Operator (69), Blue Collar (67), Can This Be Real (52), Come and Get Your Love (40), Come Get to This (63), D'yer Mak'er (33), Dream On (68), A Fool Such As I (60), Goodbye Yellow Brick Road (3), Heartbeat, It's a Love Beat (23), Helen Wheels (16), Hello It's Me (7), I Can't Stand the Rain (47), I Got a Name (26), I Love (66), I Shall Sing (29), If We Can Make It Through December (70), If You're Ready (Come Go with Me) (14), I've Got to Use My Imagination (11), It Doesn't Have to Be That Way (64), Jim Dandy (46), The Joker (5), Just You 'n' Me (13), Keep on Truckin' (42), Last Time I Saw Him (74), Leave Me Alone (Ruby Red Dress) (6), Let Me Be There (17), Let Me Get to Know You (62), Let Me Serenade You (36), Livin' for You (61), Living for the City (12), Love Has No Pride (73), The Love I Lost (19), Love Song (59), Love's Theme (8), Me and Baby Brother (31), Midnight Rider (57), Midnight Train to Georgia (44), Mind Games (20), The Most Beautiful Girl (1), My Music (27), My Old School (72), My Sweet Lady (39), Never Never Gonna Give You Up (18), One Tin Soldier (34), Painted Ladies (28), Paper Roses (51), Photograph (21), Pretty Lady (58), Raised on Robbery (50), Rock On (48), Rockin' Roll Baby (24), Show and Tell (15), Sister Mary Elephant (54), Smokin' in the Boys Room (9), Sorrow (75), Space Race (43), Spiders & Snakes (25), Teenage Lament '74 (56), Tell Her She's Lovely (30), This Is Your Song (71), Time in a Bottle (2), Top of the World (4), Trying to Hold on to My Woman (38), Until You Come Back to Me (41), Walk Like a Man (37), The Way We Were (22), Who's in the Strawberry Patch with Sally (32), You're Sixteen (10).

SAG, AFTRA get serious about merger

Long-discussed move gets out of talking stage; networks see more clout in consolidated union, but expect no major problems

Screen Actors Guild and American Federation of Television and Radio Artists announced last week that committees of the unions have been named to study the possibility of merging the two organizations.

The issue of consolidation has been raised from time to time over the past decade. The latest impetus came last fall when New York members of AFTRA, 82% of whom also belong to SAG, urged that merger be considered. Boards of directors and rank-and-file members of the two unions have recommended since then that the consolidation approach be explored.

The unions said last week that SAG and AFTRA each had appointed committees to study the merger question, initially in separate meetings, to formulate ideas for mutual consideration.

For many years SAG and AFTRA have been negotiating jointly with advertisers, agencies and the networks in the area of TV commercials. Their contracts

are similar with respect to fees and working conditions.

At issue is the programing sector. SAG holds jurisdiction over filmed programs and AFTRA over live and video-taped shows. An exception is that if a film studio produces on tape, SAG has control.

Should a merger be effected, there presumably would be an effort on the part of the combined union to insist upon a single set of fees and work rules. One industry official said that SAG's fees for programs generally are higher and its working stipulations more restrictive than AFTRA's. He noted that under AFTRA, performers work on a seven-day basis, while under SAG, the week is five days, with provisions for overtime for sixth and seventh days.

An AFTRA official said its fees are higher for one-day assignments while SAG's are costlier on performances that last more than a single day.

Network officials said they were not apprehensive over the possibility of a merged union. They felt that such a move is inevitable but said it would take several years for completion.

They agreed a combined union would carry a heavier clout during negotiations and management would lose the advantage of "playing" one union against the other. They agreed, too, they would be more vulnerable in the event of a strike.

But network sources said a combined union would simplify the negotiations process and the grievance procedures that are costly and time-consuming.

Network officials indicated they would resist any moves by a consolidated union to escalate costs by incorporating into a contract the advantageous features not held separately in SAG and AFTRA pacts.

SAG has more than 27,000 members and AFTRA more than 25,000.

Plaintiffs in suit against Teleprompter say they want only to establish a principle

CBS, production firms contend they are not interested in exacting damages for past infringements

CBS and three television program production companies say that if they win the suit they have brought jointly against Teleprompter Corp. to establish cable TV's copyright liability for the programing its imports, that will be enough for them. They will waive their rights to damages for past copyright infringements.

CBS, Calvada Productions, Jack Chertok Television and Dena Pictures made the commitment in a brief they filed with the U.S. Supreme Court. The brief was a reply to the allegations of Teleprompter and National Cable Television Association that if the high court upholds a lower court's ruling that cable systems are liable for copyright payments for programing they relay from distant stations, the cable industry would become

bankrupt in attempting "to satisfy the potentially huge amount of damages."

CBS and its co-plaintiffs said that the Copyright Act was not designed to require "remorseless retribution" in every case of infringement and that the courts have wide discretion to choose among various remedies.

For their own part, CBS and the production companies said they would waive their rights to damages and request only injunctive relief. Furthermore, they said they would have no objection to the high court's deciding that liability will be prospective only and that no copyright owner may recover for past infringements.

The Motion Picture Association of America, in a friend-of-the-court brief filed in support of CBS's position, sought to undermine the predictions of Teleprompter and NCTA as to the consequences of a decision in favor of the copyright owners. MPAA quoted both a financial statement attached to Teleprompter's 1971 annual report and a note accompanying that company's 1972 annual report to the effect that Teleprompter officials do not believe a decision adverse to the company will have "a material effect" on its financial position.

Changing Formats

■ **KTYD-AM-FM** Santa Barbara, Calif., have changed to a progressive rock format.

■ **KDAY(AM)** Santa Monica, Calif., switched from progressive rock to all-black top-40 last Friday (Jan. 4). The new format will feature rhythm-and-blues and soul selections and carry a lower commercial load than the previous format. Overseeing the change is a new general manager, Gary Price, who moved from the same post at KROQ(AM) Burbank, Calif., and program director Ron Samuels, who moved from KSFY(FM) San Francisco.

■ **WGLD(FM)** Oak Park, Ill. (expected to change its call letters to **WBMX(FM)** shortly), has adopted "the black musical experience" as the theme for its new format. Included in the station's programing is a live gospel show from 6 to 9 a.m. Monday-Saturday, with the remainder of the schedule featuring jazz, African and West Caribbean music, blues, and soundtrack albums. The Sunday line-up includes religious programing, with a mixture of gospel music, church services and nationally distributed religious programs. The station, said to be the only outlet offering a black-oriented format in the Chicago area, formerly programed oldies rock.

■ **WKYQ(FM)** Paducah, Ky. (formerly **WKYX-FM**), has switched to Peters Production's "Country Lovin'," a modern country format. The station formerly duplicated the programing of **WKYX(AM)**.

■ **WCOU-AM-FM** Lewiston, Me., has shifted from an MOR format to modern country. The format change, which will provide the only AM country signal in

AM - FM

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the Lewiston-Auburn market, is accompanied by an increase in the broadcast day from 19 to 24 hours.

■ WMGM(FM) Atlantic City, N.J., has begun up-tempo MOR programming, replacing its progressive format.

■ WICE(AM) Providence, R.I., has changed its rock format to talk, sports, news and information except during the midnight-to-6 a.m. slot when the station presents jazz.

■ KHFI-FM Austin, Tex., is now using Drake-Chenault's "Hitparade," a contemporary easy-listening format.

■ WPVR(FM) Roanoke, Va., has adopted an automated beautiful music format in place of its contemporary music programming. With the new format, the station has increased its broadcast week from 127 to 188 hours and reduced its commercial limit to eight minutes per hour.

Program Briefs

Plan ahead. NBC-TV has made first commitment for new series for next season with 60-minute version of *Born Free*. Series will be shot entirely on location in Kenya by Screen Gems in association with David Gerber Productions and NBC-TV. Mr. Gerber is executive producer and Paul Radin, who produced theatrical movie "Born Free" and its sequel "Living Free," will produce TV series. Time slot is to be determined. NBC also has half-hour situation comedy *For Better, For Worse*, starring Jack Weston and Marge Redmond, in development as possible series, with Aaron Ruben (*Sanford and Son's* producer) as producer for Andomar Corp. in association with NBC.

'Ideas' for radio. Signal Productions, Hollywood, is offering *Good Ideas*, 60-second radio feature with personality Jerry Verbel as host. First year's package includes 260 subjects. Program has been sold in six Eastern markets.

Mini-thons. With hopes to widen appeal of national 24-hour Leukemia Radio/Thon, scheduled this year Feb. 16-17, National Leukemia Broadcast Council has arranged for three shortened versions to permit some radio stations to carry part of appeal. The three will consist of six 54-minute programs, taped in advance. Composer-conductor Johnny Green will be host for classical music stations; disk jockey B. Mitchel Reed for contemporary rock stations and disk jockey Jay Lawrence for country stations. Each segment will include performances by stars and personalities of respective genre. National Radio/Thon announced it already has 43 stations signed for live-interconnected broadcast, with another 25 scheduled to sign.

Ed Sullivan, producer. Sullivan Productions, New York, is taping pilots for two half-hour situation comedies aimed for showing on CBS-TV next season. They are *Sonny Boy* and *Change at 125th Street*.

Children's fare. Seven hour-long programs are slated for production in 1974

as part of *Young People's Specials* series being produced jointly by Meredith Corp., New York, and Avco Broadcasting, Cincinnati. Scheduled for spring completion are *Little Match Girl*, contemporary rendering of Hans Christian Andersen story, and *Slave Child*, on life of pre-Civil War black youngster. Plans are also under way for specials on Olga Korbut, Russian gymnast; Indian girl guide of Lewis and Clark expedition, and Benjamin Franklin's boyhood.

Canadian golf. ABC Sports has purchased exclusive telecast rights for 1974 Canadian Open Golf Championship in Mississauga, Ont. Event airs July 27-28.

Halo there. Entertainment Corp. of America, Hollywood, announces distribution of *Space Angel*, children's color cartoon series, produced by Cambria Studios, owned by TV Comic Strips Inc. Series consists of 52 half-hour episodes that can be stripped for 260 five-minute segments.

Variety radio. Inter-View Communications Inc., New York, is producing weekly radio variety series, *Ray Heatherton Show*. Half-hour program stars Mr. Heatherton as host and has celebrity guests in comedy and musical appearances.

More "Little Rascals." King World Productions, Berkeley Heights, N.J., reports that 11 new episodes of *The Little Rascals* half-hour situation comedy series will be produced in color as additions to 69 black-and-white episodes now in syndication in more than 50 U.S. markets. King World said *The Little Rascals* episodes are original "Our Gang" comedies produced by Hal Roach and have been on TV for 15 years.

Mets extend tenure. New York Mets and WOR-TV New York have signed new three-year agreement under which station will telecast Mets baseball games through 1976. WOR-TV has been carrying Mets contests continuously since 1962.

Night of the living Juice. Laurel Productions of Pennsylvania Inc. has begun production on a one-hour television biography of Buffalo Bills halfback O. J. Simpson. George Romero, director of the film "Night of the Living Dead," is directing. Laurel Productions has finished shooting a half-hour documentary for television on Pittsburgh Steelers back Franco Harris.

Clothes to you. WMAL-TV Washington and nonprofit D.C. Council on Clothing for Kids Inc. staged successful 10½-hour *Clothe-A-Thon* to gather new and used clothes for needy school children. Area residents donated over 21,000 pounds of clothing; financial pledges amounted to over \$46,000, station said.

Round table series. National Telefilm Associates, Los Angeles, announces syndication of *Arthur of the Britons*, 24 half-hour episodes of new action-adventure series based on King Arthur legend, produced by Heritage Enterprises Inc. in association with HTV Ltd., in Wales.

Broadcast Journalism

The year in review: Presidential crises become focal point of network retrospectives

A mellowed Howard K. Smith awards partial blame for Watergate to politics of past administrations; CBS looks at Nixon through Nixon; NBC reviews a mélange of topics

ABC newsmen Howard K. Smith has made a sharp turn from his Oct. 31 editorial suggesting President Nixon resign (*BROADCASTING*, Nov. 5). In a Dec. 27 ABC News special, *The Crisis of the Presidency*, Mr. Smith said he believes "there are mitigating facts in Mr. Nixon's behavior," among them that "many of the misdeeds of his administration have been logical exaggerations of the bad political habits of past Presidents, too long tolerated by us." He did not retract his resignation proposal, however.

The ABC journalist's remarks, labeled strictly personal, concluded an hour of interviews with six students of the American scene: pollster Louis Harris, journalist Alistair Cooke, columnist Vermont Royster, economist Walter Heller, Harvard professor Paul Freund and political scientist Sydney Hyman. Only to Mr. Royster did Mr. Smith address a question about the news media's role during the Watergate crises. The *Wall Street Journal* columnist called the press's performance "really superb" during the investigative cycle of Watergate-related scandals, but less than in accordance with due process during the indictment of Spiro Agnew: "I couldn't help but feel uneasy at the press's effort to try to find out what some witness was going to say before a grand jury before he said it or to tell us what he'd said afterwards," Mr. Royster said. Concerning the Watergate hearings, the columnist said he "felt a little squeamish about stepping on people's private rights."

In his original editorial, Mr. Smith called the President's publicized Watergate-related defenses "insulting beyond sufferance to the public's intelligence," and asserted that "an innocent man would have spoken and behaved markedly differently."

The only network newscaster who called for Mr. Nixon's resignation, Mr. Smith now says "unless clear new incriminations are discovered, or unless Republican leaders . . . demand that he quit, creating a majority for impeachment and conviction, we are stuck with a shrunken leader for three more years." The ABC newsmen's new tack seems to be to blame congressional "stubbornness" as well as the "sullied" Presidency for the crisis in the oval office.

"Crisis" is also part of the title for CBS News's review of the presidential year, *The Seventh Crisis: Nixon on Nixon*, airing Thursday (Jan. 10). White House correspondent Dan Rather anchors a retrospective of the President's filmed statements from 1973. Burton (Bud) Benjamin is the program's executive pro-

ducer; John Sharnik is the producer.

"No one is in a better position to explain the bizarre events of the past year than Richard Nixon," Mr. Sharnik said. "In *Nixon on Nixon* that is exactly how we handle the subject. Our broadcast is not President Nixon on his administration. Rather, it is President Nixon, speaking on the issues and his experience, as they developed."

NBC's review of 1973 takes a more general approach, with military involvements, cost of living and shortages nestled among White House topics discussed in *A Year Apart* to be broadcast Sunday (Jan 13) from 3:30 to 5:30 p.m. (EST). For the 17th consecutive year, NBC-TV airs NBC News' review of the year's events by a battery of 21 correspondents, including John Chancellor, *NBC Nightly News* anchorman; David Brinkley, of *David Brinkley's Journal*; Frank McGee, *Today* show host; and reporter Edwin Newman. Wallace Westfeldt is the producer.

A look at what the Miami Herald case may mean for all

WNET examines the implications of a fairness doctrine for newspapers

The right-of-reply dictum for newspapers and its fairness doctrine broadcast counterpart were given equal time Dec. 27 on noncommercial WNET(TV) New York's monthly media review, *Behind the Lines*. Producer Andrew Pearson interviewed principals in the *Tornillo vs. the Miami Herald* case (BROADCASTING, Nov. 19), and concluded that if the U.S. Supreme Court upholds the Florida Supreme Court's decision that a newspaper must allow a political candidate to answer alleged character assaults from a newspaper, "there may well be another commission like the FCC here to regulate newspapers."

Mr. Pearson also discussed the FCC's censure of NBC News for its documentary, *Pensions, the Broken Promise* (see page 33). The censure was based on fairness, and Mr. Pearson observed that "the issue is whether a government agency should be in the position of making editorial judgments at all."

The WNET program also featured interviews with Yale radio announcers and students involved in last year's challenges to the FCC's drug-lyrics statement. The Supreme Court refused to hear the Yale stations' challenge to the FCC decision, and Mr. Pearson noted that "this leaves the FCC with the right to judge the programming content of radio stations—in the meantime, Yale continues to broadcast what it feels is good music."

Defining the ultimate weapon of the FCC as the revoking of a broadcasting license, Mr. Pearson interviewed the Rev. Carl McIntire, "who lost his radio license because the FCC said he hadn't tried hard enough to get credible opposing opinions on his station."

Dr. McIntire called the revocation "a political act," because he broadcast challenges to the administration's Vietnam

war policies. Dr. McIntire told Mr. Pearson American TV and radio stations "tremble; they're afraid of the FCC, which is politically oriented and appointed." After an unsuccessful attempt to broadcast from a pirate radio ship, Dr. McIntire now feels the only way to retrieve his license "is to get Congress, which set up the FCC, to investigate the commission's activities," Mr. Pearson said.

Behind the Lines featured floating comments from U.S. Supreme Court Justice William O. Douglas's October speech at Staten Island Community College. "We approach the 1980's with a large chunk of the press under government control," Justice Douglas had said. "The First Amendment is a good weathervane. There are ominous signs everywhere that it may be on the decline."

Mr. Pearson concluded by noting that "what we see on television and read in the press is directly affected by decisions in the Supreme Court. The court says broadcasting is not a right, but rather a privilege to be administered by a federal commission. The Supreme Court now has to decide [with the *Miami Herald* case] whether the printed word in newspapers is a private right for editors and publishers, or a public privilege, to be regulated by perhaps another government commission."

CBS asks Vanderbilt to halt outside use of news tapes

CBS-TV has filed suit against Vanderbilt University, Nashville, to enjoin the school's television news archives from further reproduction and distribution of *CBS Evening News* broadcast tapes. The suit claims Vanderbilt infringes on the network's copyright through unauthorized rental of *Evening News* broadcasts taped from WLAC-TV.

"We find particularly outrageous and potentially damaging to our credibility and reputation the unauthorized editing and excerpting of our news product by those who are in no way connected to or responsible to the people who gather the news," a CBS spokesman said.

Vanderbilt has been taping evening news broadcasts off the air from all three networks since Aug. 5, 1968. The archives last spring supplied the House Subcommittee on Investigations with material used for its hearings on alleged incidents of "news staging" by CBS and ABC (BROADCASTING, May 22). The archives also provided the National News Council with abstracts on broadcasts relating to the council's study on presidential complaints about the media (BROADCASTING, Nov. 5).

CBS claims the suit, filed Dec. 21 in



Other side of the mike. Former NBC newsmen Chet Huntley had some unflattering words about journalists in a recent interview on WXYZ-TV Detroit. "I find that among our colleagues in the news business there is a brand or a degree of arrogance there that I think is most unbecoming to us," he said. "Newsmen are not privileged people," he pointed out. "So I think we might adopt a somewhat more humble and modest attitude..." He also said newsmen "have indulged too much for my taste" in so-called advocacy journalism. On other topics, he expressed hope that the happy-news format adopted by some TV stations is just "a passing fad." But he also suggested that the media should take advantage of a "good, positive, happy-ending story" whenever possible. Mr. Huntley, now spokesman for American Airlines, said he found advertising "fascinating" but "there are too many guys around who are breaking the rules" through false and misleading ads. Which network's evening newscast does he watch? "I fortunately am able to watch all three. They come on one right after the other up where I live" (in Big Sky, Mont.). Mr. Huntley was interviewed by WXYZ-TV's Dennis Wholey on A.M. Detroit.

Nashville, is its only recourse after repeated requests to Vanderbilt to stop duplication and rental of the broadcast tapes. CBS says it has offered the university royalty-free license to tape news broadcasts for on-campus use only. The suit demands that Vanderbilt return all existing evening news tapes to CBS. CBS News erases its evening news broadcasts after two weeks, the CBS News spokesman said.

Vanderbilt Chancellor Alexander Heard said archive procedures "have been carefully designed in an effort to insure that they do not infringe the rights of CBS or of the other networks." The archives maintain a repository of network news broadcasts "in the public interest, and in the absence of any similar service elsewhere," Mr. Heard said. The university tries to "parallel as nearly as possible" procedures for reproducing and distributing newspapers and network news broadcasts, another Vanderbilt spokesman said.

NBC appeals on 'Pensions'

NBC has gone to court in an effort to establish broadcaster's freedom to engage in investigative journalism without having to worry about being overruled by the FCC on questions of fairness. NBC petitioned the U.S. Court of Appeals in Washington for review of the FCC decision that the network had not discharged its fairness-doctrine obligations in connection with *Pensions: the Broken Promise*, broadcast on Sept. 12, 1972.

The commission action was taken on 5-to-0 vote in response to a complaint from Accuracy in Media, a conservatively oriented media watchdog. AIM claimed the program gave a distorted view of pension plans promoting the impression that "failure and fraud are the rule." NBC could have met its fairness obligations simply by presenting a spokesman for pension funds in a newscast or on its *Today* show. However, NBC decided instead to make a test case of the issue. It contends that the program did present positive statements on pension plans but that its purpose was to examine the deficiencies of many private pension plans. And the commission action, it feels, amounts to a kind of second-guessing of network news judgment that is prohibited by the First Amendment.

Journalism Briefs

Belt-tightening. Mutual Broadcasting System has closed its New York news bureau in what was described unofficially as economy consolidation with news operations at MBS's Washington headquarters. Sixteen newsmen, announcers and engineers were affected, but some reportedly were offered Washington posts. MBS's sales headquarters will remain in New York but are moving to new offices at 888 Seventh Avenue.

Violent viewer. Roger Grimsby, WABC-TV New York news anchorman, emerged unharmed from icepick assault outside ABC news headquarters Dec. 27 by 24-

year-old woman who accused him of maligning her on air. Woman, booked on charge of attempted murder and possession of deadly weapon, several months ago kicked another WABC-TV anchorman, Bill Beutel, in groin, accusing him of calling her "a hippopotamus" on broadcast. Mr. Grimsby, who disarmed woman with help of ABC guard and other personnel, called accusations "a fantasy."

Honored. John Chancellor, NBC News; Harry Reasoner, ABC News, and Benjamin Bradlee, executive editor of *Washington Post* were elected fellows of Sigma Delta Chi at professional journalism society's annual convention in Buffalo, N.Y. Wells Key, society's highest honor to member, was presented posthumously to James S. Copley, chairman of Copley Newspapers.

Change of plans. Four independent Metromedia television stations, that had planned to start taking electronic news service of Television News Inc. in January, have decided not to subscribe to TVN. John Gilbert, TVN president, explained stations wanted seven-day service, while TVN provides only Monday-through-Friday coverage. Stations now are served by UPITN, which operates on seven-day basis.

Bigger portions. NBC News plans to lengthen WNBC-TV New York's early evening newscast from 60 minutes to at least 90 minutes and more likely to two hours, beginning early in this year. NBC News said details such as possible changes in commercial rates were holding up formal announcement. Plans, brewing since last summer (BROADCASTING, Aug. 20), include staff increases, spokesman said. Expansion would erase daily 4:30 p.m. movie, putting local news from 5 or 5:30 p.m. to 7 p.m., followed by *NBC Nightly News* with John Chancellor.

Talk about energy. Capitol Hill News Service, Washington, is offering *Energy Shorts*, four-minute weekly wrap-up of top energy stories, to radio stations. Program is available in script form, with audio service to begin shortly.

Washington affair. Washington Journalism Center has announced 10 1974 fellowship recipients. Awards, made to professional journalists demonstrating promise in field of public affairs, involve five-month stay in Washington during which fellows meet with Federal officials and Washington reporters in addition to pursuing in-depth reporting assignments. Two broadcasters in group are Jon P. Kraushar, news writer and film editor, WPIX-TV New York, and Charles L. Moriawaki, urban affairs reporter, *Sacramento* (Calif.) *Bee* and formerly with noncommercial KQED-TV and KGO-TV both San Francisco.

Focus on national topics. Bob Cessna's Consultant Services, Daytona Beach, Fla., is offering script or taped commentary on national issues for syndication. Service, currently being carried by 73 radio stations, features one topic daily, Monday through Friday. P.O. Box 5356, Daytona Beach Fla. 32020. Phone: (904)-255-1154.

Finance

Working capital for NTA

National Telefilm Associates, distributor of motion pictures and programs for television, announced it has reached a seven-year, \$16-million loan agreement with five banks. George C. Hatch, NTA board chairman, said the credit line will enable the company "to compete even more effectively in the distribution of new television and motion picture products to complement our recently acquired NBC library." Earlier this year NTA purchased worldwide distribution rights to 120 TV series (including *Bonanza* and *High Chaparral*) and 83 entertainment specials previously distributed by subsidiaries of NBC. NTA's financing program was arranged with First National City Bank of New York, Chase Manhattan Bank, Bank of America, First Security Bank of Utah and First National Bank of Denver. NTA is a subsidiary of Telecommunications Inc., Denver-based group CATV and microwave system operator.

Financial Briefs

More time. Gulf & Western Industries, New York, extended to Jan. 31 at 5 p.m. NYT its offer to issue \$35 principal amount of its 7% series B nonconvertible debentures (due 2003) for each share of G&W common tendered, up to total of 1 million shares but with right to accept up to another one million shares. Company said there would be no further extension of offer, originally set to expire Dec. 28. At that time, G&W said, about 240,000 shares had been tendered.

Trade. MGM Inc., Culver City, Calif., plans exchange offer of \$650 principal amount of new issue of 10% subordinated debentures (due 1993) for each \$1,000 principal amount of outstanding 5% subordinated debentures (also due 1993). There are about \$30 million of 5% debentures currently outstanding.

Correction. BROADCASTING's Dec. 31, 1973, issue reported Cox Cable Communications closed at 19% on Dec. 19. Correct figure was 7. Closing Jan. 2, however, jumped to 9%.

Funding. Becker Communications Associates, Chicago, has announced closing of two long-term financing agreements with separate cable entrepreneurs. Loan totaling \$1.7 million goes to Maine Cable Television, Bangor, for refinancing and improvement of existing plant. Allocation of \$5.1 million was made to Comax Telecom Corp., New York, to complete construction of cable systems serving Lackawana, Cheektowaga, Blasdell, West Seneca, Hamburg and Sloan, all New York.

Reverse split. Telepro Industries, Cherry Hill, N.J., has effected 1-for-8 reverse stock split (see stock index, page 34). Closing at 2½ reflects company's release of two million shares to parent; ELT Inc.; company charter only authorizes two million shares.

Broadcasting's index of 138 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Jan. 2	Closing Wed. Dec. 19	Net change In week	% change In week	High	1973 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
Broadcasting												
ABC	ABC	N	22 1/2	21 3/8	+ 1 1/8	+ 5.26	34 1/4	20	8	16,584	373,140	
CAPITAL CITIES COMM.	CCB	N	32 1/2	31	+ 1 1/2	+ 4.83	62 1/2	30 1/2	13	7,074	229,905	
CBS	CBS	N	25 3/8	25 1/2	- 1/8	- .49	52	24 7/8	8	28,315	718,493	
CONCERT NETWORK**		O				.00	5/8	1/4		2,200	825	
COX	COX	N	17 1/2	15 3/8	+ 2 1/8	+ 13.82	40 1/4	13 3/8	10	5,828	101,990	
FEDERATED MEDIA*		O	5	5		.00	5 1/2	2	16	820	4,100	
GROSS TELECASTING	GGG	A	10 7/8	11 5/8	- 3/4	- 6.45	18 3/8	10	7	800	8,700	
LIN	LINB	D	4 3/4	4 1/8	+ 5/8	+ 15.15	14 3/4	3 1/4	5	2,296	10,906	
MOONEY	MOON	O	2 1/4	2 3/4	- 1/2	- 18.18	10 1/4	2 1/4	6	385	866	
PACIFIC & SOUTHERN	PSOU	O	5 1/2	5 7/8	- 3/8	- 6.38	13 3/4	5 1/2	79	1,751	9,630	
RAHALL	RAHL	O	4	3 1/2	+ 1/2	+ 14.28	12 1/4	2 3/4	6	1,297	5,188	
SCRIPPS-HOWARD	SCRIP	O	15 1/4	14 1/2	+ 3/4	+ 5.17	21 1/4	14 3/8	7	2,589	39,482	
STARR	SBG	M	7	7 1/8	- 1/8	- 1.75	24 1/2	7	6	1,069	7,483	
STORER	SBK	N	14 3/4	13 3/8	+ 1 3/8	+ 10.28	44	12	7	4,751	70,077	
TAFT	TFB	N	17 3/8	16 1/8	+ 1 1/4	+ 7.75	58 5/8	15 1/2	7	4,219	73,305	
WHDH CORP.**		O	30	30		.00	30	14		589	17,670	
WOODS COMM.		O	1/4	1/2	- 1/4	- 50.00	1 5/8	1/4	2	292	73	
Broadcasting with other major interests										TOTAL	80,859	1,671,833
ADAMS-RUSSELL	AAR	A	2	2		.00	5 3/8	2	5	1,259	2,518	
AVCO	AV	N	6 3/8	6 3/8		.00	16	6 3/8	3	11,482	73,197	
BARTELL MEDIA	BMC	A	1 1/8	1 1/8		.00	3 1/2	1	3	2,257	2,539	
CAMPTOWN INDUSTRIES		O	3/8	1/4	+ 1/8	+ 50.00	2	1/4	5	1,138	426	
CHRIS-CRAFT	CCN	N	2 1/4	2 1/4		.00	6 5/8	2	8	4,162	9,364	
COMBINED COMM.	CCA	A	11 1/2	10 7/8	+ 5/8	+ 5.74	44	10 7/8	8	3,274	37,651	
COWLES	CWL	N	6 1/2	5 1/8	+ 1 3/8	+ 26.82	9 5/8	4 3/4	14	3,969	25,798	
DUN & BRADSTREET	DNB	N	33	34 1/2	- 1 1/2	- 4.34	42	32 3/4	23	26,305	868,065	
FAIRCHILD INDUSTRIES	FEN	N	4 1/4	4	+ 1/4	+ 6.25	13 3/8	4	39	4,550	19,337	
FUQUA	FOA	N	6 3/4	7 1/8	- 3/8	- 5.26	20 3/8	6 3/4	3	8,560	57,780	
GENERAL TIRE	GY	N	13 1/2	13 1/8	+ 3/8	+ 2.85	28 3/4	12	4	20,668	279,018	
GLOBETROTTER	GLBTA	D	3 5/8	1 7/8	+ 1 3/4	+ 93.33	8 1/8	1 7/8	4	2,759	10,001	
GRAY COMMUNICATIONS		O				.00	12 7/8	9	7	475	4,512	
HARTE-HANKS	HHN	N	7 7/8	7	+ 7/8	+ 12.50	29 1/4	7	6	4,337	34,153	
JEFFERSON-PILOT	JP	N	36	35 3/8	+ 5/8	+ 1.76	40 7/8	27	16	24,082	866,952	
KAISER INDUSTRIES	KI	A	7 1/8	6 1/4	+ 7/8	+ 14.00	9 3/8	4	6	27,487	195,844	
KANSAS STATE NETWORK	KSN	O	3 3/8	3 1/2	- 1/8	- 3.57	6 1/8	3 3/8	6	1,741	5,875	
KINGSTIP	KTP	A	4 5/8	4 1/4	+ 3/8	+ 8.82	14 1/4	4 1/4	4	1,154	5,337	
LAMB COMMUNICATIONS		P				.00	2 5/8	1 1/2	35	475	831	
LEE ENTERPRISES	LNT	A	10 7/8	10 1/8	+ 3/4	+ 7.40	25	9 7/8	8	3,366	36,605	
LIBERTY	LC	N	14 3/4	13 3/8	+ 1 3/8	+ 10.28	23 7/8	13 3/8	7	6,631	97,807	
MCGRAW-HILL	MHP	N	7 3/8	6 7/8	+ 1/2	+ 7.27	16 7/8	6 3/8	7	23,525	173,496	
MEDIA GENERAL	MEG	A	21	21		.00	43 1/2	21	8	3,546	74,466	
MEREDITH	MDP	N	8 3/8	8 5/8	- 1/4	- 2.89	20 1/2	8 3/8	5	2,887	24,178	
METROMEDIA	MET	N	8 1/4	7	+ 1 1/4	+ 17.85	32 1/4	7	5	6,493	53,567	
MULTIMEDIA		O	13 1/4	11 1/2	+ 1 3/4	+ 15.21	30 1/4	11 1/2	10	4,388	58,141	
OUTLET CO.	DTU	N	8 3/4	8 1/4	+ 1/2	+ 6.06	17 5/8	8	5	1,379	12,066	
POST CORP.	POST	O	9 1/2	8	+ 1 1/2	+ 18.75	17	8	4	893	8,483	
PSA	PSA	N	7	6 1/8	+ 7/8	+ 14.28	21 7/8	6 1/8	10	3,768	26,376	
REEVES TELECOM	R8T	A	1 3/8	1 1/4	+ 1/8	+ 10.00	3 1/4	1 1/4	8	2,376	3,267	
RIDDER PUBLICATIONS	RPI	N	13 5/8	11 3/8	+ 2 1/4	+ 19.78	29 7/8	11 3/8	9	8,312	113,251	
ROLLINS	ROL	N	17 1/2	16 1/2	+ 1	+ 6.06	36 1/2	14 1/4	15	13,305	232,837	
RUST CRAFT	RUS	A	8 3/4	7 3/4	+ 1	+ 12.90	33 3/4	7 1/2	5	2,366	20,702	
SAN JUAN RACING	SJR	N	12 1/8	12 7/8	- 3/4	- 5.82	23 3/4	12 1/8	10	2,152	26,093	
SCHERING-PLOUGH	SGP	N	70	69 1/4	+ 3/4	+ 1.08	87 5/8	69 1/4	37	52,590	3,681,300	
SONDERLING	SDB	A	8 1/4	8 3/4	- 1/2	- 5.71	16 3/8	6 3/8	5	816	6,732	
TECHNICAL OPERATIONS	TO	A	5 1/8	4	+ 1 1/8	+ 28.12	13 1/2	4	6	1,376	7,052	
TIMES MIRROR CO.	TMC	N	16	16 3/8	- 3/8	- 2.29	25 7/8	15 3/4	10	31,145	498,320	
TURNER COMM.		O	3	3 1/2	- 1/2	- 14.28	6	3	7	1,486	4,458	
WASHINGTON PDST CO.	WPO	A	17 3/8	16 3/4	+ 5/8	+ 3.73	37	15 3/4	6	4,749	82,513	
WOMETCO	WOM	N	8 3/8	8 3/4	- 3/8	- 4.28	19 3/8	7 7/8	6	6,295	52,720	
Cablecasting										TOTAL	333,978	7,793,628
AMECO**	ACO	O	1/4	1/4		.00	3	1/8		1,200	300	
AMER. ELECT. LABS**	AELBA	D	1	1 1/8	- 1/8	- 11.11	3 5/8	1		1,672	1,672	
AMERICAN TV & COMM.	AMTV	O	13	8 1/2	+ 4 1/2	+ 52.94	39	7 1/4	45	3,056	39,728	
ATHENA COMM.**		O	1/2	3/8	+ 1/8	+ 33.33	5 1/2	3/8		2,126	1,063	
BURNUP & SIMS	BSIM	O	24 1/8	23 1/8	+ 1	+ 4.32	31 3/4	19	31	7,692	185,569	
CABLECOM-GENERAL**	CCG	A	1 3/4	1 3/4		.00	8 7/8	1 3/4		2,536	4,438	
CABLE FUNDING CORP.+	CFUN	O	7 1/8	7 1/8		.00	9 3/4	4 1/2		1,233	8,785	
CABLE INFORMATION**		O				.00	2 1/2	3/4		663	497	
CITIZENS FINANCIAL	CPN	A	2 7/8	2 3/8	+ 1/2	+ 21.05	9 1/2	2 3/8	9	2,685	7,719	
COMCAST		O	1 3/4	1 1/2	+ 1/4	+ 16.66	5 3/8	1 1/2	7	1,705	2,983	
COMMUNICATIONS PROP.	COMU	O	2 1/8	2 3/8	- 1/4	- 10.52	9 3/4	2 1/8	11	4,435	9,424	
COX CABLE	CXC	A	9 7/8	7	+ 2 7/8	+ 41.07	31 3/4	7 3/4	19	3,560	35,155	
ENTRON	ENT	O	1/2	1/2		.00	9 1/4	1/4	4	1,358	679	
GENERAL INSTRUMENT	GRL	N	13 1/2	13 1/4	+ 1/4	+ 1.88	29 1/2	12 1/4	9	6,790	91,665	
GENERAL TELEVISION*		O	1 1/4	1 1/4		.00	4 1/2	1 1/4	63	1,000	1,250	
HERITAGE COMM.**		O	5	5		.00	17 1/2	4 3/4		345	1,725	
LVO CABLE	LVO	O	2 3/4	3 1/8	- 3/8	- 12.00	11 1/4	2 3/4	12	1,879	5,167	
SCIENTIFIC-ATLANTA	SFA	A	7	7 1/4	- 1/4	- 3.44	15 3/8	6 1/4	9	917	6,419	
TELECOMMUNICATIONS	TCOM	O	3	2 5/8	+ 3/8	+ 14.28	21	2 5/8	12	4,743	14,229	
TELEPROMPTER	TP	N	4 1/8	3 3/4	+ 3/8	+ 10.00	34 1/2	3 3/4	22	16,482	67,988	
TIME INC.	TL	N	30 7/8	29 1/8	+ 1 3/4	+ 6.00	63 1/4	25 3/4	7	10,380	320,482	
TOCOM	TOCM	O	2 3/4	3	- 1/4	- 8.33	12 1/8	2 3/4	7	634	1,743	
UA-COLUMBIA CABLE	UACC	O	3 3/4	3 3/4		.00	15	3 3/4	8	1,607	6,026	

	Stock symbol	Exch.	Closing Wed. Jan. 2	Closing Wed. Dec. 19	Net change in week	% change in week	High	1973 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
VIACOM	VIA	N	5 1/4	4 5/8	+	5/8	+	13.51	20	4 5/8	9	3,851	20,217
VIKOA	VIK	A	2 1/4	2	+	1/4	+	12.50	9 1/8	1 3/4	75	2,591	5,829
Programing										TOTAL	85,140	840,752	
COLUMBIA PICTURES**	CPS	N	2 7/8	2 1/2	+	3/8	+	15.00	9 7/8	2 1/4		6,335	18,213
DISNEY	DIS	N	45 5/8	43 3/4	+	1 7/8	+	4.28	123 7/8	40 1/2	28	29,174	1,331,063
FILMWAYS	FWY	A	3 5/8	3 1/4	+	3/8	+	11.53	5 1/2	2 1/8	7	1,837	6,659
GULF + WESTERN	GW	N	23 7/8	23 1/8	+	3/4	+	3.24	35 3/4	21 3/8	5	13,947	332,984
MCA	MCA	N	19 1/2	18 1/2	+	1	+	5.40	34 1/4	18 1/2	7	8,380	163,410
MGM	MGM	N	9 3/8	8	+	1 3/8	+	17.18	24	7 5/8	10	5,958	55,856
TELE-TAPE**	O		3/8	1/2	-	1/8	-	25.00	1 3/4	3/8		2,190	821
TELETRONICS INTL.	O			3				.00	10 1/2	2 1/2	6	943	2,829
TRANSAMERICA	TA	N	9	8 3/8	+	5/8	+	7.46	17 5/8	8	7	66,561	599,049
20TH CENTURY-FOX	TF	N	5 1/2	5 5/8	-	1/8	-	2.22	12 3/8	5	6	8,557	47,063
WALTER READE**	WALT	O	1/8	1/4	-	1/8	-	50.00	1 3/8	1/8		2,203	275
WARNER	WCI	N	9 3/4	9 3/4				.00	39 1/8	9	4	17,064	166,374
WRATHER	WCO	A	4 1/2	3 7/8	+	5/8	+	16.12	16 5/8	3 7/8	35	2,229	10,030
Service										TOTAL	165,378	2,734,626	
BRDO INC.		O	12 1/4	11 3/8	+	7/8	+	7.69	17 7/8	11 3/8	5	2,513	30,784
JOHN BLAIR	BJ	N	6 1/8	5 3/4	+	3/8	+	6.52	13	4 7/8	5	2,403	14,718
COMSAT	CQ	N	39 3/8	42 1/2	-	3 1/8	-	7.35	64 1/2	38 1/2	13	10,000	393,750
CREATIVE MANAGEMENT	CMA	A	3 1/2	3 1/2				.00	9 1/2	3	4	1,016	3,556
DOYLE DANE BERNBACH	DOYL	O	8 3/4	8 1/2	+	1/4	+	2.94	23 1/2	8 1/2	4	1,834	16,047
ELKINS INSTITUTE**	ELKN	O						.00	1 1/4	1/2		1,897	1,185
FOOTE CONE & BELDING	FCB	N	9 3/8	8 7/8	+	1/2	+	5.63	13 3/8	8 1/8	7	2,129	19,959
GREY ADVERTISING	GREY	O	7 1/2	7 1/2				.00	17 1/4	7 1/2	4	1,263	9,472
INTERPUBLIC GROUP	IPG	N	10 3/4	10 1/4	+	1/2	+	4.87	25 3/8	9 3/4	3	2,464	26,488
MARVIN JOSEPHSON	MRVN	O	6 3/4	7 3/4	-	1	-	12.90	18 1/2	6 3/4	5	1,085	7,323
MCCAFFREY & MCCALL	O		6 1/4	6 1/4				.00	10 3/4	6 1/4	3	585	3,656
MCI COMMUNICATIONS+	MCIC	O	4	4 1/4	-	1/4	-	5.88	8 7/8	3 3/4		12,825	51,300
MOVIELAB**	MOV	A	1/2	5/8	-	1/8	-	20.00	1 7/8	1/2		1,407	703
MPO VIDEOELECTRONICS**	MPO	A	2	2				.00	4 7/8	2		540	1,080
NEEDHAM, HARPER	NDHMA	O	5 1/2	5 1/2				.00	26 1/4	5 1/2	3	917	5,043
A. C. NIELSEN	NIELB	O	28	23 1/2	+	4 1/2	+	19.14	40 1/2	23 1/2	25	10,598	296,744
OGILVY & MATHER	OGIL	O	15 1/4	15 1/2	-	1/4	-	1.61	32 1/2	13	6	1,777	27,099
PKL CO.	PKL	O	1/4	3/8	-	1/8	-	33.33	3	1/4		818	204
J. WALTER THOMPSON	JWT	N	9 7/8	10 1/2	-	5/8	-	5.95	24 3/4	8 1/4	5	2,635	26,020
UNIVERSAL COMM.*	O		1/2	1 1/2	-	1	-	66.66	12 1/2	1/2	1	715	357
WELLS, RICH, GREENE	WRG	N	7 5/8	7 1/2	+	1/8	+	1.66	21 1/8	7 1/2	4	1,623	12,375
Electronics										TOTAL	61,044	947,863	
ADMIRAL	ADL	N	10 1/4	9 5/8	+	5/8	+	6.49	18	7 1/4	5	5,863	60,095
AMPEX	APX	N	3 3/4	3 1/8	+	5/8	+	20.00	6 7/8	3 1/8	9	10,878	40,792
CCA ELECTRONICS	CCAE	O						.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 5/8	1 3/8	+	1/4	+	18.18	2 7/8	1 3/8	10	2,366	3,844
CONRAC	CAX	N	14 3/8	13 3/8	+	1	+	7.47	31 7/8	13 1/4	7	1,261	18,126
GENERAL ELECTRIC	GE	N	62 5/8	59 1/4	+	3 3/8	+	5.69	75 7/8	55	20	182,348	11,419,543
HARRIS-INTERTYPE	HI	N	27 7/8	27 1/2	+	3/8	+	1.36	49 1/4	24 1/2	10	6,223	173,466
INTERNATIONAL VIDEO	IVCP	O	3 3/4	4	-	1/4	-	6.25	14 3/4	3 3/4	7	2,745	10,293
MAGNAVOX	MAG	N	6 3/4	6 1/4	+	1/2	+	8.00	29 5/8	6 1/4	14	17,806	120,190
3M	MMM	N	78 3/4	74 5/8	+	4 1/8	+	5.52	91 5/8	71 3/4	31	113,054	8,903,002
MOTOROLA	MOT	N	48 1/4	44 7/8	+	3 3/8	+	7.52	68 3/4	41 1/4	17	27,740	1,338,455
OAK INDUSTRIES	OEN	N	9 3/4	9 3/4				.00	20 1/2	9 1/2	4	1,639	15,980
RCA	RCA	N	18 7/8	16 7/8	+	2	+	11.85	39 1/8	16 1/2	8	74,515	1,406,470
RSC INDUSTRIES	RSC	A	1 1/4	1 1/8	+	1/8	+	11.11	2 1/2	1 1/8	9	3,458	4,322
SONY CORP.	SNE	N	27 1/2	24 3/8	+	3 1/8	+	12.82	57 1/4	24 3/8	23	66,250	1,821,875
TEKTRONIX	TEK	N	42 7/8	42 1/8	+	3/4	+	1.78	56 5/8	29 7/8	20	8,185	350,931
TELEMETATION**	TIPT	D	1 7/8	1 3/4	+	1/8	+	7.14	4 3/4	1 1/2		1,050	1,968
TELEPRO INDUSTRIES	O		2 1/2		+	1 3/4	+	233.33	2 1/2	1/4	16	475	1,187
WESTINGHOUSE	WX	N	25	32 3/8	-	7 3/8	-	22.77	47 3/8	25	12	88,595	2,214,875
ZENITH	ZE	N	26 1/4	25	+	1 1/4	+	5.00	56	25	8	18,888	495,810
TOTAL										637,188	28,475,452		
GRAND TOTAL										1,363,587	42,464,154		

Standard & Poor's Industrial Average

109.14

106.21

2.93

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
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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	Change	Per Share	Revenues	Net Income	Per Share
Kansas State Network Inc.	3 mo. 11/30	2,463,000	+ 11.2%	313,000	- .9%	.18	2,214,000	316,000	.18
Rust Craft Greeting Cards Inc.	9 mo. 11/25	57,751,000	+ 13.9%	2,015,000	- 46.7%	.85	50,711,000	3,783,000	1.61

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

1 1972 results do not include extraordinary gain of \$1,476,512, or \$1.08 per share, resulting from sale of Entron CATV subsidiaries in July 1972.

2 Broadcasting division had pretax loss of \$50,864 (2.4 cents per share) on

revenues of \$1,450,306 in 1973 period; pretax income of \$83,895 (3.9 cents per share) on revenues of \$1,345,401 in 1972 period.

3 Before extraordinary items, company had income of \$225,576 in 1973 period and net loss of \$1,353,043 in 1972 period.

Fates & Fortunes®

Media

Neal W. Branch, assistant manager in charge of television sales, WBIR-AM-FM-TV Knoxville, Tenn., named general manager of stations. He succeeds **John P. Hart** who remains VP and member of board of stations' licensee, Multimedia Broadcasting Co., Greenville, S.C., group owner.

Chuck Edward Dolejs Jr., sales manager, WDXI(AM) Jackson, Tenn., named general manager.

Gene Loving, station manager, WNOR-AM-FM Norfolk, Va., named VP and general manager.

Michael C. Steele, station manager, WENY-AM-FM Elmira, N.Y., and **John A. Harlow**, program director, KYMN(AM) Northfield, Minn., named VP-general manager and operations director, respectively, for WKTS(AM) Sheboygan, Wis. First Sheboygan Corp. assumed control of WKTS on Jan. 1.

Charles A. Barton, with J. Walter Thompson, Atlanta, appointed director of radio, WCSC(AM) Charleston, S.C.



Ordonez

Robert N. Ordonez, VP and general manager, KORK-TV Las Vegas, appointed VP of parent Donrey Media Group, broadcast division, with policy and operational responsibility for group's three TV and five radio stations. **Dean Borba**, VP and general

manager, KHOU-TV Houston, succeeds Mr. Ordonez as VP and general manager, KORK-TV.

Jerry L. Frentress, general manager, KJOE(AM) Shreveport, La., named area coordinator, Dynamic Broadcasting, with responsibility for that station and for KTRM-AM-FM Beaumont, Tex. **Gene Dickerson**, sales manager, KTRM-AM-FM, named general manager. Dynamic Broadcasting is also owner of KIKN(AM) Sinton, Tex.

Taliaferro S. Simpson III, VP and general manager, WCCB-TV Charlotte, N.C., appointed operations manager WCHS-TV Charleston, W. Va.

Gary Price, formerly general manager, KROQ(AM) Burbank, Calif., named to same post at KDAY(AM) Santa Monica, Calif.

Dick Norman, acting program director, WAVI(AM) Dayton, Ohio, named operations director. **James Richards**, sales manager, WAVI, has been assigned additional duties as assistant station manager there.



Molloy

named station manager.

Arthur Haack, manager, Peat, Marwick, Mitchell & Co., accounting firm, named corporate controller, Taft Broadcasting Co., Cincinnati.

Robert H. Wheat, promotion-publicity assistant, Avco's WLWT(TV) Cincinnati, named promotion manager of group's WLWC(TV) Columbus, Ohio. He will be succeeded by **Michael W. Butler**.

Paul Oughton and **Roy Hardee**, operations manager and news director, respectively, WITN-TV Washington, N.C., named VPs.

Robert F. Fuzy, general manager, non-commercial KCPT-TV Kansas City, Mo., elected VP, Central Educational Network's board of directors.

Bill Logan, promotion director, WAVE-AM-TV Louisville, Ky., named director, television operations, WMT-TV, Cedar Rapids/Waterloo, Iowa. All are Orion Broadcasting stations.

Broadcast Advertising

Hanno Fuchs, group creative director, Grey Advertising, New York, joins Needham, Harper & Steers, New York, as senior VP and executive creative director. **Thomas F. Papanek**, creative director, NH&S, Chicago, elected senior VP.

Jack Silverman, head of television production; **John Harrison**, VP-treasurer; **Philip Levine**, VP-associate director of research, and **Josephine Smith**, VP-creative director, all named senior VPs, Ogilvy & Mather, New York.

Shirley Young, executive VP for research services, Grey Advertising, New York, named executive VP for research services and marketing. **Barbara Feigin**, VP and associate research director, named manager of department. **Edward Lambek**, VP and associate research director, given additional duties as executive director.

J. William Beindorf, general sales manager, WTCN-TV Minneapolis-St. Paul, named VP.

Donald F. McCarty, manager, research/marketing development, and **Geoff Hall**,

director of corporate development programs, Koss Corp., stereo-phone manufacturer, joins WFMR(FM) Milwaukee as VP and general manager.

Robert E. Dow, program-operations director, WGAN-AM-FM Portland, Me.,

manager, network/group plans, named divisional VP's, Katz Radio, New York.

Paul Kelly, Southwestern sales manager, Arbitron Television, Dallas, named Southern director.

Daniel R. Glynn, account supervisor, **Kenneth E. Krom**, creative director, **James S. O'Connor**, tax counsel, and **Michael F. Zaremba**, account supervisor, elected VP's, Leo Burnett U.S.A., Chicago.

Raymond Werner, creative group head, Ketchum, MacLeod & Grove, Pittsburgh, named VP.

William Quigley Jr., account supervisor, Needham, Harper & Steers, Chicago, named account director.

Macey I. Schaffer, general sales manager, WOCN-AM-FM Miami, named general sales manager, WBUS(AM) Miami Beach.

Carlton Taylor, art director, Dailey & Associates Advertising, San Francisco, joins Tracy-Locke there as art director.

Neil Kennedy, VP and Eastern sales manager, MMT Sales, New York, named VP and general sales manager. **Farrell Reynolds**, account executive, succeeds Mr. Kennedy as Eastern sales manager.

John D. Sawhill, research director, RKO Television Representatives, New York, named VP-marketing and research.

Joe Mazza, with sales staff, Kaiser Broadcasting's WKBF-TV Cleveland, named sales manager of group's WKBG-TV Cambridge, Mass.

Paul M. Nugent, general sales manager, WXIX-TV Cincinnati, named VP.

Fred Gage, general sales manager, WNOR-AM-FM Norfolk, Va., named VP.

Barbara Piazza, traffic department, WCCO(AM) Minneapolis, named sales service manager.

David Dunn, executive producer, KCOP-TV Los Angeles, named executive producer of Asher/Gould Advertising there.

John J. Svoboda, artist and illustrator, Omaha World-Herald, appointed creative supervisor, Allen, Reynolds & Smith, Kaplan Advertising, Omaha.

Franklin S. McMahon, account supervisor, Erwin Wasey Inc., Los Angeles, named media director.

Programing

Ron Beckman, VP-business affairs, Brut Productions, New York, named VP-business affairs, 20th Century-Fox Television, Beverly Hills, Calif.

Andrew L. Spitzer, sales director of

Dancer-Fitzgerald-Sample's program syndication services, New York, appointed VP.

William Hogan, staff producer in ABC-TV's on-air advertising department, named to new post of manager, children's programs, NBC-TV.

W. Wayne Godwin, special projects director, noncommercial WFSU-TV Tallahassee, Fla., named program director.

Ben Halpern, Eastern manager. Universal Television's press department, New York, named to head TV press department, Universal Studios, Hollywood.

Ron Samuels, formerly with KSFX(FM) San Francisco, joins KDAY(AM) Santa Monica, Calif. as program director.

Gary Elion, assistant news director, WBZ-TV Boston, named executive producer of programming, WJZ-TV Baltimore. Both are Westinghouse Broadcasting stations.

Alan B. Schwartz, formerly director of production for Palomar Pictures International, appointed director of program development, live/tape division, 20th Century-Fox Television, Hollywood.

Paul Simon, research director, *Billboard* magazine, appointed West Coast director of research, Screen Gems, Burbank, Calif.

Broadcast Journalism



Mann

Al Mann, Midwest bureau chief, UPI-TV, Chicago, appointed news manager, WHC-TV Pittsburgh.

Al Buch, assistant news director, KBOI-AM-TV Boise, Idaho, named VP and director of news and public affairs. **Norm Gunning** and **Garth**

Andrews, reporters, named managing editor and executive producer, news and public affairs respectively.

Reed S. Yadon, assistant news director, WAKY(AM) Louisville, Ky., named news and public affairs director.

A. Rabun Matthews, news writer, CBS *Evening News with Walter Cronkite*, joins WFAA-TV Dallas as reporter.

Cindy Marsh, with news staff of KTIV-TV Sioux City, Iowa, joins KCAU-TV there as reporter.

Mike Allen, formerly with KMPC(AM) Los Angeles, joins KDAY(AM) Santa Monica, Calif. as news and public affairs director.

Ron Miller, with news staff, WDBJ-TV Roanoke, Va., named news director, succeeding **Larry E. Maisel**, who has been named news director of WJXT-TV Jacksonville, Fla.

Don Harrison, newsman, KCMO-TV Kansas City, Mo., named to anchor WBAL-TV Baltimore's 7 and 11 p.m. newscasts.

Cliff Love, director of community relations, WABC(AM) New York, named editorial-community affairs director.

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Cablecasting



Pesick

Robert M. Pesick, sales engineer, Jerold Electronics, named Western regional manager and head of new Denver office of Metz & Jarvis, cable consultancy.

Robert R. Corbin, assistant controller and purchasing agent, Continental Cablevision of Ohio, Findlay, Ohio, appointed regional manager.

Kenneth H. Robinson, director of marketing and general sales manager, Prodelin Inc., cable equipment manufacturer, named marketing manager-transmission systems products, Cablewave Systems, North Haven, Conn.

Equipment & Engineering

Mike Snyder, formerly with WLEX-TV Lexington, Ky., joins Kentucky Educational Television as broadcast engineer.



Pignoni

Anthony R. Pignoni, operations manager, Robert Bosch Corp.'s Fernseh Division, named division manager of its new TV systems headquarters in Ramsey, N.J.

Deaths



Phillips

Franklyn R. Beemish, sales manager, Tele-Cine Inc., Massapequa, N.Y., named marketing manager for TV optical products, Canon U.S.A., Lake Success, N.Y.

Irma Phillips, 72, one of broadcasting's more prolific writers of soap operas for more than four decades, died Dec. 23 at her Chicago home. Beginning in radio as actress, she joined WGN(AM) Chicago in 1930 and began writing *Today's Children*, her first success. Other subsequent long-running day-

time serials on networks included *Women in White*, *Road of Life*, *Guiding Light*, *Right to Happiness*, *Lonely Women*, *Young Dr. Malone* and *The Brighter Day*. Miss Phillips turned to television in 1949 and was co-writing CBS-TV's *As The World Turns* until last summer. She is survived by two adopted children, Katherine Louis and Thomas Dirk Phillips.

Howard C. Caldwell Sr., 80, died Dec. 25 in Indianapolis. Mr. Caldwell served as chairman emeritus of Caldwell-Van Riper Inc., Indianapolis advertising and public relations firm. Survivors include his wife and son, Howard C. Caldwell Jr., assistant news director, WRTV(TV) Indianapolis.

Edward Tomlinson, 82, died Dec. 30 of a stroke at Fairfax Nursing Home in Fairfax, Va. Mr. Tomlinson was South American correspondent from 1936 to 1943 for *New York Herald Tribune* and Scripps Howard. He also reported for NBC News for nearly quarter century. There are no immediate survivors.

William Lewis Black, 55, died Dec. 24, of heart attack at his home in Vienna, Va. Mr. Black was chief of operations for State Department's telecommunications division. He is survived by his wife, one daughter, and one son.

For the Record®

As compiled by BROADCASTING Dec. 17 through Dec. 28 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

Final action

■ Dallas—FCC designated additional issues against Wadeco Inc., competing applicant for WFAA-TV Dallas facilities, to determine whether Wadeco violated rules when it amended application for CP and if so, what significance such violation might have on applicant's fitness as licensee. Action Dec. 19.

Rulemaking petition

■ *KETS-TV Little Rock, Ark.—Seeks amendment of TV table of assignments by assigning ch. 6 to Mountain View, Ark., and reserves for educational use. Ann. Dec. 21.

Call letter application

■ *Central Michigan University, Alpena, Mich.—Seeks *WCML-TV.

Existing TV stations

Final actions

■ WCFT-TV Tuscaloosa, Ala.—FCC granted application by Chapman Television of Tuscaloosa Inc., licensee of WCFT-TV Tuscaloosa, to increase ERP to 589 kw from 209 kw and decrease HAAT to 550 ft. from 560 ft. Action Dec. 19.

■ WPLG-TV Miami—Chief, complaints and complicity division, informed Walter I. Bryant that no further action was warranted on his complaint that WPLG-TV violated fairness doctrine by refusing to let him have more than one and one half minutes in which to reply to editorial by station on transportation in Broward county. Action Dec. 20.

■ WCIA(TV) Champaign, Ill.—Broadcast Bureau granted request for authority to operate trans. by remote control from 509 South Neil Street, Champaign (BRCTV-172). Action Dec. 14.

■ Boston and Springfield, Mass.—FCC ordered WHYH Stations Corp. (WHYH-TV Springfield), Springfield Television Broadcasting Corp. (WWLP-TV Springfield) and New Boston Television Inc. (WSBK-TV Boston) to submit within 45 days list of local women's organizations, female community leaders and educational institutions with which they will maintain systematic communication each time their stations seek to fill position in upper four job categories. Stations were also required to submit with their 1974 and 1975 annual employment reports detailed statement on affirmative action they have taken to seek female applicants for each job open-

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ing in upper four categories. Action Dec. 19.

■ KSTP-TV St. Paul—Chief, complaints and compliance division, informed John L. Scherer Jr. that no further action was warranted on complaint that KSTP-TV violated fairness doctrine by refusing to provide reasonable opportunity for anti-Vietnam War viewpoints to be heard. Action Dec. 14.

■ WCBS-TV New York—Chief, complaints and compliance division, informed Professor Margaret E. Stucki, Cape Canaveral, Fla., that WCBS-TV did not violate fairness doctrine on its Oct. 15, 1973, program "Twentieth Century American Art." Action Dec. 14.

Fine

■ WWJ-TV Detroit—FCC notified Evening News Association, licensee, that it has incurred apparent liability of \$5,000 for violation of rules by failing to show total duration of commercial time during its broadcast of *The House Detective*, weekly program-length commercial devoted to presentation of available housing in Detroit area. Action Dec. 19.

New AM stations

Applications

■ Gladwin, Mich.—Gladwin Broadcasting Co. Seeks 1350 khz, 1 kw-D. P.O. address 309 George Vth Avenue, Crosswell, Mich. 48422. Estimated construction cost \$49,700; first-year operating cost \$38,000; revenue \$48,000. Principals: George E. Benko (100%). Mr. Benko has 50% interest in WMIC-AM-FM Sandusky, Mich. Ann. Dec. 4.

■ Starkville, Miss.—Prairie Broadcasting Co. Seeks 980 khz, 1 kw-D. P.O. address Box 1017, Columbus, Miss. 39701. Equipment to be leased; first-year operating cost \$73,200; revenue \$93,600. Principals: John W. Jackson, John W. Dickerson Jr., Douglas L. Conner, George J. Schweizer Jr. and Bobbie Jean Espy (each 20%). Members of partnership have various business and professional interests in Mississippi. Ann. Dec. 4.

Action on motion

■ Administrative Law Judge Chester F. Naumowicz Jr. in Santa Cruz and Aptos-Capitola, both California (St. Cross Broadcasting Inc. and Progressive Broadcasting Co.), AM proceeding, scheduled hearing with respect to issues relating to St. Cross Broadcasting to resume on Jan. 23, 1974 (Docs. 19503, 19506). Action Dec. 10.

Other actions

■ Review board in Stamford, Conn., AM proceeding, denied motion by Radio Stamford Inc. for extension of time through Dec. 28 in which to file motions to add or delete issues in proceeding involving mutually exclusive applications of Western Connecticut Broadcasting Co. for renewal of license for WSTC Stamford and Radio Stamford for new station on same facilities in Stamford (Docs. 19872-73). Action Dec. 18.

■ Review board in Jesup, Ga.—denied application of Morris Inc. for CP for new daytime class II AM on 1080 khz in Jesup (BP-17116). Review board stated that Morris had not adequately demonstrated knowledge of community and its significant groups (Doc. 18395). Action Dec. 12.

Call letter applications

■ Angel M. Rivera, Barceloneta, Puerto Rico—Seeks WBQN.

■ Theodore J. Gray Jr., Appomattox, Va.—Seeks WITX.

Existing AM stations

Applications

■ WROD Daytona Beach, Fla.—Seeks CP to increase ant. height to 300 ft. Ann. Dec. 17.

■ KOKX Keokuk, Iowa—Seeks CP to change MEOV's on nighttime DA pattern. Ann. Dec. 17.

■ WSLG Gonzales, La.—Seeks mod. of CP (BP-19,400) to decrease tower heights to 493 ft. Ann. Dec. 17.

■ WWL New Orleans—Seeks CP to change trans. site to approximately 5 miles south of New Orleans, and west of route 45, New Orleans; change studio location to 1012 North Rampart Street, New Orleans; change trans. to RCA, BTA-50J and make changes in DA system. Ann. Dec. 17.

■ WLRC Whitehall, Mich.—Seeks CP to increase tower height to 430 ft. Ann. Dec. 17.

■ WBKH Hattiesburg, Miss.—Seeks CP to change trans. site to highway 59 north, Hattiesburg. Ann. Dec. 17.

■ KZIA Albuquerque, N.M.—Seeks CP to change frequency to 1310 khz. Trans. site 2710 Central, N. W. Albuquerque. Ann. Dec. 17.

■ KIBL Beeville, Tex.—Seeks CP to increase ant. height to 331.5 ft. Ann. Dec. 17.

■ WANT Richmond, Va.—Seeks CP to change trans. site to approximately 1000 feet east of Eanes Lane on Inman Avenue west of Masonic Home Lane, Richmond, and make changes in ant. system. Ann. Dec. 17.

■ WEEO Smithfield, Va.—Seeks CP to decrease tower height of no. 2 tower to 190 ft. and change method of feed to no. 1 tower. Ann. Dec. 17.

■ KEVA Evanston, Wyo.—Seeks CP to change trans. and studio location to South Highway 150, Evanston. Ann. Dec. 17.

Final actions

■ KVRH Salida, Colo.—Broadcast Bureau granted mod. of license covering change of hours from SH to U (BML-2490). Action Dec. 11.

■ KFLJ (AM) Walsenburg, Colo.—Chief, complaints and compliance division, informed Floyd Jeter, general manager of KFLJ, that while station did not violate fairness doctrine, it was guilty of personal attack on Earl Nunnelee when it broadcast statement that Mr. Nunnelee, superintendent of schools for the Huerfano, Colo. school district, did not pledge allegiance to flag. Action Dec. 14.

■ WBCH Hastings, Mich.—Broadcast Bureau granted CP to replace tower with taller 358 ft. tower for FM and CATV operations; conditions (BP-19528). Action Dec. 11.

■ KTGR Columbia, Mo.—Broadcast Bureau granted CP to increase ant. height to 290 ft. to improve FM facilities; conditions (BP-19551). Action Dec. 11.

■ KCCV Independence, Mo.—Broadcast Bureau granted CP to erect new tower approximately 200 ft. south of existing tower on existing site; old tower will be dismantled; conditions; ant. (411 ft. overall height) (BP-19533). Action Dec. 11.

■ WRAN Dover, N.J.—Broadcast Bureau granted license covering changes for main and aux. trans. (BL-13504). Action Dec. 12.

■ WLLE Raleigh, N.C.—FCC directed WLLE Inc. to show cause why order revoking license of WLLE should not be issued, and to appear at hearing to determine facts and circumstances with respect to licensee's advertising practices and whether licensee engaged in fraudulent billing practices in violation of rules. Action Dec. 19.

■ KAYE (AM) Puyallup, Wash.—FCC denied petition by KAYE Broadcasters Inc. requesting that its application for renewal of license of KAYE be held in abeyance or granted for regular term (Doc. 18929). Action Dec. 19.

Other action

■ Review board in Richmond, Va. and Sanford, N.C., AM proceeding, on request of Broadcast Bureau, added logging issue against WGOE Inc. in Richmond and Sanford AM renewal proceeding (Docs. 19757-8). Proceeding involves applications of WGOE Inc. for renewal of license of WGOE Richmond and Crest Broadcasting Corp. for renewal of license of WEYE Sanford. Action Dec. 18.

Fine

■ KTXJ Jasper, Tex.—Broadcast Bureau notified Jasper Broadcasting Service of apparent liability of \$250 for violation of rules by making no entries in maintenance logs from May 14 to June 18. Action Dec. 5.

Call letter applications

■ WLRC White Hall, Mich.—Seeks WLRQ.

■ WPXY Greenville, N.C.—Seeks WGNL.

New FM stations

Applications

■ Fitzgerald, Ga.—Ben Hill Broadcasting Corp. Seeks 95.3 mhz, 3 kw. HAAT 188 ft. P.O. address Box 100, Fitzgerald 31750. Estimated construction cost \$37,005; first-year operating cost \$18,000; revenue \$30,000. Principals: Paul E. Reid (100%). Mr. Reid also owns WBHB(AM) Fitzgerald. Ann. Dec. 10.

■ Caro, Mich.—Tuscola Broadcasting Co. Seeks 104.9 mhz, 3 kw. HAAT 300 ft. P.O. address 101 North State Street, Caro 48723. Estimated construction cost \$28,729; first-year operating cost \$3,500; revenue \$15,000. Principals: Robert F. Benkelman (99.2%), et al. Mr. Benkelman is also principal of WKYO(AM) Caro. Ann. Dec. 7.

■ Flint, Mich.—Sherwood Broadcasting Inc. Seeks 92.7 mhz, 3 kw. HAAT 300 ft. P.O. address 15340 Bealfred Drive, Fenton, Mich. 48430. Estimated construction cost \$56,637; first-year operating cost \$96,000; revenue \$150,000. Principals: William J. Bowling (44%), Floyd Ash, Richard C. Sutliff (each 14.2%) et al. Mr. Bowling is sales manager with WTRX(AM) Flint. Messrs. Ash and Sutliff each have interest in insurance agencies in Flint. Ann. Dec. 12.

■ *Stony Brook, N.Y.—State University of New York. Seeks 90.1 mhz, 4 kw. HAAT 223 ft. P.O. address 99 Washington Avenue, Albany, N.Y. 12210. Estimated construction cost \$42,000; first-year operating cost \$33,000; revenue none. Principals: Ernest L. Boyer is chancellor of State University of New York. Ann. Dec. 13.

■ Beeville, Tex.—Big Country Radio Inc. Seeks 104.9 mhz, 3 kw. HAAT 300 ft. P.O. address Box 727, DeLand, Fla. 32720. Estimated construction cost \$49,284; first-year operating cost \$60,000; revenue \$60,000. Principals: Gordon H. Monroe, Gussie E. Lehmann (each 37.5%) and Ashley T. Joyner (25%). Group also owns WKXX DeLand, Fla. Ann. Dec. 10.

Final action

■ Laramie, Wyo.—Wycom Corp. Broadcast Bureau granted 98.9 mhz, 25 kw. HAAT minus 193 ft. (BPH-8526). P.O. address 260 West Lyon Street, Laramie 82070. Estimated construction cost \$11,000; first-year operating cost \$1,800; revenue none. Principals: William R. Sims, president. Wycom is licensee of KOJO(AM) Laramie and KODI(AM) Cody, both Wyoming. Action Dec. 12.

Action on motion

■ Acting Chief, Broadcast Bureau, extended to Jan. 23 time in which to file comments and to Feb. 1 time in which to file reply comments in matter of amendment of FM table of assignments for Goshen and South Bend, both Indiana and Dowagiac, Mich. Extended to Feb. 20 time in which WETL and WDOW-FM may respond to orders to show cause in proceeding (Doc. 19831, RM-2044). Action Dec. 26.

Other actions

■ Review board in Ogallala, Neb., FM proceeding, granted motion by Industrial Business Corp. for extension of time through Jan. 8 in which to file reply briefs to exceptions to initial decision proposing grant of Industrial's application and denial of competing application of Ogallala Broadcasting Co. for new FM at Ogallala (Docs. 19559-60). Action Dec. 21.

■ Sacramento, Calif.—FCC added issues in proceeding involving mutually exclusive applications of Interact Inc. and Edward Royce Stolz for new FM at Sacramento to determine whether Interact or any of its principals has been lacking in candor or misrepresented facts to commission (Docs. 19516, 19611). Action Dec. 19.

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Summary of broadcasting According to the FCC, as of Nov. 30, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,375	4	16	4,395	51	4,446
Commercial FM	2,431	0	60	2,491	135	2,626
Commercial TV-VHF	506	1	6	513	7	520
Commercial TV-UHF	90	0	3	192	39	244
Total commercial TV	696	1	9	705	46	764
Educational FM	603	0	25	628	95	723
Educational TV-VHF	88	0	3	91	4	96
Educational TV-UHF	124	0	16	140	2	143
Total educational TV	212	0	19	231	6	239

* Special temporary authorization.

Rulemaking petitions

- Lehigh Acres, Fla.—Hudson Communications Corp., Washington, seeks amendment of FM table of assignments by assigning ch. 296A to Lehigh Acres (RM-2293). Ann. Dec. 14.
- WUFE(AM) Baxley, Ga.—Seeks amendment of FM table of assignments by assigning ch. 234 to Baxley and substituting ch. 249A for presently assigned ch. 237A at Ocilla, Ga. Ann. Dec. 21.
- KSWA Graham, Tex.—Seeks amendment of FM table of assignments by assigning ch. 296A to Graham (RM-2294). Ann. Dec. 14.

Call letter applications

- *Fairfield University, Fairfield, Conn.—Seeks *WVOF(FM).
- Lincoln Broadcasting Co., Hodgenville, Ky.—Seeks WLCB(FM).
- *Trustees of Boston College, Newton, Mass.—Seeks *WZBC(FM).
- Robert I. Kimel and Bessie W. Grad, Barre, Vt.—Seek WORK(FM).

Call letter actions

- La Junta Broadcasters Inc., La Junta, Colo.—Granted KBLJ(FM).
- KAIR Inc., Jefferson City, Mo.—Granted KJMO(FM).
- Struck & Associates, La Grande, Ore.—Granted KFMT(FM).
- WFTF Inc., Front Royal, Va.—Granted WIXV(FM).

Existing FM stations

Final actions

- WQEZ(FM) Birmingham, Ala.—Broadcast Bureau granted CP to replace expired permit (BPH-8654). Action Dec. 13.
- WPLR(FM) New Haven, Conn.—Broadcast Bureau granted license to use former main trans. for aux. purposes only; ERP 10 kw; ant. height 950 ft.; with remote control (BLH-5997). Action Dec. 13.
- WFNE(FM) Forsyth, Ga.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 300 ft. (BLH-6007). Action Dec. 13.
- WNUS-FM Chicago—Broadcast Bureau granted license covering new aux. trans.; ERP 5.80 kw; ant. height 600 ft. (BLH-5775). Action Dec. 11.
- WTAO(FM) Murphysboro, Ill.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 2.90 kw; and add circularly polarization to HAAT; ant. height 200 ft. (BPH-8702). Action Dec. 12.
- WDHR(FM) Pikeville, Ky.—Broadcast Bureau granted CP to change trans. location (same site); operate by remote control from studio at Williamson Addition, Peach Orchard Road, Pikeville; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 3 kw; ant. height 300 ft. (BPH-8529). Action Dec. 12.
- WNNN(FM) Canton, N.J.—Broadcast Bureau dismissed request for waiver of rules to identify as Canton-Salem, N.J. Action Nov. 29.
- *WBFO(FM) Buffalo, N.Y.—Broadcast Bureau granted license covering changes; trans.; ERP 770 w.; ant. height 230 ft. (BLED-1177). Action Dec. 12.
- *WVUD-FM Kettering, Ohio—Broadcast Bureau granted CP to install new trans.; new ant.; make changes in ant. system (increase height); change TPO, ERP 50 kw; ant. height 500 ft.; remote control from main studio in Kennedy Memorial Union Building, University of Dayton, Dayton, Ohio (BPH-8547). Action Dec. 12.
- WTGN(FM) Lima, Ohio—Broadcast Bureau

granted license covering changes; ERP 3 kw; ant. height 300 ft. (BLH-5986). Action Dec. 12.

■ WDBN(FM) Medina, Ohio—Broadcast Bureau granted license covering changes; ERP 118 kw; ant. height 430 ft.; retain condition on permit (BLH-5970). Action Dec. 12.

■ WFMZ(FM) Allentown, Pa.—Broadcast Bureau granted CP to change trans.-studio location to East Rock Road, Salisbury township, Allentown, Pa.; install new trans.; make changes in ant. system (decrease height); install new ant.; change transmission line; change ERP 12.5 kw; ant. height 870 ft.; condition that grant does not preclude WTTT-FM Westminster, Md., and WCMC-FM Wildwood, N.J. being granted authority to operate with maximum class B facilities (ERP 50 kw, ant. height 500 ft.) (BPH-8686). Action Dec. 12.

■ WEAU-FM Eau Claire, Wis.—Broadcast Bureau granted authority to operate trans. by remote control from studio site at 1907 South Hastings Way, Eau Claire (BRCH-1180). Action Dec. 10.

Action on motion

■ Chief, Broadcast Bureau, on requests of National Public Radio and Association of Public Radio Stations, extended through Feb. 15, 1974 time in which to file comments and through Feb. 25, 1974 time in which to file reply comments in matter of amendment of rules to require noncommercial educational broadcast stations to retain audio recordings under certain circumstances (Doc. 19861). Action Dec. 14.

Call letter applications

- WSTC-FM Stamford, Conn.—Seeks WYRS(FM).
- WMAQ-FM Chicago—Seeks WJOI(FM).
- WAFM(FM) Angola, Ind.—Seeks WLKI(FM).
- WLOI-FM La Porte, Ind.—Seeks WCOE(FM).

Call letter actions

- KARN-FM Little Rock, Ark.—Granted KKYK(FM).
- WHYD-FM Columbus, Ga.—Granted WCGQ(FM).
- *WFSB(FM) Framingham, Mass. — Granted *WDJM-FM.
- KWLQ(FM) Wagoner, Okla.—Granted KJEM(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses, co-pending aux. and SCA's when appropriate for following stations: WACI(FM) Freeport, Ill.; WAPL(AM) Appleton, Wis.; WARI-AM-FM Abbeville, Ala.; WCFW(FM) Chippewa Falls, Wis.; WCIU-TV Chicago; WCTV(TV) Thomasville, Ga.; WCUB(AM)-WKUB Manitowoc, Wis.; WDBN(FM) Medina, Ohio; *WDGC-FM Downers Grove and WEBQ-AM-FM Harrisburg, both Illinois; WERE(AM) Cleveland; WFMF(FM) Milwaukee; WGAI(AM) Elizabeth City, N.C.; WHMT(AM) Humboldt, Tenn.; WVBV(AM) Belleville, WIND(AM) Highland, WLBH-FM Matteson and *WLCC(FM-AM) Lincoln, all Illinois; WLSB(AM) Copperhill, Tenn.; WMAD-AM-FM Madison and WMAM(AM) Marinette, both Wisconsin; *WNIU(FM) De Kalb, Ill.; WNKY(AM) Neon, Ky.; WPMB(AM) Vandallia, and WROY-AM-FM Carmi, both Illinois; WSWW(AM) Platteville and WTCH-AM-FM Shawano, both Wisconsin and WTGN(FM) Lima, Ohio. Actions Dec. 12.

■ Broadcast Bureau granted renewal of licenses, co-pending aux. and SCA's when appropriate for following stations: WBFG(FM) Detroit; WEGK(AM) Jackson, Ky.; WGGH(AM) Marion, Ill.; WGLB-AM-FM Port Washington and WHBL(AM) Sheboygan, both Wisconsin; WLTD(AM) Evanston, Ill.; WQTC-AM-FM Two Rivers, Wis.; WRDS(AM) South Charleston, W. Va.; WSHY-AM-FM Shelbyville, Ill.; *WSMR(FM) Dayton, Ohio; WSOK(AM) Savannah, Ga.; WTTN-AM-FM Wa-

tertown, WVLA(FM) La Crosse and WYLO(AM) Jackson, all Wisconsin. Actions Dec. 19.

■ Broadcast Bureau granted renewal of licenses, co-pending aux. and SCA's when appropriate for following stations subject to conditions relating to equal employment practices: WBCB(AM) Levittown-Fairless Hills, WCOJ(AM) Coatesville and WNOW(AM) York, all Pennsylvania. Actions Dec. 10.

■ WJYY-TV Jacksonville, Ill.—FCC affirmed initial decision of Administrative Law Judge Forest L. McClenning proposing grant of application of Look Television Corp. for renewal of license of WJYY-TV Jacksonville and renewal application granted subject to condition that within 60 days Look Television file application for assignment of WJYY-TV license to qualified buyer (Doc. 19340). Action Dec. 19.

■ KANI(AM) Wharton, Tex.—FCC denied renewal of license to Wharton Communications Inc., licensee, on issues including ownership reports, fraudulent billing practices and technical requirements (Doc. 19288). Action Dec. 19.

Modification of CP's, all stations

■ *KVST-TV Los Angeles — Broadcast Bureau granted mod. of CP to change ERP to vis. 427 kw, aur. 85.1 kw; specify studio location as 1136 North Highland Avenue, Los Angeles and change type trans. (BMPET-796). Action Dec. 14.

■ KBAI Morro Bay, Calif.—Broadcast Bureau granted mod. of CP for extension of completion date for new station to May 7 (BMP-13709). Action Dec. 12.

■ KULA(FM) Waipahu, Hawaii—Broadcast Bureau granted mod. of CP to extend completion date for new station to May 28 (BMPH-13919). Action Dec. 13.

■ WYFE-FM Winnebago, Ill.—Broadcast Bureau granted mod. of CP to make changes in ant. system (increase height); change TPO, ant. height 300 ft.; ERP 3 kw; remote control from main studio, 0.5 mile north of Guilford on Shaw Road, Ill. (BMPH-13869). Action Dec. 12.

■ WRVQ(FM) Richmond, Va.—Broadcast Bureau granted mod. of CP to extend time of completion of construction to March 16 (BMPH-13944). Action Dec. 11.

■ WEEO Smithfield, Va.—Broadcast Bureau granted mod. of CP for extension of completion date to May 3, 1974 (BMP-13697). Action Dec. 13.

Ownership changes

Applications

■ KKOK(AM) Lompoc, Calif.—Seeks assignment of license from John W. Parham to Straw Broadcasting Co. for \$115,000. Seller: Mr. Parham (100%). Buyers: Lawrence J. Straw (80%) and Ellen O'Brien Straw (20%). Mr. Straw is regional manager with Interstate Electronics Corp., Anaheim, Calif. and Mrs. Straw is secretary in Washington. Ann. Dec. 12.

■ KMAU-TV Wailuku, Hawaii—Seeks transfer of control from John S. Young Associates Inc. (100% before, none after) to Cecil and Joyce Heffel, Robert and Margaret Park (none before, 100% after). Consideration \$95,000. KMAU-TV is satellite of KGMB-TV Honolulu (owned by Heffel Broadcasting Corp.). Principals: Heffels (80%) own Heffel Broadcasting Corp., group owner with extensive broadcast interests. Mr. Park (20%) is with Heffel Broadcasting Corp. at KGMB-TV Honolulu. Ann. Dec. 12.

■ KOFE(AM) St. Maries, Idaho—Seeks assignment of license from 4-K Radio Inc. to Benewah Broadcasting Inc. for \$5,000. Seller: Eugene A. Hamblin (100%). Mr. Hamblin also owns KOZE-AM-FM Lewiston, KLER(AM) Orofino and KORT(AM) Grangeville, all Idaho. Buyers: G. Michael Adams (65%), David S. Chandler (25%) and Ina P. Adams (10%). Mr. Adams is station manager at KPST(AM) Preston, Idaho, and Mr. Chandler is station manager at KOFE. Ann. Dec. 12.

■ KYJC(AM) Medford, Ore.—Seeks assignment of license from Medford Printing Co. to Matco Inc. for \$325,000. Sellers: Mabel W. Ruhl, president, et al. (100%). Buyers: Russell H. Matthias (75%) and William W. Matthias (25%). Messrs. Matthias also own KBOM(AM) Bismarck, N.D., KOOK(AM) Billings, Mont. and application to acquire KERK(AM) Eugene, Ore. is pending. Ann. Dec. 12.

Actions

■ WTCB(AM) Flomation, Ala.—FCC granted assignment of license from Tri-City Broadcasting Co. to Vogel-Flomation Corp. for \$60,000. Sellers: Fred H. Jones, president, et al. (100%). Buyers: William R. Vogel (62.9%), et al. Mr. Vogel has interest in WHOD-AM-FM Jackson, WBLO(AM) Evergreen, WULA-AM-FM Eufaula, all Alabama; WMPI(FM) Scottsberg and WIFN(FM) Franklin, both Indiana. Action Dec. 5.

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■ **KYTE(FM)** Livermore, Calif.—Broadcast Bureau granted assignment of license from Peer Broadcasting Corp. to General Broadcasting Co. for \$75,000 (BALH-1904). Sellers: Ralph Peer, president, et al. (100%). Buyers: Gerald D. McLevis and James A. Fosdick (each 50%). Messrs. McLevis and Fosdick also own KOB(AM) Yuba City, Calif. Action Dec. 14.

■ **WDXN(AM)** Clarksville, Tenn.—Boardcast Bureau granted assignment of license from Clarksville Broadcasting Co. to Radio Station WDXN for \$285,000 (BAL-8001). Sellers: National Bank of Commerce of Jackson, Tenn., as trustee of estate of late Aaron B. Robinson (67.3%), Harold L. Simpson (18.7%) and Frank M. Davis (9.3%). Late Mr. Robinson and Messrs. Simpson and Davis also own WDXE-AM-FM Lawrenceburg, WTPR-AM-FM Paris and WENK(AM) Union City, all Tennessee, and WCMA(AM) Corinth, Miss. Buyer: Jack Mayer (100%). Mr. Mayer is general manager of WDXN. Action Dec. 12.

Cable

Applications

■ **Henry W. Jackson-Rincon Valley CATV**, 630 North Graycroft, Suite 216, Tucson, Ariz. 85711 proposes for Rincon Valley, Ariz. (CAC-3347), KZAZ Nogales, KVOA-TV, KOLD-TV, KUAT-TV and KGUN-TV, all Tucson, both Arizona.

■ **Theta Cable of California**, Box 25990, Los Angeles 90025 proposes for Anaheim, Calif. (CAC-3349), KNXT, KNBC, KTLA, KABC-TV, KJH-TV, KTTV, KCOP, KCET, KWHY-TV, KMEH-TV, KVST-TV and KLCB, all Los Angeles, KLLA-TV Fontana, KBSC-TV Corona, KHOF-TV San Bernardino and KOCE-TV Huntington Beach, all California.

■ **N.W. Harrington Co.**, 1750 Pennsylvania Ave. N.W., Washington 20006 proposes for Harrington, Del. (CAC-3332) WBOC-TV and WCPB-TV, both Salisbury, WMAR-TV, WBAL-TV, WJZ-TV and WBFF, all Baltimore, both Maryland; WTTG Washington; KYW-TV, WPHL-TV, WCAU-TV and WPVI-TV, all Philadelphia and WHYI-TV Wilmington, Del.

■ **Middletown Trans-Video Corp.**, 1336 Sulphur Spring Road, Baltimore 21227 proposes for Middletown, Del. (CAC-3330) WHYI-TV Wilmington, Del.; KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV and WTAJ-TV, all Philadelphia; WKBS-TV Burlington, N.J.; WMAR-TV, WBAL-TV, WJZ-TV and WBFF, all Baltimore, and WGAL-TV Lancaster, Pa.

■ **Cable Video Communications Inc.**, 867 North Shore Drive, Anna Marie, Fla. 33501 Polk county, unincorporated areas, (CAC-3346), WFLA-TV, WTVT, WLCY-TV, WEDU and WUSF-TV, all Tampa; WTOG St. Petersburg, WFTV and WDBO-TV, both Orlando, WLTV and WCIX-TV, both Miami and WKID Fort Lauderdale, all Florida.

■ **Clearview Cable TV**, 110 First Street N.E., Cairo, Ga. 31728 proposes for Cairo (CAC-3325), to add WDTB Panama City, Fla.

■ **Cablevision of Lava Hot Springs Inc.**, 2705 Shoshone Street, Englewood, Colo. 80110 proposes for Lava Hot Springs, Idaho (CAC-3340), KID-TV and KIFI-TV, both Idaho Falls and KBGL-TV Pocatello, both Idaho; KUTV, KCPX-TV and KSL-TV, all Salt Lake City.

■ **Anna Cable Television**, Box 440, Anna, Ill. 62906 proposes for Anna, Ill. (CAC-3345), WSIL-TV Harrisburg, Ill.; KFVS-TV Cape Girardeau, Mo.; WPSD-TV and WDXR-TV, both Paducah, Ky.; WSIU-TV Carbondale, Ill.; KPLR-TV and KDNL-TV, both St. Louis.

■ **Cable Vision Inc.**, 105 East Illinois, Box 293, Mt. Pleasant, Mich. 48858 proposes for Hart, Mich. (CAC-3328), WBAY-TV, WFRV-TV and WLUK-TV, all Green Bay, Wis.; WOTV, WZZM-TV and WGVC, all Grand Rapids, Mich.; WTMJ, WITI-TV, WMVS, WISN-TV and WTVT, all Milwaukee; WPNB-TV Traverse City, WKZO-TV Kalamazoo and WWTW Cadillac, all Michigan.

■ **Continental Cablevision of Holland-Zeeland Inc.**, 2000 Cooper Street, Jackson, Mich. 49209 proposes for Holland, Mich. (CAC-3329), WOTV, WZZM-TV and WGVC, all Grand Rapids, WUHQ-TV Battle Creek and WKZO-TV Kalamazoo, all Michigan; WGN-TV, WSNB and WCUI-TV, all Chicago and WKBD-TV Detroit.

■ **Warren Cable TV Inc.**, Box 89, Warren, Minn. 56762 proposes for Warren, Mich. (CAC-3336), WJBK-TV, WWJ-TV, WXYZ-TV, WXON, WKBD-TV, WGR-TV and WTVS, all Detroit; CKLW-TV Windsor, Ont.; WKBF-TV Cleveland, and WUAB Lorain, Ohio.

■ **Telecommunications Inc.**, 27 East Blackwell Street, Dover, N.J. 07801 proposes for Hopatcong borough, N.J. (CAC-3333), requests certification of existing operations and to add WBTB-TV Newark, N.J. and delete WCAU-TV Philadelphia and WKBS-TV Burlington, N.J. Also Stanhope borough (CAC-3334) and Netcong borough (CAC-3335), both New Jersey, request certification of existing operations and to add WBTB-TV Newark, N.J.

■ **Cablevision of Lumberton Inc.**, 4420 East Inde-

pendence Boulevard, Box 12606, Charlotte, N.C. 28205 proposes for Lumberton, N.C. (CAC-3326), to add WRET-TV Charlotte, N.C.; WTTG and WDCA-TV, both Washington; WRDU-TV Durham, N.C., and WTCG Atlanta.

■ **Red Springs Cablevision Co.**, St. Pauls Cablevision Co. and Raeford Cable TV Co., all 2120 South Ash Street, Denver 80222 propose for Red Springs (CAC-3342), St. Pauls (CAC-3343) and Raeford (CAC-3344), all North Carolina, WFMV-TV Greensboro, WWAY-TV, WUNJ-TV and WECT, all Wilmington, WRAL-TV Raleigh, WITN Washington, WGHP-TV High Point, WNCT-TV Greenville, WRDU-TV and WTVB, both Durham, all North Carolina; WBTW and WJPM-TV, both Florence, S.C.

■ **Tele-Media Co. of Lake Erie**, 274 East Main Road, Conneaut, Ohio 44030 proposes for Van Wert, Ohio (CAC-3348), WANE-TV, WKJG-TV and WPTA, all Fort Wayne, Ind.; WLIO Lima, Ohio; WXIX-TV Newport, Ky.; WTVT Bloomington, Ind.; WOSU-TV Columbus and WBGU Lima, both Ohio.

■ **East Berlin Cablevision Corp.**, 1336 Sulphur Spring Road, Baltimore, Md. 21227 proposes for East Berlin, Pa. (CAC-3331), WGAL-TV Lancaster, WHP-TV and WPTA, both Harrisburg, WITF-TV Hershey and WSBA-TV York, all Pennsylvania; WMAR-TV, WBAL-TV, WJZ-TV, WMPB and WBFF, all Baltimore; WTTG and WDCA-TV, both Washington.

■ **Emco CATV Inc.**, Manchester, Vt. 05254 proposes for Pittsford, Vt. (CAC-3327), to add WYNY-TV Burlington, Vt. via translator W63AD Rutland, Vt.

■ **Nation Wide Cablevision Inc.**, Box 10727, University Park Station, Denver 80210 proposes for Burlington, Wash. (CAC-3337), requests certification of existing operations and to add CHAN-TV Vancouver, B.C.; Mt. Vernon, Wash. (CAC-3338), requests certification of existing operations; Sedro Woolley, Wash. (CAC-3339), requests certification of existing operations and to add CHAN-TV Vancouver, B.C.

■ **Vacationland Cablevision Inc.**, 413 Oak Street, Baraboo, Wis. 53913 proposes for Wisconsin Dells (CAC-2406), Reedsburg (CAC-2721) and Lake Delton (CAC-2732), all Wisconsin, to add WKBT and WXOW-TV, both La Crosse, Wis.

■ **Douglas Cable TV Inc.**, 7380 South Eudora Court, Littlerock, Colo. 80122 proposes for Douglas, Wyo. (CAC-3341), KTIWO-TV Casper, Wyo.; KSTF Scottsbluff and KDUH-TV Hay Springs, both Nebraska; KOA-TV, KRMA-TV, KWGN-TV, KMGH-TV and KBTU, all Denver.

Final actions

■ **CATV Bureau** granted following operators of cable television systems certificates of compliance: Continental CATV of Virginia Inc., Dublin, Va. (CAC-894); Tri-County Cable Television Co., Pennsylvania township (CAC-1596) and Salem (CAC-1597), both New Jersey; Adrian Cablevision Inc., Adrian, Mo. (CAC-1984); American Television and Communications Corp., Delaware, Ohio (CAC-1987); Suburban Cablevision Inc., Culpeper, Va. (CAC-2104); Lakeview T.V. Inc., Lakeview, Ore. (CAC-2143); Winner Cable TV Co., Winner, S.D. (CAC-2144); Tel-Tech Cable TV Inc., Washburn (CAC-2213); Mars Hill (CAC-2214) and Blaine (CAC-2215), all Maine; Midland Cable TV Co., Watertown, S.D. (CAC-2292); American Cablevision Co., Calumet village (CAC-2299) and Alouez township (CAC-2300), both Michigan; Cable Video Communications Inc., North Charleston, S.C. (CAC-1837); Lewisburg CATV, Union township, Pa. (CAC-2348, CAC-2922); Parker Cablevision, Worcester (CAC-2482), Leicester (CAC-2483) and Spencer (CAC-2484), all Massachusetts; Chariton Cable Inc., Chariton, Iowa (CAC-2491); Centex Cable Co. Inc., Haskell (CAC-2499) and Stamford (CAC-2500), both Texas; Covenant Cable TV Inc., Burtchville township (CAC-2502), Port Huron township (CAC-2503), Port Huron (CAC-2504), Marysville (CAC-2505) and Fort Gratiot township (CAC-2506), all Michigan and Millville, N.J. (CAC-2507); United Cable TV, Swifton, Ark. (CAC-2513); Coast Communications Co., Ocean Shores (CAC-2543) and North Beach area of Gray's Harbor county (CAC-2544), both Washington; American Cablevision Co., Copper City (CAC-2301), Osceola township (CAC-2302), Schoolcraft township (CAC-2303), Ahmeek (CAC-2304), Calumet township (CAC-2305), Laurium (CAC-2306), Lake Linden (CAC-2307) and Torchlake township (CAC-2308), all Michigan; Two M Cablevision Inc., Bainbridge, Ohio (CAC-2393); Suburban Cablevision Inc., Orange, Va. (CAC-2609); Leacom Inc., Truth or Consequences, N.M. (CAC-2631); American Cablevision Co., Ironwood (CAC-2635), Ironwood township (CAC-2636), Wakefield (CAC-2637), Bessemer (CAC-2638) and Erwin (CAC-2639), all Michigan; Hurley (CAC-2640) and Montreal (CAC-2641), both Wisconsin and Bessemer township, Mich. (CAC-2642); Leoti TV Systems Co., Tribune (CAC-2671) and Leoti (CAC-2672), both Kansas; Cablevision Inc., Sharon Springs, Kan. (CAC-2673); Liberty TV Cable Inc., Ocilla (CAC-2686), Fitzgerald (CAC-2687), Lumber City (CAC-2688) and Eastman (CAC-2689), all Georgia; Cable Video Communications, Mulberry, Fla. (CAC-

2706); Consolidated Cable TV Inc., Ash Flat, Ark. (CAC-2711); Upper Valley Cable Corp., Wells River, Vt. (CAC-2726); Bath (CAC-2727) and Woodsville (CAC-2728), both New Hampshire; Consolidated Cable TV Inc., McCrory, Ark. (CAC-2729); Seneca Radio Corp., Carey, Ohio (CAC-2750); Cablevision Service Inc., Guntown, Miss. (CAC-2795); Communications Systems Inc., Lake Crystal, Minn. (CAC-2886) and American Cablevision Co., Soo township, Mich. (CAC-3017). Actions Dec. 12.

■ **CATV Bureau** granted following operators of cable television systems certificates of compliance: Capitol Cablevision Systems Inc., town of Guilderland (CAC-81), Albany (CAC-83), village of Menands (CAC-84) and Watervliet (CAC-85), all New York; Ottumwa TV-FM Inc., Ottumwa, Iowa (CAC-147); Northeastern Telecable Inc., Troy, N.Y. (CAC-152); Paris Cable T.V. Inc., Paris, Ky. (CAC-162); Community Television of Raytown Inc., Raytown, Mo. (CAC-723); Schenectady Cablevision Inc., town of Colonie (CAC-790), town of Glenville (CAC-791), town of Niskayuna (CAC-792), town of Rotterdam (CAC-793) and village of Scotia (CAC-794), all New York; Valley Cablevision Co., Pauls Valley (CAC-1209) and Wynne-wood (CAC-1210), both Oklahoma; Delta Cable TV Co., Delta, Pa. (CAC-1468); Continental Cablevision of Springfield Inc., Springfield, Ohio (CAC-1481); Mountain Lake Cablevision Inc., Mountain Lake, Minn. (CAC-1486); Telecable of Overland Park Inc., Lenexa (CAC-1746), Leawood (CAC-1747), Mission (CAC-1748), Roeland Park (CAC-1749), Fairway (CAC-1750), Shawnee (CAC-1751), Prairie village (CAC-1752), Merriam (CAC-1753) and Overland Park (CAC-1754), all Kansas and Gateway Cablevision Corp., Amsterdam, N.Y. (CAC-214). Actions Dec. 21.

■ **Poway, Calif.—FCC** granted certificate of compliance to Signal Master Inc. to operate cable television system at Poway (CAC-2989). System proposes to offer signals of KFMB-TV, KCST, KCTV, KPBS and KJOG, all San Diego; KXET and KEWT-TV, both Tijuana, Mex.; KNBC, KTLA, KTTV, KCOP and KMEH-TV, all Los Angeles. Application was unopposed. Action Dec. 19.

■ **Boulder, Colo.—FCC** authorized Community Communications Co. to add signals of KTVT Fort Worth and KDTV Dallas to its cable television system at Boulder within Denver television market (CAC-942). System presently carries signals of KWGN-TV, KOA-TV, KMGH-TV, KBTU and KRMA-TV, all Denver and KYCU-TV Cheyenne, Wyo. Opposition by City of Boulder, franchising authority, was denied. Action Dec. 19.

■ **Bridgeport and Stratford**, both Connecticut—FCC granted applications for certificates of compliance by Bridgeport Community Antennae Television Co. for new cable television systems at Bridgeport and Stratford (CAC-1664, 1665), and by Valley Cable Vision Inc. for its cable system at Shelton, Conn. (CAC-1853). Systems, located in Hartford-New Haven-New Britain-Waterbury, Conn. TV market, propose to carry following signals: WHNB-TV New Britain, WTHI-TV, WHCT-TV and WEDH, all Hartford, WTNH-TV New Haven, WATR-TV Waterbury and WEDW Bridgeport, all Connecticut; WCBST-TV, WNBC-TV, WABC-TV, WNEU-TV, WOR-TV, WPIX and WNYC-TV, all New York; WNET Newark, WXTV Paterson, WNJU-TV Linden, all New Jersey. In addition, Bridgeport and Stratford systems propose to carry WKBC-TV Cambridge, Mass.; WSBK-TV (Ind.), Boston; WLIW Garden City and WSNL-TV (CP) Patchogue, both New York. Objections filed by Broadcast Plaza Inc. (WTHI-TV) Connecticut Educational Television Corp. (WEDH and WEDW) were denied. Action Dec. 19.

■ **Topeka, Kan.—FCC** authorized Cablecom-General of Topeka to carry following signals on its cable system at Topeka: KTWU, KTSB and WIBW-TV, all Topeka; KBMA-TV, KCMO-TV, KMBC-TV, WDAF-TV and KCPT, all Kansas City and KQTV St. Joseph, both Missouri (CAC-1392). Oppositions filed by Washburn University (KTUW) and Studio Broadcasting System Division of High wood Service Inc. (KTSB), were denied. Action Dec. 19.

■ **Agawam, West Springfield and Westfield**, all Massachusetts—FCC denied requests by Springfield Television Broadcasting Corp., licensee of WWLP-TV Springfield, Mass. and WHYN Stations Corp., licensee of WHYN-TV, Springfield, for reconsideration of FCC action granting certificates of compliance to Spectrum Cable Systems Inc., proposed operator of cable TV systems at Agawam, West Springfield, and Westfield. Action Dec. 19.

■ **Sanborn, Minn.—FCC** authorized Sleepy Eye CATV Inc. to carry following signals on new cable system at Sanborn, community located outside of all television markets: KEYC-TV Mankato, Minn.; WCCO-TV, KMSP-TV, WTCN-TV, KSTP-TV and KTCA-TV, all Minneapolis; KELO-TV and KSOO-TV, both Sioux Falls, S.D. (CAC-2681). Action Dec. 19.

■ **Uvalde, Tex.—FCC** granted Uvalde Television Cable Co., operator of cable TV system at Uvalde and three 10 watt UHF translators there, waiver of rule which prohibits cross-ownership of cable TV systems and TV translator stations licensed to same community. Action Dec. 6.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Sales Manager. Top 50 market. Local salespeople with limited regional/national experience considered. \$28,500 and incentive. Opening created by forthcoming internal promotion due to new station acquisition. Box N-126, BROADCASTING.

Assistant Corporate Director of Marketing. Major group. College graduate who desires management. Must have local sales experience. \$30,000 plus profit sharing. Submit resume to Box N-128, BROADCASTING.

General Manager. Opportunity for advancement within group. Strong sales background. Major mid-west market. Salary up to \$40,000. Send resume to Box N-130, BROADCASTING.

25% ownership available to ambitious, young radio executive seeking equity participation. Best FM facility in fast growing Midwest city of approximately 400,000 population. If you have sales experience and are ready to run your own show, send resume to Box N-138, BROADCASTING.

General Sales Manager for top rated Oklahoma station. Excellent salary plus override should total \$30,000 first year. Rush resume to Box N-140, BROADCASTING.

Sales-oriented GM for #1 mid-south AM. Management experience required. Superb salary, fringe benefits. Box A-60, BROADCASTING.

Ownership of an AM/FM is what you'll have if you are now selling \$80,000 or more and can do the same with me. Mild winters . . . no snow. Equal Opportunity Employer. 214-657-3307.

Help Wanted Sales

Group owned Detroit radio station has immediate opening for ambitious, young salesperson ready to move up to a large market. Company promotion made position available. Income range 30 to 35K depending on performance. Send resume to Box N-132, BROADCASTING.

Escape to sunny Arizona. Southeastern Arizona regional AM, #1 in market wants top salesperson. Growing community, living conditions excellent. Want combo man or woman. Top salary, good commission. Send resume and picture. Phone after 6, 602-364-3979. Box N-188, BROADCASTING.

Sales help wanted: Primary salesperson, small market low station. Good arrangement for performer. Could lead to sales management. Box A-25, BROADCASTING.

Radio salesperson. Network owned and operated station. Opportunity to advance into national sales in 1 or 2 years. Thirty-five thousand approximate first year income. Mail resume to Box A-36, BROADCASTING.

Experienced salesperson, also capable of limited air and production work. Growing small market station. Send resume, references, and salary requirements to Lee Wilkes, KANI, Wharton, TX.

Solid opportunity if you know sales and are willing to work. You can be a part of a very capable staff in one of New Mexico's best markets. Contact Jack Chapman, KGAK, Gallup. 505-863-4444.

Salesperson who wants to make radio sales a career. Have had excellent results with women selling and am looking for replacement to one whose husband was transferred to another city. Ideal opening for ambitious and imaginative person. Contact Charlie Persons, KVBR, Brainerd, MN 56401.

California . . . San Francisco area station wants local and regional salesperson for aggressive radio and TV operation . . . Start with accounts giving guarantee of \$12,000 annual, KVON in beautiful Napa Valley, CA. 707-252-1440.

East Coast Broadcasting Corporation is acquiring other radio stations. I need a live wire Sales Manager, Salespeople, live wire Deejays, digging Newspeople etc. I'll train you in our winning formula. Write: Paul Sidney, General Manager, East Coast Broadcasting Corporation, Box 815, Sag Harbor, L.I., town of Southampton, NY.

Help Wanted Announcers

Northeast medium market contemp looking for communicator. Send resume. Box N-209, BROADCASTING.

1st phone jock for all-night trick. Medium Top 40. Send resume. Box N-210, BROADCASTING.

Help Wanted Announcers Continued

Personality announcer for morning shift, medium Florida market. \$10,000 to \$15,000. MOR format. Equal opportunity employer. Send resume to Box A-5, BROADCASTING.

Announcer—50,000 watt stereo FM. Only 24-hour in market. Excellent lower Michigan community. Experienced person strong on production with copy writing ability. We are an EOE. Send complete resume, picture. Box A-11, BROADCASTING.

Immediate opening for experienced announcer or PD, Florida fulltime station. Box A-19, BROADCASTING.

Willing to learn and wear many hats. Small town. Resume, no tapes. Box A-21, BROADCASTING.

Wanted: An experienced announcer for a C&W format. Group owner with sales in VA and SC. Must be able to do production and sales if wanted. Reply Box A-38, BROADCASTING.

#1 rated 50,000 watt full time station in the Southwest needs a top, cross-country jock for 6 to midnight. Send resume and picture to Box A-49, BROADCASTING.

Experienced Announcer. Must be able to do production. Send complete resume. Beautiful California City, Mild Climate. One hour to Sequoia National Park. KONG AM & FM, P.O. Box 3329, Visalia, CA.

Florida, Orlando: MOR PM Drive and Production. Rush tape and resume to Jim Boynton, Program Director, WBJW AM & FM, Box 7475 Orlando, FL 32804.

Immediate opening. Morning person—WDVR-FM, Philadelphia. Smooth, relaxed approach to handle beautiful music format. Sincerity and soft sell the key. Call Dan Wachs, 1-215-839-7832.

Morning D.J. music direction experience. Sales experience helpful. Potential of becoming program director. State salary requirements. WGLX Radio, P.O. Box 161, Gallion OH 44833. 419-468-4664.

Florida contemporary needs experienced, talented jock with good production to entertain within a tight format. \$120-\$130 to start with good fringe benefits, security and room for growth. Small market but professional sound. Tapes, resumes to WIPIC, P.O. Box 712, Lake Wales, FL 33853. No calls please.

Florida coastal station wants exceptional morning personality, MOR contemporary. Above average pay. Try us. Send tape and resume. Hudson Millar, WIRA, Fort Pierce. Equal opportunity employer.

Knoxville, TN. WIVK AM & FM, 50 KW & 100 KW erp. Immediate opening for solid individual wishing to become member of a stable organization that is No. 1 in the market. Send air check, resume, picture to Bobby Denton, Operations Manager, WIVK, P.O. Box 10207, Knoxville, TN 37919.

Experienced announcer with Third Endorsed minimum. Contact Bob Davis, WMDR, Box 461, Moline, IL 61265, 309-526-3357.

WOBM; Toms River, NJ is looking for a good, proven announcer who is presently unhappy working for another local NJ station. If you're now working in New Jersey, you know our reputation. Call Paul Most, 201-269-0927. E.O.E.

Experienced morning personality wanted for Southern Virginia modern country AM. Good production and news a must. Send tape, resume and recent photo to WRIC, P.O. Box 838, Richland, VA. No phone calls.

Still seeking experienced only, drive-time announcer for top tri-cities MOR CBS affiliate. No rockers. New facilities and many benefits. Rush tape, photo if possible, salary requirements, references and availability to John Carlile, WSGW, P.O. Box 1945, Saginaw, MI.

Kentucky—Young person with ideas and a self starter. Some sales. Immediate opening. Call 606-248-5842.

Help Wanted Technical

Chief Engineer, Directional AM, automated FM. Midwest station with outstanding reputation. EOE. Send salary resume, references to Box N-171, BROADCASTING.

Opportunity for 1st class engineer with some electronics background to break into engineering. Some announcing desirable, routine maintenance, etc. Work into full-time chief if qualified. Well equipped AM/FM/CATV, automation, etc. Send resume, picture and requirements to Michael McKee, KWCO Radio, P.O. Box 770, Chickasha, OK 73018.

Help Wanted Technical Continued

Broadcast Equipment Sales—CCA Electronics Corporation has an opening for an aggressive young engineer with AM & FM experience preferably at the chief engineer or technical director levels. The successful applicant should be prepared to assume a responsible position in administrative home office sales. Salary commensurate with experience. Send resume to Clarence Beverage, CCA Electronics Corp., 716 Jersey Avenue, Gloucester City, NJ, 08030, 609-456-1716.

Help Wanted News

Contemporary Station in major FL market is looking for an experienced, aggressive news director. Send resume to Box N-110, BROADCASTING.

New York suburban station seeks to expand news department with an experienced journalist. Prime requirement is desire and ability to dig for news and write it well. Excellent opportunity for right person. Send tape and resume to News Director, WALK, Box 230, Patchogue, NY 11772.

Expanding Department needs aggressive self-starter capable of handling inside and outside assignments. For audio-oriented department. Send tape and resume to Art Reid, WTRX, Box 1330, Flint, MI 48501.

News Director. WSUS, Franklin, NJ. Long hours, low pay. But if you have real drive and potential, you'll grow and move on to greater glory. Maximum power fulltime in fabulous Sussex County recreational area. Dominant #1 with 23% share. Jay Edwards/Peter Bardach, 201-827-2525.

Help Wanted, Programming, Production Others

Draft Sports Director/Salesperson for important New England facility. Play-by-play talk show, news reports, community involvement. Career opportunity, pays well for total involvement. Airchecks, salary requirements, recommendations. Equal opportunity employer. Box N-164, BROADCASTING.

Copy Writer-Traffic Director—50,000 watt stereo FM. Only 24-hour in market. Excellent lower Michigan community. Experienced person strong on copy and traffic with production ability. We are EOE. Send complete resume and picture including commercials you have written to Box A-12, BROADCASTING.

Film Specialist. To produce and direct film documentaries and production inserts for midwest university station and state ETV network. Requires BA plus five years experience or equivalent and advanced knowledge of all facets of film production. Minority group members and women are invited to apply. Immediate opening. Box A-76, BROADCASTING.

Director—radio information center to broadcast programs to visually handicapped persons. Under private funding. Director will contract for subchannel, purchase equipment, develop program, hire, train and supervise four additional staffers. Subsequent duties will include development of permanent financial support, station management, public relations. Downton Philadelphia. Send complete resume to Mary K. Bauman, N.I.R.S., Room 400, 919 Walnut Street, Philadelphia, PA 19107.

Situations Wanted Management

Young, Experienced Sales oriented GM for Prog Rock FM top five market background strong on merchandising programming localization, Box N-100, BROADCASTING.

Young Enthusiastic Sales Pro Desires Management. 6 Years Experience, Programming and Sales. No floater. Top billing salesman. Don't wait. Write now. Box N-106, BROADCASTING.

General Manager, 33 with three years experience managing MOR station in top 50 market. Sales management background. Currently earning 22K, deserve more. Box N-127, BROADCASTING.

Sales Manager looking for challenging sales management spot in large market with opportunity for fast advancement. Responsible for five salesmen and own list. College graduate, 30, family man. Box N-131, BROADCASTING.

Sales Manager: currently salesman in top 20 market with super track record. Willing to sacrifice dollars for management opportunity. College graduate, four years experience. Box N-142, BROADCASTING.

General Manager proven track record in major market. Looking for greater challenge. I know how to motivate sales and programming staffs. Box N-143, BROADCASTING.

Creative announcer, former music director, also strong in copywriting and news, looking to get involved. Character voices a specialty. Will relocate. Box N-179, BROADCASTING.

Situations Wanted Management Continued

You want high profit, continuing sales growth, and a GM you can count on. I want \$25,000, a car, and profit sharing. Let's get together. Box N-195, BROADCASTING.

Texas: Regional Sales Director for East Coast Major Market station. Have financial interest in and am currently formulating sales, and promotional programs and policies for broadcast corp. with FM, CP, On air, writing, production—the best. Heavy experience in all phases. Very successful. Ready to get totally involved with, take charge of, and settle in Texas small or medium market, with part or full ownership potential. Now is your chance. Box A-1, BROADCASTING.

Attention: Absentee Owners. Upgrade your station with efficient management. Available immediately. Salary negotiable. 602-384-2367 or Box A-3, BROADCASTING.

General or sales manager, mature well-known broadcaster, knowledgeable mike to management. Available only because of ownership change. Desire return to small-medium Virginia radio. Excellent record. \$25,000 plus, and worth it! Box A-9, BROADCASTING.

Bored with retirement in my prime time after selling my radio stations. Seek challenging management or sales/management opportunity. Box A-18, BROADCASTING.

Reps—15 years radio sales in Dallas. I know where the dollars are! May I open an office for you? Reply to Box A-23, BROADCASTING.

I'm looking for a long-term growth opportunity with responsibility and rewards. Successful sales background medium and major markets. Some sales management. Reply to Box A-24, BROADCASTING.

Currently employed top rocker in sales-management position. Young, vibrant and ready for you. Total radio, 12 years—all TOP 40. Put it all together—it works! Prefer South or West but consider all. \$22,000 plus. Top references and results. Box A-27, BROADCASTING.

Radio is where it's at—Respected radio man, heavily sales oriented, administrative expertise. Station sales management and prominent national representative management experience. Desire West Coast, but will consider all locations for station or rep sales management position. Box A-54, BROADCASTING.

Are you looking for an aggressive, young GM? 34, family man, 14 years experience, 7 in management including top 100 market. Phone 1-515-279-4081.

General Manager. 14 years experience. Strong on sales and management. Prefer C&W small market. Dependable family man. P.O. Box 10252, Norfolk, VA.

Christian Broadcaster. 14 years experience plus Recording Studio background seeks challenge. Prefer management. 916-487-0314.

Situations Wanted Sales

Michigan sales opportunity desired. Now manager of small market FM. 27, degree. Want full time selling in larger market with good prospects for growth and advancement. Earnings potential should well exceed current annual salary of \$11,000. Reply to Box N-192, BROADCASTING.

Successful salesman, five years in market of 300,000, looking for comfortable, permanent position in town of 20,000 to 40,000 pop. Southwest only. Some announcing if necessary. Have 1st Phone. Box A-75, BROADCASTING.

Situations Wanted Announcers

First phone, ten years experience, MOR. Operations, news, production, no maintenance. Box N-53, BROADCASTING.

Announcer Looking for rocker or wild top 40. Capable of up tempo MOR. Creative. Married. 3rd phone. Willing to relocate. Wish to gain experience in sales. Box N-120, BROADCASTING.

MOR Talent, PM drive, or good night slot, college grad, 3rd endorsed, now in medium market, wanting security, personality. Box N-162, BROADCASTING.

My contemporary talk show can build sales and audience. Box N-186, BROADCASTING.

Expert in talk, news, MOR, contemp, hard rock, sales, management & production, 10 years experience. \$12-\$15,000 w/incentives. Box N-187, BROADCASTING.

Situations Wanted Announcers Continued

Can do communicator, presently working at great small market radio station. Ready to make a move to a good medium market. You will like what you hear. Reply to Box N-194, BROADCASTING.

Moto-Rocker stuck in middle-of-the-road. Four years experience; one commercially. College broadcasting degree. Third. Box A-10, BROADCASTING.

Black Jock, single, "73" NATRA award winner. Employed as music director, program director, assistant general manager. Heavy personality. Number one latest ARB, Pulse. Medium, major markets. Box A-13, BROADCASTING.

Rock jock. Tight board, production. Radio school graduate, two college stations. I need that break. Box A-15, BROADCASTING.

Black Announcer, 5 years, MOR, Soul, News. Married, draft exempt, 1st phone. Will relocate. Box A-17, BROADCASTING.

Experience includes top 40, telephone talk, MOR, news—original, creative, humorous, and powerful. Currently morning man in highly competitive area. Large medium/large markets. Box A-29, BROADCASTING.

Personality Radio! Take note! A 225 lb. Sex Symbol can be yours! Solid AM stations that entertain only need apply. Box A-46, BROADCASTING.

Experienced MOR announcer with first phone. Prefer Maryland or Virginia medium market. Will also consider C&W. Box A-50, BROADCASTING.

MOR is making me tired—need a rocker. Four years experience: one commercially. College broadcasting degree. Third. Box A-56, BROADCASTING.

Entertainer/communicator for med. or major market. Q or other rock format. 1st phone, pipes, experience, college grad. Box A-61, BROADCASTING.

1st Phone Jock desires position as jock, sportscaster or Engineer in the Philadelphia area. Box A-62, BROADCASTING.

Sport is my forte. Ten years major market experience! Desire PBP baseball, basketball, football. Box A-64, BROADCASTING.

Three years experience all formats. Endorsed third, some college, speech trained. Good, deep voice, theatrical background, reliable. Box A-68, BROADCASTING.

Young Top 40 Jock/Production Manager now in medium market seeks part time job in major market so I can go to college and get my degree in Radio-TV. 6 years experience. Super production. Very dependable. Box A-73, BROADCASTING.

Good Music Florida. Want shift, possible P.D. spot. Big band pro. Adept at news and sports. 414-275-6929. Box A-77, BROADCASTING.

Get back to basics, no town clown, no jabber, just good time Rock 'n' Roll, three years experience, first phone, go anywhere, available immediately. Dan 607-797-1398.

25 year old presently employed first phone looking for a rock no schlock format that's looking for a dedicated, determined cat. Home state of Calif. preferred, but will go anywhere for right station. Let's talk. Jim Sumpter 813-955-6884, after 6:30 p.m. EDT.

Help! 1st phone DJ needs job yesterday. Exp. MOR, Contemporary, day and night shifts, news and sports. Permanent position in market over 35 thousand. Call 612-866-7332 or write Steve, 7120 Garfield So., Minneapolis, MN 55423.

Top 40, MOR, production heavy. Looking for market and money. Call Jerry Wendle, 201-347-7446.

College grad with 1st phone experience on So. Calif. FM. Dependable, hardworking, sincere. Mike Murphy, 414 N. Citron St., Anaheim, CA 92805. 714-776-9428.

Disc Jockey. Experienced, dependable, versatile, creative. M.C. exp. Wesley Morgan, 408 A Hancock St., Bklyn., NY 11216. 212-443-1367 or 574-9315.

1st Phone looking for start. Good training and lots of talent. Hard worker, money unimportant. Tony Voorhis, 4103 East Lake Street, Minneapolis, MN 55406.

Excellent news and commercial delivery, smooth sound. MOR or EZ, any location. First phone, one-year experience. R. Canonica, 415-935-0133.

Looking for a good, experienced announcer? Start your year off right and give me a call right now. Bill Smith, 516-731-6168.

1st Phone CIE Grad. 2yrs. exp. major market. Black Soul Jock still looking. J. Wing "Mosquito" 2433 Calverton Hgts Ave., Baltimore 21216. 301-233-6385.

Situations Wanted Announcers Continued

Country Music Disc Jockey available immediately. 13 years experience. 1st class ticket. Telephone 305-831-9363. Leave message for Rick.

Experienced, low-key pro. Want med. market, any location. Prog MOR prog. rock, or easy contemp. Salary negotiable. Good commercial copywriter. Don Cohen, 17247 Alta Vista, Southfield, MI 48075. 313-557-4912 or 517-351-9287.

23-year-old 3rd phone—Live air experience at station in 40,000-plus market. Left in good standing—with letter of recommendation. MOR, top 40 or ?? Contact D-J, 34892 Winslow, Wayne, MI.

Experienced play-by-play man looking for greater opportunity. Experience also board, C&W, MOR and rock. 1st phone, married, will relocate. 612-881-3505.

Experienced Jock, college grad, 23. 3rd. Good news, production. Breeds excitement. Relocation no problem. 314-783-6125.

Energetic hard-working jock seeking position with small to medium market, disc jockey background, tightboard, rock 'n roll, West Indian program. Write produce spots. Relocate, open. Basil Gordon, 21 Pleasant Pl., Brooklyn, NY 11233, 212-643-0122.

Situations Wanted Technical

Dedicated Engineer-Announcer looking for a good opportunity at a small or medium market station. Box A-7, BROADCASTING.

Engineer, experienced, first class license, familiar with all FCC rules and regulations. AM, FM, TV, SSB, STL, LF, HF, VHF, UHF. Box A-26, BROADCASTING.

Production management experience. Copy, still and motion photo, on air. BA, R-TV management, journalism minor. Production or news position wanted. Jerry Stretch, Rt. 5, Box 281, Monroe, LA, 318-373-5312.

Looking for a position as asst. or chief in small market, maybe some air work. Married, ham, first. Some experience, will move, even to Maine. Call Pete at 313-543-0799, or write 26133 Delton, Madison Heights, MI 48071.

Metro Chicago. Current week day FM personality seeks part-time week end position for transmitter, automation, or board eng. No announcing, please. First phone. Call Bill at 312-323-1074.

Situations Wanted News

Available for the Colorado, Wyoming, Idaho area, a weatherologist with 22 years experience radio and television. Age 40. Desires a first flight job with a top notch station in large area. Currently doing two weather shows nightly with highest ratings in five station market. Anxious to move to United States. Can sell and keep accounts on air. Currently grossing television station \$89,000 for weather program, which has been sold by me. Write for audition tape. Box N-202, BROADCASTING.

Medium Market play-by-play pro seeks new challenge. Vast experience in all sports areas and the ability to provide intelligent coverage. Single, college grad and ready to work hard. Box N-208, BROADCASTING.

Studio newsman wants broader base of experience in other aspects of news reporting. Responsible, eager to learn. Box A-16, BROADCASTING.

12 years experience. Writer-reporter-air man. In present position, suburban NYC, six years. Associate college degree. Desire position in established news department medium-large market. Box A-28, BROADCASTING.

27-year-old woman reporter, with six years TV and radio news experience in major and medium markets, seeks position with well-established news team. Also have BA, MA in news. Reply Box A-41, BROADCASTING.

Attention: Rocky Mountain West, Washington and Oregon. Looking to get out of the big city. Family man, 35, professional with 18 years local, regional and national network news experience, seeks position as radio and/or TV news director in community under 75,000 pop. Long term only. Currently freelancing in Europe, thus will need 30 days to move. Box A-43, BROADCASTING.

I'm on sports trip—station tripped out—forced to satisfy frustrations elsewhere. 19 yrs. radio and TV exp. Management, PD, talk shows, DJ. Heavy play-by-play, interviews, semi-pro, college, high school. Box A-57, BROADCASTING.

Investigative Newsman—Don't touch this unless you want answers and can bear subtle financial pressures handed you because of my snooping. If I offered you documented evidence that the "Virgin Mary wasn't virgin," would you air it??? 17 years experience, references, major markets. Box A-58, BROADCASTING.

Situations Wanted News Continued

1973 Notre Dame grad, news director student station two years, hard worker, reporting ability, wants first full time news job, radio or TV. Prefer IN, LA, TX; will go anywhere. David Barrett, 219-233-9032, 936 Lawrence, South Bend, IN 46617.

Young man seeks news camera experience. Will work long hrs., low pay. Gray, 550 George, New Haven, CT 06511.

Need human being not just "voice"? Altruistic though realistic young professional looking for on or off-air position: news editor; producer; reporter; ND, PD. Any market. People oriented public affairs. College. L.A. experience, but money unimportant. I'll make audience listen, and care. Young, Box 1642, Studio City, CA 91604. 1-213-766-7421.

Experienced Sports Director. All play by play news and disc jockey will relocate. Call after 8 p.m., 814-943-6171.

Situations Wanted Programing, Production, Others

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.

I want to make you No. 1! Major market jock, and production/music director seeks contemporary programming position. Eight years experience. Box A-35, BROADCASTING.

Sales/Programing for Local Origination. Extensive Sales and Management background in Cable, Television, Radio. Thorough knowledge all phases of Programing. Capable announcer, including play by play. First Class license. Experienced, mature, cost-conscious and budget oriented. Box A-69, BROADCASTING.

Producer/production man, 24, single, MA, R-TV. Seeking entry-level position. Experience all phases production. Creative, ambitious, hard worker. Excellent references. Will relocate. Resume available. 408-758-3736. Box A-71, BROADCASTING.

Bill Cable—Program Director K-JIM Ft. Worth. Available January 1st, Enthusiastic Air Pro. Excellent Background. Top References . . . St. Louis, Kansas City.

Attention small-medium market Midwest rockers: Music director looking for a gig. Experience as top 40 DJ-MD and a gig as record-promoter in major Midwest market. I'm your man. Gary Ledesma, 116 N. Main, Medford, WI 54451.

TELEVISION

Help Wanted Management

Sales Manager. Rare opportunity for bright, young account executive ready for management. Rapid advancement with expanding major market television group. Rush resume to Box N-134, BROADCASTING.

Help Wanted Sales

Account Executive. Large Midwest market. List earned \$42,000 in 1973. Management possibilities with growing company. Submit resume to Box N-136, BROADCASTING.

Excellent groundfloor opportunity for salesperson who wants to grow with station. Immediate. Benefits. Write Station Manager, Channel 9, WNOW-CTV, 1737 E. 7th St., Parkersburg, WV.

TV Prod. Sales Rep—Dolphin Productions (TV-tape-film prod.), world's leader in computer animation, seek top-drawer rep to sell agencies, stations, corps, and edu'l clients. Exc. arrangement for qualifying rep with exp. and successful record selling prod. services. World's finest computer animated prod. and total videotape facility plus top creative team will back up your efforts. We presently need reps in several major markets throughout the country. Send full details in confidence to: Mr. T. Caldwell, 305 E. 45th St., N.Y., NY 10017.

Help Wanted Technical

Large market Michigan Network Affiliate seeking experienced technical people. Send resume. Equal opportunity employer. Box N-182, BROADCASTING.

Transmitter maintenance engineer for Midwest PTV UHF. Prefer 2 years or more maintenance experience with klystron type transmitter. Also studio-transmitter technician for operation and light maintenance. Technical school plus experience desired. Equal opportunity employer. Send resume and letter of application to Box A-20, BROADCASTING.

Help Wanted Technical Continued

Chief Engineer—Group owned New England TV-AM requires Chief with proven administrative and technical ability. Box A-72, BROADCASTING.

Videotape engineer—One of the country's fast growing and progressive public television stations has an immediate opening. Must be strong on maintenance of RCA TR-60's and post production editing. Contact: Steve Rogers, WPBT-TV, P.O. Box 1, Miami, FL 33161. Phone 305-949-8321.

Immediate opening for a TV-FM broadcast systems design engineer. Qualifications include a knowledge of communications and broadcast engineering fundamentals, FCC rules and procedures, and an ability to write technical reports. Rapid advancement for the right person. Submit resume and starting salary to: W. J. Kessler Associates, 2929 NW 13th St., Gainesville, FL 32601.

Immediate opening for chief technician, Philadelphia area educational ITFS. Studio and transmitter maintenance. Second phone required. Contact Dave Barner, 215-055-9146. Centennial School District, Warminster, PA 18974.

1st Class TV Engineer for progressive small market network station. Will train right person. Contact Chief Engineer, 606-255-4404. An equal opportunity employer.

Television Engineer capable of operation and maintenance. Prefer 1st class license, some digital background, AMPEX VTR experience. Major market VHF, group owned, network affiliate. Position available thru October, 1974. May be permanent. Salary open. Call 215-238-4951.

Television Technician: Experienced in studio color systems including color cameras, video tape recorder, and film chains, and must have a 1st Class Phone license. Salary \$11,000. Send resume to: Robert Pincumbe, Instructional Services, Ferris State College, Big Rapids, MI 49307. Equal opportunity employer.

Control Room Engineering Supervisor wanted. Midwest, group-owned, VHF network affiliate. Experienced in operation and maintenance of VIR, microwave, studio cameras, film chain and general Control Room equipment and procedures. Call collect Chief Engineer, 812-422-1121. E.O.E.

Help Wanted News

News Director—Assume full command of outstanding news department in Florida medium market. Should be good air personality as well as journalist and leader. Send photo and resume to Box A-33, BROADCASTING.

Weatherperson—Top 50 Midwest market with great potential for innovative talent. Competition is dismal and exciting talent could make it big. We're number two and trying harder. Send resume and salary requirements. An Equal Opportunity Employer M/F. Box A-47, BROADCASTING.

Weekend anchor. Solid reporter with dynamic delivery. Capable of handling field reporting. We're top rated news operation in major Northeast market. E.O.E. Rush resume and writing samples to Box A-51, BROADCASTING.

Investigative-action reporter. Long on journalistic moxie. Able to tell a story with impact and with sharp productions. Job open April first. E.O.E. Send resume to Box A-52, BROADCASTING.

Crack reporter, able to develop unique features and meaningful sidebars. Female or male. Creativity and the ability to be a self starter vital. We're number one, looking for number one type people. E.O.E. Rush resume and writing samples to Box A-53, BROADCASTING.

Experienced TV Action News Reporter who understands what it takes to solve community problems. Major midwest market. Dynamic news operation. Salary commensurate with ability. Send current salary with first reply to Box A-65, BROADCASTING.

TV News Producer must be able to handle leadership role in a tough competition news market. Must be sharp writer and understand film editing and photography. Major midwest market. Send all information first reply to Box A-66, BROADCASTING.

TV News Feature Reporter experience as on-air talent necessary. Must be inventive and know film production techniques. Major midwest market. Send all information first reply to Box A-67, BROADCASTING.

Help Wanted Programing, Production, Others

Large market Michigan network affiliate seeking experienced production people. Send resume. Equal opportunity employer. Box N-181, BROADCASTING.

Help Wanted Programing Production, Others Continued

Traffic director for Florida station on BIAS computerized system. Need take-charge person thoroughly familiar with control and manipulation of inventory, strong leader for department of 4. Salary commensurate with responsibility. Write fully to Box A-34, BROADCASTING.

Producer/Director—Top 50 Midwest market looking for creative abilities with strong background in news, commercials, documentaries and live sports. BA and track record required. An Equal Opportunity Employer M/F. Send resume and salary requirements to Box A-48, BROADCASTING.

Situations Wanted Management

General Manager, 35, three years sales management in major market, two years as general manager in medium market. Ready to move up and make your station "go" Box N-135, BROADCASTING.

Sales Manager now in small market. 31, four years in sales management. Looking for opportunity with progressive company in larger market. Now earning 25 thousand dollars. Box N-137, BROADCASTING.

Ambitious, young business manager seeks greater opportunity. Accounting degree, 6 years television/radio experience. Present income \$17,500. Box N-139, BROADCASTING.

General Manager top 15 market VHF station desires change to medium market. 17 year successful television track record. Box N-172, BROADCASTING.

Outstanding background, young and "extremely bright and aggressive, both in management and creative areas." Excellent credentials as manager and producer-writer of promotion advertising. Desire new position as promotion or programming manager. I can be a unique and profitable asset for your organization and its goals. Box A-45, BROADCASTING.

TV general sales manager dramatically increased major market station's revenue share exceeding total market growth against declining station audience share. With general management as goal, am seeking accomplishment-minded company. Box A-55, BROADCASTING.

Situations Wanted Technical

Assistant Chief Engineer desires greater responsibility and financial remuneration. Age 32, BSEE degree. Will relocate for the right opportunity. Box N-129, BROADCASTING.

VTR-Video experienced first phone with over 7 years on Ampex VR1200 and Norelco-GE color cameras. Seeking a creative position involving the production of programs. Prefer to work for VTR facility or big station producing programs. Willing to relocate. Box A-30, BROADCASTING.

Situations Wanted News

Highly motivated self-starter with a wealth of experience in Broadcasting, Community Service and Government plus a BA in Sociology with heavy work in Radio-TV, Journalism and Advertising. Am a successful news director, (award winner) and an intelligent, personable radio voice with experience in TV directing/announcing as well. News or Programming. I want a long term relationship with people who care about people. Box N-103, BROADCASTING.

Young dynamic, experienced, attractive, good tubes. If you want audience and sponsors, you want me as your new anchorman for TV or radio and maybe even news director. Box N-198, BROADCASTING.

Sportscaster—Major market pro with good commentaries. 13 years experience with extensive 'PBP' background. Can also host interview program or handle radio talk show. Box N-199, BROADCASTING.

Youthful mature newsmen, weatherman, talk host, announcer. Seeks active post in medium market. 15 years overall experience. Box A-8, BROADCASTING.

Young, honest hardworker, with sticktuitness. College grad, much radio, some TV. Take work seriously, not myself. Money no object, willing to learn, work, some management experience. Box A-32, BROADCASTING.

Experienced, responsible broadcaster, 30, 2 years radio, 3 years TV news production, 2 years college. New opportunity in TV news desired. Tape, resume on request. Box A-42, BROADCASTING.

Young, experienced broadcaster now working in major market, eager to work as weatherman in larger market. Box A-74, BROADCASTING.

Situations Wanted Programing, Production, Others

Promotion Manager now #2 man ready for #1 spot in top 25 market. B.A. in advertising. My work speaks for itself. Box N-133, BROADCASTING.

Situations Wanted Programing Production, Others Continued

Program Manager with 6 years experience. College graduate looking for better company in large market. 35 years old, major market experience. Box N-141, BROADCASTING.

Talented young major market producer/director looking for top 15 markets, but any position considered. Background in all phases of studio and remote production. Box N-183, BROADCASTING.

MA desires college radio-TV post with production duties. Young, creative, commercial and non-commercial experience. Box A-2, BROADCASTING.

Writer/Director of educational videotape productions for children, consultant for audio visual presentations and interviewer for radio programs for Midwest state department of education seeks new challenges and advancements. B.J., B.A., age 28. Box A-22, BROADCASTING.

Associate Director in top 10 with considerable directing experience seeks Director position in top 15 market. Super references. Strong news. Creative too. Box A-31, BROADCASTING.

15 years production experience, most as Production Manager at three different major market independent television stations. Family man, mid-30's. Equally qualified as Operations Manager. Box A-44, BROADCASTING.

Program Manager. Experienced in network and community relations, license renewals, programming in top 50 market. Age 38, 20 years in broadcasting. Top references. Call 317-649-6014.

CABLE

Help Wanted Management

Grads: Major MSO seeks recent college grads with sales experience to be Advertising/Sales Managers in various locations. To \$20,000. Box A-4, BROADCASTING.

Help Wanted Technical

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.

Teaching—Broadcast Electronics Technology. Immediate opening to teach and add additional developmental work in a new Bachelor of Science Program in Broadcast Technology. Should have experience as a Chief Engineer with experience in CCTV, CATV or microwave communications. Prefer M.S. degree in Electronics Technology. Attractive salary and fringe benefits. Contact M. R. Halsey, Head Electrical and Electronics Department, Ferris State College, Big Rapids, 49307. Phone 616 796-9971-EX 208. An Equal Opportunity Employer.

Chief Engineer wanted for large CATV local origination department. Experience needed in 1" IVC tape machines. Heavy in studio and remote productions. Fantastic opportunity. Call or write Paul Knox, Buckeye Cablevision, 1122 North Byrne Road, Toledo, OH 43607. 419-531-5121.

Production Engineer for large Southern California Cable TV company. Must be qualified to operate & maintain IVC recorders/production switchers/B&W and color cameras. \$800-\$1,100. Call Chris Donovan 213-595-4455.

WANTED TO BUY EQUIPMENT

Wanted. First class color remote vans. 2-6 color cameras, 2-6 QTVR's. No more, 2 years old. Ready to buy. Reply Box N-167, BROADCASTING.

Plate Transformer for GE 4TF5A1 50kw Transmitter in operating condition or would consider good core and frame. Also, consider any other plate transformer capable of handling 25-50 kw VHF transmitter 208-240P. and 7-8 thousand S. Please send information to Al Smith, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70601 or Phone 318-439-9071.

FOR SALE EQUIPMENT

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESSCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

RCA Antenna 4TF6-A and GE 4TT6B VHF Transmitter both Channel 7. Reply James Van Striver, KGO-TV 277 Golden Gate Avenue, San Francisco, CA, 94102.

For Sale Equipment Continued

MacCarTa Stereo cartridge record/playback, with Aux tone, model 57211, \$550. Stereo Carousel, model 248-211, \$750. Both, \$1200. Good condition. KISO, 444 Executive Center, El Paso, TX 79902.

Two Gates CB-100 16-inch turntables with Gray 306 micro-trak arms. Sparta AS-30 stereo console. Two Mark Products P-972 6-foot parabolic antennas and mounting kits. KOZE, Lewiston, ID 83501.

3KW ERP, Xmitter Line, Antenna, 10 Channel Stereo Board. \$4500 or separate. On air at WTAO 618-687-2000.

Used transmission line, 4 years old, 500' of 6 1/2" 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.

Marti & Sparta new and used equipment. Remote pickup/STL/Remote Control. Consoles, Revco, Complete station packages. Financing. Holzberg Associates, P.O. Box 322, Totowa, NJ 07511, 201-256-0455.

Make superb black-and-white pictures with the GE PE-29 4 1/2 image orthicon camera. Four available, complete with mounting and Tektronix/Conrac monitoring. Three have Varotal V zoom lenses and counterbalanced pedestals. Bank liquidation sale. Call 214-744-1300, Clyde Miller, Dallas, TX.

VTR Airbearing Head Assembly RCA MI40790AZ with Case. Need a spare? Here it is, \$600. Norman Gillespie, Box 2124, Monterey, CA 93940. 1-408-375-7424.

Used Gates FMC 6A (93.3 Mhz.) antenna. Approximately 800 feet 3 1/2" and 400 feet 1 1/2" rigid coax. Location: New Orleans. For details contact H. Korte, P.O. Box B5, New Haven, CT 06501. 203-281-9600.

Gates Cycloid, 6-bay FM antenna, deicers. Excellent condition, low VSWR. On 94.7, tuneable. \$1,100. FOB Carson City, NV. 702-882-0888.

2 RCA Model TVM-1 Microwave Systems with sound mixers and other accessories—contact Wyatt McDaniel, WTOL-TV, Toledo, OH, 419-244-7411.

Automation. Complete all Stereo Schafer 800 Automation System traded in on new Schafer 903. This 800 system with a 96 event control unit has an excellent maintenance record and is only three and one-half years old. System includes: (4) Scully 14" Playbacks, (1) Scully 14" Recorder with TRU-8 Tone Generator, (3) Schafer Spotters with Ampex Recorders, (1) Schafer Audio Clock with Ampex Playbacks, (1) Random Carousel, (1) Cart Recorder, Network Joiner with Ampex Back Fill Deck, Slo-Speed Logger, and (9) Racks. Original price was \$51,500. Special Sale Price: \$22,000. Leasing Available. For more information call: Andy McClure, Sales Manager, Schafer Electronics at 805-968-0755.

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.

INSTRUCTION

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Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter 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.

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Starlight Chapel Radio Shows free. Request on station letterhead. Starlight, Box 465, Warwick, NY 10990.

Acquire two important sales letters for January mailings. (1) Directed to current advertisers. (2) Directed to non-advertisers. Both for \$5.00. Payable with order. Prompt service. Robert O. Moran, 2325 East Ridge Road, Beloit, WI 53511.

Commercials with Major Market Sound and SELL. The rh factor gives your clients a creative transfusion. For details and rates, write: The rh factor, P.O. Box 771, Breton Woods, NJ 08723.

Sunday Starlight Chapel Radio Broadcast ready. Free. Letterhead request for sample. Small markets especially invited. Coming soon, Rock and Soul Show. Contemporary religious. Here's our new home. Starlight, Box 465, Warwick, NY 10990.

Catholics comprise 23.5% of the U.S. population (43.6% in Canada). Zero in on your market. The 1974 Catholic Almanac, cloth \$7.95, paper \$3.95. Write OSV, Dept. 003, Noll Plaza, Huntington, IN 46750.

RADIO

Help Wanted Management

WHEN YOU NEED HELP FINDING THE RIGHT EXECUTIVE CALL RON CURTIS & CO.

We find outstanding candidates for any position above \$12,000 per year in radio, television or CATV. Contact Mike Walker for management, sales, programming, promotion, engineering or financial people. Call 312-693-6171 or write Ron Curtis & Co., O'Hare Plaza, 5725 East River Road, Chicago, Illinois 60631.

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Leading broadcasting company will be adding experienced salespeople in 1974. Excellent opportunities in both radio and television, including company owned national representative division. Rapid advancement for candidates with management potential. Send detailed resume. Confidential. Equal opportunity employment.

Box A-37, BROADCASTING

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ATLANTA & CHICAGO

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An Equal Opportunity Employer

Help Wanted Sales

Washington D.C. market, top-rated Modern Country operation, AM-FM simulcast, expanding sales force because of booming business, is seeking an experienced salesperson with proven sales record ready to earn more than \$20,000 in commissions the first year. Much be aggressive self-starter to find new business and cultivate excellent, established agency list. Super fringe benefits. Send letter and resume to Olin Hester, WPIK-WXRA, 523 1st St., Alexandria, VA 22314.

Help Wanted Announcers

WANTED IMMEDIATELY

WAKEUP PERSONALITY
with good sense of humor

by West Coast 50kw

Rush resume, photo and salary
desired to:

Box A-39, BROADCASTING

Help Wanted Announcers

Northeast major looking for a top-flight professional announcer/personality.

Salary commensurate with ability. Top benefits and a great company.

Picture and resume. All will be held in strictest confidence.

Equal Opportunity Employer M/F
Box N-68, BROADCASTING

Help Wanted Announcers Continued

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Applicants wanted (DJ's, sales, news, engs., etc.) for occasional openings in small to medium markets, especially from nearby states. Don't call, send typed resume, tapes and requirements.

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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. E.O.E.

Box A-63, BROADCASTING

TELEVISION Help Wanted Technical

Engineers

FIELD SERVICE ENGINEERS

International Video Corporation, the leading manufacturer of videotape recorders and television color cameras, has field service openings in several regions.

Experienced field engineers are required to install, demonstrate, and service IVC products in the field as well as service maintenance at the regional office.

Positions require individuals with 2 years technical school and 2 years experience in service maintenance of videotape recorders and/or television color cameras. Positions also available in the Data Products group for individuals with experience with digital equipment test and repair.

For immediate consideration, please write or call: Mrs. Pat Morton, IVC, 990 Almanor Avenue, Sunnyvale, CA 94086, 408-738-3900, ext. 24. We are an equal opportunity employer m/f.



International Video Corporation

- **CIRCUIT DEVELOPMENT ENGINEER**
- **TELEVISION SYSTEMS ENGINEER**
- **TECHNICAL WRITER**

The Grass Valley Group, Inc., a leading manufacturer of professional television studio equipment, has positions available in the following categories:

CIRCUIT DEVELOPMENT ENGINEER

A BSEE degree and a thorough understanding of the latest solid state circuit techniques and devices are basic requirements. The engineer must be able to perform all the tasks necessary for the development of new products to completion with minimum direction.

TELEVISION SYSTEMS ENGINEER

Must have thorough working knowledge of television systems from both a technical and an operational viewpoint. Experience in television broadcasting required, BSEE degree desired.

TECHNICAL WRITER

The position requires a person capable of assuming complete responsibility for preparation of technical instruction manuals. Knowledge of television systems and experience with commercial electronic products highly desirable.

Company benefits include excellent salary and the opportunity for advancement. The plant is located in the Sierra Nevada foothills approximately 50 miles northeast of Sacramento near the rural communities of Grass Valley and Nevada City.

Send resume, including salary history, in strict confidence to William L. Rorden.

THE GRASS VALLEY GROUP, INC.

P.O. Box 1114

Grass Valley, California 95945



An Equal Opportunity Employer

Situations Wanted Production, Programming, Others

Major MOR

Program Director

Will Consult

1

Station in 1974.

Box A-6, BROADCASTING

Situation Wanted News

**Quality Major Market Radio
Sportscaster Seeks Opportunity
in TV Sports
Top Credentials.**
Box A-59, BROADCASTING

Employment Service

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Sherlee Barish, Director

Miscellaneous



STAR SPANGLED JOY!
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Wanted to Buy Stations

Owners: Sell Me Stock or Percentage

I will manage and sell to greater grosses and profits. I have cash, tremendous track record, solid aggressive reputation. Let me build while you enjoy. Prefer Southeast or Midwest. Write to:

Box A-14, BROADCASTING

For Sale Stations Continued

FOR SALE

VHF network affiliate single station market with rapidly expanding economy. Priced at \$695,000 with flexible terms.

Box A-40, BROADCASTING

FOR SALE

**40% of PROFITABLE
MIDWEST METRO FM
NEW FACILITIES**

Box A-70, BROADCASTING

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11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-8545

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202/223-1553

Midwest: Profitable FM in a single station market; \$120M on terms.

New England: Suburban daytimer; \$165M includes real estate; terms available.

Florida: Small market daytime AM; \$150M on terms. Metro FM; asking \$500M with real estate; terms.

New York: Metro daytime AM; profitable; \$275M on terms. Small market AM; 29% down; \$140M.

Ski Country: Eastern AM-FM; excellent plant and facilities; attractive terms; \$525M.

You're in good hands in all States. Let us know your specific buying requirements.



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For Sale Stations

Wis.	Small	AM+FM	\$237M	SOLD	N.C.	Small	Daytime	\$100M	29%
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Fla.	Medium	Fulltime	250M	Terms	East	Metro	Profitable	825M	Cash



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Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

Profile

Persistence is the payoff for Eastman's unstoppable Bill ('Be Fabulous') Burton

"Enthusiasm. The single most important quality in selling. The highest paid quality on earth. To be enthusiastic, act enthusiastic. Be fabulous."

Such statements rekindle visions of the high school locker room and those sometimes inspiring but often obnoxious slogans the coach used to tack on the bulletin board to motivate the team into total competitiveness. In the world of business, where the final score is measured in dollars rather than touchdowns, one might question the sophistication of such a zealous credo. Unless you happen to be a salesman, which Bill Burton, the statement's author, is.

Among the fraternity of men who make their living convincing others that what they have to sell is somehow better than anything else on the market, a positive attitude and a persistent nature are assets. In the presence of Mr. Burton, executive vice president of Eastman Radio, they are mandatory. "We believe that the prime prerequisite of management is to replace oneself," Mr. Burton says. And thus, the 30-odd men who pound the pavement in the name of Eastman's 158 radio station clients do so in the conviction that to be introverted and mundane is tantamount to failure. Robert Eastman, who until October 1972 headed the firm, demanded it. Bill Burton, as Eastman's number-two administrator and second largest stockholder—behind President Frank Boyle in both categories—both preaches and practices it.

"There's an enormous correlation between Bill Burton and Bob Eastman," says Mr. Boyle, who admits to being "terribly prejudiced" about each. "Bob predictably will go down in history as the all-time great rep head as far as a generalist is concerned—who could do almost anything. But as a catalyst of enthusiasm, aggressiveness and honesty, Bill and Bob are very much alike. What Bill does and will continue to do until they put him in the grave is to be an evangelist of this belief: Nothing happens until you sell something."

Mr. Burton's undying allegiance to optimism and dynamism as a sales tool sometimes inspires guffaws on Madison Avenue. Indeed, one might be forgiven for occasionally failing to take seriously a man who carries around a file of such self-acknowledged "corny clichés" as: "Don't take no from a man who can't say yes"; "Integrity, it's the mark of a man," and "Think big, sell big, be big." But to deny Bill Burton those convictions, one finds after listening to him in earnest, is to deny him his existence. The man is for real.

"I'm inclined to think," Mr. Burton states, "that perhaps the backbone of



William Kay Burton—executive vice president, Eastman Radio; b. Sept. 9, 1931, Grosse Pointe, Mich.; BA, Michigan State University, 1952; University of Michigan Law School; military police officer in Korea, 1953-54; salesman, Beecher, Peck & Lewis, 1954; sales executive 3M Co., 1955; national advertising division of 3M, 1958; joined Eastman, 1960; vice president, 1962; executive vice president, 1971; m. Louise, 1954; two children, Debra, 18; Kerrie, 13.

America is the product movers." After all, he reasons, "how long could America build what it couldn't sell?" In the case of radio, the particular commodity that Eastman purveys, Mr. Burton finds it easy to be optimistic. "I believe in radio. I think I have an advantage that a lot of people don't have. And that is I not only believe in my product, I know it works."

Instilling that belief in the minds of advertisers is the function of the radio rep. In an age of economic pitfalls, some have come to question whether that industry can continue to affirmatively justify its existence. Predictably, Bill Burton is not among them. "There is always going to be a tremendous need for good salesmanship," he maintains. "I don't think the rep business is in danger. But I think certain reps are in danger. What it boils down to is that with the advent of FM, there are more and more good radio stations and fewer and fewer good rep firms." One major problem, he feels, is that local salesmen are finding it easier to get to the decision-making personnel among whom the ability to stop the buck is inherent. In national advertising, that individual may reside thousands of miles from the huckster's turf. For that reason, Mr. Burton says, it is standard operating procedure at Eastman to be liberal about traveling privileges.

No one at the firm utilizes that privi-

lege more than Mr. Burton, whose capacity for travel is almost nomadic. As coordinator of Eastman's sales efforts (he is fond of the phrase "team captain"), he spends about 40% of his time at the firm's New York headquarters, where he maintains an office. He flies between 50,000 and 100,000 miles each year. His home and personal headquarters remain in Detroit.

Mr. Burton's infatuation with the virtues of enthusiasm preceded his entry into radio. While working as a sales executive for 3M Co.'s national outdoor advertising division he became involved in a project called the "National Shopping Center Network." The idea was to place product ads on billboards hanging from utility poles in the parking lots of shopping centers around the country. Mr. Burton had even more ambitious designs on the campaign: "I wanted to add movement to the signs, and sound. I wanted you to get out of the car and hear: 'Hi, Mrs. Consumer. Glad you could drop by to see us today. Remember to get your Campbell's soup when you flutter through the supermarket.'" For some reason, the idea didn't fly, and neither did the campaign—according to the persistent-in-retrospect Mr. Burton, because 3M "had a less than full commitment to doing the job the right way." Mr. Burton's migration to radio sales—he joined Eastman in 1960—was at the urging of Messrs. Eastman and Boyle, the latter an acquaintance since 1948 when the two were students at Michigan State.

One need not question the importance Mr. Burton assigns his association with Eastman. But in the personal achievement department, a biographer might give priority to an event that occurred just last April. In 1964, Mr. Burton severely injured a spinal disk during a game of handball. During the seven subsequent months he spent in a body cast, his physician warned he might never walk again. Bill Burton said no. Not only would he walk, he maintained, but someday he would run in the Boston marathon. Nine years later, he made good on that prediction. His daughter, Kerrie, recorded that climactic moment in a school composition:

"... Someone told my mom that dad had dropped on the ground along the way, but she didn't want to tell us. Then all of a sudden, someone yelled, 'There's your dad.' I couldn't believe it. I saw him and cried so much because I was so happy. I ran the last little way with him. I gave him a big kiss, but he could hardly stand up. I was proud of him!"

Bill Burton had come much farther than those 26 miles and 385 yards. Why did he do it? Primarily, he says, to impress upon his two daughters "that persistence is one of the key fundamentals of making it in this world."

Be fabulous.

Editorials

A little landmark

A panel of the National Advertising Review Board, the advertising business's self-regulatory arm, has issued what the NARB calls a "landmark" decision, holding that a 1972-73 campaign for Schick's Flexamatic electric shaver was "false in some details and misleading in its over-all implications" (*Broadcasting*, Dec. 31, 1973).

The "landmark" label apparently stems from two facts: that this is the first major decision involving comparative advertising since the Federal Trade Commission endorsed the name-names approach and that it came in the most controversial case NARB has handled in the two years since it set up shop. But whether it will have a landmark effect on advertising remains to be seen.

The panel's basic yardstick seems simple enough. In effect it holds that if Product X advertises itself as superior to Product Y, Product X must be able to substantiate the claim. None of the world's Product Y's, and few X's, are apt to challenge that concept. The trouble comes in applying it.

In TV and print ads, Flexamatic had claimed that tests showed it shaved closer than Norelco, Remington and Sunbeam shavers. But the NARB panel held that the advertising implied superiority over all models of the competing brands, some of which had not been involved in the tests, and that it also implied superior performance for all men when in fact some men got better results from the competition.

Schick, while reluctantly accepting the panel's ruling as a guide to future advertising, insists the panel read more claims into the old advertising than it really contained. Subjective judgment, then, is the basic issue here — and almost inevitably will be at the center of future comparative advertising disputes as well.

The impossibility of predicting such judgments suggests that the "landmark" nature of the current case is more likely to be determined by the courts, where litigation between Schick and Remington is now pending, than by the NARB panel's decision — whose bigger contribution, then, may be in allaying public suspicions that NARB is essentially there to whitewash advertising.

Cat's paw law

The U. S. Department of Justice made it clear last week that it wants to dismember co-located newspaper and broadcasting ownerships, with the FCC acting as the butcher. In filing petitions to deny renewal of broadcast licenses held by publishers in St. Louis and Des Moines, Iowa, the department was following a strategy originated in a similar filing against the Milwaukee Journal Co. (*Broadcasting*, Dec. 10, 1973). As the strategy unfolds, it gets no prettier.

The basic argument made in all of these petitions is that newspapers and broadcast stations that are commonly located and commonly owned represent horrendous concentrations of control. It is an antitrust argument, based on economic shares of relevant markets. But the Department of Justice has chosen not to test its case in the courts under the intricacies of antitrust law. It wants the FCC to do the job under the infinitely more flexible standard of the "public interest." If the Milwaukee case looked to be a cheap shot, as was observed on this page last Dec. 17, the filings against Newhouse and Pulitzer in St. Louis and

Cowles in Des Moines are cheaper still.

The Justice Department makes no secret of its desire for the FCC to issue a general policy against newspaper-broadcast crossownerships. Indeed it refers to an FCC rulemaking to achieve that aim, begun in 1970.

In its latest filings Justice modestly omits to mention that its heavy nudging was largely responsible for the FCC's initiation of the rulemaking and that the premise then was radically different from the antitrust arguments Justice is making now. Originally the rulemaking raised the socio-cultural question of whether crossownerships of co-located media deprived the public of diversified sources of entertainment and information.

That question was more than adequately answered by massive studies underwritten by the National Association of Broadcasters and the American Newspaper Publishers Association. The studies found that the public was exposed to enormously more resources of intelligence than the government had imagined. Since being officially filed as comments, back in April 1971, these studies have stood as the last word. Justice never sought to contradict them.

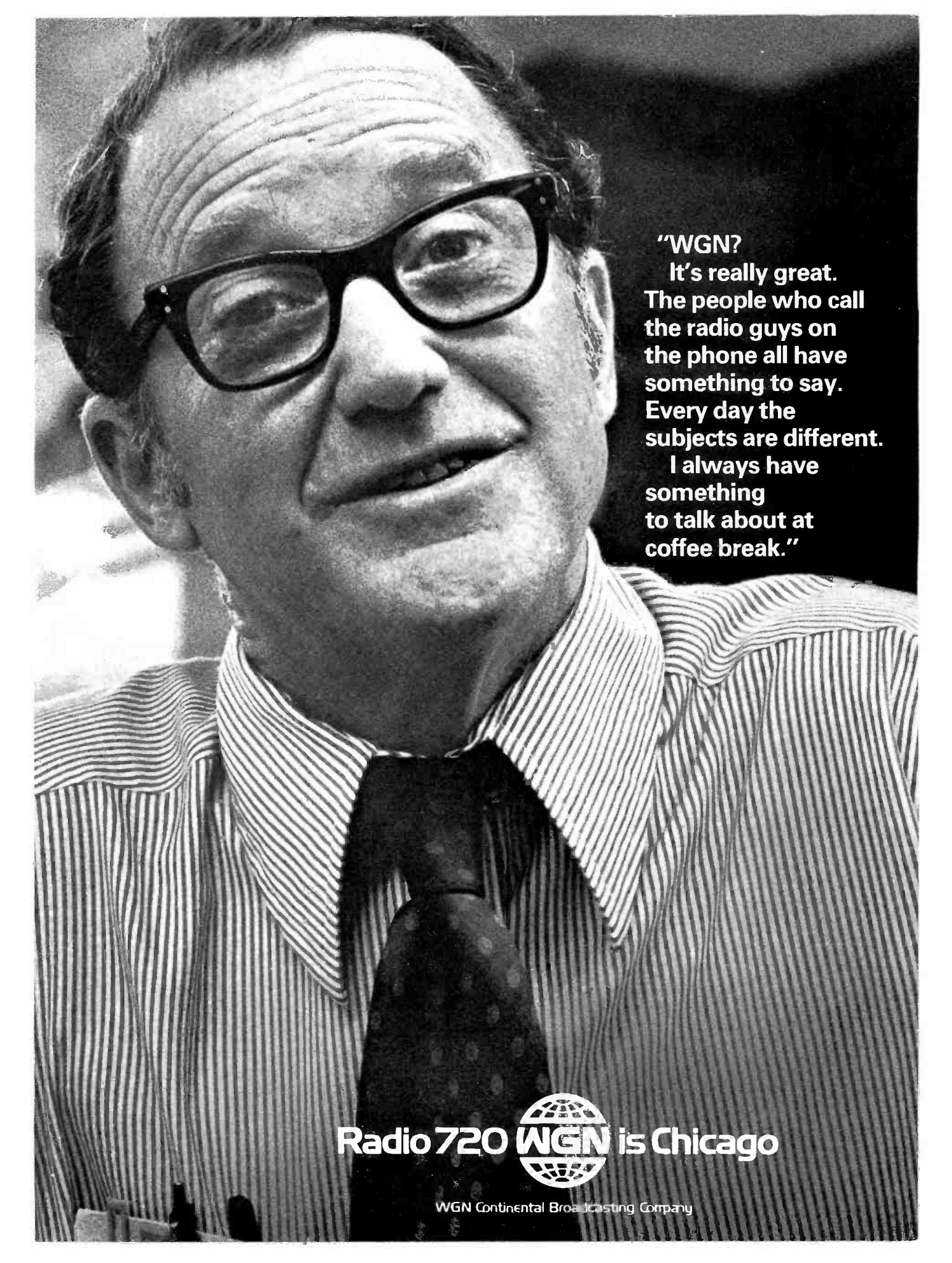
Furthermore, still other studies submitted at the time conclusively showed that co-located newspaper-broadcast ownerships were in decline — a trend that has been continuing. The point was made then, and could be made more emphatically now, that the general breakup of crossownerships would serve no public good and would add few new public voices at the exorbitant price of wholesale dislocations in media operation. The ANPA estimated that \$2 billion worth of newspaper-owned broadcast stations were at stake.

It would have been tidier, of course, if the FCC had been less dilatory in reaching a decision once all of the evidence was in. A firm policy issued then would have resolved the "public interest" question about multiple ownerships and would thus have deprived Justice of the gimmick it is using now as a short cut to antitrust prosecution.

But it is not too late. The evidence at hand overwhelmingly supports a finding that the public has been more served than disserved by the broadcast system as now structured. Let the FCC end the rulemaking on that note, and let Justice go to court if it really thinks it has cases in Milwaukee, St. Louis, Des Moines or wherever else it may have targets in mind.



Drawn for *Broadcasting* by Sid Hix
"They bring me ball games, I buy their beer. It's as simple as that."

A black and white photograph of a middle-aged man with dark hair, wearing thick-rimmed glasses and a vertically striped dress shirt with a dark tie. He is looking slightly off-camera with a gentle smile. The background is dark and out of focus.

"WGN?

**It's really great.
The people who call
the radio guys on
the phone all have
something to say.
Every day the
subjects are different.**

**I always have
something
to talk about at
coffee break."**

Radio 720  **is Chicago**

WGN Continental Broadcasting Company

Xerox vs. xerox.

Our Xerox trademark is among our most valuable assets.

So it's important to us that you know how it should be used. And how it should not.

If you spell Xerox with a small x, you're making a big mistake.

Since a trademark is by definition a proper adjective, it should always be capitalized.

At the same time, using a capital X doesn't give you the right to use it in a way that's wrong.

Even with a big X, you can't make

a Xerox, you can't go to the Xerox and you can't Xerox anything. Ever.

As long as you use a big X, however, you can make copies on the Xerox copier, you can go to the Xerox computer and you can read a Xerox publication.

So remember, whenever you're writing our name, use a capital letter.

After all, isn't that the way you write your name?

XEROX