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Broadcasting Feb 11

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Now available in a brand new, half-hour video tape series created especially for all-family audiences. It's wholesome and hilarious entertainment with fresh "today" comic situations.

Innovative and imaginative production techniques combined with television's top writers, directors, and performers make **Stan 'n Ollie** a first-class comedy series.

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The **Stan 'n Ollie** series is staged and directed by Claudio Guzman, who produced and directed the "I Dream of Jeannie" series which ran for five years on NBC-TV.

The shows are written by Pat McCormick, who has provided material for "The Tonight Show" as headwriter, the "Lucy" show, Dick Cavett, Bill Cosby and Don Rickles—and by Jim McGinn of "Lucy," "Julia" and the "Bill Cosby Show" fame.

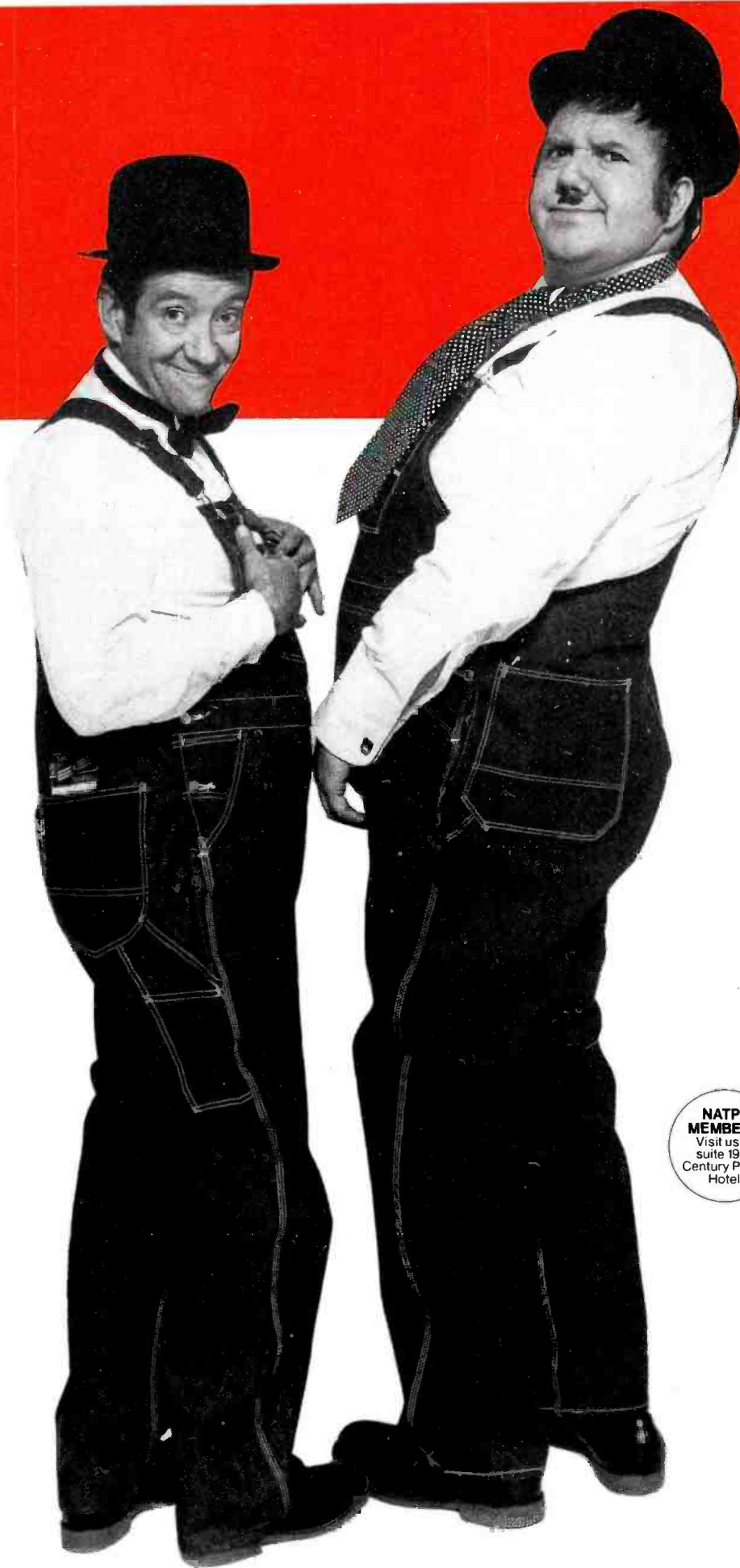
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Now they are the hosts for 39 half-hour color shows filled with hand-clappin', knee-slappin' music and comedy, and famous guest stars like Roger Miller, John Davidson, Glen

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The Irish Rovers is a proven winner on the CBC-TV Network in Canada scoring higher, in a recent popularity study, than any other series seen on Canadian television.

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Source: CBC-TV — Index of Enjoyment — November 1973

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A Proven Winner—Market after Market, Year after Year, Deal after Deal!

Let's Make A Deal, the number one half-hour primetime access show for two consecutive seasons, continues in its third year to grow in popularity.

A runaway winner in city after city, **Let's Make A Deal** consistently attracts the lion's share of audiences (51% share in Atlanta, 45% in Chicago, 44% in New Orleans, 44% in Oklahoma

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An Outstanding Series of Motion Pictures Made for Children

'Specially for Kids is a breakthrough in children's programming with 17 feature films of unsurpassed excellence and imagination.

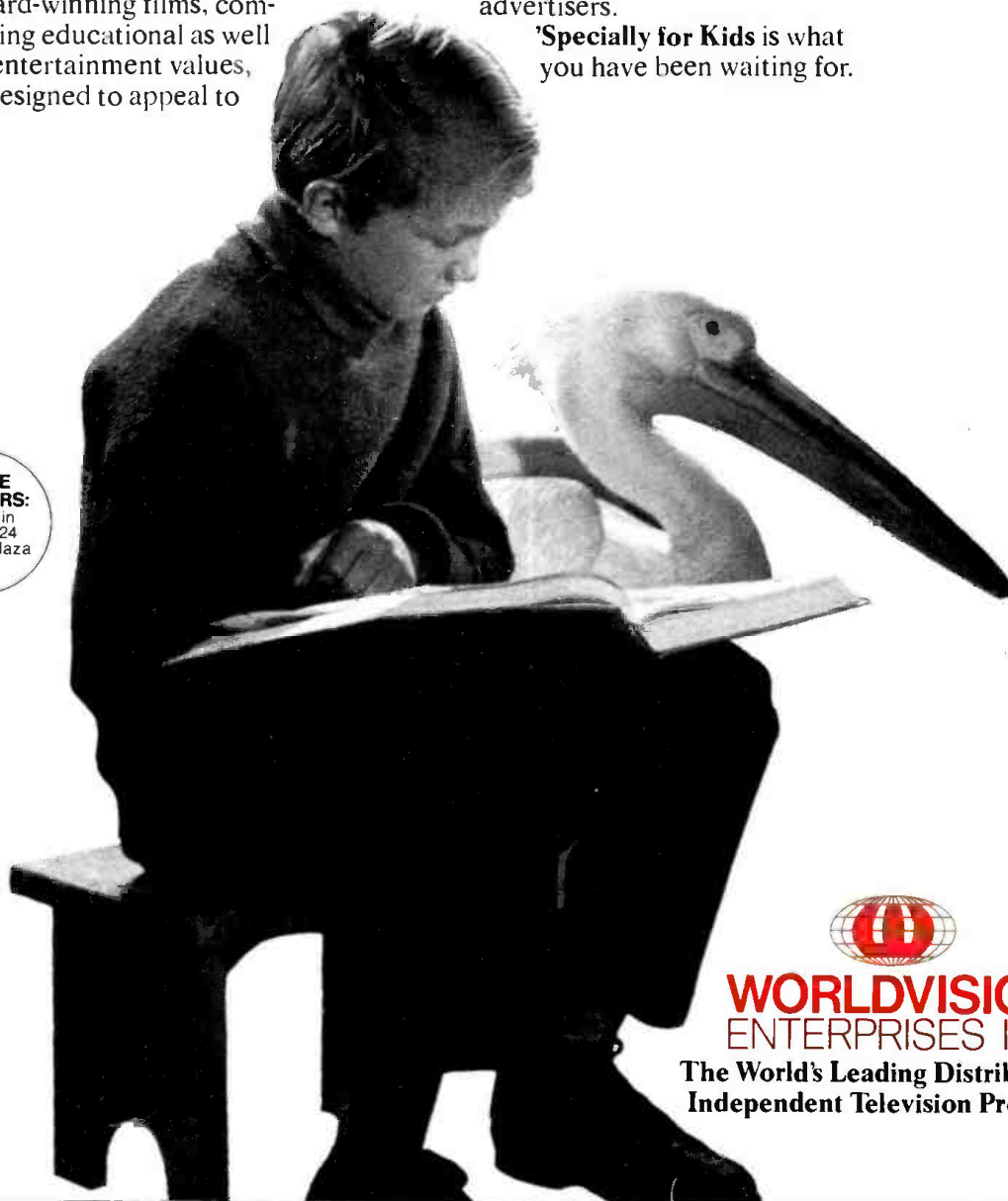
This truly prestige package of award-winning films, combining educational as well as entertainment values, is designed to appeal to

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'Specially for Kids is the kind of programming that will capture large audiences, elicit community support and attract national advertisers.

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The Mod Squad

A Smash Hit!

Mod Squad continues as this season's hottest one hour off-network series attracting the key demographics, women 18-49 and 18-34.

According to Nielsen and ARB for the month of November 1973, **Mod Squad** in Los Angeles registered a 98% gain over last year's programming in women 18-34, in San Francisco* the increase was 141%, and in Boston* a phenomenal 176%. And it's the same story in other major markets coast to coast...**Mod Squad** attracts the women.



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	Women 18-34	Women 18-49
New York, WPIX	No. 1	No. 1
Boston, WBZ-TV	No. 1	No. 1
San Francisco* KPIX-TV	No. 1	
Cleveland, WKYC-TV	No. 1	
Washington, D.C., WTOP-TV	No. 1	No. 1
Minneapolis/St. Paul, KSTP-TV	No. 1	No. 1
Atlanta, WSB-TV	No. 1	No. 1
Miami, WPLG-TV	No. 1	No. 1
Tampa/St. Petersburg, WTOG	No. 1	
Buffalo, WBEN-TV	No. 1	No. 1
Portland, KPTV	No. 1	No. 1
Providence*, WJAR-TV	No. 1	
Oklahoma City, KWTW	No. 1	No. 1
Salt Lake City, KCPX-TV	No. 1	No. 1
Flint/Saginaw/Bay City, WNEM-TV	No. 1	No. 1
Omaha, WOW-TV	No. 1	No. 1
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Greenville/New Bern/ Washington, WNCT-TV	No. 1	No. 1

Mod Squad. Ask any woman!



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Sources:
ARB Nov. '72, '73
NSI Nov. '72, '73

It Pays to Be Ignorant

**First-Run, First-Rate Humor
from the producers of "Let's Make A Deal"**

It Pays to Be Ignorant, starring Joe Flynn, Jo Anne Worley, Charles Nelson Reilly, and Billy Baxter, is an outrageously funny half-hour series developed especially for primetime access programming by Hatos/Hall Productions.

It Pays to Be Ignorant is already keeping viewers laughing in more than 60 markets...doubling KGTV's rating audience of a year ago in San Diego; positioning Toledo's UHF station WDHO-TV first in 18-34 men, 18-34 women and teens; and ranking #1 in young women, young men, and teens on WLOS-TV, Greenville-Asheville-Spartanburg.

Laughter is contagious. **It Pays to Be Ignorant** premieres shortly in Boston, Cleveland, Washington, Pittsburgh, Atlanta, Baltimore, Cincinnati and Jacksonville.

For a weekly primetime access show that will keep *your* audiences laughing, schedule **It Pays to Be Ignorant**.

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Source: NSI Nov. 73
ARB Nov. 73

The Jackson Five

Tops With Kids...

Fabulously successful during its network run, **The Jackson Five** animated series of 23 half hours is now available for local programming. The series follows the adventures of the world-famous young music group as they pursue their highly successful music career.

In each show, the boys "perform" two musical numbers, including some of their best-selling record hits like "ABC," "Goin' Back to Indiana," and "The Love You Save."

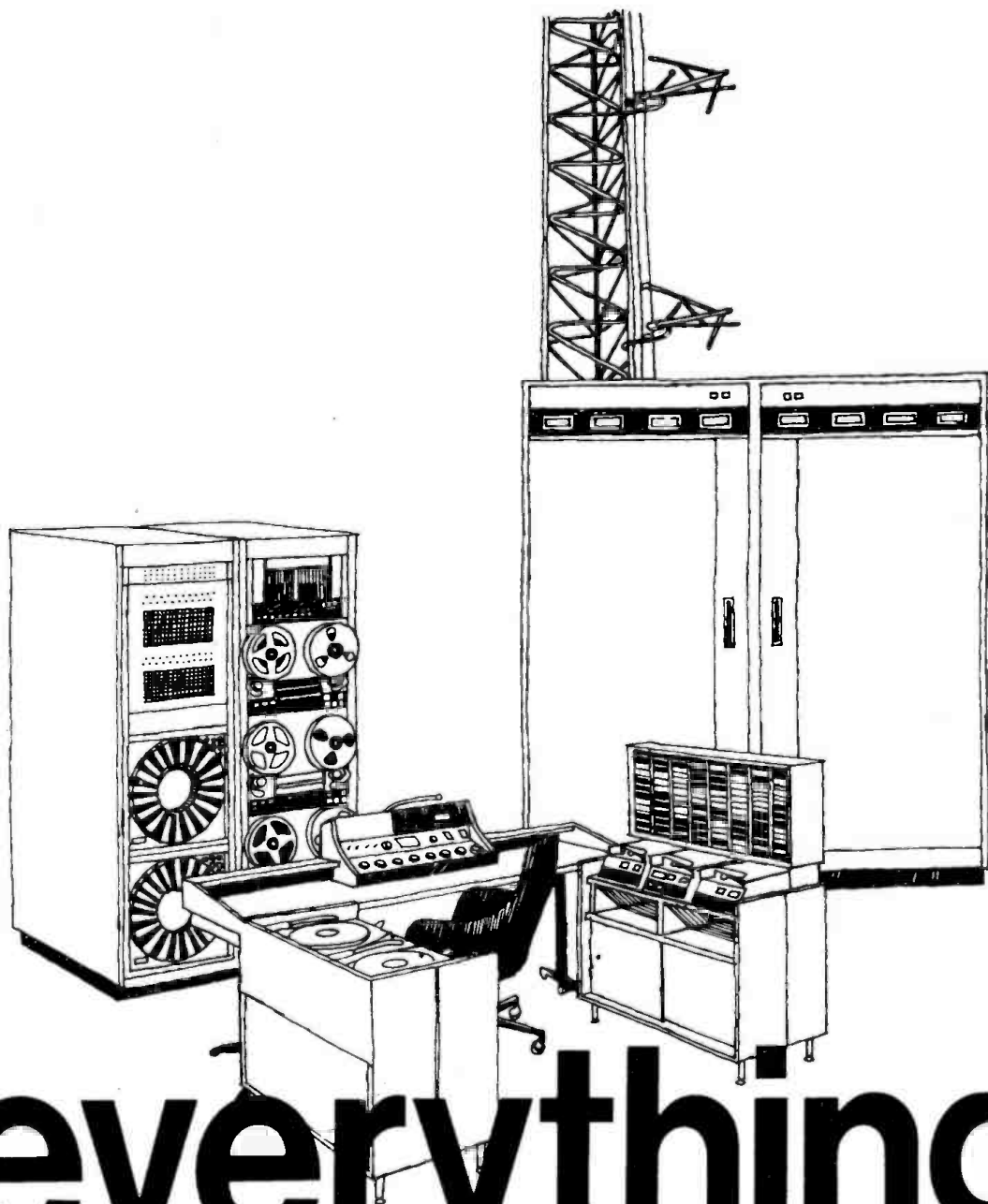
It's no wonder this lively series consistently beat the competition in its time slot during its network performance! It can do the same for you.



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Wig-wag. There have been hints Senator John O. Pastore (D-R.I.), chairman of Communications Subcommittee, would like to know identity of President's appointee to H. Rex Lee vacancy on FCC before Commerce Committee votes on confirmation of James Quello for Nicholas Johnson vacancy. Senator's aides, whenever asked about timing of next nomination, say it's wanted as soon as possible — not for formal consideration with Mr. Quello, they aver, but because they say they'd like FCC up to full strength. Approval of Mr. Quello is still expected, though some doubts are expressed about position Commerce Chairman Warren G. Magnuson (D-Wash.) may take. He has missed all Quello hearings. Vote could come Feb. 20 at committee's next scheduled executive session (see page 23).

Professor Glen O. Robinson of University of Minnesota still is reported leading prospect for Lee appointment. But new names keep coming up. Last week it was learned that Mississippi congressional delegation, which includes two strong figures in Senators James Eastland and John Stennis, is backing Eugene Ainsworth, Mississippi Democrat now on White House's congressional liaison staff. Mr. Ainsworth, 32, was former aide to Representative G.V. (Sonny) Montgomery (D-Miss.).

Head to head. Though no TV network is said to have reached decision on how to program under revised prime-time access rule (*Broadcasting*, Jan. 28; see also page 48), best bet is that all three will program 7-11 p.m. NYT on Sundays, 8-11 p.m. all other nights. There could be hitches, however. Some outside speculation suggests ABC-TV may continue to stop at 10:30 on Sundays. And unless CBS-TV moves *60 Minutes* out of Sunday 6-7 p.m. period, 7 p.m. start for entertainment would leave CBS affiliates with no local program time for five consecutive hours. As to weekly half hour of "good" programming that FCC said networks may feed in access time, there's no sign of action.

Journey of a thousand miles. Chairman Torbert Macdonald (D-Mass.) is said to be anxious to clear bill on license-renewal relief through his House Communications Subcommittee by end of February, despite congressional recess this week. Even if he succeeds, that doesn't mean expedited action beyond subcommittee. With heavy legislative calendar and higher priorities on energy and other matters — not to mention disinclination of Senate leadership to take aggressive interest in broadcasters' case — passage of renewal bill looks doubtful in this session.

Mirror of life. Spot television business seems to be reflecting iffiness about nation's economy. Best indications are that in total it's at least keeping up with year-ago levels and may be exceeding them. But leading sales executives and observers agree variations are more extensive than usual. Some sales reps say, for instance, that top-10 markets may not be getting quite as much business as they were booking last year, while many other large markets are getting as much or more. They have no ready explanation for this turnabout. Others say slowdown is most evident among buyers in New York, and that those in other centers are, as one put it, "buying more, longer and quicker." Some agencies report activity at least as strong as year ago; others re-

port more of their advertisers are saying in effect: "Not this week — maybe next."

Spot-TV sales executives tend to feel reassured by network sales, which remain strong, with CBS-TV officials claiming prime time 90% sold out through first half and other networks in approximately same ballpark. And it's not only prime time that's strong. One ABC-TV executive says he had to turn away advertisers who wanted to spend \$2 million to \$2.5 million in first quarter because there wasn't room to accommodate their orders.

Counterattack. Seriousness with which newspaper owners view government efforts in direction of divestiture of their TV stations is becoming apparent in Washington. Justice Department's pressure on FCC to decide long-pending rule-making to break up multimedia ownerships in same market has provoked new activity by newspaper-broadcast owners to get story across to public as well as FCC and Congress.

Activity is apart from defense of National Association of Broadcasters against one-to-market regulations. NAB had retained former FCC Commissioner Lee Loewinger, who was Justice's antitrust division chief during Kennedy administration, to file opposition briefs. Presumably attorneys representing newspaper owners will be buttressed by public relations experts to combat divestiture, on whatever fronts it may break. Basic argument will be that previous crusades for divorcement have terminated in no action because newspaper owners, with rare exceptions, have proved they never abused privileges and indeed have provided among best of broadcast services.

Gamesmanship. Closing luncheon speaker at convention of National Association of Broadcasters March 20 will be chairman of FCC. But whether he will be incumbent Chairman Dean Burch, making his valedictory, or his successor, as yet unnamed, is question. Mr. Burch has hinted it could go either way. If he quits first, it could be Commissioner Richard Wiley taking over gavel at FCC podium and at convention.

Space-age TV. Working committee representing several international broadcasting organizations has completed draft agreement designed to resolve hang-up in United Nations over future direct-to-home international telecasting via satellites. Russia, supported by many other countries, wants to outlaw certain types of programs and require consent of receiving nations in any case. U.S. attacks this as censorship, wants free flow of information. Draft by broadcasters' group in essence recognizes sovereign rights and calls for compliance with their "validly adopted" rules but puts emphasis on cooperation among broadcasters, bans no particular program types, opposes creation of special body to govern international direct telecasting.

Aim of proposed agreement — whose drafters included Harry Olsson, CBS attorney, and Nicholas Archer of ABC News — is to avoid adoption of more stringent regulations at UN level. But reaction thus far has been mixed. CBS and ABC are abstaining, at least for present. NBC has approved, subject to right to review its position. Canadian Broadcasting Corp. and Canada's CTV Television Network have both accepted. Others involved include European Broadcasting Union, two unions representing broadcasters in Spain and Latin America, and Asian Broadcasting Union.

Top of the Week

New deal at 30 Rock. *Executive shuffle at NBC elevates Goodman to chairmanship, Schlosser to presidency, shifts Adams to vice chairman and — in move that sends eyebrows soaring — calls up VP Robert Howard to head TV network. Explanation depends on sources: Outsiders see it as reflection of network's failure to capture ratings prize, company characterizes it as response to changing industry.* Page 22.

Reply time. *It was James Quello's second chance to protest insinuations opponents of his FCC nomination have made against him. Nominee reveals he's being sued by disgruntled Capcities shareholder over stock-option deal, says he'll moot issue through retribution. He scores critics' claims of insensitivity, questionable conduct.* Page 23.

Fighting back. *Independent telecasters, at first convention, resolve vigorous counterattack against "bias" advertisers and agencies have allegedly shown toward them.* Page 24. *Delegates look toward cable as future ally.* Page 26.

Reformers. *As campaign reform bill heads for Senate floor, attention turns again to problems broadcasters associate with election time. Van Deerlin suggests free access for candidates could resolve difficulties. Common Cause issues hefty list of major contributors, including activities of communications interests.* Page 28.

Together. *Unified media action is best way to counter growing government controls, asserts CBS's Arthur Taylor.* Page 30.

Wasteful. *Whitehead has some unkind words for government's growing audio-visual expenses, seeks to isolate the productive from the propagandistic.* Page 32.

Wealth. *There's a little more money for all the regulators in Nixon's fiscal '75 budget. FCC would be \$2.3 million richer, raising fears of increased bill for regulated. FTC, OTP, CPB also reap larger allocations. Cut for Justice's antitrust group is also far cry from austerity.* Page 34.

Backtracking. *FCC delivers PSA relief to most eligible daytimers not covered in emergency daylight-savings action; stations on 1-B clears which would interfere with foreign facilities remain on hook.* Page 37.

Nonparticipant. *As far as American Bar Association is concerned, newsmen's privilege is somebody else's fight.* Page 38.

View from within. *Their methodologies and resources may differ, but for networks' evening news teams, goal is identical: to fill half hour with most professional journalistic effort possible — and to beat the competition. Broadcasting probes the process.* Page 40.

Blackout. *Pete Rozelle wasn't the only aggrieved party when Congress lifted pro home games blackout. Radio men, finding former audiences curled up in front of TV sets, seek rectification.* Page 46.

Show me. *Congressman Macdonald's reservations about pay cable take form of inquisitiveness rather than hostility. He challenges cable audience to prove medium's worth, professes open mind in interim.* Page 49.

Best or beaten. *For WMAL-TV's Tom Cookerly, superlative is the status quo — or else.* Page 73.

FCC is breaking down pay cable rules on movies, but hasn't determined how far

FCC is moving toward liberalization of its pay cable rules dealing with motion pictures. But officials say number of options remain under consideration and that, after two meetings last week, situation remains fluid.

Rule to be modified prohibits pay cable system from showing theatrical films more than two years old, except for films at least 10 years old; these may be shown at rate of one each month for as much as week at one time. One proposed modification — and one that some officials feel has good chance — would permit pay cable systems to show feature films within three years of their theatrical release, and movies 10 (or nine) years old at rate of two or three each week — and, in addition, number of so-called "wild cards" (10 and 24 were figures mentioned), which would not otherwise be eligible for pay cable. Officials see wild cards as answer to problem of "blockbusters," which run in theatres three or four or more years before they are released to pay cable.

Another option that is designed to deal with that problem would simply set time frame — say 18 or 24 months — during which movie could be shown on pay cable, with time frame beginning with date movie was first released to pay cable market. Cable Television Bureau favors that proposal, commending it for its simplicity. Chairman Dean Burch also is said to favor it.

Yet another plan discussed would combine three-year proposal with time-frame idea, though with relatively short frame — say nine months.

Commission is to return to pay cable matters on Tuesday (Feb. 12). However, it was not certain whether motion picture or sports siphoning problem will be discussed. Sports rule, which now denies sports event to pay cable if it was seen on free television in preceding two years, is expected to be tightened up to parallel rule now governing over-air pay television. This says event must be off air five years before it becomes eligible for subscription showing.

Whitehead takes aim at FCC, Justice

Clay T. Whitehead, director of Office of Telecommunications Policy, last week publicly criticized two other federal agencies — FCC, in connection with its new prime-time-access rule, and Department of Justice's antitrust division, for attempting to use FCC's license renewal process to break up newspaper-TV crossownerships. Mr. Whitehead, in informal remarks before Washington Press Club, appeared to be defending his three-year record as first director of OTP as well as putting forward his thesis that government regulation of programming is to be avoided — and that pressures for such regulation would fade with multiplicity of channels that cable TV could make available.

As example of problem he said government regulation presents he cited commission's modification of prime-time-access rule (*Broadcasting*, Jan. 28; also see page 40). In specifying times of day and days of week that certain kinds of programming may be seen, and indicating kinds of programming that would be acceptable, he said, commission has taken action that "any sane person would say strains the outer limits of the First Amendment."

Mr. Whitehead sympathized with interest of Justice Department's antitrust division in moving against concentrations of media control it feels violate antitrust laws. But, he said, department apparently is looking for "easy" way to achieve its aim by appearing before FCC. And as broad policy matter, he said, that is "wrong." Department should not be allowed "to go the easy route in breaking up these kinds of ownership situations," he said. If it "honestly feels" there is antitrust abuse, he added, department can file suit in court. He said administration "is on record"

in that connection, noting that license renewal bill it sent to Congress last year would bar FCC from restructuring ownership of broadcast industry on case-by-case basis.

Bruce B. Wilson, deputy assistant attorney general in charge of antitrust division, indicated Mr. Whitehead's point would be considered. "Disagreement" between Mr. Whitehead and department, Mr. Wilson said, is not over substance of what has been done but over procedure — selection of one possible forum over another. "We will press on with what we have done" — actions filed against renewal of stations of four licensees — he said. "But we may look into the alternate forum idea."

Mr. Whitehead, in discussing his stewardship of OTP, sought to put distance between it and those in White House who are alleged to have committed acts of "doubtful morality, doubtful legality," in their dealings with media. Although he admitted to taking his "swipes" at media, he said that "over in the communications policy side of this administration," effort has been made to establish mechanism for regulating by "checks and balances of the market place, not by strange interpretation of the First Amendment."

Client-agency relations seen stable

Advertisers' use of media-buying services appears to have leveled off at current estimated rate of 5%-10% of media billings (mostly in spot TV), but advertiser use of "creative boutiques" — shops offering only creative services — is expected to increase. Fifteen percent media commission remains basic method of agency compensation. Significant change in advertiser-agency-media relationship seems unlikely in foreseeable future, although small number of major advertisers do deal directly with networks — for variety of reasons, including doubt it's worth 15% commission to have agency do it — and many expect direct dealing to increase.

These are among findings and conclusions in report issued Friday (Feb. 8) by Association of National Advertisers, based on 1973 survey that brought responses from 211 ANA member companies. It showed 74% of respondents have not used buying services and 9% have used them but stopped, while 14% plan to continue using them and 11% might do so in future. However, usage was much higher — and nonusage much lower — in highly broadcast-oriented category of package-goods advertisers, especially those with budgets of \$10 million or more.

Opposite views on fairness and freedom

Government, for all its attacks on independent journalism, is less likely to end press freedom in this country than "a subtler movement" identified by such code words as "free press versus fair trial" and "responsible press," Dr. Frank Stanton, chairman of American National Red Cross and former president of CBS, said Thursday (Feb. 7). "Certainly everyone believes the press should be responsible," he said, "just as everyone believes in a fair trial. But only those who want to restrict that freedom believe responsibility should be enforced by law."

"Equal access," he added, is "another fine-sounding phrase" but "means that some people think the courts are entitled to decide what newspapers should print in their news columns — that magistrates should dictate how much time broadcasters should allot to those who broadcast."

Dr. Stanton's remarks were delivered at Abe Lincoln awards dinner of Radio and Television Commission of Southern Baptist Convention in Fort Worth. Dr. Stanton received group's distinguished communications medal.

In speech Dr. Stanton advocated repeal of equal-time law and fairness doctrine. Next day FCC Commissioner Benjamin Hooks, in Lincoln conference, said First Amend-

ment should be construed as "living document" and that because of broadcasting's importance as social force he was firmly committed to fairness doctrine. "Conflicting voices must be heard," he declared. He discounted idea that there is no longer electronic media scarcity, noted new stations cannot be started at will.

Top Lincoln awards went to Leslie G. Arries Jr., WBEN-AM-FM-TV Buffalo, N.Y., for television, and Charles K. Murdock, WLW (AM) Cincinnati, for radio. Other winners: Alfred E. Burke, WBAL (AM) Baltimore; D.J. Everett III, WHOP (AM) Hopkinsville, Ky.; James F. O'Grady Jr., WALL-AM-FM Middletown, N.Y.; George Nicholaw, KNX (AM) Los Angeles; Gene Strul, WCKT-TV Miami; Robert L. McRaney Sr., WROB (AM)-WAMY (FM) West Point, Miss.; Marie Perkins, WNAT (AM)-WONZ (FM) Natchez, Miss.; Bill Stroupe, WLOS-TV Asheville, N. C., and Dean Woodring, KGW (AM) Portland, Ore.

In Brief

Trying again. After week's delay due to continued discussions with public broadcasting interests, Office of Telecommunications Policy's proposed long range funding bill for Corporation for Public Broadcasting is expected to go to Office of Management and Budget early this week — in form much more palatable to medium. Bill is changed from draft circulated two weeks ago (*Broadcasting*, Feb. 4), which called for \$3-for-\$1 matching-funds formula and ceiling of \$100 million grant after five years. New plan is for \$2.50-for-\$1 match. And section requiring specific formula for money to go directly to stations has been eliminated. PTV interests back \$2-for-\$1 plan, but OTP was unwilling to go that far.

No forced deal. FCC says it lacks authority to compel unwilling licensee to reimburse group for legal expenses incurred in petitioning commission to deny station's license-renewal application. Commission expressed that view in denying request by local citizen group for order directing WSNT (AM) Sandersville, Ga., to reimburse it for \$1,931.60 that group says it spent in opposing station's renewal. Commission also said that, as matter of general policy, it did not favor ordering reimbursement in absence of voluntary agreement by parties involved. Black Youth Club and Southern Christian Leadership Conference petitioned commission in 1970 to deny WSNT's renewal on grounds station had failed to serve needs of black community. Blacks later withdrew and commission renewed station's license.

Forced disclosure. Vermont Supreme Court last week ruled that newsmen must reveal their sources in court if it can be shown testimony is relevant and cannot be obtained elsewhere. Unanimous opinion was issued in appeal brought by WCAX-TV Burlington, Vt., reporter John Gladding, who was held in contempt for refusing to disclose source that tipped him off about drug raid. Mr. Gladding and other reporters were at police headquarters in Rutland to cover that story when police brought in those arrested in raid. Subsequently he refused to disclose to public defender identity of source who told him about raid. Gladding case has been returned to Vermont District Court.

Going up. New York City's Board of Estimate voted unanimously to hike monthly subscriber rates of Sterling Manhattan and Teleprompter Manhattan cable systems from \$5 to \$7, monthly rental of converter units from \$1 to \$2, and initial installation fee from \$9.95 to \$14.95. (Two companies had asked for increases to \$8, \$3.50 and \$19.95, respectively.) New rates are subject to review by New York State Commission on Cable TV, but Morris Tar-

shis, city's director of franchises, says he expects no problem and that increases should take effect March 1.

Third world. Congressional Black Caucus will formally petition networks this week for equal time to take issue with President Nixon's State of Union speech and with Senate Majority Leader Mike Mansfield who was given equal time to answer it.

Question of balance. In 11th-hour decision Thursday (Feb. 7) ABC-TV canceled broadcast of *Dick Cavett Show* taped Feb. 6 with political activists Abbie Hoffman, Tom Hayden, Jerry Rubin and Rennie Davis, four of Chicago Seven. ABC said program "contains discussions of controversial issues of public importance which ABC feels should be balanced on the same program by statements of opposing views." Abbie Hoffman touched on his drug arrest last summer, for which he faces possible life sentence, which network thought could present trial-prejudicing difficulties.

Medicine show. American Medical Association will be allied with Standard Brands Inc. in new half-hour TV series providing tips on health care based on AMA's publication, *Today's Health*. Series to be offered in barter syndication in top 75 to 100 markets through Standard Brands' agency, Ted Bates & Co., New York.

Reform to floor. Senate Rules Committee agreed on bill that provides for public funding of primary and general elections (see earlier story, page 28). It rejected modified "voter's time" proposal by Senator Robert P. Griffin (R-Mich.) before sending S. 2718 to floor. Proposal was in "idea form" only, but would have provided government grants to general-election candidates for television time, prescribed by formula according to office sought. Senator Griffin thought measure could serve as "first step" toward public financing "instead of going whole hog," aide said. Senators Mark Hatfield (R-Ore.) and James Allen (D-Ala.) voted with Michigan Republican in 6-to-3 defeat. Senator Allen was lone dissenting vote on final approval of bill which provides for matching funds, beyond preset threshold, in primaries and outright grant in general elections. Also, committee increased ante on tax return check-off from \$1 to \$2.

Late Fates. *Herbert W. McCord*, VP and general manager of CKLW(AM) Windsor, Ont., named president. He was general manager of WCBS-FM New York before joining CKLW year ago. *Mel Phillips*, former programmer of RKO General's WRKO(AM) Boston and WXLO(FM) New York, named program director of ABC's KQV(AM) Pittsburgh. He replaces *Robert Harper*. *Jeff Skov*, KSFO(AM) San Francisco news reporter, named Washington bureau chief for Golden West Broadcasters. *Russell Woodward*, 71, former executive VP and co-founder, Peters Griffin Woodward, station representative, died Feb. 5 in Sarasota, Fla. *Donald C. McGraw*, 76, chairman of executive committee and former president and chairman of McGraw-Hill Inc., major publisher and TV station group owner, died Feb. 7 in Boynton Beach, Fla. Survivors include his wife; two sons, John L., chairman of McGraw-Hill, and Donald C. Jr., executive VP-operating services; daughter and sister. For earlier reports, see "Fates & Fortunes," page 61.

Headliners



Small



Manning



Socolow



Gillespie



Mortensen

Julian Goodman named chairman of board, David Adams named vice chairman and Herbert Schlosser named president of NBC, and Robert Howard named president of NBC-TV, in management reshuffling. See page 22.

William J. Small, CBS News Washington bureau chief, named senior vice president-director of news. He succeeds **Gordon Manning**, named vice president-assistant to president of CBS News. Replacing Mr. Small in Washington will be **Sanford Socolow**, formerly deputy director of news and executive editor, CBS News. **Don Richardson**, CBS assistant news director in Washington, will serve as acting bureau chief until Mr. Socolow takes over in March.

Henry A. Gillespie, VP-domestic syndication, Viacom Enterprises, named to new post of senior VP-marketing, with expanded responsibilities including supervision of all domestic and international syndication as well as creative services and licensing-merchandising departments.

Arthur M. Mortensen, president and general manager, Los Angeles and Kansas City divisions of Bonneville International Corp., named chief executive officer and member of executive committee and board of directors of Hughes Television Network, New York, succeeding **Robert D. Hales**, who leaves post after only four months to become group VP of Chesebrough-Pond's Inc., Greenwich, Conn., with supervision over health and beauty products division and Prince Matchabelli division.

Homer K. Peterson, executive VP, Communications Investment Corp. (holding company for George C. Hatch station interests and principal stockholder in Intermountain Network Inc.), named president of Intermountain, 91-station regional network headquartered in Salt Lake City. He succeeds **Lynn Meyer**, who retires June 30 after 20 years in post. **Bennie L. Williams**, general manager of KALL(AM) Salt Lake City, named general sales manager of Intermountain, and **Doug Wildfoerster** named regional sales manager. **Jack Paige** continues as executive VP.

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Open Mike®

Original request

EDITOR: As a regular reader of BROADCASTING, I would like to ask a favor, if possible. In your Jan. 28 issue, there is an amusing joke [about a clergyman] that refers to one of our more successful advertising campaigns ["Ring-around-the-collar!"] for Wisk:

I would like to send the original of this cartoon in a frame to E. E. Norris to hang in his office at BBDO.—*Henry M. Gridley, marketing services director, Lever Bros., New York.*

(It has been dispatched.)

Inspiration

EDITOR: After reading Kenneth Osbourn's letter (Jan. 28), I would like to suggest he contact Ed Walker [at WWDC-AM-FM Washington]. Aside from being one of the most professional, practiced and proficient broadcast performers in the industry, Ed has done it all with what some may consider a handicap. He does not. Ed has been blind since birth. That hasn't handicapped him in the least in his role as a radio (and sometimes television) performer. More power to young men such as Kenneth Osbourn. And best of luck.—*William S. Stabler, program director, WASA(AM)-WHDG(FM) Havre de Grace, Md.*

Thanks, but

EDITOR: I'm sure the good people of the Kentucky-based Walter E. May broadcast group and its audience appreciated the recent workshop conducted by the Radio Television News Directors Association. And I'm sure they appreciated your coverage of it (Jan. 28). But I'll bet they would have appreciated it a heap more if you had left the "s" out in your spelling of Pikeville.

I'll temper the needle with some praise. We here in the advertising and information division of the Second ROTC Region enjoyed reading about the head man at N. W. Ayer & Son in the Jan. 21 issue.—*Lieutenant Colonel Don Kington, Fort Knox, Ky.*

The brighter side

EDITOR: Please let me suggest that our radio and TV weather announcers eliminate the negative "10% chance of rain today." Instead, why not insert "90% chance of sunshine today?" It seems to me this would make people feel better and should be welcomed by our resort areas and tourist-oriented businesses, especially in this era of energy shortages.—*J. T. Snowden Jr., president, WFAG(AM)-WRQR-FM Farmville, N.C.*

Datebook®

■ Indicates new or revised listing.

This week

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

Feb. 11—A.C. Nielsen Co. annual stockholders meeting. Nielsen Plaza, Northbrook, Ill.

■ Feb. 11-13—*Virginia Commonwealth University Department of Mass Communications* conference, "Communications '74: Too Much To Handle?" Speakers include: William Small, CBS News; Bryan Owens, National Cable Television Association; Robert Hilliard, FCC, and Rosel Hyde, former FCC chairman. VCU, Richmond, Va.

Feb. 13—*Engineering Committee of Association of Maximum Service Telecasters* special meeting on spectrum management, allocations and energy crisis. Atlanta.

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

Feb. 14—*Indiana Broadcasters Association* Occupational Health and Safety Act (OSHA)-engineering seminar. Hospitality Motor inn, Indianapolis.

Feb. 15—Deadline for entries in 1974 *National Cable Television Association* cablecasting awards. NCTA, 918 16th Street, N.W., Washington 20006.

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

Feb. 15-18—*Arkansas Broadcasters Association* con-

vention. Nassau, Bahamas.

Feb. 16—Washington chapter, *National Academy of Television Arts and Sciences* seminar on television sound. WRC-TV studios, Washington.

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

Also in February

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

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

Feb. 18-22—*Texas Tech University, Department of Mass Communications*, Mass Communications Week. TTU, Lubbock, Tex.

Feb. 19-April 9—*International Radio and Television Society* weekly seminars on broadcasting and the law. Bankers Trust building, New York.

Feb. 20—*Consumer Subcommittee of Senate Commerce Committee* oversight hearings on Federal Trade Commission. Room 5110, New Senate Office building, Washington.

Feb. 20—*American Arbitration Association* conference, "Women's Rights in the Corporate Environment," focusing on practical and legal aspects of equal employment opportunity for women. New York Hilton, New York.

Feb. 20—Deadline for comments on FCC's proposed

rulemaking providing one-hour earlier sign-on time for daytime AM stations in response to adoption of year-round Daylight Saving Time.

■ **Feb. 20-21**—Joint Committee on Congressional Operations hearings on Congressional access to national media. Place to be assigned, Capitol Hill.

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

■ **Feb. 21**—Association of Federal Communications Consulting Engineers monthly meeting, with presentation on FCC's FM/TV and microwave monitoring trucks. Key Bridge Marriott hotel, Rosslyn, Va.

Feb. 21-23—Wyoming Association of Broadcasters winter convention. Ramada inn, Casper.

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

■ **Feb. 27**—Doyle Dane Bernbach Inc. annual stockholders meeting, 15 Columbus Circle, New York.

Feb. 28-March 1—Georgia Cable Television Association annual convention. Speaker: FCC Commissioner Richard E. Wiley. Marriott Motor hotel, Atlanta.

March

March 1—Radio Television News Directors Association deadline for entries, 1974 news awards competition. Awards will be offered for radio and TV reporting on significant problem, spot news, investigative reporting and editorializing.

March 1—American Bar Association Gavel Awards entry deadline. Competition is open to broadcast and print entries that contribute to public understanding of American legal and judicial systems. Contact: ABA, Committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

March 1—Deadline for comments on FCC's proposed revised rules to permit use of Vertical Internal Reference signal for monitoring color quality of TV programs.

March 1—Extended date for filing reply comments in FCC proceeding on ascertainment of community problems by educational broadcast applicants and formulation of policies relating to renewal of educational broadcast licenses.

March 2—Washington chapter, National Academy of Television Arts and Sciences seminar on television film editing. WRC-TV Studios, Washington.

March 5—Pennsylvania Association of Broadcasters 1974 congressional reception and dinner. Washington Hilton hotel, Washington.

■ **March 7**—Joint Committee on Congressional Operations hearings on Congressional access to national media. Place to be assigned, Capitol Hill.

March 7—Consumer Subcommittee of Senate Commerce Committee oversight hearings on Federal Trade Commission. Room 5110, Senate Office building, Washington.

March 7—Deadline for submission of interim reports to FCC on testing of proposed systems of automatic audio identification of programing material on radio and television.

March 11-12—Ohio Cable Television Association annual convention. Scott's Inn, Columbus.

March 11-12—National Cable Television Association legislative conference. Quality Inn, Washington.

■ **March 12**—New York State Broadcasters Association 20th annual membership meeting and legislative dinner. Albany Hyatt house, Albany.

■ **March 12**—Joint Committee on Congressional Operations hearings on Congressional access to national media. Place to be assigned, Capitol Hill.

March 12—Special one-day program on "Electronics Communications: Industry Trends and Economic Directions," held in conjunction with EIA spring conference. Shoreham hotel, Washington.

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

March 14—Tennessee Association of Broadcasters 1974 sales clinic. Speaker: Richard C. Block, Kalser Broadcasting president. Holiday inn-Vanderbilt, Nashville.

March 15-16—American Forces Radio and Television workshop. Houston.

March 15-16—Fifth annual Country Radio Seminar. Hilton inn, Nashville.

March 15-16—Canadian Broadcasting League annual conference. Skyline hotel, Ottawa.

March 15-17—American Women in Radio and Television board of directors meeting. Doubletree inn. Scottsdale, Ariz.

March 16—Washington chapter, National Academy of Television Arts and Sciences seminar on television producing and directing. WTTG(TV) studios, Washington.

March 16—Association of Maximum Service Telecasters special board of directors meeting; **March 17**—AMST annual board of directors meeting and annual membership meeting. All at Hyatt Regency hotel, Houston.

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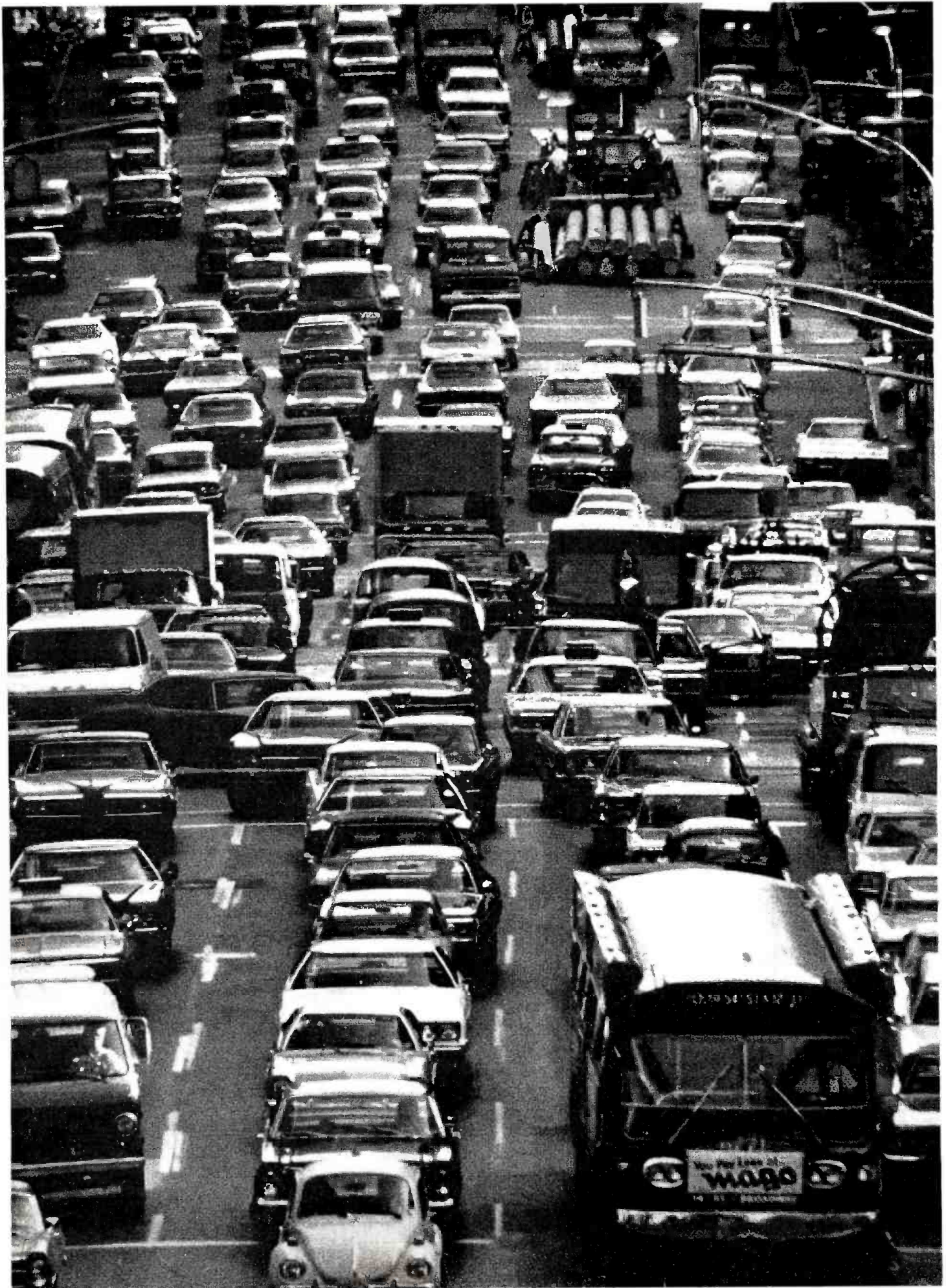
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AMERICAN CITIES ARE SUFFERING FROM HARDENING OF THE ARTERIES.

Storer stations are concerned and are doing something about it.

In 1945 there were 31 million cars on American roads, and public transportation carried 19 billion passengers. Today there are over 112 million cars and only 5½ billion passengers a year use mass transit systems.

Result? Wall-to-wall traffic jams in and around cities. Eye-searing pollution. Frazzled nerves. And, on top of it, we're facing gasoline shortages of serious proportions.

Urgently needed are improved traffic arteries and more attractive mass transit to entice drivers from the highways. To that end, Storer stations are lending editorial and programming support to upgrading transportation systems for their communities.

For instance, WJW-TV has pushed to regionalize the

Cleveland Transit System which has lost riders through higher fares and reduced service. WJW-TV points out that regionalization and a tax subsidy would qualify the system for federal aid—and revitalization. WJW-TV programs on transportation also include "The Perfect People Mover." It deals with transit in the inner city, and from the suburbs by exclusive bus lines. Filmed in places like Washington, Pittsburgh and Atlanta, it has been chosen for seminars on mass transportation in a number of states.

WITI-TV's documentary on mass transit showed what cities are doing and where Milwaukee stands. Another program brought Milwaukee supervisors together to discuss timing and feasibility of public ownership of the transit system. WITI-TV editorials also pointed up foot-dragging on completion of the city's freeway system, and suggested allowing legal

right turns on red lights to keep traffic moving.

Storer stations in Atlanta, Detroit, Miami, Toledo and other cities have aired similar messages. Subjects range from the use of highway funds for mass transit to building an elevated expressway over existing roads.

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

For we strongly believe that the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

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

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

March 18-19—National Cable Television Association legislative conference. Quality Inn, Washington.

March 20—Cox Broadcasting Corp. annual stockholders meeting. CBC headquarters, Atlanta.

March 21—Delaware Valley chapter, International Industrial Television Association industrial television workshop. Shelburne hotel, Atlantic City, N.J.

March 22—Deadline for reply comments on FCC's proposed rulemaking providing one-hour earlier sign-on time for daytime AM stations in response to adoption of year-round daylight saving time.

March 25-26—National Cable Television Association board meeting. Pebble Beach, Calif.

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

March 26-28—Institute of Electrical and Electronics Engineers annual international convention and exposition. Statler Hilton and Coliseum, New York.

March 27-28—National Cable Television Association legislative conference. Quality Inn, Washington.

March 27-28—Association of National Advertisers—Premium Advertising Association of America cooperative workshop, "Management of Incentive Promotions in Today's Economy." Plaza hotel, New York.

March 28—Association of Federal Communications Consulting Engineers monthly meeting. Place to be announced.

March 30—Washington chapter, National Academy of Television Arts and Sciences seminar on television make-up. WETA-TV studios, Washington.

March 31-April 2—Action for Children's Television Festival of Children's Television featuring international children's programs and programs designed for children with special needs. John F. Kennedy Center for the Performing Arts, Washington. Registration information: ACT, 46 Austin Street, Newtonville, Mass. 02160.

April

April 1—Deadline for reply comments on FCC's proposed revised rules to permit use of Vertical Interval Reference signal for monitoring color quality of TV programs.

April 5-8—New Mexico Broadcasters Association annual convention. Airport Marina hotel, Albuquerque.

April 5-8—Society of Professional Journalists, Sigma Delta Chi region five conference for members in Wisconsin, central and northern Illinois, Indiana and Kentucky. Bloomington, Ind.

April 5-7—Society of Professional Journalists, Sigma Delta Chi region eight conference for members in Texas, Oklahoma, Arkansas and Louisiana. Tulsa, Okla.

April 10—New England Cable Television Association spring meeting. Highpoint Motor Inn, Chicopee, Mass.

April 13—Washington chapter, National Academy of Television Arts and Sciences seminar on television videotape editing. WTTG(TV) studios, Washington.

April 16—International Radio and Television Society full-day conference on "The Now and Future Role of Computers in Broadcasting and Advertising." Biltmore hotel, New York.

April 18-19—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Chase-Park Plaza hotel, St. Louis.

April 18-23—MIP-TV, the International Television

Program Market. Cannes, France.

April 18-25—MIFED. International film, TV film and documentary market. Contact: MIFED, Largo Domodossola 1, 20145 Milano, Italy.

April 19-20—Society of Professional Journalists, Sigma Delta Chi region one conference for members in New York, central and eastern Pennsylvania, New Jersey, Delaware and New England. Fordham University, midtown Manhattan campus, New York.

April 19-20—Society of Professional Journalists, Sigma Delta Chi region three conference for members in Tennessee, Mississippi, Alabama, Georgia, South Carolina and Florida. Tuscaloosa, Ala.

April 19-20—Society of Professional Journalists, Sigma Delta Chi region four conference for members in Michigan, Ohio, western Pennsylvania and West Virginia. Cleveland.

April 19-20—Society of Professional Journalists, Sigma Delta Chi region nine conference for members in Wyoming, Utah, Colorado and New Mexico. Denver.

April 19-20—Society of Professional Journalists, Sigma Delta Chi region eleven conference for members in California, Nevada, Arizona and Hawaii. Fresno, Calif.

April 20—Society of Professional Journalists, Sigma Delta Chi region ten conference for members in Washington, Oregon, Idaho, Montana and Alaska. Spokane, Wash.

April 20—Iowa Broadcast News Association annual convention. Kirkwood hotel, Des Moines.

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

April 21-24—International Industrial Television Association annual conference. Special feature includes admission to National Cable Television Association equipment exhibits, in conjunction with NCTA convention being held simultaneously. Palmer House, Chicago.

April 21-25—Pennsylvania Association of Broadcasters annual convention. Runaway Bay hotel, New Fal-mouth, Jamaica.

April 21-28—Society of Motion Picture & Television Engineers 115th conference. Century Plaza hotel, Los Angeles.

April 25—Canadian Television Commercials Festival. Four Seasons—Sheraton hotel, Toronto.

April 25-26—Kentucky Broadcasters Association spring convention. Galt House, Louisville.

April 27—Washington chapter, National Academy of Television Arts and Sciences seminar on television lighting. WTTG(TV) studios, Washington.

April 28-30—Chamber of Commerce of the United States annual meeting. Washington Hilton, Washington.

May

May 2—Kaiser Industries Corp. annual stockholders meeting. 300 Lakeside Drive, Oakland, Calif.

May 3-4—Society of Professional Journalists, Sigma Delta Chi region two conference for members in Maryland, District of Columbia, North Carolina and Virginia. Williamsburg, Va.

May 3-5—Michigan News Broadcasters Association 3rd semiannual meeting. Central Michigan University, Mt. Pleasant.

May 3-5—Illinois News Broadcasters Association spring convention. Springfield (originally announced for Elgin).

May 4—Sigma Delta Chi Distinguished Service Awards banquet. Williamsburg, Va.

May 7—RCA Corp. annual stockholders meeting. 30 Rockefeller Plaza, New York.

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

May 9-10—Ohio Association of Broadcasters spring convention. Hospitality Motor inn East, Cleveland.

May 10-11—Society of Professional Journalists, Sigma Delta Chi region six conference for members in Minnesota, North and South Dakota. Minneapolis.

May 11—Washington chapter, National Academy of Television Arts and Sciences seminar on television sales. University of Maryland, College Park.

May 13-14—Washington State Association of Broadcasters spring meeting. Ridpath hotel, Spokane.

May 16-17—Oregon Association of Broadcasters annual spring conference. Dunes Resort motel, Lincoln City, Ore.

May 16-18—Iowa Broadcasters Association state meeting. Hilton hotel, Sioux City.

May 17—6th World Telecommunications Day under theme, "Telecommunications and Transport." Day was declared by Plenipotentiary Conference of International Telecommunication Union.

May 21-23—Brand Names Foundation annual meeting, featuring retailer-of-the-year awards. Hilton hotel, New York.

May 23-26—Association of Federal Communications Consulting Engineers annual meeting. Landmark motor Inn, Myrtle Beach, S.C.

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Major meeting dates in 1974

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

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

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

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

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

June 8-9—Broadcasters Promotion Association 1974 seminar. Hyatt-Regency, Atlanta.

Oct. 10-13—National Association of FM Broadcasters annual convention. Fairmont hotel, New Orleans.

Nov. 13-16—Society of Professional Journalists, Sigma Delta Chi annual national convention. TowneHouse hotel, Phoenix.

Nov. 17-19—Television Bureau of Advertising 20th annual meeting. Century Plaza hotel, Los Angeles.

Monday Memo®

A broadcast advertising commentary from Robert Hodges, VP-Western regional manager, Della Femina, Travisano, Los Angeles

Pity the man, but not the medium

I always have had great respect for radio station salesmen—in part because I used to be one, but mostly because they have the toughest sale in the business.

The TV rep comes in and “quotes availabilities.” What dignity there is in that phrase, what urgency. The radio guy comes in to pitch his station, which you have never heard. He is telling you how much better his is than some other stations, which you have never heard either. The TV rep has at most nine competitors. The radio rep can be up against 50.

What is worse is that most clients don't respect radio. They don't respect it, I think, because they don't understand it. And they don't understand it because only one solid thing comes shining out of that AM, FM, MOR, GRP, R&R, C&W, watts, megahertz, daytime-full timer, drivetime babble: confusion.

And pity the poor agency account executive who has to tell a roomful of client types that they ought to be on radio. He stands there practically naked—no storyboards, no comprehensive layouts, nothing but a typewritten script. He reads the copy (all three dramatic roles) while an assistant account executive does sound effects with his mouth, and hums or whistles the music. And the client sits there thinking, “On this I'm spending a million dollars?”

Then there's the moment after the creative has been produced and is up for final approval. Again the roomful of client types. This time everybody, from the freshly minted, Harvard MBA assistant product manager to the president of the company, is there. The account executive starts the tape and the first 15 seconds go unheard because everyone is suddenly wondering what to do with his eyes. Should they look at the account executive? At the tape recorder? The president? The ceiling? (I have a theory that radio would be recommended twice as often if someone could solve the social problem of what to do with your eyes while listening to a tape.)

But proper use of this thorny, perplexing medium can produce very exciting results. At Della Femina, Travisano & Partners we usually play a few radio spots in our new-business presentations. Our spots for Blue Nun wine are almost always greeted with “Oh, I've heard those before.” Despite a limited budget, this radio campaign has helped the client realize nearly a 2500% sales increase since the first spot went on the air. We also use our Carte Blanche spots. These commercials combine some of the most aggressively competitive copy on the air with very enchanting music. The result is the most easy-to-listen-to hard sell I've



Robert L. Hodges is a 17-year veteran of advertising. He spent the first four years of his career in radio sales, principally at WJBK(AM) Detroit (now WDEE(AM)), before switching to the agency side. He has been with Dancer-Fitzgerald-Sample in San Francisco and Carson/Roberts and Botsford Ketchum in Los Angeles. In July 1973 Mr. Hodges joined Della Femina, Travisano & Partners, Los Angeles, as vice president-Western regional manager.

ever heard. Again, big results. The kind of results you can count, gloat over and take to the bank.

Radio is a medium that is as flexible as the imagination. That has been proved over and over again. And that's another reason this marvelously flexible tool is hard to sell.

Nobody bats an eyelash when you say radio is a visual medium. We recently did a spot that created a vision of a \$100 million oceanside condominium/shopping center complex that hadn't been built. After hearing the spot one comes away not only with a clear idea of what the development will be like, you also know where it is, how much the units sell for. You have a compelling urge to get down there to grab a unit before they're all gone. In fact 50% of the units were sold before the first one was completed.

A great deal has been said about radio's economy. Its precision in reaching specific segments of the populace is rivaled only by special-interest magazines. Ironically, what has been obvious about radio for decades is currently hot news in the publishing business.

At Della Femina, Travisano we feel that all advertising has a strong “for-me” factor. Radio tells people your ad is “for” them merely because the spot is on “their” station. As you've heard a thousand times before, it's a personal medium.

Moreover, you can enhance the “for-me” factor by altering copy, music, etc. to fit various kinds of audience. Copy backed by music variously executed in country and western, rhythm and blues, middle-of-the-road, rock, acid rock or classical styles works hard indeed. Radio's

low production costs make this variety affordable.

And it's fast. Advertisers in volatile industries can change copy frequently and fast while maintaining high-quality production values.

Looking back over what I've just written, I'm struck by the fact that I've said nothing new. Why, then, do so many advertisers and agencies do so little with radio? Perhaps it's because people like me aren't doing their jobs well enough.

As a full-service advertising agency we aren't—and can't afford to be—prejudiced in favor of one medium or another. We didn't become the fastest growing major agency in the U.S. through luck or favoritism. We've built our success on successful advertising. Successful by our clients' measure. Radio to us is one of the many tools. But it's a tool we have to spend too much time justifying before we're permitted to use it. The data is all there, of course. The Radio Advertising Bureau will have you up to your armpits in research at the blink of a hold button.

What makes radio a tough sale for us is not only its perplexing diversity; there's an emotional barrier as well. The advertiser to whom radio is proposed feels somehow demeaned, as if he's been blackballed at the best country club in town and has to settle for second best.

Part of our philosophy is that advertising has only done part of its job if it only makes prospective users or purchasers want to buy the product. Almost as important is the task of getting the advertisers' sales force excited. A salesman who is convinced that he is backed by powerful advertising is usually far more effective. He's happy. Confident. And it's tough to convince him that radio is going to be as effective as TV, magazines or whatever he is used to. The first thing he thinks is “those cheapskates have cut back on advertising.”

Everybody thinks of radio as a cheap medium. It isn't. It is economical in hitting specific market segments. So RAB or somebody needs to come up with something tougher than yet another classy brochure. The people who sell radio are already sold on it. It's the people who accept or reject radio as a concept who need selling.

RAB recently ran a contest asking entrants to take a stab at “positioning” radio. I think that's a futile exercise. It's like trying to position food. Like food, radio is a generic term. It isn't a thing, it's a category. In that category there's everything from pigs knuckles to escargot. From all news to all music. From Bach to Bacharach. From Johnny Cash to Maria Callas.

All of which brings me full circle. I really do have a lot of respect for radio station salesmen. They've got the toughest sale in the business.

Media

Sudden upheaval in NBC management puts Goodman on policy level, Schlosser on line

Sarnoff says those and other changes made to cope with new complexities in programing and regulation

A top-level realignment was announced by NBC last week, with Julian Goodman moving from president to chairman, Herbert S. Schlosser succeeding him as president and David C. Adams moving from chairman to vice chairman in a step-down more nominal than real.

The changes were unheralded but less surprising to many observers than the choice of a successor to Mr. Schlosser as president of the NBC-TV network. He is Robert T. Howard, a former vice president and general manager of NBC's KNBC(TV) Los Angeles, who hasn't been anywhere near the limelight in his role as vice president in charge of administration and operations for NBC-TV since last fall.

All of the changes become effective April 1—which NBC spokesmen noted is the eighth anniversary of Mr. Goodman's becoming NBC president.

Immediate speculation outside NBC tended to trace the changes at least partly to NBC's failure to make a stronger run for first place in the prime-time ratings this season. At least one interpretation suggested further that the NBC board—and officials of the parent RCA Corp.—wanted NBC operated by a man oriented more toward entertainment programing, such as Mr. Schlosser, than toward news, which was Mr. Goodman's career before he became president.

NBC officials denied all such reports. They said the changes were intended to and do represent an adjustment to changing conditions in broadcasting as a whole, and have been in the planning stage for months—since long before the current season opened. Moreover, they noted, elevating Mr. Schlosser to the NBC presidency would be unlikely punishment for unsatisfactory performance. In fact, they said, NBC-TV has established a "strong" second position behind CBS in the prime-time ratings and has made significant gains in other areas, including Monday-Friday daytime and Saturday mornings. As for news orientation, they pointed out



Goodman



Adams



Schlosser



Howard

that the new NBC-TV president-designate, Mr. Howard, could count among his accomplishments the successful introduction of the first two-hour newscasts on KNBC.

The changes, officials said, will help spread the workload by returning NBC top management to its former structure, in which the chairman was chief executive officer and the president chief operating officer. As president, Mr. Goodman has had the title of chief executive but in effect has been chief operating officer as well. He will continue to be chief executive officer, but Mr. Schlosser will become chief operating officer.

The changes also pinpoint areas of responsibility more precisely. While Mr. Goodman concentrates on top-level policies and problems and Mr. Schlosser runs day-to-day operations, Mr. Adams will concentrate more on Washington affairs and legal matters—areas in which he has long specialized and which are expected

to increase in their impact on broadcasting, NBC feels.

The net effect is that top management of NBC will be handled by a triumvirate of Messrs. Goodman, Schlosser and Adams or, as Mr. Goodman put it in a message disclosing the changes to NBC TV and radio affiliates, "a management team" in which "Herb, David and I will each have different areas of emphasis" but "will also work closely together."

Mr. Schlosser, who is 47, will report to Mr. Goodman; Mr. Goodman, 51, and Mr. Adams, 60, to the NBC board.

Mr. Goodman sees the changes, he said in a telephone interview, as "an orderly transition to handle the problems that lie ahead." Freed of day-to-day operational decisions, he said, he will spend more time on policy and long-range problems. "I don't expect to slow down much," he said.

Presumably he will also continue to serve as NBC's principal spokesman both

in Washington and in other industry affairs. Among the chief problems ahead for broadcasting, he said, are those involving regulation, and he expects to devote time to those, too, although he noted that the changes will also "let Dave [Adams] concentrate on what he does best—Washington and the legal areas."

For Mr. Schlosser the NBC presidency is the latest in a series of swift advances. After some six years as vice president in charge of programs, West Coast, he was moved to New York in June 1972 as executive vice president of NBC-TV and then, 13 months later—last July 2—was made president of the network.

"I've been lucky," he said last week, "to have had an opportunity to work in different areas of the network and to have become involved in and familiar with other areas of the company. So I'm not coming in cold." But it would be premature, he said, to speculate on what courses he might follow or changes he might make as NBC president.

Mr. Goodman said he recommended Mr. Schlosser for the presidency "because of his broad experience in so many different areas of our operation and his outstanding management talent." The new role for Mr. Adams, he said, was suggested by Mr. Adams himself.

Actually the new role is not regarded as significantly different from Mr. Adams's current role. He is a former lawyer closely identified with Washington, where he served with the FCC before joining NBC 26 years ago. As chairman he has been in charge of both the Washington office and the legal department, although they reported to him through Thomas E. Ervin until Mr. Ervin's retirement as an executive vice president earlier this month ("Closed Circuit," Jan. 14). Mr. Adams is giving up one area but has said he never considered it one of his specialties anyway; that is public relations, headed by Vice President Robert D. Kasmire, who in the future will report to Mr. Schlosser.

The change in title from chairman to vice chairman is not expected to bother Mr. Adams. Though recognized as one of the key figures in NBC management over the years, he has consistently shunned publicity and in fact accepted the chairmanship in January 1972, according to reports at the time, only with reluctance.

The new head of NBC-TV, Mr. Howard, has been primarily a station man—which, NBC officials say, should be to the mutual benefit of NBC-TV and its affiliates. His choice for the post was surprising chiefly because he has had little or no publicity in his network post. But as vice president and general manager of KNBC for seven years he obviously gained the respect of NBC management.

Mr. Goodman credited him with building KNBC into a station unsurpassed in service to its community, in successful news operations and as a business. Another executive called him "one of the ablest all-around broadcasting executives I've ever seen—very unflappable, very steady, a man who solves problems by directing himself to them."

Mr. Howard, now 46, started out as an NBC page in New York in 1947,

moved into the NBC-TV research department shortly afterward and became head of research for NBC Radio Spot Sales in 1953. Two years later he became a salesman in the same department, then moved to NBC Television Spot Sales in 1959 and was named national sales manager of WNBC-TV New York in 1963.

He was promoted to WNBC-TV station manager in 1964 and became vice president and general manager of KNBC in 1966. He moved to New York after being named NBC-TV's administration and operations vice president last November.

The changes last week were seen by Robert W. Sarnoff, chairman and chief executive of RCA, as representing "an orderly development of the existing management structure."

A statement issued by Mr. Sarnoff said: "In its growing complexity, in its broadened range of program services, in

its increasing absorption with legislative, legal and regulatory matters, broadcasting requires a full range of top-level management skills."

"Under Julian Goodman, NBC has achieved new levels of progress in terms of service, competitive stature and profits. With this augmented and well-balanced senior management team, I feel NBC is in the strongest position of any broadcast organization to cope with the formidable challenges that lie ahead and to continue building a successful and profitable future."

In the new line-up, NBC's operating divisions and all of its principal staff executives but two will report to Mr. Schlosser. The exceptions, reporting to Mr. Adams, are Corydon B. Dunham, vice president and general counsel, who was elected to the NBC board last week, and Peter B. Kenney, Washington vice president.

Quello gets his chance to talk back

There's one surprise in final day of testimony as Quello reveals he's being sued in Capcities stock transaction; he answers charges of pro-broadcast bias, insensitivity to minorities, radio code board activities under his tenure

A shareholder of Capital Cities Communications is suing James H. Quello, nominee to the FCC, over a two-year-old stock-option transaction between Capcities and Mr. Quello, the nominee told the Senate Commerce Committee last week. The revelation proved to be the only surprise on the last of eight days of testimony on Mr. Quello's appointment. But even this issue was neutralized as Mr. Quello stated he would pay Capcities \$11,700, the profit he said he made on the option deal, and thereby remove grounds for the suit.

Mr. Quello revealed the details of the suit in the interest of being "open and forthright," he said, following final examination by Chairman John Pastore (D-R.I.) and his sponsors, Michigan Senators Philip Hart (D) and Robert P. Griffin (R). On Jan. 31, 1972, eight months before his retirement as general manager of Capcities' WJR-AM-FM De-

troit, Mr. Quello sold 800 shares of Capcities for \$51 a share, "give or take half-a-point," he said. The sale netted him about \$40,800. Ten days later, on Feb. 10, he exercised a five-year option (with 10 months left to go) to buy 1,500 shares of Capcities at the fixed price of \$22.75 per share, for a total cost of \$34,125. Mr. Quello still retains 1,100 shares of Capcities which he is required to sell, along with other broadcast-related holdings, upon confirmation.

The civil suit was filed two weeks ago by Richard Morales, the owner of one voting share of Capcities, according to the company. It names Mr. Quello as the defendant (and Capcities as a "nominal defendant") and charges him with violating Sec. 16b of the Securities Exchange Act, which stipulates that executives of a company may not profit by buying stock on option from their own company within six months of their last sale of stock in that company. Under the law, the "corporate insider" is required to return the profits of the sale to the company.

Mr. Quello said his counsel had advised him that he could fight the suit on the grounds that he was not an "insider privileged to inside financial information." But in order to remove the onus of the suit, on the eve of the confirmation vote, Mr. Quello said he would return \$11,700 to Capcities.

In earlier testimony that day, Mr. Quello played on the theme that ran throughout his statements and those of his supporters. Namely, that opposition to his nomination to the FCC came from persons "I have never met or worked with over a long period of time." (There were two witnesses who testified against Mr. Quello who had had dealings with him briefly—Ron Scott, now on the WJR Minority Advisory Committee and represented tenants before the Detroit Housing and Urban Development Commission while Mr. Quello was a commissioner, and Palma Martinez-Knoll, director of Project: Latino.) Those who have known and worked with him, he said, were sup-



Quello

porting his bid for Nicholas Johnson's FCC seat. "I could have brought more people up but was advised to keep it to three or four," he said.

Senator Pastore, at the opening of last Wednesday's testimony, outlined the points made by Mr. Quello's detractors that he wanted refuted, if possible. First, the chairman said, was the charge that, because he came from a broadcasting background, he was "more or less a captive of the industry." Others were that he lacked sensitivity to the plight of the poor and minorities; that he had acquiesced in the "weakening" of the National Association of Broadcasters' radio code while serving on its board, as charged by former code official Warren Braren, and that Mr. Quello's background did not give him sufficient expertise in the "complex responsibility" of regulating telephone and communications satellite industries, among other nonbroadcasting functions of the commission.

"They say, because I know broadcasting, I'm not qualified to regulate it," Mr. Quello said paraphrasing the argument of his opponents. "And because I don't know telephone and telegraph, I'm not qualified to regulate it, either, they say. I think it ought to be one way or another," he said.

On the matter of his radio code board tenure, Mr. Quello asserted that decisions to loosen the strictures of the code were made to bring "small, sometimes marginal" stations into the code. "It's easy to sit in a big city and say we're all right" as far as code rules are concerned. But some small-market stations, he noted, needed the revenue from advertising that the code, prior to revisions, would not allow. As part of a campaign to boost the numbers of stations subscribing to the code, some rules were relaxed, he said. Moreover, Mr. Quello asserted that he was one of the prime movers in "putting teeth in the code." Strengthening the subscriber monitoring system was "one of the contributions I did make," he said.

Responding to the charge of insensitivity to minority problems, he emphasized that he had brought former and present members of the Detroit Housing Commission to testify in his behalf and that others had written letters, submitted for the record, supporting his candidacy.

"Does the broadcasting industry have a hold over you, financially or otherwise?" Senator Pastore asked. "No," Mr. Quello replied. "I'm going to divest myself [of all broadcast-related stock]. I am my own man," he said flatly.

And after eight days of answering to opponents' charges, Mr. Quello turned the tables and made some of his own. "Some of the public interest groups [that testified against me] are special interest groups," he charged. "I like to think I represent all citizens." Those who called for his rejection "mostly sermonized," he asserted.

And perhaps the troublesome case of Robert H. Morris—denied a seat on the Federal Power Commission last summer because he represented Standard Oil Co., as a lawyer for 15 years—has been laid to rest. Early last month, the FPC, in a 3-to-2 decision, voted to

allow a 55% hike in the price of natural gas. The man who took the FPC seat in Mr. Morris's place, Don S. Smith, provided the swing vote, according to Chairman Pastore. "So, I don't like to say who is for whom or who is for what until he gets down there," the senator concluded.

Independent TV launches drive to sell itself

At INTV's first convention stations attack 'myths,' stress salability

Independent television stations, angry about the reception they have been getting from advertisers and agencies, agreed last week to mount a campaign to overcome what many of them call "discrimination" and "bias."

The decision was made at the first convention—a two-day affair in Dallas—of the Association of Independent Television Stations (INTV). The campaign is to be headed by R. Kent Replogle, Metromedia. INTV Chairman Roger Rice, KTVU(TV) San Francisco, hopes for a budget of \$10,000.

The small band of indignant independents (there are about 90 in the country, with over 40 represented in INTV) were irked at what they termed "myths" about independent TV (stations have small audiences, they are overly commercial, only children watch fringe-time situation comedies, and cost-per-thousand is too high).

Mr. Rice established the theme of the independents' counterattack. The 90 independents, he said, had total revenues of \$248 million in 1971, and \$274.4 million in 1972, according to FCC figures. Mr. Rice sees total revenues rising to \$303.25 million in 1973, and to \$330 million in 1974. He asserted that independents do have a good audience share: Nielsen reported that KTVW(TV) Seattle, WTCN-TV Minneapolis-St. Paul, WGN-TV Chicago, and WTTG(TV) Washington, among others, had 15 shares; WNEW-TV New York and KTVT(TV) Dallas were among those with 12 shares.

Except for a session on programing and another on cable TV (see page 26), the INTV convention concentrated on its goal for the year: proving that independent TV stations are good buys for advertising.

James A. Landon, of Cox Broadcasting, reported that the November 1973 American Research Bureau sweep showed 60 independents in 39 markets had a gross circulation of 51.6 million homes, up 4.1% from the previous year, and up 6.4% over the figures two years ago. He noted that the average network affiliate in New York, for example, had 5.9 million homes weekly, but that independent WNEW-TV there reached 5.5 million homes weekly, not a great discrepancy. Mr. Landon said that Los Angeles was the top independent area delivering 27% of the metro market; New York and

Washington were tied in second place, with 23% of the market; others ranged down to Portland, Ore., where the independent delivered 16%.

Mr. Landon warned that the diary method of surveying tended to "deflate" independents' ratings and shares; he said the meter method is much better, and that ARB had already announced it was installing meters in some markets.

The panel of advertising agency representatives attracted the keenest interest at the convention, and there were some surprises. Michael D. Drexler, of Ogilvy & Mather, reported that 26% of all his agency's spot billings go to independent TV stations. O&M's largest client, he emphasized, spends 29% of its budget on independents. Mr. Drexler warned, however, that most advertisers want young people (18-34) and that network affiliates generally have more of these in their audiences than independents. He noted also, while acknowledging it may be an unproved "stigma," that independents have a reputation for more clutter than affiliates. Even the commercial code of the National Association of Broadcasters, he pointed out, permits 12 minutes of commercials per hour in prime time for independents but only nine and a half minutes for network affiliates. So important is the clutter problem, he said, that O&M exacts a 20% penalty on news shows that carry more than eight commercials in a half hour. (O&M spends 50% of its spot billings on news shows.)

Two other members of the panel—Willard G. Hadlock of Leo Burnett and Gerald B. Baldwin of Young & Rubicam—urged stations to disprove the classic arguments against independents. From the floor came such counter complaints: Some agencies refuse to buy a station if its share is below 5, and others refuse to spend more than 25% of their budgets with independents.

Sales officials of independent stations also described research proving they are as efficient as network affiliates. Mr. Replogle emphasized the Metromedia study showing that 75% of women watching situation comedies choose the program on their own, and that well over 50% of comedy viewers were women watching alone. His presentation was a counter to the report by Harrington, Righter & Parsons that these viewers included a large number of children who undoubtedly distracted the women watching ("Closed Circuit," Jan. 28).

Panel members Bill Wormington, KBMA-TV Kansas City; George Babick, WUTV(TV) Buffalo, N.Y.; Browning Holcombe, Jr., Petry Television; John McGowan, of Peters, Griffin, Woodward, and Robert J. Somerville, of Kaiser Broadcasting urged, as did Mr. Replogle, to stop selling against affiliates, but to go out and sell the independents' own quality and quantitative advantages. There were also calls for independents to stress with advertisers their own prime-time hours (5-8 p.m.), rather than accept the network prime-time period (8-11 p.m.).

The best move on programing, a group of program chiefs agreed, is to counter-program network offerings. Thomas A.

THE PROVEN RATING GETTER!

Now available either as 26 one hour episodes
or 52 especially re-edited half hour episodes!

THE MOMENTOUS STORY OF WORLD WAR II
NARRATED BY LAURENCE OLIVIER

THE WORLD AT WAR

ALREADY BOUGHT IN OVER 32
MARKETS AS 26 ONE HOURS

#1 IN WASHINGTON IN PRIME ACCESS!

(Friday 7:30-8:00 P.M. 4 wk.
Nielsen/October '73)
Also outstanding in New York,
Los Angeles and other markets.

BASED ON SCOTLAND YARD'S
MOST MYSTERIOUS SECURITY FORCE

SPECIAL BRANCH

SUPERB CAST! EXCITING ACTION, DRAMA AND SUSPENSE!

Filmed entirely on actual location
against real London backgrounds.

SPECIAL BRANCH IS REAL!

Jan. 5 '74 N.Y. Daily News reported:
"Scotland Yard's Special
Branch detectives capture
arms smuggling terrorists in
London's Heathrow Airport."

With the help of Detective Chief Inspector Alan Craven,
Special Branch (like U.S.A.'s C.I.A.) keeps a cool eye
on the national security.

Gottlieb/Taffner Programs, Inc.

1370 Avenue of the Americas, New York, N.Y. 10019 (212) 245-4680

TWO HOT NEW RATING WINNERS... PRODUCED BY THAMES TELEVISION, BRITAIN'S BIGGEST INDEPENDENT PRODUCER OF TV PROGRAMS.

NOW!
26 NEW
FAST-MOVING
HOURS IN
COLOR



Breen, KTVU, presented figures showing that independents do pretty well even in network prime time. In seven selected markets (New York, Los Angeles, Chicago, Philadelphia, San Francisco, Detroit and Washington), the average independent had a 31 share in access time (7-8 p.m.), Monday-Friday, and a 12 in network prime time. That 12 share, he noted, sank to 8 when measured for women 18-49, and to 9 for men 18-49. The highest rated programs by independents in network prime time in the top 25 markets were movies, country and western shows, syndicated hour-long programs and sports, but these all fell in shares for the 18-49 age brackets.

Jack Jacobson, WGN-TV Chicago, complained of the high cost of syndicated programs, movies and some sports, adding that syndicators are demanding too many runs for their products. He warned against long-term commitments for network programs that may not become available for broadcast for some time. One of the characters, he pointed out, could be picked up on a morals charge, and there the investment would go. Ted Baze, WPHL-TV Philadelphia, reported that sports pull 40 shares and movies 14-15 shares. The desirability of movie packages was emphasized by Xavier DeSoto, WGNO-TV New Orleans, who suggested that a joint buying group of independents be organized. During general discussion on this topic, suggestions were made from the floor that independents begin 90-minute feature films before 8 p.m. in order to "bridge" network programs that begin then. There was a consensus that movies made for TV are not good for independents. "Unique" local shows produced by some independents, such as Kaiser Broadcasting and Golden West, were also recommended for independent stations. John Reynolds, president of Golden West's TV division, suggested that a group of independents underwrite such programs "to spread the cost."

Sam Vitt of Vitt Media International, a buying firm, told the independents that

their day is dawning. Government pressures continue against the networks, he noted, as well as FCC policy to "localize" TV stations. Independents must advance from their "second-class citizenship complex," he said, seeing a 50% gain in the efficiency of independents as an advertising medium between 1969 and 1979.

The INTV audience also heard FCC Commissioner Richard Wiley declare that the commission soon would evaluate the 25-mile exclusivity proposal, which independents oppose. At one point, he felt obliged to warn his audience against using the term "weirdos" in referring to public groups that complain to the commission about programming and employment practices. "They are the public you are licensed to serve," he admonished.

Registration at the INTV meeting was over 100, but among these were perhaps a dozen representatives of program services and station representative firms. KVRL-TV Houston was signed during the convention, bringing INTV ranks to 44. The INTV board also voted to accept associate members.

INTV and CATV: a you-scratch-my-back- I'll-scratch-yours proposition

**Mutual benefits to be derived
from cable carriage of independent
signals include audience, subscriber
growth; expanded program potential**

Cable's value to independent television stations was a recurring topic at the Dallas convention of the Association of Independent Television Stations (INTV) last week. Among the fruits of an independent-cable partnership touched on in speeches and a panel: boosts in audience, expanded sports programming potential and development of an independent network.

Roger Rice, KTVU(TV) San Francisco,

and chairman of INTV, said that cable carriage of his station adds 500,000 homes to his total audience. Cable, he said, "can make an independent a regional station rather than just a local station." Mr. Rice referred to the FCC's cable rules as a major opportunity for independent TV stations to take advantage of cable's potential. Those rules permit cable systems to bring in two independent stations, which, he noted, have none of the duplication problems that plague CATV systems carrying network affiliates.

A unique effort in the independent-cable field was disclosed by Bill Wormington, KBMA-TV Kansas City, Mo. Mr. Wormington said his station was establishing a cable network that would carry the home baseball games of the Kansas City Royals to cable subscribers in 12 states. TV stations usually are blacked out in carrying sports home games for fear that such telecasts will adversely affect attendance. Mr. Wormington said that distribution costs, some microwave relaying, are being borne by CATV operators, programming costs are being underwritten by advertisers. So optimistic is KBMA-TV at the reception of the idea, he added, that it is thinking of expanding the service to other sports and such fields as farm reports.

Jack F. Matranga, KTXL(TV) Sacramento, Calif., who is chairman of INTV's cable committee, told the audience that he persuaded a Reno cable system to carry his station at a cost to the station of only \$2,400 over a two-year period as part of a joint subscriber promotional effort that added over 4,000 subscribers to the Teleprompter CATV. And, he emphasized, it helped boost advertising by local firms that had branches in Reno.

Mr. Matranga also reported that the National Cable Television Association was canvassing cable systems to determine where independent signals are being carried and where CATV carriage is needed to fill in holes.

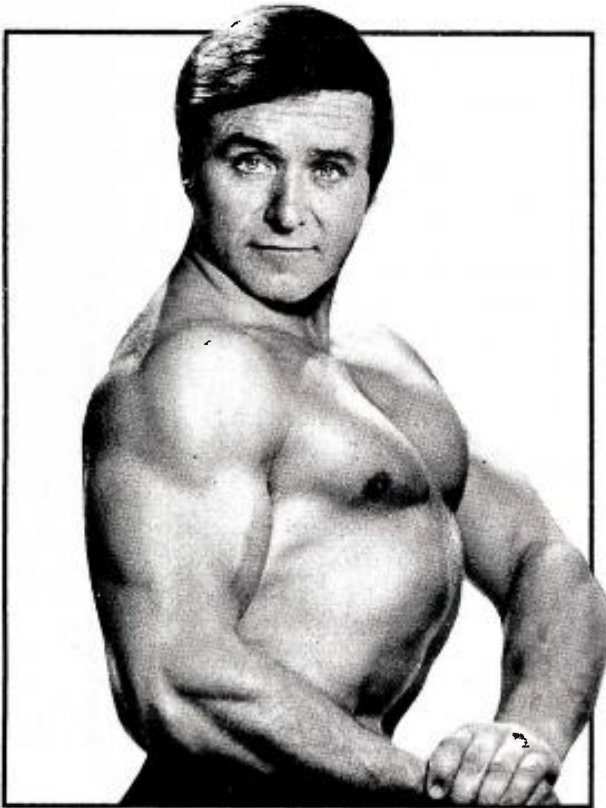
The potential of CATV to provide a



Independent-minded. Strong and sometimes vigorous defenses of independent television station performance and potential were made during the two-day convention of the Association of Independent Television Stations (INTV) in Dallas. Shown above are (l to r): Roger D. Rice, West Coast vice president of Cox Broadcasting and general manager of KTVU(TV) Oakland-San Francisco, who is INTV chairman; luncheon speakers were FCC Commissioner Richard E. Wiley and Sam Vitt, president of Vitt Media Inter-

national. A panel on programming (r), featured Thomas A. Breen, program director, KTVU; Ted Baze, station manager, WPHL-TV Philadelphia; Jack Jacobson, vice president-program manager, WGN-TV Chicago, and Xavier DeSoto, director of programming, WGNO-TV New Orleans. INTV, a group of nonnetwork-affiliated TV stations, was organized last year to boost advertising for their stations. Convention speakers argued that independents reach sizable audiences, making the stations good ad bets.

HOW TO GROW YOUNGER AND STRONGER!



The November 1973 ARB figures show that Mike is up substantially over November '72.

The following tables show what's going on in the top ten markets.

Women 18-49

Up 74% in Chicago.
Up 47% in San Francisco.
Up 42% in Cleveland.
Up 13% in Detroit.
Up 8% in Philadelphia.
Up 43% in Boston*
Up 8% in Washington.

Adults

Up 6% in New York.
Up 23% in Washington.
Up 12% in Philadelphia.
Up 79% in Boston*
Up 16% in Los Angeles.
Up 34% in Chicago.
Up 22% in Pittsburgh.

It's nothing short of incredible for a show that's been on the air as long as Mike Douglas to be still on the way up. But that's exactly what's happening.

Mike is reaching more homes and more adults. And his women are getting younger all the time!

GROUP



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NEW YORK, N.Y. 10016

(212) 983-5081

SOURCE: ARB NOV. '72 VS. NOV. '73. AUDIENCE ESTIMATES ARE SUBJECT TO QUALIFICATION AVAILABLE ON REQUEST *THE MIKE DOUGLAS SHOW VS. PREVIOUS PROGRAMMING.

network for independent TV stations was voiced by Wally Briscoe of NCTA. And, he noted, the more independents and CATV systems work together, the less cable operators will feel impelled to move into the origination of programming (and, by inference, the selling of advertising).

The subject of interconnection was continued by George Hatch, KUTV(TV) Salt Lake City, a principal of a Western microwave system, who urged the formation of an INTV committee to articulate the independents' position to communication carriers that soon will have domestic satellites in operation. The potential for line rates that are cheaper than AT&T's is there, he said, but carriers must be made aware of the need for occasional use or there will be no provision to that effect in tariffs filed with the FCC. There was also discussion of the possibility of group purchase of satellite ground stations, or of joint construction of satellite earth stations by a group of TV independents. One company (Scientific Atlanta) reportedly has quoted prices for receiving stations at \$75,000 to \$77,000 when manufactured in groups of 10.

McClellan proposes fairness doctrine for newspapers

Arkansas Democrat urges legislation if 'Miami Herald' case is upheld; Senator Cranston rebuts argument, fears spreading government control

The fairness doctrine, long a stricture that only broadcasters have had to live with, could be extended to cover newspapers as well. That threat was amplified last week when Senator John L. McClellan (D-Ark.) asked the Senate to consider a national "right-to-reply" law governing personal attacks by newspapers, if the U.S. Supreme Court upholds the *Miami Herald* case (BROADCASTING, Jan. 7).

Claiming that "the right of the public to hear all sides to a controversy . . . is being jeopardized by the growing concentration of ownership of the media into fewer hands," Senator McClellan said Congress should consider enacting "a national law similar to the Florida statute" whose constitutionality has been put before the Supreme Court. If that law is upheld, "I am convinced that further study will show that such access would not infringe, but would enlarge the use of First Amendment rights by extending their enjoyment beyond those who happen to own a newspaper," the senator said on the floor last Monday.

The following day, California Senator Alan Cranston (D) rebutted Mr. McClellan's call for a "right-to-reply" bill. "Once the government is given the power to tell newspapers what they must print in the name of 'fairness,'" he asserted, "it is only a matter of time before the government will be telling newspapers what they must not print—also in the name of 'fairness.' This dangerous and deplorable situation already exists in radio

and television. I cite the recent order by the FCC that NBC has to 'balance' with additional programming a recent documentary, 'Pensions: the Broken Promise,'" the California senator said.

Recent libel-law court decisions depriving candidates for elective office of the right to recover damages, cited by Senator McClellan as a need for the law, are "a chance a person has to take when he runs for public office," Senator Cranston said.

Campaign reform gains momentum

Bill providing for public funding clears committee, goes to Senate; Common Cause reports on '72 donors

Interests on and off Capitol Hill last week began the task of pushing comprehensive campaign-reform legislation through Congress this session and getting accurate, accessible data on campaign contributions into the hands of the public.

But if the flurry of campaign-reform activity seemed confusing, Representative Lionel Van Deerlin (D-Calif.) speaking to the South Carolina Broadcasters Association last week, warned that the easiest way out of the mess for Congress would be to legislate free broadcast time for candidates.

Representative Van Deerlin, in his talk in Rock Hill, S.C., said that early income tax returns indicate only a 10% one-dollar contribution check-off rate. A 25% participation would be needed to fund the next presidential campaign, according to the congressman. And if public moneys fall short, "you broadcasters can expect renewed demands in Congress that your industry take up the slack by providing substantial blocs of free air time," he said. Mr. Van Deerlin said that "this is not a course that I necessarily favor" though.

Senator Howard Cannon (D-Nev.) seemingly made good on his promise of last December to get a campaign bill, providing public funding, out of committee within the first 30 days of the new session. The Rules Committee met in closed markup sessions through all of last week. A final version of the bill (S. 2718), cleared for Senate approval, was expected by last Friday.

In another development, Common Cause, the so-called citizens lobby, issued a 10-volume, computerized study detailing all political contributions over \$100 to 1972 congressional campaigns. Among its list of "big givers" are two prominent broadcasters, former Louisiana Governor James A. Noe and John W. Rollins, president of Rollins International Inc. The lists also gave the contributions of at least another seven men in the media who contributed money to the campaigns of four members of either the House or Senate Communications Subcommittees. The contributions of the National Cable Television Association's political action committee, the broadcasters' National Committee for the Support of Free Broad-

Paying dues. The amount of money that broadcasters pay for being regulated by the FCC can sometimes constitute an appreciable amount. Examples are the three major transfer cases the commission cleared two weeks ago (BROADCASTING, Feb. 4).

The \$33.9 million sale of WTIC-TV Hartford, Conn., from Travelers Corp. to the Washington Post Co., generated a grant fee of \$683,500. (The brokerage fee to R. C. Crisler was \$275,000.) Travelers' collateral sale of WTIC-AM-FM to the Ten Eighty Corp., headed by Leonard Patricelli and David Chase, for \$6 million, resulted in a grant fee of \$120,000. And the Tribune Publishing Co.'s sale of KTNT-TV Tacoma, Wash., to the Oklahoma Publishing Co. for \$4.5 million produced \$90,000 for the government.

casting (the radio-TV political arm) and the International Brotherhood of Electrical Workers are also listed.

NCSFB, housed rent-free in the National Association of Broadcasters building in Washington, donated almost \$25,000 to election campaigns in 1972, according to the study which was compiled from records of the secretary of the Senate and the clerk of the House. Almost all of that money was funneled to members of the Communications Subcommittees of both houses and other congressmen and challengers through the Democratic and Republican congressional campaign committees, says Spencer Denison, executive secretary of NCSFB. But the broadcasters' committee has ended that practice, he says, because both campaign organizations have announced they will no longer accept "earmarked" funds. Donations will instead be made directly to the candidates.

In 1973, an off-year, the committee donated \$6,550 to congressmen: \$1,500 to the Democratic Congressional Committee pursuant to a 1972 promise and the rest for early campaigners for 1974 elections.

The 1972 breakdown of NCSFB contributions includes \$13,250 to Democratic coffers, \$10,900 to the GOP's. Individual contributions, usually in the form of payments for dinner or reception tickets went to Senator John J. Sparkman (D-Ala.), \$200; Representatives Wiley Mayne (R-Iowa), \$250; Earl Langrebe (R-Ind.), \$100; J. Edward Roush (D-Ind.), \$200; Goodloe Byron (D-Md.), \$200; James W. Symington (D-Mo.), \$100, and the unsuccessful challenger for Senator Dewey Bartlett's (R-Okla.) seat, Edward Edmundson, \$200 (BROADCASTING, Nov. 13, 1972).

Contributions in 1973, not included in the Common Cause report but culled from congressional records, include gifts of \$400 to Senator Robert Dole (R-Kan.); \$200 to Senator Edward J. Gurney (R-Fla.); \$200 to Senator Robert Packwood (R-Ore.); \$200 to Senator Adlai Stevenson III (D-Ill.); \$200 to Senator Peter Dominick (R-Colo.) and

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\$200 to Senator Richard S. Schweiker (R-Pa.). Contributions of \$100 went to Representatives Stewart McKinney (R-Conn.), Guy Vander Jagt (R-Mich.) and Teno Roncalio (D-Wyo.). And \$200 gifts went to Representatives Byron, Barry Goldwater Jr. (R-Calif.), William Cohen (R-Me.), Wayne Hays (D-Ohio), Dan Kuykendall (R-Tenn.), Bill Scherle (R-Iowa), William Roy (D-Kan.) and Stanford Parris (R-Va.). A \$150 contribution went to Representative Samuel Young (R-Ill.) in 1973.

NCTA put \$8,500 into 1972 campaigns—\$7,850 split among 21 Democrats and their Congressional Campaign Committee and \$750 among four Republicans. The two largest contributions by NCTA to individual congressmen were \$1,000 to House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) and \$2,500 to House Judiciary Committee Chairman Peter Rodino (D-N.J.) in three separate gifts.

John W. Rollins, president of Rollins International, parent company of Rollins Broadcasting, was highest on the list of individual broadcaster contributors. His tally in 1972 came to more than \$28,000, going to 10 GOP candidates. Donations of \$1,000 went to Senators Dewey Bartlett (R-Okla.) and Peter Domenici (R-N.M.) and \$3,000 gifts to Senators Charles Percy (R-Ill.) and Strom Thurmond (R-S.C.).

Governor Noe, owner of KNOE-AM-FM-TV Monroe and WNOE-AM-FM New Orleans both Louisiana, is listed in the Common Cause report as having contributed \$22,000 in six campaigns including \$12,000 to Senator John McClellan (D-Ark.) and \$1,000 to Representative Barry Goldwater Jr.

Other contributors from the media to members of the House and Senate Communications Subcommittee include Gene Autry, chairman of Golden West Broadcasting, who gave \$1,000 to Congressman Goldwater; Irving Kahn, former chairman of Teleprompter and convicted of bribing Johnstown, Pa., officials for the grant of a cable TV franchise two years ago, who donated \$1,500 to Representative Lionel Van Deerlin (D-Calif.); Abe Plough, owner of Plough Broadcasting, who donated \$2,000 to Senator Howard Baker (R-Tenn.), minority leader of the Senate Communications Subcommittee; James S. Gilmore Jr., president of Gilmore Broadcasting Corp., and Thomas Dillon, president of BBDO, both of whom gave \$5,000 to Senator Robert Griffin's (R-Mich.) successful re-election campaign. The late James Gerity, president of Gerity Broadcasting, donated \$3,000 to Senator Griffin as did John Hay Whitney, principal in Corinthian Broadcasting, who gave a total figure of \$1,500.

The International Brotherhood of Electrical Workers through its parent AFL-CIO made contributions of \$300 to Representative John M. Murphy (D-N.Y.), \$200 to Representative Byron and \$250 to Representative Macdonald. All of the recipients are members of the House Communications Subcommittee.

CBS's Taylor says united action is needed to stem government control

He sees all media threatened and urges common defense—including enlistment of public

Broadcasting independence is being eaten away by a progression of government actions that, unless checked, can ultimately consume it.

That warning was sounded last week by Arthur R. Taylor, president of CBS Inc., in a speech calling for united efforts to stop the "erosion" and recover rights already lost. He made clear that in his view print media as well as broadcasters are in danger.

Mr. Taylor, addressing a Wednesday (Feb. 6) luncheon of the International Radio and Television Society in New York, called the broadcasters' plight "a dangerous by-product of the runaway growth of government," rather than the work of any one administration, Congress, government group or generation of judges. The erosion has succeeded thus far, he said, "because those behind it—either by design or by chance—have operated on the very familiar principle of divide and conquer.

"Their rationale appears to be that, by taking away some of our independence and freedom, they will somehow enhance the freedoms of others," he said. "And so far, we in the various public information media have offered them little resistance."

He cited these "dangers" specifically:

- "The Justice Department's antitrust suits against the three networks."

- "The FCC 'trial balloon' suggesting an inquiry into barring networks from producing entertainment programs or owning production facilities used by others."

- "The FCC's questionable attempt to encourage diversity by restricting prime time access."

- "The FCC's meddling with program content, by further manipulations of the prime time access rule."

- "Proposals by the FCC for percentage programming requirements for comparative license renewals."

- "Proposals put forth in Congress for compulsory allocation of air time for political candidates."

- "The discriminatory protection of pay cable television by the FCC."

- "The Justice Department's urging of the FCC to challenge the license renewals of television stations owned by newspapers."

- "A myriad of subpoenas and contempt citations against newsmen and news organizations."

Mr. Taylor, who offered a point-by-point review of CBS's position on these issues, said all can be construed "on the surface" as efforts "to make our industry more 'responsive' or more 'diverse' or

'fairer,' " but in most cases they "produce results far worse than the original situation intended to be corrected.

"What these critics perceive as fair or proper is usually that which coincides with their own viewpoint. Thus the solution advocated is usually the substitution of their position for our own. This advocacy often takes the form of negative and destructive attacks upon our rights to make normal business and normal editorial judgments, consistent with our responsibilities to the public. If allowed to achieve their desired results, they could, in the long run, prohibit us from carrying out those vital services that we perform for the American people."

If taken individually, he said, "the impact of each of these steps to limit the freedom of operation of broadcasting or the print media may not seem major. But in sum, they would suppress our creativity and restrict our legitimate business activities by denying us needed facilities and resources and the freedom to use them. The cumulative effect could be to cripple disastrously our ability to provide information vital to the citizens of a democracy, as well as to provide quality entertainment without charge."

Mr. Taylor said the prime time access rule represented "unconscionable government meddling with television program content." Of changes in the rule to permit networks to present certain kinds of programs in one access half-hour, he asked: "Where has the government derived the right to tell us what kind of programs to broadcast? And if it can tell us what to broadcast for one half-hour a week, can it not, by extension, tell us what to broadcast for the entire week?"

He denounced the FCC's proposed program percentages, for use in comparative renewal hearings, as "tinkering" that involves "government-prescribed programming" and is "likely to result in stereotyped program formats, with many stations looking alike and with stations more preoccupied with meeting FCC-dictated quotas than with providing quality programming.

"Moreover," he added, "quantified standards, once set, can always be changed. Thus they become potential tools for control."

On the percentage proposals, he also said, "the stations that allowed the industry to be divided when the FCC forced the prime time access rule on the networks are now feeling the sting of similar bureaucratic interference."

Mr. Taylor said CBS is "prepared to meet the challenge of pay cable in fair competition," but that present regulations favor cable.

Mr. Taylor insisted that "what limits the freedom of one branch of the media will eventually limit the freedom of all." In the 18 months since he moved to CBS, he said, "one of the major conclusions I have drawn is that we are all in the same boat—the networks and newspaper chains, the local newspapers and the independent broadcasting stations."

Mr. Taylor said some "dedicated and

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Conclusion:

Doctor Thompson reveals that in many instances we mask one problem with another. In this case money, not sex, is at the heart of the trouble.

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The star of our show, Dr. Tom Thompson, is an actual family counselor with several advanced degrees. He projects a feeling of quiet strength and authority, and his well-thought-out advice will be applied by many viewers to their own problems.

"Family Counselor" and Dr. Tom Thompson have been running for over a year in Baltimore, where they're already a local institution.

Soon they're going to be institutions in your area, too. If not on your station, then on somebody else's.

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See a "Family Counselor" pilot in the Group W Productions Suite at the NATPE Convention.

enlightened people in government" are seeking to protect broadcasting against encroachment, but that "the job of protecting ourselves and our freedoms cannot be done by others.

"We who have such a vital stake in the outcome of this struggle must join together. We must no longer allow those whose interests are inimical to ours to pick us off, one by one. I am convinced that a concerted effort by us to resist any further erosion of our rights, and to restore those we have lost or which are threatened, will be fruitful.

"Finally, we must make our voices heard more clearly by the American people. Our responsibility in this is one that goes far beyond our shareholders and our profit margins. It goes to the very heart of the principles on which this country was founded—principles that I am afraid we can no longer take for granted. For if we are losers in this struggle, ultimately our way of life will be lost as well."

Noncommercial fear ascertainment burden

**FCC told that proposal would impose severe financial strain;
UCC sees need for procedure**

Public broadcasters last week urged the FCC to forget its plans to hold non-commercial stations to a formal procedure to ascertain community needs. Their comments were filed in response to a proposed commission rulemaking that would require those stations to comply with a complex scheme of community ascertainment similar to that now required of commercial licensees.

While agreeing in principle with the commission's view that community needs must be determined, the broadcasters said that actual implementation of the primer on ascertainment would be financially impractical. The commission's primer spells out techniques that are to be used to survey a community to determine its programming needs. The educational broadcasters envision the implementation of the prescribed method as a severe financial strain. Most of the comments characterized the commission's proposal as a self-defeating measure because it would add new burdens to the limited budget of educational stations.

Intercollegiate Broadcasting System, representing colleges and other educational stations, urged the commission to explore less costly ways to determine community needs. IBS emphasized that "it is more important that these stations' limited financial and staff resources be devoted to programing instead of paperwork."

noncommercial radio stations qualify for
Noting that only about 150 out of 650 financial aid from the Corporation for Public Broadcasting, a joint comment filed by several licensees warned that the formal ascertainment procedure "can easily become an extraordinary burden." The joint comment also said that in practice, the ascertainment requirements have actu-



Settling in. WVUE(TV) New Orleans, a Screen Gems station, announced the completion of its move to new executive offices and production facilities containing three studios spread over 7,262 square feet. The station's equipment includes four new TK-44's for the production studios, two RCA TK-42's for the news studio, four film chains, nine video-tape recorders, a CBS Labs vidifont, CDC animation system and Q-Eye-Line video-prompting system. The new address is 1025 South Jefferson Davis Parkway.



Going up. Groundbreaking for a new studio-office building for WCCB-TV Charlotte, N.C., has been set for May. Cy N. Bahakel, president, said that the 30,000 square foot building will be erected on grounds at 1 Television Place presently occupied by the ch. 18 outlet. Building will be of white cast stone exterior with bronze and aluminum metal. Contemporary design is to be in keeping with the Charlotte coliseum across the street. Basement is to be for technical operations, the first floor is to house the city's largest studio plus offices and news facilities, and the top floor will be for headquarters of group station owner Bahakel Broadcasting. Provision will be made to add an extra 18,000 feet of space at a future date. Cost of new facility and equipment will exceed \$1 million.

ally insulated many broadcasters from their communities. As an alternative, the brief recommended a flexible affirmative action program, similar to that used for equal employment opportunity.

Counter to the licensees' recommendations, the Office of Communication of the United Church of Christ said that "ascertainment should not be left solely to the personal predilections and judgments of directors and contributors, but should be determined by an objective process of community consultation." UCC feels that programing on educational stations can be unduly influenced by persons who can afford to give financial support to the station. To compensate for this and for the increasing scarcity of noncommercial channels, UCC urged that all applicants and licensees be required to carefully ascertain community needs.

Whitehead questions government's audio-visual output

OTP director cites survey showing \$150 million being spent annually, asks what is valid, what is propaganda

The federal government is spending increasingly large sums on the production, processing and distribution of audio-visual communications, including radio and television. And to Clay T. Whitehead, director of the Office of Telecommunications Policy, this raises the danger of government agencies flooding the country with self-serving propaganda.

Mr. Whitehead expressed his concern, and called for public scrutiny of the scope and extent of government-produced messages for radio and television, in a news release that OTP issued along with a report of an interagency study on government audio-visual activities. It shows that the federal government spent \$375 million on a wide array of such activities in fiscal year 1972.

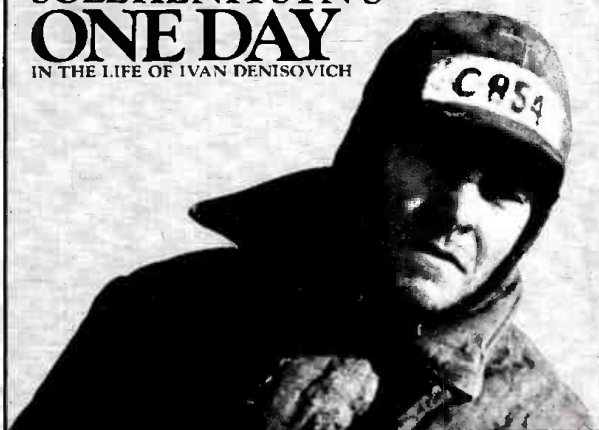
"Federal agencies are learning the value of sophisticated audio-visual techniques for getting their message across," Mr. Whitehead said. "But no one has faced up to problems inherent in government-wide use of such media techniques. What messages provide valid and necessary information for the public and what messages are just government or agency propaganda?"

The report, based on the experience of 15 agencies, does not contain any figure for expenditures on radio. But it says that \$50 million was spent on television, while \$65 million was spent on motion-picture activities and \$35 million on other media developed for use with an audience. The remaining \$225 million spent on media like still photographs and other activities in which the product was not intended for communication with an audience.

The public was not the sole or even primary audience for which the government spent \$150 million on motion pictures, television and "other media" to communicate with an audience. Most of the money—\$94 million—was spent to reach audiences within the government itself. Public information accounted for \$26 million, the other categories listed were "specialized professional" audiences, \$17 million; and foreign audiences, \$13 million.

The study was done by an Interagency Audio-Visual Group, which was established late in 1972. Its purpose was to study for the Office of Management and Budget the in-house versus contract production of audio-visual materials, the volume of and need for the government to have its own facilities and equipment, and the potential for interagency coordination and cooperation in the production of audio-visual material. A principal finding of the group was that government agencies are ignoring federal policy requiring them to rely on private industry for their products and services.

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\$4.9 million boost in Nixon budget may lead to rise in fees FCC gets

**President's message also contains
more money for consumer protection,
antitrust prosecution, beefed-up
telecommunications policy making
and noncommercial broadcasting**

For the FCC, the budget that President Nixon sent to Congress last week indicates that fiscal year 1975, which begins on July 1, will be one largely of absorbing gains received last fall for fiscal 1974. Still to be determined, however, is what impact the new budget will have on the fees paid by those the commission regulates. And that question may be answered in a matter of weeks.

The President's budget earmarks \$46.8 million for the commission, \$4.9 million more than it received for fiscal 1974. But \$2.9 million of the new money represents rent that the commission must pay the General Services Administration, a cost the commission had not previously been required to bear. So the increase in available money is only some \$2.5 million ("Closed Circuit," Feb. 4).

The largest increases by activities reflected in the new budget would be in broadcasting, which jumps from \$8,073,-

000 to \$9,004,000; common carrier, from \$5,253,000 to \$5,942,000; and cable television, from \$1,906,000 to \$2,231,000.

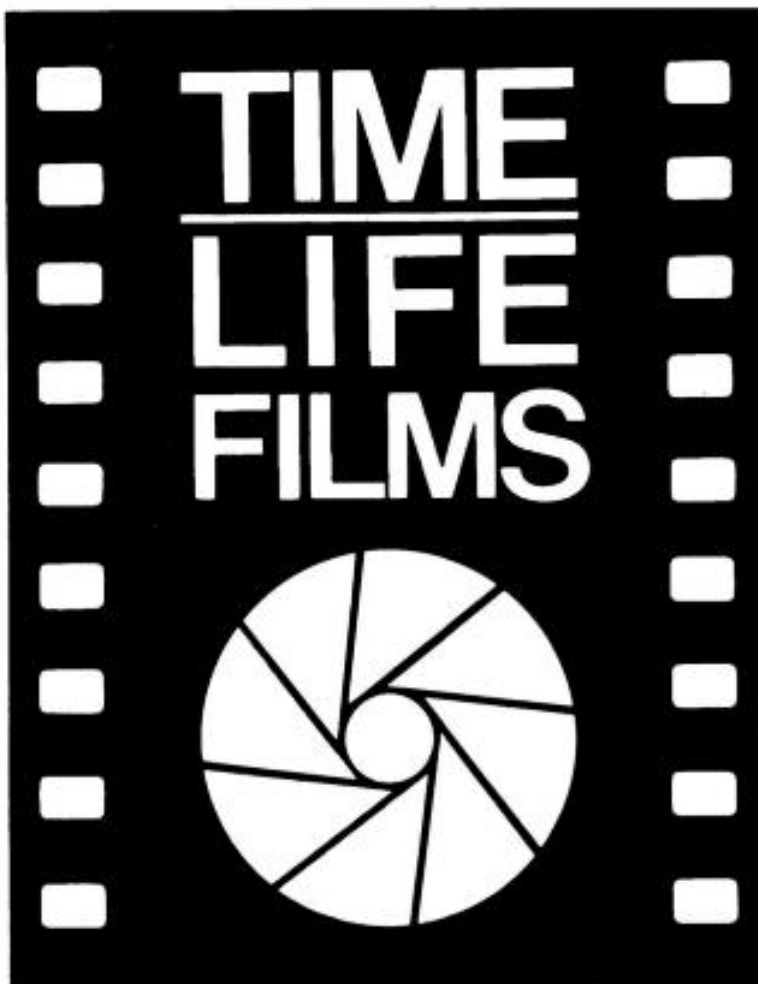
The \$41.9 million provided the commission for 1974 included \$3 million that Congress added on to the President's request, along with a directive to the commission to attack its work backlogs. The commission, as a result, added 220 positions to its employment rolls. The new budget would permit an addition of 20 positions. The commission, which plans to add them in the Office of Policy and Planning, the computer section and spectrum management, reportedly had asked the Office of Management and Budget to include in the President's budget enough money to cover the addition of another 40 positions; this would have increased the budget request by some \$480,000. However, officials say that the commission is not likely to complain to Congress; it will be busy enough digesting the gains of 1974. (The gain would have been even greater—33 more positions might have been added—but for OMB's insistence on using some of the additional \$3 million to pay for pay raises for commission employees that Congress approved in voting pay hikes for all government workers.)

Since the commission is committed to recovering whatever it spends in a fiscal year, it appeared that another upward notch in the fees paid by the regulated industries may be in store. The present fee schedule is based on the 1971 budget

of \$26,171,000, but a pending rulemaking would revise the fee schedule and peg it to the request the commission submitted to OMB for fiscal 1974—\$42 million, which is close to the amount Congress eventually appropriated. The commission will have to decide whether to revise the base in accord with the 1975 budget request or simply add the \$2.6 million GSA rental figure to the 1974 appropriation of \$41.9 million.

The over-all total being sought may not be the only change represented in the new fee schedule. Some of those who commented in the rulemaking proceeding suggested, and the commission is considering, exempting from obligations to pay fees public service organizations, such as police and fire departments, in their use of land mobile services. However, a question to be decided is whether to attempt to recover the costs of providing regulatory services to those organizations by shifting the burden to others. Furthermore, there have been changes within the commission's spending program which might be reflected in the fee schedule.

The commission's authority to levy annual fees, at least on cable systems, is in dispute, in a case brought by the National Cable Television Association and now pending in the Supreme Court. However, the commission is expected to conclude the rulemaking and issue an order embodying the new schedule before it dis-



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cusses its proposed 1975 budget with congressional appropriations committees. (A session with the Senate panel is tentatively set for March 7; one with the House group, March 12.)

The FCC is not the only regulatory agency of interest to broadcasters that will be given funds for expanded activities in 1975.

The Federal Trade Commission would receive \$38,104,000 under the President's budget, almost \$6 million more than was appropriated for it in fiscal 1974. And one of the areas where expansion will be substantial is consumer protection. The budget specifies \$16,436,000 for that activity, on which \$14,394,000 was spent in 1974, and it cites unfair practices in advertising as one of the matters due to get increased attention.

The Office of Telecommunications Policy is down for \$9,512,000, about \$7.5 million more than it was appropriated in 1974. But \$6 million is for services in spectrum management and technical studies that will be provided by the Commerce Department, the funding for which had been included in Commerce's budget in previous years.

For noncommercial broadcasting, the President is seeking \$74 million in two separate items. He is asking \$60 million for the Corporation for Public Broadcasting, which includes \$5 million in matching funds. The total is \$12.25 million more than was provided in 1974, but \$5 million less than was expected to be requested.

And in the budget for the Office of Education, in the Department of Health Education and Welfare, he is seeking \$14 million for educational broadcasting projects. This is a new item in the Office of Education's budget, and includes \$7 million for educational broadcasting facilities and the remainder for special projects, including studies aimed at extending new educational opportunities to groups outside and within the formal educational system. *Sesame Street* and *The Electric Company* are among the activities supported.

The Department of Justice's antitrust division, which in its campaign break up newspaper-television crossownerships has become a factor for broadcasters to reckon with, would also be beefed up under the President's budget. The division would get \$16,882,000 in fiscal 1974, \$2,853,000 more than it received in the current year—enough to add 83 positions. Over-all, the budget request for the Justice Department is \$2,141,675,000, some \$225 million more than was included in the budget for fiscal 1974.

The government's own broadcasting services are not due for much of an increase. The budget specifies \$54,359,000 for the Voice of America and \$10,728,000 for its overseas motion-picture and television services. The radio, television and motion-picture activities are among those carried out by the U.S. Information Agency, which is due to receive some \$20 million more in 1975 than in the current fiscal year, under the President's budget—\$222,091,000 as against a figure of \$203,050,000.

Midwestern Relay adds seven customers

Common carrier firm gives AT&T some competition with addition of new batch of CBS-TV affiliates

Midwestern Relay Co., Milwaukee, has begun regular transmission service to seven CBS-TV affiliates. The specialized common carrier company now serves affiliates of all three networks in areas of Wisconsin, Minnesota and Iowa.

The CBS-TV affiliates involved are WBAY-TV Green Bay, WSAU-TV Wausau, WISC-TV Madison and WKBT-TV La Crosse,

all Wisconsin; WISN-TV Milwaukee; WLUC-TV Marquette, Mich., and WCCO-TV Minneapolis. All were previously interconnected with Midwestern Relay for occasional sports and special events service.

A spokesman said Midwestern's rates are substantially below those of AT&T. He pointed out Midwestern charges \$47.50 per mile per month and a \$500 per month market connection fee for class A service. Comparable AT&T rates, he said, would be \$55 per mile per month and \$2,500 per month (consisting of a \$1,000 tariff and a \$1,500 station connection charge).

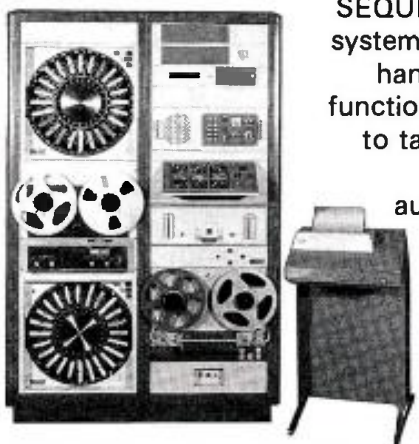
Midwestern Relay is a joint venture of The Journal Co.—which owns WTMJ-AM-

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FM-TV Milwaukee, two cable systems and the *Milwaukee Journal* and *Sentinel*—and American Microwave and Communications Inc., Iron Mountain, Mich., which provides microwave service to CATV systems.

Carriers' squabble with AT&T draws indirect support from TV networks

FCC told that restrictive tariffs hinder ABC, CBS, NBC programming

The increasing competitive pressure that AT&T is feeling from specialized common carriers seeking television program transmission business is resulting in squabbles among the carriers that directly affect the broadcasters whose business is the prize. Last week, ABC, CBS and NBC entered one of those squabbles with a pleading filed at the FCC that was neutral but in effect was in favor of the two specialized carriers involved, CPI Microwave Inc. and Midwestern Relay Co.

CPI and Midwestern last month petitioned the FCC to require AT&T and two of its Bell affiliates—Illinois Bell Telephone Co. and Southwestern Bell Telephone Co.—to show cause why they should not be ordered to establish reasonable and nondiscriminatory terms for

physical interconnection with their interstate program transmission services.

CPI and Midwestern complained specifically about the "intermediate link" for "anti-piece out" restrictions in AT&T tariffs that deny specialized carriers the interconnection service they need, and about AT&T's alleged unwillingness to transmit programing to them on a carrier-to-carrier basis.

The networks did not specifically support the show-cause request. But they indicated they are more than interested bystanders.

They said the practices complained of adversely affect their flexibility in distributing programing and in using the various common carriers that are available. They also said there does not appear to be any technical justification for those practices.

The issues raised have implications beyond the immediate controversy, according to the networks. They said that resolution of the problems will "affect significantly the extent to which efficient and effective future utilization could be made of non-AT&T domestic satellite facilities which can be expected to be available in the near future."

The networks also appeared to support the specialized carriers' complaint about AT&T's filing of program-transmission related—"and thus clearly interstate"—interconnection agreements with state utility commissions rather than with the FCC. "This raises both legal and operational problems," the networks said.



Helping hand campaign. FCC Commissioner Charlotte T. Reid (l), speaker at a Washington meeting of the Call for Action (CFA) national conference, greets Lamont W. Thompson (r), area vice president of Group W. Looking on are A. B. Hartman, general manager, KDKA(AM) Pittsburgh, and CFA Director Virginia Stuart. CFA is a joint broadcast-civic action project operating in 48 cities. Sponsoring broadcast stations publicize the CFA telephone number and explain the complaint-handling mechanism; CFA volunteers, in turn, man telephones to provide referral and ombudsman services in response to complaints by community residents. Ellen S. Straus, (WMCA[AM] New York) named Woman of the Year for Voluntary Action in 1973, is chairman of CFA.

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74-3

Changing Hands

Announced

Following broadcast station sale was reported last week, subject to FCC approval:

■ **WPAW(AM)** East Syracuse, N.Y.: Sold by Houston Broadcasting Co. to Richard T. Crawford for \$104,000. Bruce A. Houston, president of Houston Broadcasting, is general sales manager of WRC-AM-FM Washington. Mr. Crawford has business interests in Philadelphia. WPAW is a daytimer on 1540 khz with 1 kw. Broker: Keith W. Horton Co., Elmira, N.Y.

Approved

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

■ **WFLB(AM)** Fayetteville, N.C.: Sold by WFLB Radio Inc. to Gardner H. Altman Sr. and Gardner H. Altman Jr. for \$907,954. WFLB Radio owners are William E. Tart and Richard M. Wiggins. Mr. Altman Sr. owns farms and cemeteries in North Carolina. Mr. Altman Jr. has law practice in Fayetteville. WFLB operates full time on 1490 khz with 1 kw day and 250 w night.

■ **Ksww(AM)** Roswell, N.M.: Sold by Roswell Broadcasting Co. to Berrendo Broadcasting Co. for \$300,000. Paul McEvoy, as executor of estate of John Barnett, is principal of Roswell Broadcasting. Robert O. Anderson and Merle Tucker own Berrendo Broadcasting. Mr.

Anderson, a former director of CBS, is chairman of Atlantic Richfield. Mr. Tucker is former owner of KGAK(AM) Gallup, N.M., and KFUN(AM) Las Vegas. Ksws operates full time on 1020 khz with 50 kw day and 10 kw night.

Daytimers get promised relief

FCC widens range of dispensations for presunrise operation under DST; still excluded are I-B's that would interfere with foreign stations; WLIB gets concession for 100 w

When the FCC in December took emergency action to enable some 100 daytime-only stations to recover the morning hour lost by Congress's swift passage of year-round daylight saving time, it left more than 300 other daytimers feeling unfairly treated. These were broadcasters whose stations, unlike the 100 given relief, were eligible for presunrise authorizations, but because of potential interference to dominant stations on clear channels, were given PSA's specifying less than 50 w of power, and in some cases much less.

The commission, as expected (BROADCASTING, Feb. 4), acted last week to rectify that situation. It revised the emergency rule to make it provide across-the-board presunrise power of 50 w for all Class II daytime stations on U.S. I-A and I-B clear channels, except those on U.S.-shared I-B clears where co-channel skywave interference to a foreign station would result. The modification becomes effective Feb. 20.

The stations ineligible for PSA's that were the beneficiary of the commission's December action operate on U.S. I-A and I-B clear channels within the protected skywave contour of the dominant stations. Stations eligible for PSA's operate beyond the range of the dominant station. Daytimers operating on foreign clears cannot be given relief unless modification can be made in covering treaties; and efforts to obtain that modification are under way ("Closed Circuit," Feb. 4).

As modified last week, the emergency rule covers some 270 stations that never applied for a PSA, even though eligible, because they would have been authorized to operate with only minimal power, as well as to some 50 other daytimers that do have PSA's but are operating with less than 50 w.

At the time it adopted the emergency rule (BROADCASTING, Dec. 31, 1973), the commission issued a notice of proposed rulemaking and inquiry. The proposed rule would extend for the life of daylight saving time the early sign-on for the stations ineligible for PSA's. But in addition, the commission sought comments on the status of PSA-holders with specified presunrise powers of less than 50 w, as well as those stations that are eligible for a PSA but had never applied.

The commission last week conceded that the earlier presunrise power restric-

tions "are unrealistically low in terms of effective community service." Consequently, it said, pending conclusion of the rulemaking, it was extending the early-morning relief given the ineligible to all daytimers on I-A and I-B clear channels, "except where such power (50 w) would not provide foreign protection."

The commission said that permittees and licensees eligible for PSA's specifying presunrise power of more than 50 w are still required to obtain that authority before they can sign on before dawn.

In a separate matter related to the year-round daylight saving time issue, the commission authorized daytime-only WLIB(AM) New York to operate with 100 w one hour before sunrise. Earlier, the commission had rejected WLIB's request for permission to operate with 1,260 w presunrise.

WLIB, one of the 100 stations ineligible for PSA—it is within the protected skywave contour of wowo(AM) Fort Wayne, Ind.—had contended that 50 w was inadequate since it operated from a transmitter in New Jersey was unable to reach the black community of New York City before dawn. WLIB is the only black-owned station in New York, and the only daytimer assigned there. As a result, WLIB said, its revenues were being reduced 15%.

The arguments did not prevail when 1,260 w was being sought. But the commission last week said that deviation from 50 w "to the extent now requested" is warranted.

Media Briefs

New affiliate. WIST(AM) Charlotte, N.C., has joined CBS Radio. Station, full time on 1240 khz, is owned by Statesville Broadcasting. Garrett Allen is vice president-general manager.

Summer comes. KMOV-TV (ch. 31), under construction in Sacramento, Calif., has set June 1 as target date to begin on-air operations. Its first staff appointments: W. L. Fernigan, station manager; Michael L. Weltie, chief engineer; Mike Lee, production manager; Marc D. Grayson, assistant production manager; George Libera (violinist and bandleader), director of public relations, and Patricia Sue Reymmer, promotion manager. Sid Grayson is general manager of station.

Personnel help. New talent information service, Ability Unlimited, headed by Bob Edwards, has been started to provide station management with national clearing house for locating all types of broadcast personalities. For \$10 registration fee interested parties may submit tapes and resumes. Address: P.O. Box 461, Naperville Ill. 60540.

Fizzled. *Homelife*, weekly digest-sized magazine featuring TV listings and articles on household matters, has suspended publication after 30 issues. "The equity financing market we were depending on has dried up," said David W. Buckley, president of *Homelife's* parent, In-Store Publications.

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Bar disapproves shield law for reporters

Action is seen as deterrent to progress on pending measures

The American Bar Association last week voted against supporting any form of newsmen's-privilege legislation.

At the ABA's semiannual meeting in Houston on Monday (Feb. 4), the association's House of Delegates, by a vote of 157 to 122, rejected a special committee's contention that newsmen's privilege legislation is necessary to protect the free flow of information to the public.

A spokesman for Representative Robert W. Kastenmeier's (D-Wis.) Subcommittee No. 3, which last June reported a bill (H.R. 5928) to the parent Judiciary Committee, saw the ABA action as "bad for morale" among the bill's advocates but not one that will necessarily defeat the measure. He pointed out the bill has the support of most major broadcast and print organizations as well as Mr. Kastenmeier and other congressmen. He said the Judiciary Committee still intends to deal with the legislation.

Under H.R. 5928, newsmen could not be required to disclose information and sources to federal or state grand juries or in pretrial proceedings. Disclosure could

be required for trials, but only if the party seeking the information could convince the court that (1) the information was vital to prosecution or defense of the case, (2) it was not obtainable by alternate means and (3) there was a compelling public interest in the information.

A spokesman for Senator Sam Ervin's (D-N.C.) Constitutional Rights Subcommittee said the ABA decision may "slow down the momentum gained" on newsmen's-privilege legislation. But he added that efforts are continuing to obtain consensus among the subcommittee members on Senator Ervin's S. 1128 so it may be reported to the parent Judiciary Committee. Senator Ervin's bill would apply to federal and state proceedings and protect from disclosure unpublished information (including unbroadcast material) and sources with whom the newsman has a confidential relationship. However, it would not protect a newsman from testifying about a crime he witnessed.

Blindfolded

Senator Harold Hughes (D-Iowa) tried unsuccessfully last week to convince his colleagues on the Senate Armed Services Committee to open to television cameras hearings on alleged Pentagon spying on the National Security Council. The committee heard testimony in closed session last Wednesday from Secretary of State Henry Kissinger and Joint Chiefs of Staff Chairman Admiral Thomas Moorer on a Pentagon liaison staffer's re-

ported efforts to supply Admiral Moorer with NSC information otherwise not available to him. Senator Hughes argued that if the case was "as unimportant" as Mr. Kissinger and Admiral Moorer claimed, then TV coverage should not matter. If, in fact, the Pentagon was spying on the White House, then "we have a situation that demands full investigation and not casual cover-up," he asserted.

TV stations find ways to beat gas shortage

News departments report few fueling troubles; many have special deals with service stations

Television stations, either through sheer good fortune or special precautions, are managing to keep the nation's gasoline shortage from hampering their news operations. At least that's the indication from a straw poll of a number of TV outlets around the country.

Several weeks ago the Federal Energy Office implemented a nationwide gasoline allocation program that puts most broadcasters on the same uncertain footing as private users in obtaining fuel.

Under the program, which went into effect Jan. 15, emergency vehicles and several other classes (agriculture and energy production, sanitation, telecom-

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The National Abe Lincoln Awards are presented annually to broadcasters whose lives exemplify the ideals of Abraham Lincoln's credo, "Firmness in the right as God gives us to see the right." By their energetic and imaginative performances, these men have honored their profession and enriched the quality of life in America. On behalf of the public and my fellow broadcasters I herewith salute them for a job well done. —PAUL M. STEVENS, President

THE RADIO AND TELEVISION COMMISSION of the Southern Baptist Convention, 6350 West Freeway, Fort Worth, Texas 76116

munications services and passenger transportation) may receive all the gasoline they require; commercial vehicles operated by companies buying gasoline in bulk from wholesalers are limited to amounts equivalent to what they used in 1972. Since most broadcasters do not buy in bulk, they fall in the FEO's third category—private users, who receive no special allocation.

Bud Pettway, manager of technical operations for NBC News, who operates out of NBC-owned WRC-TV Washington, said the station's chief concern is covering fast-breaking news on weekends, when many gasoline stations are shut down. To cope with it, he said, the 13 cameramen who drive news vehicles home make sure to keep their tanks full.

Nor have gasoline shortages hampered the news operations of outlets such as KRON-TV San Francisco, WJW-TV Cleveland, WCBS-TV New York, WCVB-TV Boston, or WMAR-TV Baltimore, which report they receive no special treatment from gas stations but can still obtain enough for their needs without major difficulty.

KPTV(TV) Portland, Ore., has found that the state's system under which motorists may buy gas only on alternating days, depending on their license-plate numbers, is holding down panic buying and long lines. The station deals with a gasoline outlet that serves the public in the morning and only commercial users (who may purchase gas every day) in the afternoon. The Oregon system is being tried by several other states.

Other TV stations have made special arrangements with gasoline retailers. According to Al Reznik, WGN-TV Chicago's assistant news director/manager of operations, WGN-TV and the network affiliates in Chicago (WLS-TV, WBBM-TV and WMAQ-TV) have an agreement with one gas station under which their vehicles may obtain fuel during weekday and Saturday hours when the station is normally closed. At another gas station, he said, the TV outlets pay the wages of an attendant so they may buy emergency gas on Sunday.

WXYZ-TV Detroit, according to assistant news director Tom Rosenbaum, has persuaded the station with which it regularly deals to open on Saturday if any news vehicles need gasoline in a pinch.

Paul Kuntz, local news director at WTIC-TV Hartford, Conn., said that the station has a similar arrangement with a gasoline dealer for Sunday, but that it has not yet been needed.

KYW-TV Philadelphia has also made special provisions. Assistant news director Jordan Schwartz said the station deals with a gasoline outlet—open 24 hours a day—that serves only KYW-TV vehicles and taxicabs during certain hours.

KABC-TV Los Angeles has perhaps the best set-up. According to news director Bill Fyfe the station maintains its own pump and gasoline tank for emergencies, but has had to use it only "occasionally." Since it buys in bulk, KABC-TV is presumably one of the few broadcast outlets included under the FEO's allocation program.

Journalism Briefs

Time to apply. Applications are being accepted for Columbia University Graduate School of Journalism's 1974 Michele Clark fellowship program for minority journalists, scheduled June 3 to Aug. 16. Thirty participants will be selected, 15 to train in broadcast news and 15 in print journalism. This year's program is sponsored by NBC, CBS Foundation, Ford Foundation and 15 newspapers. Training project, formerly known as summer program in journalism for members of minority groups, was renamed last year in memory of CBS News correspondent, 1970 graduate, who was killed in plane crash. For application forms: *Michele*

Clark Fellowship Program, Graduate School of Journalism, Columbia University, New York 10027, telephone (212) 280-4706.

Smith asks more. Smith Furniture Manufacturing Co., Salem, Ind., which won injunction preventing ABC-TV's broadcast Nov. 26 of 40-second segment showing flammability of Smith baby crib, raised punitive damages request from \$5.5 million (BROADCASTING, Dec. 3, 1973) to \$9 million. In amended and supplemental complaint filed last week, Smith Co. also maintains demand in original suit for additional \$3 million in actual damages resulting from network promotion of burning crib segment in ABC News's hour-long documentary *Close Up on Fire*.



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ABC's motion to have case transferred from Jackson County (Ind.) circuit court to federal court was denied.

Coverage complaint filed. People's Party and Dr. Benjamin Spock are appealing FCC decision denying fairness doctrine complaint they filed against ABC, CBS and NBC in closing hours of 1972 presidential campaign. Peoples' Party contended that networks had violated doctrine by failing to provide adequate coverage of views of Dr. Spock, party's presidential candidate, during campaign. Party complained after networks refused half hour to Dr. Spock on election eve.

Park fight. Contract dispute in move of newscaster Andy Park from KABC-TV Los Angeles to KPIX(TV) San Francisco is at issue in suit filed by ABC against Westinghouse Broadcasting Co., licensee of San Francisco station, in Los Angeles Superior Court Jan. 31. ABC asked that Mr. Park be enjoined from appearing on KPIX (started Jan. 28), and sought \$150,000 damages from Westinghouse and undetermined amount from Mr. Park. ABC said it had released Mr. Park from his contract, which runs to mid-1975, because of claimed ill health and stated intention to return to Memphis or Atlanta. But network said it retained first refusal rights for his services in any market with ABC owned stations. ABC owns KGO-TV in San Francisco. Westinghouse officials declined comment.

Legal lottery news. Maryland broadcasters will be permitted to announce that over \$1 million in unclaimed prize money will revert to state if not claimed by winners within year. Ruling by FCC was in response to request by Maryland Lottery Commission for exception to rule prohibiting broadcast of lottery information. Commission, going along with recent court decision on matter, said that lottery information may be broadcast if it is bona fide news story and "only incidentally" promotes lottery. Commission cautioned, however, that frequent or continuing "news" of such information would be considered "nothing more than a sham to avoid the prohibition of the statute."

More news. National Black Network, New York, is now broadcasting five-minute news show each hour from 6-11 p.m. weekdays, is adding three newscasts through 2 a.m. Saturday schedule remains from 6 a.m. to 11 p.m. and Sunday, 12 noon to 11 p.m. NBN also plans to produce specials including black "meet the press"-type series and Washington and congressional reports.

Speak your piece. Beginning tomorrow, (Feb. 12), Abraham Lincoln's birthday, WBNS-TV Columbus, Ohio, begins broadcasting what it calls "free speech messages"—50-second messages by members of community expressing ideas and opinions. Station video-tapes three messages per week and broadcasts them four times a week. Messages are not edited, but must not be libelous or violate any other law; cannot be from or about political candidate or about pending ballot issues, and must not be intended to incite violence.

Good evening: inside the networks' nightly news operations

ABC's Richter, NBC's Crystal and CBS's Greenberg take a look at themselves and their functions as journalists and as competitors; 'Broadcasting' takes a look at how their shows are put together

ABC's *Evening News* team works in New York out of the second floor of the ABC News complex, a converted stable on Central Park West near the Lincoln Center. There's the old-fashioned newsroom flavor, since it sports neither TV cameras nor carpets. Cubicles for writers and associate producers are flanked by editing and screening rooms, the paper-laden news slot, and by the comfortable offices of executive producer Richard Richter, assistant producer Walter Porges, and co-anchorman Harry Reasoner. Mr. Reasoner and production personnel dash across the street just before air time to the ballroom of the Des Artistes hotel, converted into a TV studio and elevated control room for the *ABC Evening News*.

The *CBS Evening News* is produced from its own TV-studio newsroom on the ground floor of the CBS News building, a former dairy warehouse on Manhattan's West Side. Walter Cronkite's U-shaped slot separates wire-service machines from the paneled office of executive producer Paul Greenberg and the glass-enclosed, book-lined office of Mr. Cronkite, managing editor of the program as well as its anchorman. The director's control room is around the corner, behind the two offices.

The *NBC Nightly News* is prepared from its carpeted newsroom on the fifth floor of the RCA building. Unlike the CBS newsroom, NBC's has windows, a lounge area complete with couch, and large color photographs of NBC News talent. Les Crystal, executive producer, occupies a modest, comfortable office overlooking the Rockefeller Center skating rink. Anchorman John Chancellor has a book-lined office next door, but spends his days within reach of the central news desk at a small corner desk, where, often wearing a sweater and smoking a pipe, he works diligently at his adjunct role as chief writer of *Nightly News*. Just before air time, he and two or three of the production staff take the elevator down two flights to a roomy studio, which also serves the *Today* show. The control room is next door.

The three nightly news operations are closely connected with their Washington bureaus, (ABC's especially, since Howard K. Smith is the program's co-anchor) and with scattered foreign and domestic

bureaus, and occasionally with affiliates and O&O's for late-breaking material. However, it is from these three newsrooms, and from the three executive producers in particular, that the decisions are made as to what stories—how long, in what order and, in some instances, in what form—appear on each broadcast.

At 44, Dick Richter is the oldest of the three evening news executive producers. His longish blond hair, down-to-earth manner, and more casual dress make him appear the youngest. A New York City native and Queens College graduate, Mr. Richter wrote for *Newsday* and the *World Telegram*, and was a producer for CBS News and NET's Public Broadcasting Laboratory before joining ABC News in 1969 as major domo to Av Westin, then executive producer. He succeeded Mr. Westin in March 1973, when the latter became head of documentary efforts.

Mr. Richter arrives at the newsroom around 9:45 a.m., and, like his two counterparts, spends most of the next two hours reading the newswires, newspapers, and what ABC calls the assignment desk's "overnight situationer," which includes logs of ABC, CBS and NBC previous night broadcasts. He confers by phone with correspondents, associate producers and bureau chiefs, particularly Washington producer Bill Lord.

At noon, the newsroom comes alive, as associate producers and reporters come out of the woodwork for assignments. Mr. Richter settles into the chair he will occupy for the rest of the day, at the head of the U-shaped slot. With his three associate producers he plots the preliminary line-up for the evening broadcast. At ABC, the first line-up is printed on white paper, the second on pink paper shortly after lunch, the third, some two hours later, on green paper, the fourth on yellow paper, and the final, used during the broadcast, back to white paper. The system is lost on Mr. Richter, however, who is color blind.

"When it comes down to the line-up I make all the decisions," he said. "I ask advice from everyone, but you have to make final judgments yourself. If you feel in your bones that a story is good, you just have to go with it; you act the way you yourself think. I remember when the Supreme Court overturned the Miranda decision and we were the only network that led with the story. There was a lot of foot-dragging—not outright mutiny, but reluctance of everyone here to go along with my decision. But I just knew it was important, not just for that day, but for every single teen-ager ever picked up on marijuana. In effect I told everyone, 'Godammit, this is what's important today.'"

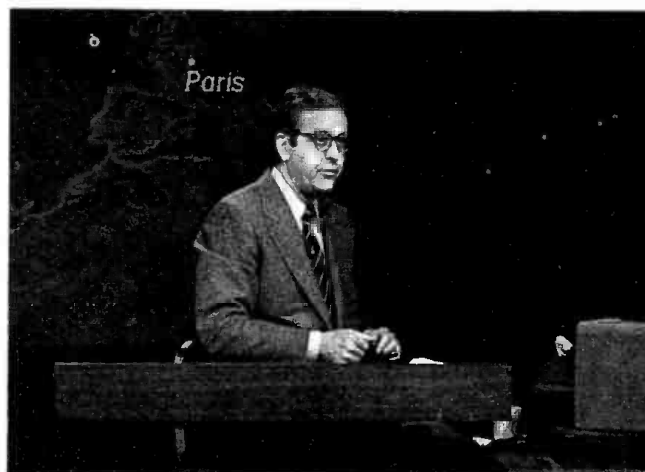
Among the people Mr. Richter consults during line-up slating are his assistant producer, Vienna-born Walter Porges, who also worked for CBS News, and produced most of ABC's political and election coverage from 1958 to 1965. Mr. Porges, 42, is the control room producer during the broadcast. (Like his counterparts, Mr. Richter watches his program from an office monitor.)

And Mr. Porges works closely with



One. The producer at the top of the network news heap is CBS's Paul Greenberg, the man who shepherds *CBS Evening News* with Walter Cronkite through its five-times-weekly paces.

Two. The most serene—or at least outwardly disciplined—news operation is that at NBC, run by Executive Producer Les Crystal. He and his broadcast journalism “star”—John Chancellor (r)—are out to catch up with CBS, must guard against being caught up with by ABC.



Ben Blank, ABC News's director of graphics, to coordinate the light box (on-air news titles) and visual backdrops for the program. ABC News is fairly bursting with pride about its graphics, which are more artistic and catchy than the standard photos and maps usually shown on the other networks. The graphic department occupies most of the ABC



Three. Third man on the evening news totem pole is Richard Richter, who has as much fun as anyone with an evening news series (and coanchorman Harry Reasoner, left), that started out a weak third, but with revitalized production and longer station line-ups, is increasingly stronger.

News building's fifth floor. (It's a small office at NBC and CBS). Mr. Blank, who looks like a respectable Marlon Brando, and chief artist Jerry Andrea churn out about six completely new logos per day, as fast and as last-minute as the producers can take them.

"I'm particularly interested in graphics," said Dick Richter, who, when he

had Mr. Porges's place under Av Westin, worked daily with Mr. Blank. On a delicate graphic problem, such as a decision to feature a magnifying glass over the White House with the words "FBI Probe," Mr. Richter still works closely with Mr. Blank.

"I'm artistically oriented," Mr. Richter explained. "If I retired right now I'd open up an art gallery." He feels graphics serve to keep evening audiences, easily distracted by dinner dishes and kids, interested in the program. "Our obligation is not to entertain, exactly, but we should see to it that the audience has a pleasant experience esthetically, as well as an informing experience."

Stuart Schwartz, who holds a masters degree in journalism from Northwestern, is the producer in charge of copy screening and story timing for *Evening News*. His days are spent on the inside of the news slot, facing Mr. Richter. The 29-year-old Chicago native is also producer for the 15-minute ABC *Weekend News*, which is experimenting with an assortment of ABC-affiliate anchormen to lead the show.

Producer Jeff Gralnik is liaison between the executive and technical elements of the broadcast. He is often seen sporting a bright red sweater in lieu of shirt and tie. Another CBS News graduate and former press secretary to Sen. George McGovern until he joined ABC

two years ago, Mr. Gralnik, 34, prescreens all film and tape that come to New York. Mr. Richter only prescreens it if Mr. Gralnik thinks there is a problem.

Ordinarily Mr. Richter reviews all scripts, but doesn't see footage or tape until after final cutting. "If we're taking a piece from a station we're not too familiar with, I psyche out the guy on the phone, to see if I can trust him, to see what kind of person he is," Mr. Richter said. "I'll prolong a phone conversation purposely to get his mental outlook. Unless he is an outright incompetent, there will be a good chance to get at least an acceptable product."

Dick Richter is always talking about time. "If we slip five seconds on each story, we're in trouble. If it's a crushing day, I'll tell a correspondent exactly how many minutes I want, and that's usually inflexible. I tell the producers in the field, 'I have to be the determining guy.' If I say make a story one minute, and the guy thinks he can make it a minute-thirty, and doesn't tell me, that guy should be fired. That's terrible."

Compared to ABC's free-style, properly disheveled atmosphere, the *NBC Nightly News* operation is businesslike and formal. Les Crystal runs a tight ship. His staff structures its day as carefully as a First Lady's appointment calendar. When the preliminary line-up is being set at about 2:30 p.m., most of the *Nightly News* team is in Mr. Crystal's office. When the line-up is finished, they leave ensemble to return at about 3:30 to hammer down the timing for a final run-down. Mr. Crystal solicits and depends on input from his closely knit outfit, and John Chancellor assumes a prominent role in the first line-up meeting. The 11 a.m. bureau conference call finds Mr. Crystal on the phone in his office, the others in the newsroom, listening on the public address system. As close to 5:30 as possible, Mr. Crystal deserts his office for a chair reserved all day for him at the news desk. Here he screens carefully each piece of tape as it is first switched to New York for the night's broadcast, often commanding an editing job.

Mr. Crystal's manner is cool and proficient. He may crack a joke, but seldom a smile. Nonetheless, an air of relaxation emanates from the newsroom. After one bureau conference call, he told the bureaus, "I felt all week that our spots were

very well put together, editorially and otherwise. Please keep up the good work."

He was 39 when he took over as executive producer of the *Nightly News* almost a year ago. He had been the broadcast's London field producer for three years, after spending two years producing the *Huntley-Brinkley Report* (which the *Nightly News* was then called).

Since his graduation from Northwestern University in 1957, Lester Crystal has been a constant and progressive broadcast journalist, starting out with CBS News in Chicago. He was an NBC Chicago producer, most notably, of *Dateline: Chicago*, the Emmy-award winning documentary series.

Paul Friedman, a *Nightly News* producer, attributes much of the calmness in newsroom procedure to Les Crystal's professionalism. "In here, he's boss. He has final authority. If Chancellor and I don't like something, he has the last word. But I've never seen it come to that; it's very largely a team effort."

The *Nightly News* executive doesn't play with news. "Sometimes a story is so hard to shoot you have to delay it," he explained. "But usually that story will still be a valid story tomorrow, and if you can't get it, there's no sense in playing games."

Richard Fischer, 42, is second in command to Les Crystal. The two joined NBC in Chicago the same year, and worked on the same broadcasts. Mr. Fischer holds a masters degree in journalism from Northwestern, which he attended at the same time as Mr. Crystal. Before moving to New York, Mr. Fischer was the West Coast *Nightly News* producer.

"We leave a lot of news judgment to our correspondents," he said. "We work out the timing of a story through the day, and if the correspondent says he can't do a story in, let's say, two minutes, and we know him to have good news sense, we follow his suggestion. We leave the form of the story to them, also. Before the pre-feed, we've seen the outline, heard the script and discussed how to cut the story. We're like rewrite men on a newspaper taking a story from the reporter in the field, and touching it up."

Calling the shots for the CBS *Evening News* is 40-year-old Paul Greenberg, who looks out over the bustling news-

room from a somewhat dimly lit office decorated with vibrant Navajo rugs, knick-knacks, Indian jewelry and a large, gaping ceremonial mask. "These things are my trip," he explained. His beard contributes to the academic appearance, yet Paul Greenberg's "rap" is the liveliest of the three executive producers of network evening news.

"Some days it's hard to do a show. The news just doesn't make sense, it doesn't shake down. So you stand on it and go boom! boom! boom! and you hammer it down. And then you go around convincing everyone that it works."

Mr. Greenberg had an exhaustive CBS News career before taking over the *Evening News* a year and a half ago. He wrote for *Morning News*, and produced for the weekend news; he produced coverage of presidential trips, space flights and political conventions, including the 1972 Miami conventions, and the riots at the Chicago convention in 1968. He took a BA in history at the University of Michigan, and an MA in journalism at Columbia, where he has been a guest lecturer.

Mr. Greenberg does the *Evening News* line-up himself, finishing at 3 or 4 in the afternoon. "It's not a dictatorship; it's just my style," he said. "I wander around here all day. I have the line-up in my mind, like ideas filtering through a funnel; in my mind it's structured, but there are all these people around me saying, 'no! no!'"

But his intuitive style is backed up by a good deal of technical experience. "I've done everything—cameraman, editing, behind camera, in front of camera, wire-service writer—it's an advantage because it helps me explain things to people."

"I don't have an opinion of the evening viewer. I try not to pay attention to stereotypes. The *Evening News* is a journalistic product. We try to make it easy to understand, we don't talk down to the people and we don't overwhelm them. It's a cliché, but our job is to cover the news."

Mr. Greenberg notes technical excellence along with journalistic excellence in judging the quality of a broadcast. "I want to see every story done right, because I'm a perfectionist. But you can't really do every one right, because you're relying on a whole bunch of people, airplanes, electronics. On Tuesday at 6:22, for example, Dan Rather called about the CIA destroying its tapes. It happened to be a terrific story, and the show went smoothly, but I had to be in here, watching the show develop, and take his story. You still have to fly the plane; it's taking off at 6:30."

His failing, Mr. Greenberg acknowledges, is not praising his associates enough. "If a piece is good, nine times out of ten, I won't say anything, because I expect the person to be good. It's his job. I don't think anyone here should do second rate work. But if it's bad, I always say something."

Three producers work under Mr. Greenberg—Edward Fouhy, in Wash-

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ington; Ronald Bonn, who coordinates graphics, visuals and electrographics, and John Armstrong handling the day-to-day coordination between bureaus and associate producers. Mr. Bonn, who is 44, scripted and produced *The Warren Report*, four-part series on the 1963 Kennedy assassination and investigation. He holds a journalism degree from Pennsylvania State University. Mr. Armstrong, 36, has been the program's senior producer since December 1971. He produced all Watergate coverage for the *Evening News* and headed an 11-person unit covering George McGovern's presidential campaign from Labor Day until the November election. He was producer for the 1972 and 1968 presidential conventions. He joined CBS 10 years ago.

The staff at CBS is relatively inaccessible, because it is CBS's strict policy to bar visitors from the day's organizational meetings. "We have a rule for everything and a rule against everything," Gordon Manning said. "We've had a few bad experiences, and no successful business was ever conducted openly. You can be too frank and too available."

At NBC and ABC openness was the password. Les Crystal not only encouraged BROADCASTING to look over his shoulder, but to listen in on urgent conference calls to the Middle East.

Some of CBS's attitude seems to come from its keener aura of competitiveness. CBS declares its news a better broadcast, because it has "better people." Walter Cronkite glues himself to the monitors in his office immediately after the first feed

to scrutinize the NBC and ABC evening offerings. "I always watch the opposition," he says. Neither of the other two anchormen nor the NBC and ABC executive producers follows Mr. Cronkite's example.

There are variations in the evening news operations, and one reposes in the ratings. Recent national Nielsens gave CBS a 15.2 rating and a 29% share; NBC had a 13.1 rating and a 25% share, and ABC followed with 10.7 rating and a 22% share. These refer to the Jan. 28-Feb. 1 rating period, which saw CBS pull ahead from a one to a two rating point lead over NBC from the previous rating period, Jan. 21-25, when CBS had a 14.7 rating/27% share; NBC a 13.7 rating/26% share, and ABC an 11.4 rating/22% share.

Just two weeks earlier, however, CBS and NBC were 0.2 rating points apart, and on Oct. 29, NBC had been a rating point ahead of CBS with 16.1/28 over CBS's 15.1/26.

Paul Greenberg says he doesn't understand ratings. Richard Fischer says he wishes someone would figure them out. Walter Cronkite attributed CBS's brief one-point drop below NBC to "my long vacation," and a lull in White House scandals. Dick Richter is quick to point out that because ABC has fewer affiliated stations, the *ABC Evening News* has to have lower ratings. "We shouldn't be compared against them, in effect, since we have fewer stations. But we are ahead of the other networks in terms of clearance percentage."

All 190 ABC affiliates carry the *Eve-*

ning News. About 210 of NBC's 218 affiliates clear the *Nightly News*. Of CBS's 201 affiliates, 194 clear the Cronkite show.

NBC's *Nightly News* is a strong number one in Chicago, Atlanta, St. Louis, Milwaukee, Houston and Columbus, Ohio, among other markets. Consistent number-one markets for the *ABC Evening News* are Buffalo, N.Y., Hartford, Conn., Philadelphia, Wichita, Kan., Amarillo, Tex., and Rockford, Ill. among others. The *CBS Evening News* finds a number-one welcome in New York, Los Angeles, and San Francisco, among others.

Network evening newscasts share many of the same sponsors. Exxon, American Homes, J. B. Williams, Sterling Drug, and General Foods are listed as continuing "major" sponsors for *CBS Evening News* and *NBC Nightly News*. The CBS program is also heavily supported by Scott's Liquid Gold, and NBC names the Ford Motor Co. as a chief advertiser. Exxon currently is fully sponsoring the *NBC Weekend News*, and has fully sponsored individual weeknight broadcasts. ABC declines to list by name its recurring sponsors for the *Evening News* but states they are primarily drug and food products. ABC's *Evening News* has six minutes of commercials, NBC and CBS have five.

More commercials do not result in ABC's reporting a smaller number of news items than NBC or CBS, although it reports 60 fewer seconds of news. One night in January *ABC Evening News* reported 13 news items, NBC reported 17

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and CBS reported 20. The following night ABC reported 16, NBC reported 19, and CBS reported 13. The following night the order changed again. An average turns out to be about 15 stories per weeknight broadcast.

However, all three network-news executive producers say they are prepared with much more material. In fact, they are usually prepared for at least a 40-minute, not a 30-minute, broadcast each weekday evening.

Both ABC and CBS use the "clicker" form of program introduction; CBS leads with a list of correspondents and their locations, voiced-over on Mr. Cronkite in the newsroom.

ABC leads with the correspondents and the stories they will report on, read by Mr. Smith and Mr. Reasoner, and chalked up on the light box. NBC opens with its lead story, introduced by John Chancellor, following an electronic *Nightly News* logo. Dick Richter feels the "clicker," admittedly borrowed from CBS, does get the broadcast into the first story slightly later, but "the audience likes it, and because of it, the show is exceptionally well organized."

Gordon Manning, CBS News vice president, feels the "clicker" "gives stature to the broadcast and its correspondents," and "gives stations time to join us so they never miss the first news item." The "clicker" was the inspiration of Walter Cronkite and CBS News producer Don Hewitt.

The three newscasts usually cover identical stories, and often in identical order. On Jan. 17, the day President Nixon announced the Mideast disengagement on television at 3 p.m., ABC and NBC led with his public statement. CBS led with footage from Suez narrated by correspondent Marvin Kalb, and took a commercial break before going into the Nixon speech. "We lead with Watergate more than the other networks," a CBS News executive said.

ABC has commentary from its anchor-men (Mr. Smith, Monday-Wednesday-Friday; Mr. Reasoner, Tuesday-Thursday) each night. "We're the only broadcast that actually says, 'these are our commentaries,'" Mr. Richter pointed out. NBC has occasional commentary from David Brinkley in Washington, CBS an occasional commentary from Eric Sevareid.

ABC has three *Evening News* feeds, beginning at 6 p.m., a broadcast Mr. Reasoner laughingly refers to as a "rehearsal." CBS and NBC feed twice, live at 6:30, and taped or updated at 7. Mr. Greenberg calculates that the 6:30 broadcast is modified three out of five times, usually for technical reasons, and corrected once in three months for journalistic reasons.

At ABC, the early feed may go slightly haywire, as it did Jan. 18 when the "clicker" order did not turn out to be the order of the stories presented. "It's a typical Friday," said Dick Richter, who was substituting for Mr. Porges in the control room. "Harry on the phone" [meaning to get Mr. Reasoner on the phone] was heard throughout the broadcast from Mr. Richter, who chewed gum rapidly from

The thrill is gone. The return of the Skylab III space mission last Friday marked the longest time man has spent in space; it was also the first time a splashdown was not covered live by the three commercial television networks. The networks, which had provided live coverage of the launch last November, scheduled taped coverage of the splashdown in regular newscasts and left live coverage to their radio counterparts. The three network news organizations offered explanations that varied in wording but said, in effect, that the public had become jaded from seeing so many such events over the years. It was their news judgment, they said, that audience interest had been declining and could be served just as well if the splashdown were shown on tape a few hours after it happened. NBC added that the splashdown was scheduled when the audience would be composed primarily of women, and that its experience indicated women are not ardent splashdown-watchers. CBS News was to handle pool coverage from the recovery ship off California. Its tapes were to be flown to San Diego and fed by the CBS-TV affiliate there, KFMB-TV, to the three networks in New York, where each could do its own editing. With splashdown scheduled shortly after 11 a.m. NYT, no serious trouble was expected in having them ready for use on Friday's early-evening network newscasts.

Someone was upset, however. Representative Lou Frey Jr. (R-Fla.), a member of the House Science and Astronautics Committee, urged the networks to reconsider their decisions in letters last Monday. "Your lack of interest in the space program and your presumption that the remainder of America is just as uninterested is appalling," he told the three network presidents. "Surely, the splashdown of Skylab III is more important than the regular programs scheduled for that time period."

6, when the show went live, until 7, when it had been rebroadcast almost completely live again.

Anchor-men on the New York evening newscasts are vastly separate in their involvement with the shows they represent. Harry Reasoner is occupied in the mornings with taping the *Saturday Reasoner Report*, which he writes himself, and with his daily radio column, which he doesn't. He generally appears in the newsroom around noon, and confers casually with Mr. Richter and Mr. Blank, and writes his *Evening News* commentary from his office. Material read by Mr. Reasoner on the broadcast is written and edited from wire copy by one of the *Evening News*'s greatest assets, Sid Kline, former wire service reporter—the only network news writer who wears an eyeshade.

"I have a substantial influence on how the news works," Mr. Reasoner maintains, "but I don't pretend to come in at 9 and put stories together and start raising hell." Formerly with CBS News, he feels that network "remains the best commercial news because of its longer tradition. But we're creeping up on them." ABC's advantage, he believes, is that "we're a little looser here."

"I suppose I'm competitive and juvenile," he smiles. "I like the game of evening news as well as the great principles. Since I arrived here we've come from a weak third to a strong third in the ratings. I'd like to be a good second before I leave."

NBC's John Chancellor doesn't want to see any newscast go far ahead or far behind because it creates "a distortion. If you're far ahead, there's a chance of complacency, and if you're far behind, there's a tendency to use tricks," he said. "I would like to be just a little ahead so we can say we're first. But Walter and I are old friends. He was over at my house last night."

A veteran journalist who takes news-writing seriously and personally, Mr. Chancellor writes about half the copy he reads on each *Nightly News*. The other

half is from the typewriter of his close associate, copy editor Gill Millstern. "When I first came here, I tried to write all of it, and I drove people batty and wore myself to a frazzle." He calls his broadcast "what you must tell them, and what you think they ought to know." For Mr. Chancellor literary precision is paramount. He will debate individual words or phrases at length with producers. Paul Friedman once asked him during the broadcast to change his "narrow defile" in a Middle East story to "narrow pass." The anchorman was adamant that day that NBC couldn't call a "disengagement" an "agreement" or "Suez" the "Middle East."

Of the three New York anchor-men, Walter Cronkite plays the strongest role in an evening news broadcast. He lives for it. "The basic inspiration of everything that happens on this show," said Paul Greenberg, "is Walter Cronkite. He's the best journalist I've ever worked with. No major decisions are made without consulting him, and if it's a big problem, it's constant consultation."

Mr. Cronkite is credited with bringing the studio to the newsroom, which has its setbacks since the low ceiling forces studio lights directly into his eyes. "CBS went all over the country to find glasses that would reduce the glare," he said. He now wears soft glare-proof contact lenses on camera.

In his office at about 10 a.m., Mr. Cronkite confers with producers and screens occasional footage or video tape, and reviews the day's line-up until about 3:30 when it is "locked in" to his chair at the news slot. "I am very, very fast. I see a story, know what to do with it and often yell to the writers, 'I've written it!' before they even see it." He is "very hard" on a writer he catches writing straight from the wires, he says. "Our problem is we pre-digest so much. Maybe I'm getting finicky, but I don't think wires are doing as good a job as they used to. But I often wish we could take that extra graf, that extra phrase the

wires have room for. I go home every night concerned about what we left on the cutting room floor. We're cutting stuff even as we go on the air."

The critical difference between CBS and the other two networks' nightly newscasts, Mr. Cronkite claims, is that news decisions at CBS "originate in the newsroom, not in the control room. They don't tell me to add things. What goes into the broadcast comes first to my desk before it goes to the director."

Mr. Cronkite never breaks in with the phrase "here's a late-breaking story," because "that's unnecessary, since we're in the bulletin business. I always say our deadline is when we go off the air, not on the air."

To broadcast five weeknights and two reduced weekend evening news shows, each network spends around \$200,000 per week. That includes salaries of the approximately 50 people per network who work exclusively on the evening news program. The weekly budget figure usually includes the additional services and reportage committed to the nightly newscasts by the entire network news division.

"This whole organization," says Gordon Manning, CBS News vice president, "points to 6:30 p.m. EST."

Contrasting views on NBC's request for court to stay 'Pensions' ruling

FCC aligns with strange bedfellows, AIM, Schuchman Foundation, NCCB, United Church of Christ

To the FCC and its allies in the court fight with NBC over its documentary, "Pensions: the Broken Promise," there are no novel questions of statutory or constitutional significance involved, as the network maintains.

It is a textbook example of a fairness doctrine violation, they claim, saying a stay of the commission order requiring NBC to make time available for views contrasting with those they say dominated the documentary would damage the public interest, particularly since Congress appears to be moving toward action on a pension reform bill. What's more, some opposing NBC say the survival of the doctrine itself may be at stake.

The comments were made in briefs filed last week in opposition to NBC's request of the U.S. Court of Appeals in Washington (No. 73-2256) to stay the commission order pending the court's decision on the merits of the conflicting arguments. Those filing: the FCC; Accuracy in Media, which brought the initial complaint against NBC, and three other public interest groups—the National Citizens Committee for Broadcasting, the Office of Communication of the United Church of Christ and the Center for the Public Interest of the Robert M. Schuchman Memorial Foundation Inc.

(Thus two conservatively oriented

groups—AIM and the Center for the Public Interest—are associated with two groups regarded as liberal—NCCB and the United Church of Christ office—in supporting the commission's position.)

NBC has argued that the documentary is an example of investigative journalism directed at specific problems raised by some private pension systems and therefore does not raise a fairness doctrine issue. Forced compliance with a ruling to present contrasting views, it added, would discourage other broadcasters from attempting investigative journalism. NBC, as did the National Association of Broadcasters and the Radio and Television News Directors Association in separate briefs, said this would be particularly the case if compliance were forced before the case was decided on the merits (BROADCASTING, Feb. 4).

The FCC, noting that it and its staff had concluded that "it would strain the most 'permissive standard of reasonableness' past the breaking point to imply that the program was confined" to the problems of some pension plans, said that it does not seek to penalize NBC or prohibit it from expressing a point of view on an issue. Rather, it said, its purpose "is to make it clear that a licensee is not at liberty to bar the presentation of the views of others who may see this issue from a different perspective."

The commission's reading of the script indicates that the program constituted an attack on the entire private-pension system and a recommendation that the system be regulated on a comprehensive basis. And since pension-reform legislation is now pending before Congress, the commission said, a delay in presenting the opposing viewpoint would be "unwarranted," indeed "inconsistent with the paramount rights of the listening public." The Senate has adopted a reform bill, and a similar bill has received committee approval in the House.

AIM, in its brief, made a major point of the legislation and what it said was NBC News's familiarity with the work going forward in Congress on it at the time the documentary was aired, on Sept. 12, 1972. But whether or not NBC deliberately designed the program as a means of encouraging the public to support pension-reform legislation, AIM said, that was the effect. The documentary, AIM added, gave "even highly intelligent and perceptive viewers of the program . . . totally incorrect ideas about the way in which our private pension plans perform in the country."

AIM saw a possible attack on the legal underpinnings of the fairness doctrine itself as a possible motive behind NBC's appeal. NBC "should not be exempted from the plain requirements of the doctrine while it endeavors to have the doctrine overthrown, if that is indeed its intention," AIM said.

Concern that the doctrine as well as a ruling under it may be under attack was also reflected in NCCB's brief. "The real controversy centers not around the merits of the program, but on whether the FCC can ever examine a licensee's judgment that a controversial issue of public importance was not presented in



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a particular broadcast and determine that this judgment was unreasonable," NCCB said.

"Broadcasters can protect their rights by fighting to uphold reasonable judgments at the administrative and judicial levels—as NBC is doing here," NCCB added. "But it is the commission that protects the public against such judgments when they are unreasonable or result in 'unfairness.' In a very real sense, then, NBC is attacking the fairness doctrine itself."

The United Church of Christ made the allegation even more directly. "We view this case as an attempt by NBC to so expand the area of licensee discretion as to destroy the fairness doctrine in all but name," the church said. It added that NBC would substitute its "subjective judgment" as to what is newsworthy for the "objective tests" used to determine the applicability of the doctrine—Is the issue important? Does it engender controversy? Has a good faith effort been made to present all sides of the issue?

The Center for Public Interest, in its brief, expressed concern over the possibility that the fairness issue will be mooted by congressional action if NBC does not present a contrasting view soon. The center called the program a "classic example of the presentation by a licensee of one viewpoint to the virtual exclusion of all others."

If the FCC appears to be uncompromising in its position that NBC has incurred a fairness-doctrine obligation, it is resisting the efforts of three environmentalist groups to obtain the same ruling regarding ABC and two affiliates, WABC-TV New York and WMAL-TV Washington. The Wilderness Society, Natural Resources Defense Council and Public Action to Protect Environmental Resources have gone to court seeking reversal of a commission ruling dismissing the complaint they filed as a result of commercials the network aired on behalf of the lumbering company, Weyerhaeuser Co., during coverage of the 1972 summer Olympics.

At issue is the commission's practice in fairness-doctrine matters of requiring complainants to present information substantiating the claim that a broadcaster has presented only one side of the controversial issue involved. (AIM had satisfied the commission on this ground with a showing that NBC programming subsequent to the pensions program had been monitored.)

The commission dismissed the complaint—that the Weyerhaeuser commercials raised a controversial issue of public importance regarding forest management practices—on the ground the information-substantiating requirement was not met. And the environmentalist groups, in their appeal, say the requirement is unreasonable.

But the commission, in its response, says its position is consistent with directives dating back to a fairness doctrine primer issued in 1964, with "substantial precedent" and with court-approved procedures.

Programing

TV blackout lifting jars local radio

Ratings show sharp audience drops where radio bucks home game TV; rights holders are seeking relief

It was fun for the fans and a pleasant bonus for some television stations. But for most holders of National Football League radio rights, lifting the local TV blackout last season was a pain in the ratings.

Reports documenting a severe dent in audiences are moving radio rights holders to ask: Who's going to pay the piper?

Pressed by advertisers and agencies wanting to know how and for how much pro football radio will be sold next season, several rights holders plan to huddle soon with the local clubs on renegotiations ("Closed Circuit," Jan. 21).

On that list is WIOD(AM) Miami, which fed the world champion Dolphins to a regional network of 20 stations. Phil Costin, general manager, said initial ratings reports indicate a 40-45% audience loss in Miami for five of the seven 1973 home games, when stadium sell-outs resulted in TV coverage. Mr. Costin acknowledged that queries arrived almost immediately from clients about how the new TV competition would affect radio buys in the WIOD area.

He stressed that the cooperation and attitude of WIOD's clients in the matter had been "excellent," and that some make-goods will be made. In fact, WIOD had already awarded to advertisers one major bonus that was extremely well-received. The post-season playoff between the Dolphins and Cincinnati Bengals was turned over to regular-season sponsors at no charge. "And we plan to go to the Dolphins management in the same spirit to seek relief," he said.

One change on tap for the 1974 season is a double rate card, according to Mr. Costin. One card is to cover radio charges when TV competition is blacked out locally; the other, at a slightly lesser scale, would apply when TV bucked local radio. Billings would be made monthly.

In Washington, where all seven home games of the Redskins were sold out, WMAL(AM) found itself in an even greater bind. Charles Macatee, who stepped in as general manager four weeks ago, received a jolt from the ratings for the just-completed season. A breakdown of the Sunday quarter hours during the games showed a 58% drop in audience (103,000 to 43,300). WMAL, which fed Redskins games to a regional network of 35 stations, indicated it would be restudying its packaging and pricing to sponsors in 1974. In turn, Mr. Macatee said, talks with the Redskins management will be held. WMAL will be going into the second year of a three-year rights contract.

A comparable problem faces WTAE(AM) Pittsburgh, according to Ted J. Atkins, station manager. The Pittsburgh Steelers were sold out for all seven home

games in 1973, and local TV made inroads into WTAE ratings that had soared in recent years as the Steelers became stronger contenders for the championship. Mr. Atkins said the exact damage is not yet known, but that WTAE "intends to talk with [Steeler President] Art Rooney as soon as the team completes its handling of the NFL draft and related matters."

Mr. Atkins offered one hopeful note: The NFL will be negotiating new contracts with TV networks this year, with the probability of a substantial increase in rights. This in turn would mean a larger slice to individual clubs and would enhance the chances of local radio rights holders getting some relief.

What about teams at the other end of the 1973 standings? At KILT(AM) General Manager Dickie Rosenfeld isn't too worried about the final ARB breakdown. The Houston Oilers did not sell out any home games and thus no TV competition occurred. Mr. Rosenfeld, however, is not unmindful of the problem. He said certain management-player changes since the close of the season point to the Oilers "turning the corner" and, as contenders, having stadium sell-outs next season. He suggested that attendance and radio audience figures coming out of the first season under the anti-TV-blackout law could be misleading, since the legislation was passed last September at the 11th hour—"when the horses were already out of the starting gate."

Like other radio rights holders, Mr. Rosenfeld felt the NFL would be making a strong pitch this spring to Congress for some relief in the three-year test.

In San Diego, where the Chargers finished at the bottom of their division, there were no sell-outs in 1973 and no local TV problems for KDEO(AM) San Diego, which fed the games to a 14-station regional network. This year, however, a new radio rights holder will be on the scene, and it has done its homework. The originator for the Chargers in 1974 will be KSPO(AM) San Diego. Peter Lund, vice president and general manager, believes the team would have to come back a bit before home sell-outs will pose a TV competition problem. However, he said, the new contract provides for the Chargers to renegotiate to give KSPO relief, should telecasts of home games become common.

WFL sets out to give NFL run for the money

Sponsorship line-up begins to tell for new league's games, says TVS; 80% minimum coverage anticipated

Eddie Einhorn, president of the Corinthian Broadcasting's TVS Television Network, said last week that "a number of major advertisers, including automobile companies, men's products and beer manufacturers" have verbally agreed to sponsor World Football League on TVS next season, subject to completion of schedules, time slots and affiliate line-ups.

TVS acquired the rights to the new league's games in what Mr. Einhorn would describe only as "a multimillion-

dollar" long-term contract (he wouldn't specify the exact number of years), with options.

He added that the details should be ironed out "within the next couple of weeks," by which time he expects to be able to guarantee an advertiser "at least 80% coverage of TV homes in the U.S." This 80% figure would encompass 125-150 stations, he said.

The first TV game is scheduled for Thursday, July 18. Mr. Einhorn said that, at least through mid-September, all TV games would be played on Thursday nights because "most of our stations will be network affiliates, and our people have determined that Thursday is the weakest night on the networks' prime-time schedules."

But in the fourth quarter, when the networks' new fall programs are in full swing, he said, another TV-game night might be added, or substituted, because many of the teams will be playing two games a week to squeeze in the entire (tentative) schedule of 264 games (12 teams, each playing 22 games). The two divisional playoffs and the championship game should bring the World Football League's season to an end "some time around Thanksgiving."

As of now, the 12 World Football League franchises are set for New York, Boston, Chicago, Birmingham, Ala., Florida, Toronto, Southern California, Philadelphia, Hawaii, Washington (D.C.), Detroit and Memphis.

TVS will pay the stations that decide to carry the games "according to a straight network formula—there'll be no barter," Mr. Einhorn said. "We'll also give the stations a few minutes to sell locally. The New York market, for instance, could probably sell a local minute for \$15,000, which is almost what we'd get for selling it nationally."

He said TVS's only competitor in the bidding for rights was Hughes Television Network.

Group W's new offerings

Group W Productions, New York, which was a staunch supporter of the prime access rule two years ago and supplied five first-run series in 1972, is back with two new series and a package of 27 feature films for 1974.

Only *Doctor in the House*, a British import, scored impressively among Group W's 1972 entries (others were *Smothers Brothers Prime Time/Organic Space Ride*, *Street People*, *David Frost Revue* and *Norman Corwin Presents*). Last year the company shunned first-run productions.

The new offerings are *Frightenstein*, consisting of 130 half hours of children's programming stressing vampires, monsters and ghouls, with Vincent Price as host, and *Family Counselor*, 175 half hours of dramatized case histories of family problems. *Frightenstein* was produced by Ron Markowitz for CHCH-TV Hamilton, Ont., and *Counselor* by Group W's WJZ-TV Baltimore, which has carried the series during the past season.

The feature film package, titled *Im-*

pact 27, includes "One Day in the Life of Ivan Denisovich," with Tom Courtenay; "Eagle in the Cage," with Sir John Gielgud and Sir Ralph Richardson; "The Man Outside," with Van Heflin and "Madigan Million," with Dustin Hoffman.

Court refuses to stop ABC use of four features

Injunction had been sought pending outcome of 1970 antitrust suit by movie producers and distributors

ABC was handed the legal right-of-way last week to telecast four feature films produced or financed by ABC. It came from Judge Edmund L. Palmieri of the U.S. Southern District Court of New York, who denied a motion by major motion picture producers and distributors for a preliminary injunction barring the showing of the films.

The filing had sought to prevent ABC from telecasting features which it has produced or in which it has a financial interest, pending the outcome of an antitrust suit brought against ABC and CBS by major theatrical film producers and distributors in 1970. This litigation, still to come to trial, centers on the plaintiffs' allegations that ABC and CBS have violated antitrust laws by producing features and other entertainment programs and simultaneously controlling the principal exhibition outlets (BROADCASTING, Oct. 5, 1970). [NBC was not named a defendant, presumably because it does not produce features.]

Plaintiffs in suit against ABC are Columbia Pictures Industries, Metro-Goldwyn-Mayer, Paramount Pictures, United Artists Corp., MCA Inc., Warner Bros. Inc. and Avco Embassy Pictures Corp.

Explaining his decision, Judge Palmieri said the plaintiffs have failed to "make a persuasive showing that they are in danger of immediate irreparable injury if their temporary relief is not granted." His second point was that plaintiffs were "unduly dilatory" in bringing up the motion in mid-1973, noting that ABC had telecast one of its produced features in 1972 without a move by the plaintiffs for an injunction, though the producers later voiced their objections to the court.

Judge Palmieri challenged the plaintiffs' assertion that by presenting allegations of federal antitrust violations they were serving as private attorney general in the lawsuit. He said the FCC and the Department of Justice are charged with these functions and are now engaged in investigations and litigation involving the broadcast industry.

In denying the petition for an injunction, Judge Palmieri tied in his decision with the pending antitrust suit by saying:

"Not only does the complexity of these issues foreclose adequate consideration at this time, but the fact that the preliminary relief the plaintiffs are seeking is essentially equivalent to the ultimate relief

contemplated by the complaint places plaintiffs under a stricter burden of proof with respect to the requisite elements of this motion than they would otherwise have had to bear. Plaintiffs have failed to sustain this burden."

Judge Palmieri prefaced his decision with some revealing economic and financial information on the relationship between ABC and the plaintiffs, the major suppliers of theatrical features.

The judge reported that in 1961, the average cost of licensing a feature film for network showing was \$100,000, while in 1967, the figure rose to \$900,000 or more. He said it was against a background of product shortage and escalating costs that ABC made its decision in 1967 to enter the theatrical production field. (ABC stopped producing features in 1972.)

Judge Palmieri pointed out that despite ABC's production efforts, the plaintiffs have been and continue to be the major supplier of feature films and other entertainment programs to ABC, the other networks and individual television stations. Over the past four years, he said, ABC has bought prime-time entertainment programs from the plaintiffs in the amount of about \$288.9 million, which was about 50.99% of ABC's total dollar expenditures for programming.

Judge Palmieri enumerated ABC's expenditures with the plaintiffs for theatrical feature films over the past four years as follows: \$28.07 million, or 70.16% of such expenditures in 1969; \$10.47 million, or 60.95% in 1970; \$8.35 million, or 41.75% in 1971; \$16.95 million, or 83.12% in 1972. Between Jan. 1, 1973, and late August 1973, according to Judge Palmieri, ABC licensed theatrical features from three plaintiffs for a total of \$51.8 million.

Judge Palmieri noted parenthetically that in 1971 ABC spent \$11.05 million, or 55.25% of its feature expenditures, with Twentieth Century-Fox, the only major producer not a plaintiff in the action.

The court appeared to give short shrift to the plaintiffs' contention that ABC's decision to carry the four feature films in question was a "deliberate" policy of "selecting inferior programming to its own financial advantage and to the prejudice of the plaintiffs." He said the TV networks are in vigorous competition with one another for audience and for advertising, and the choice of film product is made on the basis of a number of subjective and objective considerations. He cited such factors as the title and stars of a film, its theatrical box-office record, its general audience appeal, and the nature and amount of publicity it has received.

Judge Palmieri also rejected the plaintiffs' charge that ABC had revised the audience ratings of films in its library to indicate its own product was better received than was the plaintiffs'. He said the plaintiffs had not supplied any persuasive evidence to support this charge.

ABC identified two of the features as "Lovers and Other Strangers" to be telecast on Monday (Feb. 11) and "For Love of Ivy" (to be telecast on Feb. 24).

ABC renews plea for licensing films within 25-30 months for free TV use

Network says change in antisiphoning rules would have universal benefit

ABC told the FCC last week that the network's suggested revision of the antisiphoning rule would assure adequate time for theater, pay cable and network showings of feature motion pictures.

ABC outlined its argument in supplementary comments on the antisiphoning rules. During last November's oral argument on proposed revisions in the rules, James McKenna, Washington counsel for ABC, suggested a rule that would require that, prior to pay cable exhibition, recent feature films must be licensed for free television use within 25 to 30 months after their first theater exhibition. (The present rule prohibits pay cable systems from presenting films more than two years old, except for those 10 years old, which may be shown once a month.)

ABC argued the present antisiphoning rules permit "an over-supply" of movies for pay cable. "This abundance of product properly raises the question . . . whether the existence of this stockpile, most of which is available on free television, will defeat the public interest objectives [of program diversity] that

prompted the commission's fostering of cable," ABC said.

ABC said that under its proposal free-TV access to movies prior to pay-cable licensing, "combined with normal marketplace circumstances, would inevitably require the offering of the feature film at a reasonable price since, otherwise, it would not be available for pay-cable exhibition. Further, the producers will have at least three potential customers—the national networks—who, for competitive reasons, will be interested bidders."

The network asserted it could "discern no public interest in inducing a pattern of expanded home box office release and re-release (at the expense of free television) through facilities which would not exist except for free broadcast signals."

Program Briefs

New access entry. Re-creation of Stan Laurel and Oliver Hardy comedy characters is premise of new prime-time-access half-hour series being introduced by Worldvision Enterprises. It's titled *Stan 'n Ollie*, will star Jim Mac George and Chuck McCann in those respective roles. Producing organization is Mermac Productions, New York, with Robert Murray as executive producer and Claudio Guzman as director. Writers: Jim McGinn and Pat McCormick.

Ahead of the game. Avco Embassy Pictures Corp. reports that its *V.I.P. Group* of 18 features has been sold in 15 markets prior to introduction at National Association of Television Program Executives convention in Los Angeles next week. Stations include those owned by Newhouse, Storer, Taft, McGraw-Hill and Meredith. Films include "The Graduate," "Don't Drink the Water," "The People Next Door" and "C. C. and Company."

KHJ-TV with Rams. Los Angeles Rams pro football team and KHJ-TV that city have announced three-year agreement whereby six preseason games, plus other shows, will be carried each year on RKO General station. Transaction is joint venture, with revenues from time sales split between Rams and KHJ-TV. Besides preseason games, KHJ-TV also will carry 20 Chuck Knox Shows (Rams' coach), 20 *Rams Highlights*, and 12 pregame and post-game segments. All will be shown in prime time, KHJ-TV said. Rams preseason and other shows were carried last year by KNXT(TV) Los Angeles.

Copcom. ABC-TV and Viacom are shooting pilot for 30-minute situation comedy *Ann in Blue*, about four policewomen in New York, where it will be filmed. Edgar J. Sherick, president of Palomar Pictures, is executive producer; Norman Steinberg and Alan Uger are writers.

Direct mail. Petition-signing campaign organized and implemented by *Christian Herald* magazine in opposition to alleged obscenity, profanity and "glorification of violence" on radio and television produced 12,271 of 13,855 complaints that FCC received from public in December.

More on Sugar Bowl. Allegations by coalition of black, public interest groups that ABC fostered discriminatory practices by its broadcast of Sugar Bowl game and that network had monopoly on college sports were described by network as "totally without foundation." In petition filed with FCC, ABC pointed out that both teams participating in game (Alabama and Notre Dame) had black players and that television rights to New Orleans bowl games is subject to competitive bids.

They hate what they did on access

Two FCC members who voted for change in prime-time rule say they preferred repeal, and third has misgivings

The text of the FCC order embodying the modified prime-time-access rule was issued last week along with separate statements by three commissioners—two of whom made it clear they would have preferred repeal to modification.

Chairman Dean Burch's statement expressing that view was made available at the time the commission acted on the issue last month (BROADCASTING, Jan 28). Commissioner Charlotte Reid took the same position in one of the concurring statements issued last week. She also put backers of the rule on notice that "unless something better is given to the viewing public than that which has been given in the past few years," the public interest "would best" be served by repeal.

Commissioner Richard E. Wiley was not as harsh in his assessment of the commission's action. He acknowledged that one reason he voted for the rule as amended was that it could attract the votes needed for adoption. But he also saw it as holding some promise of achieving "a measure of diversity in sources of program production" and as representing the commission's "best effort to bring some order out of the panoply of waiver requests and associated administrative problems."

However, he expressed a reservation regarding the passage in the order setting forth the commission's "expectations" as to the use of prime-time periods barred to network programming. He felt the "expectation" that the slot will be filled with programming aimed at children, minority groups and the community generally will be read to mean a demand and that the "raised eyebrow" will become "synonymous with a decree for specific program types and amounts."

Reliance on licensee ascertainment of community needs and programming discretion may not be entirely satisfactory in terms of the programming provided, Mr. Wiley said. "Yet I fear that the alternative of governmentally suggested programming may be an unwise substitute."

The rule as modified lifts all restrictions on the use of the first half hour of prime time—7 to 7:30 p.m. eastern and Pacific time and 6-6:30 p.m. central and mountain time—Monday through Saturday, eliminates the rule completely on

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Sunday and limits access time during the week to 7:30-8 p.m. Eastern time and Pacific time, and 6:30-7 p.m. Central and Mountain time. However, one of these periods each week can be filled with network or off network programs that are either children's specials or public affairs or documentary programs.

The commission acted on a 5-to-0 vote—but only because agreement had been reached on the major provisions at a time when the commission still had seven members. Former Commissioners Nicholas Johnson and H. Rex Lee joined with Commissioners Robert E. Lee and Benjamin L. Hooks in holding off efforts to scuttle the rule.

'Miss Jane Pittman' hits number three

Much-touted CBS special can't top 'Family' and 'Waltons'; some second-season entries look good enough for renewal

The big news of the Jan. 28 - Feb. 3 Nielson week was the 30.5 rating and 47 share racked up by CBS-TV's highly acclaimed made-for-TV movie, *The Autobiography of Miss Jane Pittman* (Thursday, 9-11 p.m., NYT), which ended up the third most popular show that week, behind *All in the Family* and *The Waltons*.

Of the seven new second-season shows inserted by the networks into their schedules so far, three (ABC's *The Six Million Dollar Man*, *Happy Days* and CBS's *Dirty Sally*) continued to chalk up the 30-plus share figures that spell success (BROADCASTING, Feb. 4); two dipped sharply in the face of tough movie competition (ABC's *Doc Elliot* managed only a 24 share against Richard Thomas in *Red Sky at Morning* on NBC, and NBC's *Music Country USA* staggered to a 22 share against *Jane Pittman*), and two (ABC's back-to-back action half-hours, *Chopper One* and *Firehouse*) have declined steadily in each of the three weeks they have been on and are considered not likely to last out the season.

None of the many time-slot shifts indulged in by ABC and NBC so far has proved an unqualified success. NBC's *Lotsa Luck* stands the best chance of surviving, thanks to a great lead-in show (*Sanford and Son*, one of the top three rating-getters in the country). *Lotsa Luck* particularly fattened up on Feb. 1 (21.4 rating, 33 share) against a low-rated Jane Goodall apes documentary on ABC.

ABC's most successful transplant may be its police show, *Toma* (Friday, 10-11 p.m.), which has been getting 30-plus shares since its shift, mainly at the expense of NBC's *The Dean Martin Show*.

Ironically, NBC may have turned its hit show *Adam-12* into a less-than secure fringe survivor by moving it early last month from Wednesday at 8 to Tuesday at 8. It finished last in its new time period on Jan. 29, with a 19.3 rating and 29 share.

Cablecasting

Macdonald retreats on pay cable

House subcommittee chairman, talking of full CATV hearings this session, spells out areas in which he says he's willing to be shown

Representative Torbert H. Macdonald (D-Mass.) took pains last week to adjust his stance toward the cable industry—a position under a cloud since his serious questioning of the benefits of pay cablecasting in a Los Angeles speech last October (BROADCASTING, Nov. 5, 1973). In an address at the National Cable Television Association's second regional legislative conference in Washington, Mr. Macdonald professed an open mind on the issue: "I am not yet an atheist; I am an agnostic." But to become a "true believer," the House Communications Subcommittee chairman said, he will have to witness substantial progress. His challenge: "Show me."

In the October speech, in which he announced that his subcommittee intends to hold hearings on a variety of issues confronting the cable industry, Mr. Macdonald said he had sincere doubts about the desirability of pay cable. "I can see the financial logic," he said, "but I find it pretty difficult to accept the principle behind it." Since then, the congressman said last week, he has heard some "pretty reasonable arguments" on the medium's behalf. And while they haven't turned him into a pay TV advocate, he indicated, they have caused him to question whether some form of FCC relief might not be appropriate.

Mr. Macdonald said he is now "willing to support some modification" of the commission's antisiphoning rules as they pertain to the pay cable showing of feature films. Presently, the rules bar pay cable from presenting films between two and 10 years old, and limit showings of pictures more than a decade old to once a month. Mr. Macdonald did not elaborate on how he would prefer those requirements to be altered.

The chairman was less receptive to revisions to the sports provisions of the

antisiphoning rules. Noting that those rules originated in his subcommittee, Mr. Macdonald commented: "The father is not about to disown his child." But at the same time, he added, he is not about to "spoil the child by giving its guardian [referring to broadcasters] more than they've earned." Accordingly, Mr. Macdonald said, while he would oppose a relaxation of the sports provisions, he would also look at an expansion of them with disfavor.

Pay cable, Mr. Macdonald emphasized, is not the only nonbroadcast service that cable operators can and should be providing. Speaking specifically of New England facilities—representatives of which made up the bulk of the audience—he said he was "disappointed" that local origination efforts there have not been more extensive. One primary programming service that cable could supply, he asserted, is the local community news that urban-based commercial broadcasters cannot adequately cover. The goal, he stated, would be for cable to become an "adjunct of the local community newspaper."

Mr. Macdonald said he was "dismayed" by Viacom Chairman Ralph Baruch's statement last month that many additional cable services amount to nothing more than "science fiction" in the present state of the art (BROADCASTING, Jan. 21). At the same time, he said he was "heartened" by the news that the Nieman-Marcus retail firm was implementing a cable version of the mail order catalogue (BROADCASTING, Feb. 4). "But I read very little about other ventures of this sort," he lamented.

Mr. Macdonald praised the administration's controversial policy study on cable as "a job well done," and one which put him in what he termed an infrequent position of being able to applaud an effort of Office of Telecommunications Policy Director Clay T. Whitehead. Noting, however, that most of the report's proposals are based on a 50% nationwide cable penetration (a benchmark unattainable by the cable industry for some time to come), Mr. Macdonald asserted that the report "doesn't seem to call for any hasty action." The report will, he indicated, be a primary issue at his subcommittee's forthcoming cable hearings which he said he hoped would take place during this session of Congress.

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Escondido told FCC has final word on pay, but it isn't convinced

City, on its own initiative, tells local franchisee to hold up on adding subscription service; ban starts phone calls to Washington about propriety of council action

As far as the FCC is concerned, pay cablecasting is permissible everywhere in this country. The government of Escondido, Calif., isn't so sure. It has forbidden the local cable system to offer that service—at least for the time being. And despite its conviction (backed up by a formal declaration from the FCC) that the city had no authority to order the ban, the system is complying with the order and biding its time.

It all began last month when the Escondido city council told Escondido Cablevision, a subsidiary of Times-Mirror Corp., to refrain from starting pay cable service on a channel to be leased by Cinca Communications Inc. The service was to have commenced Jan. 27. The council felt that its original cable ordinance does not permit pay TV ventures—at least not without the council's authorization.

"Our ordinance states," said City Attorney Sam Blick, "that when we're granting you a cable TV license, we're not granting you a pay TV license." By prohibiting that activity, Mr. Blick stated, the city had not ruled that pay cable is undesirable; it was trying to insure "that this is the best we can get and that the rates are as fair as they should be."

The problem is that the FCC has specifically declared that it has pre-empted all authority over pay cable, apparently making the city's action null and void. But the city isn't convinced about that.

It wasn't convinced when Times-Mirror officials informed city representatives of the commission's position. So, Mr. Blick telephoned Acting FCC Cable TV Bureau Chief David Kinley. He said later that Mr. Kinley had given him the impression that local regulation of pay-cable fees might be permissible. (Mr. Kinley last week said that the city attorney "misinterpreted" his remarks.) Then Times-Mirror attorney Charles Helein wrote Mr. Kinley for a formal ruling. The acting chief's written reply was explicit: "There is no question that franchise terms prohibiting pay cable operations on cable systems are considered pre-empted."

Yet, the city was still unconvinced—lacking, according to Mr. Blick, a more "neutral" spokesman than Mr. Kinley on the subject. So the city attorney contacted the office of Escondido's congressional representative, Representative Clair W. Burgener (R-Calif.). The congressman also contacted Mr. Kinley, who offered basically the same reply as he had given Mr. Blick.

Mr. Blick and his associates at Escondido city hall had not heard from Mr. Burgener's office yet last week. When they do, the ramifications could be interesting. The city's primary aim, Mr. Blick indicated, is to become thoroughly aware of

the federal position on the pay issue. But at the same time, he said, it retains the desire to have something to say about what its citizens are being required to pay for the service. Accordingly, Mr. Blick said, "once we know, we may challenge the FCC's position." Nor did he feel that Times-Mirror would be inclined to fight the city on the matter. "That's a pretty rich franchise," he asserted. "They're not going to benefit from litigating a matter that is of marginal value to them."

The cable firm apparently agrees with the first part of that statement. "They don't want to get into a who-shot-John deal with the city," Mr. Helein said last week. Rather, the Times-Mirror attorney said, Escondido Cablevision is "biding its time . . . in hopes that the city will be enlightened."

Mum's the word on NCTA pole negotiations

Hostetter uses NCTA legislative conference as forum to call for a cooling of comment on rate dispute pending substantive recommendations

Cable industry officials last week were endorsing a policy of caution and silence in the current pole-attachment controversy.

Speaking before the National Cable Television Association's legislative conference in Washington, NCTA Chairman Amos Hostetter asked the delegates to refrain from making a public forum for the dispute, which became heated when Teleprompter President William Bresnan disassociated his company from NCTA's current pole negotiations with AT&T and General Telephone. Mr. Bresnan had criticized NCTA for a "hat in hand" attitude on the issue (BROADCASTING, Jan. 28). "I would ask you all to reserve judgment or heated debate on this subject," Mr. Hostetter said.

On Feb. 1, NCTA issued a statement to the effect that it anticipates "no further public statements on this matter until substantive developments occur." In the same statement, Mr. Hostetter claimed that the time "to debate the pros and cons of any possible settlement" is when the NCTA negotiating committee makes definitive recommendations to the association's board of directors. This, Mr. Hostetter said, "has not yet occurred."

As of last week, no further meetings had been scheduled between the NCTA committee and the telephone interests. NCTA sources said no meetings are likely until each side completes, exchanges and absorbs memoranda of understanding regarding a proposed settlement of the pole-rate issue. This is expected to take several weeks, the sources said.

Regarding his firm's current philosophical rift with NCTA, Mr. Bresnan indicated a willingness to hold further discussions with association representatives regarding a possible reconciliation. The two entities have not yet scheduled such meetings, Mr. Bresnan said, "but we probably will."

NCTA announces slate for newly created district directorships

Far West, South Central and Midwest posts will be filled by mail ballot; other board seats up for vote in April

The National Cable Television Association has announced candidates for three new regional positions on its board of directors. The list will be voted on by mail ballot, the results of which will be announced March 4.

From district two (Far West including Hawaii) the choice is between Ed Allen, Western Communications Inc., Walnut Creek, Calif., and Dake Novotny, North Bay Cable TV Co., Vallejo, Calif. District three (South Central) candidates include Archie Featherston, Tele-Communications Inc., Muskogee, Okla., Jay O'Neal, Commeco Inc., Austin, Tex., and Bill Sohl, Alpine Cable TV Co., Alpine, Tex. In district four (Midwest), nominees are Joe H. Floyd, Midcontinent Cable Systems Co., Aberdeen, S.D.; Jesse Osborne, Osborne Electronics, Ashland, Kan.; H. Clifton Kroon, New Ulm TV Signal Co., New Ulm, Minn., and Ben V. Willie, TVIQ Inc., Eagle Grove, Iowa. One candidate per district will be selected. Members have until March 1 to submit ballots.

This year's regional balloting will complete a program begun two years ago to set up nine district directorships.

Eight other board vacancies will be filled by April, when NCTA holds its annual convention in Chicago. Seven of those positions belong to current directors at large (one additional at-large seat is being eliminated this year). Those posts are currently held by Bruce Lovett (American Television & Communications), Eugene Iacopi (Feather River Cable TV), Lawrence Kliever (Peninsula Broadcasting Corp.), William Bresnan (Teleprompter), Rex Bradley (Telecable Corp.), David Brody (Jerrold Electronics), Charles Henry (Badger CATV) and Robert Tarlton (West Pennsylvania Cable Corp.). Elections for those seats will be held among all NCTA members at the convention. One additional seat, representing associate NCTA members, will be filled by the associates at a meeting prior to the convention. The post is currently held by Raymond Schneider (Times-Wire Inc.).

After the elections are completed, the NCTA board will have 27 members, including nine regional directors, 17 members at large (10 of which are not up for re-election this year) and one associate director. The board's pending proposal to add a second associate directorship must be ratified by the full membership at the April convention. In addition, expired at-large terms could be renewed for one year if the current occupant is elected an association officer, and for two years if the outgoing director is elected NCTA chairman. A new chairman will be chosen by the board at its meeting next month in San Diego. Front-runners are currently Messrs. Lovett and Iacopi ("Closed Circuit," Jan. 28).

Cable Briefs

Minorities in cable. In what could become major push to increase minority employment in cable industry, National Cable Television Association and Cable-communications Resource Center, Washington-based black cable group, are talking of setting up a National Manpower Development Program. They've held preliminary talks with federal Office of Minority Business Enterprise and will meet Feb. 15 to decide on whether to initiate feasibility study. Study, looking toward establishment of training centers for minorities and urban poor, would cost \$15,000, which two organizations would split.

Sesame strand. Continental Cablevision, among nation's 20 largest cable MSO's, has joined forces with unlikely partner—Children's Television Workshop (of *Sesame Street*, *Electric Company* fame)—in applying for cable franchises in six Dayton, Ohio, suburbs. Bids for Centerville, Kettering, Miamisburg, Moraine, Oakwood, West Carrollton and unincorporated adjacent areas have been submitted by Continental Cablevision of Miami Valley Inc. New firm is 80% owned by Continental and 20% by CTW Communications Inc.—profit-making subsidiary of Children's Television Workshop. Proposals, which contemplate initial 50,000-subscriber market and two-way, 69-channel system, is CTW's second venture into cable ownership. First was its acquisition of 24% of firm holding franchise for Honolulu and surrounding regions (BROADCASTING, July 23, 1973). System would cost estimated \$6 million to build.

Originating. Telemation Inc., Salt Lake City, has signed \$300,000 contract to provide Cable Video Communication's North Charleston, S.C., system with complete origination studio. Facility will provide four channels of origination. Contract includes film and tape package containing motion pictures, background music and 100 miles of video tape stock, delivered in cooperation with Cable Network Television. Delivery is anticipated within three months.

Two sales. Cable systems serving Glasgow and Sidney, both Montana, have been purchased by Montana Cablevision Inc. They have combined plant of 44 miles and serve total of 2,400 subscribers. Sellers were Stan Stephens and Lyle Leeds. Logan Cable Television, serving 3,400 subscribers, Bellefontaine, Ohio, was merged with Communivent Inc., Los Angeles, which currently operates six cable systems. Franchises for Russells Point and Lakeview, both Ohio, were included in deal. No considerations were announced. Broker in both transactions: Daniels & Associates, Denver.

Available. Minot Air Force Base, Minot, N.D., wants a cable system and has invited franchise bids. Offers, to be submitted in duplicate by March 1, should be addressed to *Procurement Division, Building 167, Room 202, Minot AFB, N.D. 58701.*

Music

A tough act follows a tough act to follow

Last month's most unlikely top-40 hit was Gordon Sinclair's *The Americans*. The honors this month will go, hands down, to an Australian nun's rock rendition of the Lord's Prayer.

Sister Janet Meade, 36, is a music professor at St. Aloysius College, Adelaide, Australia, and has been writing and performing rock masses there for more than a year. She also conducts a half-hour radio program on station 5KA with her students.

Her record, *The Lord's Prayer*, broke from play on KMPC(AM) Los Angeles. Alene McKinney, music director of the MOR station, first heard the song on an Australian LP. Later she found out that A&M had released the single last Christmas, without so much as a yawn from the radio world.

That was three weeks ago. Since then MOR and top-40 stations have been throwing it onto the air as soon as they could get a copy.

According to A&M, Sister Janet's label, the record has sold 310,000 copies



Sister Janet Meade

so far, 280,000 orders in the last week and a half.

Those stations playing *The Lord's Prayer* include CKLW(AM) Windsor, Ont.; WING(AM) Dayton, Ohio; KJR(AM) Seattle; WNBC(AM) New York; KDWB(AM) Minneapolis; WSB(AM) Atlanta; KDKA(AM) and WTAE(AM) both Pittsburgh; WIOD(AM) Miami; WGN(AM) Chicago; WAYS(AM) Charlotte, N.C., and WBAL(AM) Baltimore.

Breaking In

Tubular Bells—Mike Oldfield (Virgin) ■ What will make this single a hit is not that it is off a critically acclaimed one-man-band album, but that it is the theme from the motion picture, "The Exorcist." As surely as the devil loses at the end of the film, the long queues at theaters will be transformed into many record requests at stations and heavy record sales in stores.

All of which should not detract from the quality of this record. It is representative of an album that is one of the few in rock music successfully melding the idiom

with a wide range of instruments outside the standard guitars-drums-keyboard format. The mood of this piece is appropriately spooky, and it will bring the movie back to mind for those who have seen it.

Stations were just receiving the record last week and reports were scattered. Among those reporting on *Tubular Bells* were WJON(AM) St. Cloud, Minn.; WAKN(AM) Aiken, S.C., and KILT(AM) Houston.

Bennie and the Jets—Elton John (MCA) ■ Following on the heels of his still popular *Goodbye, Yellow Brick Road* is Elton John's lively *Bennie and the Jets* from the same hit-choked LP. Bernie Taupin's lyrics about a superstar, female-led rock group are set to an effervescent melody that is *Honky Cat* revisited. Elton John bangs the piano to his heart's content (including a juicy break) in characteristic double syncopation.

Although recorded at the artist's favorite Strawberry Studios in France, the song has live-audience sound, cheers and applause. It's appropriate to the self-conscious theme of audience idolatry. "Stick around./You're gonna hear electric music/solid walls of sound." Elton John calls her "B-B-B-Bennie and the Jets-s-s-s-s."

The song has reached over 20 major AM markets and is coming on strong FM-wise, too. WNEW-FM New York, WPIX(FM) New York, WCFL(AM) Chicago, KFRC(AM) San Francisco, KSFX(FM) San Francisco and KKDJ(FM) Los Angeles are representative of big city markets beginning to give ear to Elton John's newest effort.

Try (Try to Fall in Love)—Coker (Scepter) ■ This is an odd record, from artist to airsound. *Try to Fall in Love* is not one of those records one could ever pick as having hit potential. But Music Director Randy Robins of KLIF(AM) Dallas played it for his audience last month, and it has been snowballing ever since. It comes on the "Playlist" (see page 54) at number 75 in its first week.

Coker is just one man, Norman DesRosiers, whose last work before this record was as a dishwasher in a Washington state diner. Today, his publishing company reports, he is in Bremerton, Wash., attempting to put together a band. *Try* is his first record.

He sings like Bob Dylan trying to imitate Edith Piaf, if such a simile can be imagined, or, as one radio veteran put it, "a cross between Cat Stevens, Neil Young and Moms Mabley." He has a striking, riveting sound—a single acoustic guitar, backed with strings (no bottom to speak of) and a country-honk vocal. The record's first success has aptly been in markets with a country music penchant, Texas and the Midwest most notably. It's a song that has to be heard to be believed.

Those playing the Coker's record last were included WSB(AM) Atlanta; WROV(AM) Roanoke, Va.; WCOL(AM) Columbus, Ohio; WISM(AM) Madison, Wis.; WGOW(AM) Chattanooga; WIP(AM) Philadelphia; WCAR(AM) Detroit; WAKY(AM) Louisville and KLIF(AM) Dallas.

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You belong in Broadcasting

The Broadcasting Playlist™ Feb 11

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		Title (length) Artist—label	Rank by day parts				
Last week	This week		6-10a	10a-3p	3-7p	7-12p	
2	1	You're Sixteen (2:50) Ringo Star—Apple	2	3	1	1	
3	2	The Way We Were (3:29) Barbra Streisand—Columbia	1	1	3	3	
1	3	Love's Theme (3:30) Love Unlimited Orchestra—20th Century	3	2	2	2	
4	4	The Joker (3:36) Steve Miller Band—Capitol	4	5	5	5	
5	5	Smokin' in the Boys Room (2:57) Brownsville Station—Big Tree	5	4	4	4	
10	6	Seasons in the Sun (3:24) Terry Jacks—Bell	7	7	6	6	
9	7	Let Me Be There (3:00) Olivia Newton-John—MCA	6	6	7	7	
8	8	Show and Tell (3:28) Al Wilson—Rocky Road	8	9	11	9	
6	9	The Most Beautiful Girl (2:42) Charlie Rich—Epic	10	8	10	14	
13	10	Never Gonna Give You Up (3:58) Barry White—20th Century	11	11	12	10	
7	11	Time in a Bottle (2:24) Jim Croce—ABC/Dunhill	9	16	8	13	
11	12	I've Got to Use My Imagination (3:29) Gladys Knight & the Pips—Buddah	13	10	9	12	
22	13	Dark Lady (3:26) Cher—MCA	12	13	14	11	
24	14	Boogie Down (3:30) Eddie Kendricks—Tamla	18	12	13	8	
15	15	Spiders & Snakes (3:03) Jim Stafford—MGM	14	15	18	15	
17	16	Until You Come Back to Me (3:25) Aretha Franklin—Atlantic	15	14	17	17	
16	17	Last Time I Saw Him (2:45) Diana Ross—Motown	16	17	16	19	
18	18	Rock On (3:13) David Essex—Columbia	19	18	15	16	
12	19	Living for the City (3:12) Stevie Wonder—Tamla	17	20	20	20	
14	20	Leave Me Alone (Ruby Red Dress) (3:26) Helen Reddy—Capitol	20	19	22	22	
29	21	Jungle Boogie (3:08) Kool & the Gang—Delite	27	21	19	21	
19	22	Doo Doo Doo Doo Doo (Heartbreaker) (3:25) Rolling Stones—Rolling Stones	26	22	21	18	
25	23	Abra-Ca-Dabra (2:56) DeFranco Family—20th Century	28	26	23	23	
31	24	Come and Get Your Love (3:30) Redbone—Epic	23	27	25	24	
44	25	Mockingbird (3:45) Carty Simon & James Taylor—Elektra	22	25	24	27	
61	26	Jet (2:48) Paul McCartney & Wings—Apple	24	24	27	25	
55	27	Put Your Hands Together (3:05) O'Jays—Phila. Int'l.	25	23	26	28	
21	28	Me and Baby Brother (3:30) War—United Artists	21	28	28	31	
34	29	Jim Dandy (2:38) Black Oak Arkansas—Atco	36	29	30	26	
30	30	I Shall Sing (3:26) Art Garfunkel—Columbia	31	32	32	32	
33	31	Midnight Rider (3:22) Gregg Allman—Capricorn	37	30	31	29	
27	32	One Tin Soldier (3:14) Coven—MGM	34	31	35	30	
20	33	Goodbye Yellow Brick Road (3:13) Elton John—MCA	29	42	29	39	
40	34	Love Song (2:50) Anne Murray—Capitol	30	36	38	35	
32	35	Rockin' Roll Baby (3:15) Stylistics—Avco	33	33	39	33	
37	36	My Sweet Lady (2:40) Cliff De Young—MCA	35	34	34	36	
38	37	Rock & Roll Hootchie Koo (2:55) Rick Derringer—Blue Sky	38	38	36	37	
28	38	Hello It's Me (3:27) Todd Rundgren—Bearsville	32	46	33	45	
54	39	Sunshine (3:18) John Denver—RCA	39	35	41	38	
51	40	Teenage Lament '74 (3:20) Alice Cooper—Warner Brothers	45	39	37	34	
41	41	I Love (2:06) Tom T. Hall—Mercury	41	37	40	42	

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
42	42	Bennie and the Jets (5:00) Elton John—MCA	43	41	44	43
36	43	Walk Like a Man (3:21) Grand Funk—Capitol	46	40	42	40
47	44	Energy Crisis '74 (2:00) Dickie Goodman—Rainy Wednesday	44	43	43	41
50	45	Touch the Wind (3:12) Mocedades—Tara	42	44	47	44
26	46	Americans (3:48) Byron MacGregor—Westbound	40	47	45	48
53	47	I Like to Live the Love (3:15) B. B. King—ABC/Dunhill	47	45	46	47
69	48	Mighty Love (3:14) Spinners—Atlantic	48	49	48	50
35	49	Top of the World (2:56) Carpenters—A&M	50	48	49	46
52	50	Can This Be Real (3:17) Natural Four—Curton	52	50	54	51
66	51	W O L D (3:56) Harry Chapin—Elektra	51	51	50	52
23	52	Helen Wheels (3:45) Paul McCartney & Wings—Apple	49	56	52	57
59	53	You're So Unique (3:18) Billy Preston—A&M	54	53	56	55
65	54	Jessica (4:00) Allman Brothers—Capricorn	60	54	57	49
58	55	Last Kiss (2:31) Wednesday—Sussex	53	58	53	59
60	56	Sexy Mamma (3:05) Moments—Stang	66	52	51	53
73	57	Star (2:58) Stealers Wheel—A&M	57	65	55	54
—	58	Joy (4:35) Issac Hayes—Enterprise	58	59	58	61
—	59	Baby Come Close (3:20) Smokey Robinson—Tamla	65	55	63	56
49	60	The Love I Lost (3:39) Harold Melvin & the Bluenotes—Phila. Int'l.	56	62	59	63
64	61	I Miss You (3:30) Dells—Cadet	68	57	64	58
48	62	Are You Lonesome Tonight (3:12) Donny Osmond—MGM	55	68	62	64
56	63	In the Mood (2:35) Bette Midler—Atlantic	62	67	60	68
46	64	If You're Ready (Come Go With Me) (3:19) Staple Singers—Stax	59	*	61	66
67	65	Let Me Get to Know You (2:52) Paul Anka—Fame	61	63	66	69
70	66	Daddy What If (2:39) Bobby Bare—RCA	63	60	67	65
—	67	She's Gone (3:24) Daryl Hall & John Oates—Atlantic	64	71	65	71
—	68	A Fool Such As I (2:38) Bob Dylan—Columbia	73	61	72	62
68	69	This Is Your Song (3:12) Don Goodwin—Silver Blue	72	64	69	67
71	70	Show Down (3:49) Electric Light Orchestra—United Artists	69	78	70	60
—	71	I Just Can't Get You Out of My Mind (3:42) Four Tops—ABC/Dunhill	70	69	68	70
—	72	Tell Me a Lie (2:59) Sammi Jo—MGM South	67	66	73	72
—	73	Last Kiss (2:25) J. Frank Wilson & the Cavaliers—Virgo	71	*	74	*
—	74	Raised on Robbery (2:20) Joni Mitchell—Asylum	74	*	*	74
—	75	Try (Try to Fall in Love) (2:59) Cooker—Scepter	*	72	*	73

Alphabetical list (with this week's over-all rank): Abra-Ca-Dabra (23), Americans (46), Are You Lonesome Tonight (62), Baby Come Close (59), Bennie and the Jets (42), Boogie Down (14), Can This Be Real (50), Come and Get Your Love (24), Daddy What If (66), Dark Lady (13), Doo Doo Doo Doo Doo (Heartbreaker) (22), Energy Crisis '74 (44), A Fool Such As I (68), Goodbye Yellow Brick Road (33), Helen Wheels (52), Hello It's Me (38), I Just Can't Get You Out of My Mind (71), I Like to Live the Love (47), I Love (41), I Miss You (61), I Shall Sing (30), I've Got to Use My Imagination (12), If You're Ready (Come Go With Me) (64), In the Mood (63), Jessica (54), Jet (26), Jim Dandy (29), The Joker (4), Joy (58), Jungle Boogie (21), Last Kiss (55), Last Kiss (73), Last Time I Saw Him (17), Leave Me Alone (Ruby Red Dress) (20), Let Me Be There (7), Let Me Get to Know You (65), Living for the City (19), The Love I Lost (60), Love Song (34), Love's Theme (3), Me and Baby Brother (28), Midnight Rider (31), Mighty Love (48), Mockingbird (25), The Most Beautiful Girl (9), My Sweet Lady (36), Never Gonna Give You Up (10), One Tin Soldier (32), Put Your Hands Together (27), Raised on Robbery (74), Rock On (18), Rock & Roll Hootchie Koo (37), Rockin' Roll Baby (35), Seasons in the Sun (6), Sexy Mama (56), She's Gone (67), Show and Tell (8), Show Down (70), Smokin' in the Boys Room (5), Spiders & Snakes (15), Star (57), Sunshine (39), Teenage Lament '74 (40), Tell Me a Lie (72), This Is Your Song (69), Time in a Bottle (11), Top of the World (49), Touch the Wind (45), Try (Try to Fall in Love) (75), Until You Come Back to Me (16), W O L D (51), Walk Like a Man (43), The Way We Were (2), You're Sixteen (1), You're So Unique (53).

Tracking the 'Playlist.' Ringo's *You're Sixteen* yo-yos back up to number one this week. It had been there two weeks ago. Barry White's *Never Never Gonna Give You Up* (10) breaks into the top 10 for the first time this week. Two new records break high on the "Playlist" this week—Carly Simon and James Taylor's *Mockingbird* (25) and Paul McCartney's *Jet* (26). And the O'Jays' *Put Your Hands Together* (27) breaks top 40 as well ("Breaking In," Jan. 14). Alice Cooper's *Teenage Lament '74* (40) and John Denver's *Sunshine* (39) are bolted this week as they also break top 40. Making significant mid-chart jumps this week are Harry Chapin's *WOLD* (51), The Allman Brothers' *Jessica* (54) and Stealers Wheel's *Star* (57). Brand new this week are *Try (Try to Fall in Love)* by Cooker (75) (see "Breaking In," page 51), *Tell Me a Lie* by Sammi Jo (72), *I Just Can't Get You Out of My Mind*, the newest from the Four Tops (71), Bob Dylan's *A Fool Such As I* (68), *She's Gone* by Hall and Oates (67), *Baby Come Closer* by Smokey Robinson (59) and *Joy* by Isaac Hayes (58).

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

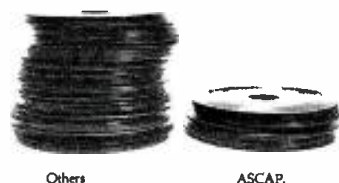
- AMERICANS, Gordon Sinclair (Avco).
- APPLE OF MY EYE, Badfinger (Apple).
- BEYOND THE BLUE HORIZON, Lou Christie (Three Brothers).
- BICYCLE MORNING, Billy Sans (Atco).
- ECSTASY, Raspberries (Capitol).
- FOREVER YOUNG, Bob Dylan (Asylum).
- GET THAT GASOLINE BLUES, NRBQ (Kama Sutra).
- HOOKED ON A FEELING, Blue Swede (EMI).
- I'VE GOT A THING ABOUT YOU BABY, Elvis Presley (RCA).
- LET YOUR HAIR DOWN, Temptations (Gordy).
- MIDNIGHT AT THE OASIS, Maria Muldaur (Reprise).
- MUSIC EYES, Heartsfield (Mercury).
- MUST BE LOVE, James Gang (Atco).
- QUICK, FAST, IN A HURRY, New York City (Chelsea).
- TAKE GOOD CARE OF HER, Elvis Presley (RCA).
- THANKS FOR SAVING MY LIFE, Billy Paul (Philadelphia International).

- THERE WON'T BE ANYMORE, Charlie Rich (RCA).
- TRYING TO HOLD ON TO MY WOMAN, Lamont Dozier (ABC/Dunhill).
- WANG DANG DOODLE, Pointer Sisters (Blue Thumb).

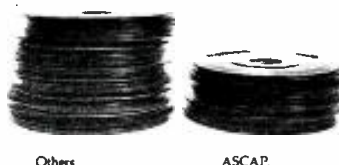
And back again

The talent tug-of-war between Broadcast Music Inc. and the American Society of Composers, Authors and Publishers goes on. BMI, which had lost a number of writers and composers to ASCAP in the past year or so, has announced that more than 50 had resigned from ASCAP and joined BMI as of Jan. 1. BMI said the group included several who had left BMI earlier and were now returning. Among the newly affiliated, BMI said, were singer-songwriter Randy Newman; lyricist-composer Dory Previn; writers Henry Cosby, Ronald Miller and Michael Masser; Hoyt Curtin, who scores much of the music on Hanna-Barbera TV programming, and Richard LaSalle and Robert Drasnin, whose respective credits include episodes of numerous television series.

ASCAP racks up 54 out of the top 100 Pop/Rock hits. We've only just begun.



1971



1972



1973

In recent years, Pop and Rock writers have become bullish on ASCAP.

Stevie Wonder, Carly Simon, Bob Dylan, War, Jim Croce, Roberta Flack, Smokey Robinson, Chicago, Marvin Gaye, Loggins and Messina, Loudon Wainwright III and many, many more have joined Irving Berlin, Richard Rodgers, Henry Mancini, Duke Ellington, Burt Bacharach and Sammy Cahn.

In fact, since 1971 hundreds of Pop and Rock writers have selected ASCAP to license their music.

And this year's charts show it.

According to Gavin, in 1971 ASCAP licensed 21 of the top 100 Pop/Rock hits.

In 1972, as writers continued to flock to ASCAP, the figure jumped to 34.

By 1973, ASCAP racked up 54 out of the top 100. (In Broadcasting, 50.)

And the way things are going, we'd rather not make any predictions for next year. (Knock wood.)

On February 13th, ASCAP celebrates its 60th Birthday. And even though we've led in so many other fields of music, one more is even better.



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GE gear figures in suit

Harris-Intertype Corp., Cleveland, has filed suit against Rust Craft Broadcasting for \$600,000, the balance it claims is due on equipment purchased by Rust Craft's WEYI-TV Saginaw, Mich. But Rust Craft says some of the equipment was faulty and it has not received an adjustment.

According to spokesmen for both Harris and Rust Craft, WEYI-TV in early 1972 contracted with General Electric's video products division to purchase an antenna, transmitter and associated equipment. It was installed later that year. But meanwhile, the division was sold to Harris-Intertype. WEYI-TV's transmission line burned out and it had other trouble with the equipment it purchased. Rust Craft was unsuccessful in obtaining an adjustment from Harris. But Harris held GE responsible, and sued Rust Craft for the balance due, subsequently also naming GE as a defendant. The suit, filed in the Cuyahoga county (Cleveland) Court of Common Pleas, is awaiting disposition.

Technical Briefs

Antenna lights. New specifications for high-intensity lighting of antenna structures have been proposed by FCC in rulemaking notice. Rules would be in conjunction with new Federal Aviation Administration standards currently being prepared. Commission said that existing antenna structures would probably be unaffected but that it might prescribe high-intensity lighting upon FAA recommendation if existing antenna structure is altered or replaced. Commission also noted that proposed provisions are not substitute for current rule provisions which continue in effect.

Power turn-on. Taft Broadcasting Co.'s WTAF-TV (ch. 29) Philadelphia has increased its power to what it says is highest of any TV station: 5,000 kw (ERP) omnidirectional. With \$1.5 million in new equipment from RCA—165-kw TTU-165C transmitter and 108-foot TFU-40K antenna mounted on 1,082-foot tower—station says it will increase area coverage by 70% to total of 10,000 square miles. Station's power was formerly 840 kw. WTAF-TV's former antenna has been side-mounted for use as emergency system.

Actuator. Available from Control Design Corp. is CD25G 25 hz tone generator. Solid-state unit, designed for compatibility with all audio automation systems, is for insertion of standard 25 hz audio automation actuating tone. One button places tape transport in motion; another applies tone and stops transport after pre-determined adjustable period of tone application. 106 South Pickett Street, Alexandria, Va. 22304. (703) 751-5650.

Camera development. Fernseh Division of Robert Bosch Corp. has introduced battery-operated back-pack for its KCR40 hand-held color camera. There is also adaptor mounting bracket to permit oper-

ation on tripod or dolly. Five-inch monitor with provision for plugging in intercom headset is optional feature. In addition, Fernseh has equipped its KCP40 color camera system to allow operation on standard triaxial cable. 10 South Franklin Turnpike, Ramsey, N.J. 07446.

Portable power. Frezzolini Electronics Inc. is now producing model B-10-S portable battery for hand-held TV cameras. Batteries weigh nine pounds, supply up to 30 volts DC. Included is automatic battery charger unit with automatic cut-off and full-charge indicator that can recharge two batteries in 10 to 12 hours. Batteries operate up to two hours per charge. 7 Valley Street, Hawthorne, N.J. 07506. (201) 427-1160.

Converter. Cinema Products Corp. has developed front-lens support housing that permits Mitchell Mark II and S35R cameras to accept all BNCR-type lenses. New Mark II/S35R "hard front" con-

version, priced at \$950, completes Cinema Products' implementation of compatible lens system for all leading 35 mm cameras. 2044 Cotner Avenue, Los Angeles 90025.

Signal cleaner. Consolidated Video Systems has introduced CVS 504, single digital video signal corrector designed to bring nearly any helical video signal up to broadcast color standards. CVS 504 processes signals from all nonsegmented helical VTR's, from one-quarter inch to two-inch tape. Unit has built-in processing amplifier, EIA sync generator and velocity compensation. "Color interlacer" feature allows dubbing from helical to quad. Price: \$9,850. 300 Edward Avenue, Santa Clara, Calif. 95050.

Aid in actualities. Voice-Act Inc. has introduced compact device said to greatly improve quality of voice or any external source transmitted through telephone. Device, which requires no batteries and

screws on to any standard desk or wall telephone, consists of dynamic microphone, transistor amplifier, external input jack and function selector. Western Electric model is \$59.95; GT&E model sells for \$64.95. Vinyl carrying case is \$2 extra. Box 572, Ridgefield, Conn. 06877. (203) 743-2015.

Tape unit. International Tapetronics Corp., Bloomington, Ill., has available new 850 series reel-to-reel tape unit with such features as motion-sensing multi-function edit mode, automatic tape lister, TTL logic circuitry and selective play/record synchronization.

Japanese satellite. Space division of General Electric Co. and Tokyo Shibaura Electric Co. (Toshiba) have received multimillion-dollar contract to build experimental broadcast satellite for Japan. Launching will be in late 1976 or early 1977.

Broadcasting's index of 141 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Feb. 6	Closing Wed. Jan. 30	Net change in week	% change in week	1973-1974		P/E ratio	Approx. shares out (000)	Total market capitaliza- tion (000)	
							High	Low				
Broadcasting												
ABC	ABC	N	22 7/8	25	- 2 1/8	- 8.50	34 1/4	20	9	16,584	379,359	
CAPITAL CITIES COMM.	CCB	N	30 1/2	29	+ 1 1/2	+ 5.17	62 1/2	29	12	7,074	215,757	
CBS	CBS	N			- 1/4	- .88	52	24 7/8	9	28,315	796,359	
CONCERT NETWORK**	O		5/8	1/4	+ 3/8	+ 150.00	5/8	1/4		2,200	1,375	
COX	COX	N	16 5/8	18	- 1 3/8	- 7.63	40 1/4	13 3/8	9	5,831	96,940	
FEDERATED MEDIA*	D		5 1/4	5 1/2	- 1/4	- 4.54	5 1/2	2	17	820	4,305	
GROSS TELECASTING	GGG	A	12 5/8	12 7/8	- 1/4	- 1.94	18 3/8	10	8	800	10,100	
LIN	LINB	O	4 1/4	5 1/8	- 7/8	- 17.07	14 3/4	3 1/4	4	2,296	9,758	
MOONEY	MOON	D	3 3/8	3 1/8	+ 1/4	+ 8.00	10 1/4	2 1/4	9	385	1,299	
PACIFIC & SOUTHERN	PSDU	D	4 3/4	5 1/2	- 3/4	- 13.63	13 3/4	4 3/4	68	1,751	8,317	
RAHALL	RAHL	O	5 1/2	6	- 1/2	- 8.33	12 1/4	2 3/4	9	1,297	7,133	
SCRIPPS-HOWARD	SCRP	D	15 1/4	15 1/2	- 1/4	- 1.61	21 1/4	14 3/8	7	2,589	39,482	
STARR	SBG	M	8 5/8	8 7/8	- 1/4	- 2.81	24 1/2	7	7	1,069	9,220	
STORER	SBK	N	13	14 3/4	- 1 3/4	- 11.86	44	12	6	4,751	61,763	
TAFT	TFB	N			- 1/4	- 1.29	58 5/8	15 1/2	7	4,219	80,161	
WHDH CORP.**	O	32	32		.00	32	14			589	18,848	
WODS COMM.	O		3/8	3/8	.00	1 5/8	1/4	3		292	109	
Broadcasting with other major interests										TOTAL	80,862	1,740,285
ADAMS-RUSSELL												
ADAMS-RUSSELL	AAR	A		2 1/4		.00	5 3/8	2	6	1,259	2,832	
AVCO	AV	N	7 5/8	8 1/4	- 5/8	- 7.57	16	6 3/8	3	11,482	87,550	
BARTLETT MEDIA	BMC	A	2 1/8		- 1/4	- 10.52	3 1/2	1	6	2,257	4,796	
CAPTOWN INDUSTRIES	O		3/8	3/8		.00	2	1/4	5	1,138	426	
CHRIS-CRAFT	CCN	N	3 1/8	3 5/8	- 1/2	- 13.79	6 5/8	2	11	4,162	13,006	
COMBINED COMM.	CCA	A	10 1/8	11	- 7/8	- 7.95	44	10 1/8	7	3,274	33,149	
COWLES	CWL	N	5 7/8	6	- 1/8	- 2.08	9 5/8	4 3/4	13	3,969	23,317	
DUN & BRADSTREET	DNB	N	30 1/2	33 1/4	- 2 3/4	- 8.27	42	30	21	26,305	802,302	
FAIRCHILD INDUSTRIES	FEN	N	5 1/2	4 7/8	+ 5/8	+ 12.82	13 3/8	4	50	4,550	25,025	
FUQUA	FOA	N	7 3/4	8 1/4	- 1/2	- 6.06	20 3/8	6 3/4	3	8,560	66,340	
GENERAL TIRE	GY	N	15 7/8	16 7/8	- 1	- 5.92	28 3/4	12	4	20,679	328,279	
GLDBETROTTER	GLBTA	D	4 3/8	4 1/2	- 1/8	- 2.77	8 1/8	1 7/8	5	2,759	12,070	
GRAY COMMUNICATIONS	O					.00	12 7/8	9	7	475	4,512	
HARTE-HANKS	MHN	N	9 1/4	8	+ 1 1/4	+ 15.62	29 1/4	7	8	4,337	40,117	
JEFFERSON-PILDT	JP	N	32 1/2	33 1/4	- 3/4	- 2.25	40 7/8	27	15	24,082	782,665	
KAISER INDUSTRIES	KI	A	7 3/4	8 1/4	- 1/2	- 6.06	9 3/8	4	6	27,487	213,024	
KANSAS STATE NETWORK	KSN	O	3 3/8	3 3/8		.00	6 1/8	3 3/8	6	1,741	5,875	
KINGSTIP	KTP	A	6 1/8	6 1/4	- 1/8	- 2.00	14 1/4	4 1/4	6	1,154	7,068	
LAMB COMMUNICATIONS	P		1 1/2		- 1/4	- 14.28	2 5/8	1 1/2	30	475	712	
LEE ENTERPRISES	LNT	A	12 3/4	12 1/2	+ 1/4	+ 2.00	25	9 7/8	9	3,352	42,738	
LIBERTY	LC	N	13 3/4	13 7/8	- 1/8	- .90	23 7/8	13 3/8	6	6,631	91,176	
MCGRAW-HILL	MHP	N	7 1/4	7 1/8	+ 1/8	+ 1.75	16 7/8	6 3/8	7	23,525	170,556	
MEDIA GENERAL	MEG	A	22 1/2	23 5/8	- 1 1/8	- 4.76	43 1/2	20 3/4	8	3,546	79,785	
MEREDITH	MDP	N	10 1/4	10 3/4	- 1/2	- 4.65	20 1/2	8 3/8	6	2,887	29,591	
METROMEDIA	MET	N	8 1/4	8 7/8	- 5/8	- 7.04	32 1/4	7	5	6,493	53,567	
MULTIMEDIA	MMED	O	11 1/2	11 1/2		.00	30 1/4	11 1/2	8	4,388	50,462	
OUTLET CO.	OTU	N	9 1/8	9 1/4	- 1/8	- 1.35	17 5/8	8	5	1,379	12,583	
POST CORP.	POST	O	9 1/2	9 3/4	- 1/4	- 2.56	17	8	4	893	8,483	
PSA	PSA	N	8	8 5/8	- 5/8	- 7.24	21 7/8	6 1/8	12	3,768	30,144	
REEVES TELECOM	RBT	A	1 1/2	1 5/8	- 1/8	- 7.69	3 1/4	1 1/4	9	2,376	3,564	
RIDDER PUBLICATIONS	RPI	N	12	11 7/8	+ 1/8	+ 1.05	29 7/8	11 3/8	8	8,312	99,744	
ROLLINS	ROL	N	16 5/8	16 7/8	- 1/4	- 1.48	36 1/2	14 1/4	14	13,305	221,195	
RUST CRAFT	RUS	A	8	8 1/2	- 1/2	- 5.88	33 3/4	7 1/2	5	2,366	18,928	
SAN JUAN RACING	SJR	N	12 1/4	12	+ 1/4	+ 2.08	23 3/4	12	10	2,367	28,995	
SCHERING-PLOUGH	SGP	N	66 1/4	70 1/2	- 4 1/4	- 6.02	87 5/8	62 1/2	35	52,590	3,484,087	
SONDERLING	SDB	A	8 7/8	9 1/8	- 1/4	- 2.73	16 3/8	6 3/8	5	816	7,242	
TECHNICAL OPERATIONS	TO	A	5 3/8	5 7/8	- 1/2	- 8.51	13 1/2	4	6	1,376	7,396	

	Stock symbol	Exch.	Closing Wed. Feb. 6	Closing Wed. Jan. 30	Net change in week	% change in week	1973-1974 High	1973-1974 Low	P/E ratio	Approx. shares out (000)	Total market capital- ization (000)
TIMES MIRROR CO.	TMC	N	13 7/8	14 7/8	- 1	- 6.72	25 7/8	13 7/8	9	31,145	432,136
TURNER COMM.		O	3			.00	6	3	7	1,486	4,458
WASHINGTON POST CO.	WPO	A	16 1/4	16 1/4		.00	37	15 3/4	6	4,749	77,171
WOMETCO	WOM	N	9 1/4	9 1/8	+ 1/8	+ 1.36	19 3/8	7 7/8	7	6,295	58,228
Cable										TOTAL	334,190 7,465,294
AMECO**	ACO	O	1/4	1/4		.00	3	1/8		1,200	300
AMER. ELECT. LABS**	AELBA	O	1 1/2	1 1/2		.00	3 5/8	1		1,672	2,508
AMERICAN TV & COMM.	AMTV	O	14 3/4	15 3/4	- 1	- 6.34	39	7 1/4	51	3,056	45,076
ATHENA COMM.**		O	5/8	1/2	+ 1/8	+ 25.00	5 1/2	3/8		2,126	1,328
BURNUP & SIMS	BSIM	O	17 1/2	19 5/8	- 2 1/8	- 10.82	31 3/4	17 1/2	22	7,692	134,610
CABLECOM-GENERAL**	CCG	A	3 1/4	3 3/4	- 1/2	- 13.33	8 7/8	1 3/4		1,121	3,643
CABLE FUNDING CORP.+	CFUN	O		5 5/8	+ 1/4	+ 4.44	9 3/4	4 1/2		1,233	7,243
CABLE INFORMATION**		O	3/4	3/4		.00	2 1/2	3/4		663	497
CITIZENS FINANCIAL	CPN	A	3 7/8	4	- 1/8	- 3.12	9 1/2	2 3/8	12	2,390	9,261
COMCAST		O	2	1 3/4	+ 1/4	+ 14.28	5 3/8	1 1/2	8	1,705	3,410
COMMUNICATIONS PROP.	COMU	O	2 7/8	3 1/4	- 3/8	- 11.53	9 3/4	2 1/8	15	4,435	12,750
COX CABLE	CXC	A	9 3/4	10 3/4	- 1	- 9.30	31 3/4	7 3/4	19	3,560	34,710
ENTRON	ENT	O	5/8	1/2	+ 1/8	+ 25.00	9 1/4	1/4	4	1,358	848
GENERAL INSTRUMENT	GRI	N	14 5/8	15 5/8	- 1	- 6.40	29 1/2	12 1/4	9	6,792	99,333
GENERAL TELEVISION*		O	1 1/2	1 1/4	+ 1/4	+ 20.00	4 1/2	1 1/4	75	1,000	1,500
HERITAGE COMM.**		O	6	5 1/2	+ 1/2	+ 9.09	17 1/2	4 3/4		345	2,070
LVO CABLE	LVOC	O	3 7/8	4 1/4	- 3/8	- 8.82	11 1/4	2 3/4	17	1,879	7,281
SCIENTIFIC-ATLANTA	SFA	A	7 7/8	8 3/8	- 1/2	- 5.97	15 3/8	6 1/4	10	917	7,221
TELE-COMMUNICATIONS	TCOM	O	4 1/8	4 3/4	- 5/8	- 13.15	21	2 5/8	17	4,619	19,053
TELEPROMPTER	TP	N	5 1/4	6 1/2	- 1 1/4	- 19.23	34 1/2	3 3/4	31	16,482	86,530
TIME INC.	TL	N	34 7/8	35 5/8	- 3/4	- 2.10	63 1/4	25 3/4	8	10,380	362,002
TOCOM	TOCM	O	3 1/2	3 1/4	+ 1/4	+ 7.69	12 1/8	2 3/4	8	634	2,219
UA-COLUMBIA CABLE	UACC	O	4 3/4	5 1/4	- 1/2	- 9.52	15	3 3/4	10	1,794	8,521
VIACOM	VIA	N	6 1/8	6 3/4	- 5/8	- 9.25	20	4 5/8	10	3,851	23,587
VIKOA	VIK	A	3 1/8	3 1/2	- 3/8	- 10.71	9 1/8	1 3/4	104	2,591	8,096
Programming										TOTAL	83,495 883,597
COLUMBIA PICTURES**	CPS	N	4 1/8	4 1/4	- 1/8	- 2.94	9 7/8	2 1/4		6,335	26,131
DISNEY	DIS	N	42 1/8	46 1/8	- 4	- 8.67	123 7/8	37	26	29,174	1,228,954
FILMWAYS	FWY	A	5 3/4	4 1/8	+ 1 5/8	+ 39.39	5 3/4	2 1/8	10	1,801	10,355
GULF + WESTERN	GW	N	24 7/8	25 1/4	- 3/8	- 1.48	35 3/4	21 3/8	5	13,945	346,881
MCA	MCA	N	21 7/8	23 3/4	- 1 7/8	- 7.89	34 1/4	18 1/2	8	8,380	183,312
MGM	MGM	N	12 1/4	11 7/8	+ 3/8	+ 3.15	24	7 5/8	35	5,918	72,495
TELE-TAPE**		O		3/8	+ 1/8	+ 33.33	1 3/4	3/8		2,190	1,095
TELETRONICS INTL.		O	4 1/8	4 1/8		.00	10 1/2	2 1/2	9	943	3,889
TRANSAMERICA	TA	N	6 1/8	10 3/8	- 4 1/4	- 40.96	17 5/8	6 1/8	5	66,561	407,686
20TH CENTURY-FOX	TF	N	5 7/8	6 1/2	- 5/8	- 9.61	12 3/8	5	6	8,557	50,272
WALTER READE**	WALT	O	1/2	3/8	+ 1/8	+ 33.33	1 3/8	1/8		2,203	1,101
WARNER	WCI	N	15 1/8	16 5/8	- 1 1/2	- 9.02	39 1/8	9	6	17,064	258,093
WRATHER	WCO	A	6 1/2	6 5/8	- 1/8	- 1.88	16 5/8	3 7/8	50	2,229	14,488
Service										TOTAL	165,300 2,604,752
BBDO INC.		O	11 7/8	11 1/2	+ 3/8	+ 3.26	17 7/8	10	5	2,513	29,841
JOHN BLAIR	BJ	N	5 3/4	6 1/4	- 1/2	- 8.00	13	4 7/8	5	2,403	13,817
COMSAT	CO	N	34 3/8	33 3/8	+ 1	+ 2.99	64 1/2	33 3/8	11	10,000	343,750
CREATIVE MANAGEMENT	CMA	A	5 5/8	6 1/8	- 1/2	- 8.16	9 1/2	3	7	1,016	5,715
DOYLE DANE BERNBACH	DOYL	O	11 1/4	11 1/2	- 1/4	- 2.17	23 1/2	8 1/2	5	1,834	20,632
ELKINS INSTITUTE**	ELKN	O				.00	1 1/4	1/2		1,897	1,185
FOOTE CONE & BELDING	FCB	N	9 1/4	9 1/2	- 1/4	- 2.63	13 3/8	8 1/8	7	2,129	19,693
GREY ADVERTISING	GREY	O	7 5/8	7 5/8		.00	17 1/4	7 1/2	4	1,263	9,630
INTERPUBLIC GROUP	IPG	N	11	11 1/8	- 1/8	- 1.12	25 3/8	9 3/4	4	2,464	27,104
MARVIN JOSEPHSON	MRVN	O	7 3/4	7 3/8	+ 3/8	+ 5.08	18 1/2	6 3/4	6	957	7,416
MCCAFFREY & MCCALL		O	5 1/4	5	+ 1/4	+ 5.00	10 3/4	5	3	585	3,071
MCI COMMUNICATIONS+	MCIC	O	4 3/4	4 7/8	- 1/8	- 2.56	8 7/8	3 3/4		12,825	60,918
MOVIELAB**	MOV	A	3/4	3/4		.00	1 7/8	1/2		1,407	1,055
MPO VIDEOELECTRONICS**	MPO	A	2 3/4	2 3/8	+ 3/8	+ 15.78	4 7/8	2		540	1,485
NEEDHAM, HARPER	NDHMA	O	6	6		.00	26 1/4	5	3	917	5,502
A. C. NIELSEN	NIEL8	O	19 3/4	20 3/4	- 1	- 4.81	40 1/2	19 3/4	17	10,598	209,310
OGILVY & MATHER	OGIL	O	15 1/2	17 1/4	- 1 3/4	- 10.14	32 1/2	13	6	1,777	27,543
PKL CO.	PKL	O	1 1/8	1 1/4	- 1/8	- 10.00	3	1/4	2	818	920
J. WALTER THOMPSON	JWT	N	11	11 1/2	- 1/2	- 4.34	24 3/4	8 1/4	5	2,625	28,875
UNIVERSAL COMM.*		O	3/4	3/4		.00	12 1/2	1/2	1	715	536
WELLS, RICH, GREENE	WRG	N	8 3/4	8 3/8	+ 3/8	+ 4.47	21 1/8	7 1/2	4	1,623	14,201
Electronics										TOTAL	60,906 832,199
ADMIRAL	ADL	N	12	12		.00	18	7 1/4	6	5,863	70,356
AMPEX	APX	N	3 7/8	4 3/4	- 7/8	- 18.42	6 7/8	3 1/8	9	10,878	42,152
CCA ELECTRONICS	CCAE	O				.00	3	7/8	1	881	770
CDU, INC.	CDH	A	3 1/2	3 1/2		.00	7 7/8	2 5/8	7	1,542	5,397
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 7/8	- 1/4	- 13.33	2 7/8	1 3/8	10	2,372	3,854
CONRAC	CAX	N	14	16 3/4	- 2 3/4	- 16.41	31 7/8	13 1/4	7	1,261	17,654
GENERAL ELECTRIC	GE	N	56 1/2	60 5/8	- 4 1/8	- 6.80	75 7/8	55	18	182,348	10,302,662
GRASS VALLEY GROUP	GVG	A	10 1/2	10 1/2		.00	10 1/2	10 1/2	13	1,501	15,760
HARRIS-INTERTYPE	HI	N	28 1/4	30	- 1 3/4	- 5.83	49 1/4	24 1/2	10	6,223	175,799
INTERNATIONAL VIDEO	IVCP	O	7 1/2	6	+ 1 1/2	+ 25.00	14 3/4	3 3/4	19	2,741	20,557
MAGNAVOX	MAG	N	8 3/8	9 1/2	- 1 1/8	- 11.84	29 5/8	6 1/4	17	17,806	149,125
3M	MMM	N	74 1/8	75 7/8	- 1 3/4	- 2.30	91 5/8	71 3/4	29	113,054	8,380,127
MOTOROLA	MOT	N	42	53 7/8	- 11 7/8	- 22.04	68 3/4	41 1/4	15	27,740	1,165,080
OAK INDUSTRIES	OEN	N	9 3/4	10 3/8	- 5/8	- 6.02	20 1/2	9 1/2	4	1,639	15,980
RCA	RCA	N	19 1/4	18 7/8	+ 3/8	+ 1.98	39 1/8	16 1/2	8	74,515	1,434,413
RSC INDUSTRIES	RSC	A	1 1/2	1 7/8	- 3/8	- 20.00	2 1/2	1 1/8	9	3,458	5,187
SONY CORP	SNE	N	25 3/8	26 5/8	- 1 1/4	- 4.69	57 1/4	21 1/4	19	66,250	1,681,093
TEKTRONIX	TEK	N	35	35 7/8	- 7/8	- 2.43	56 5/8	29 7/8	15	8,179	286,265

	Stock symbol	Exch.	Closing Wed. Feb. 6	Closing Wed. Jan. 30	Net change In week	% change In week	1973-1974		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
							High	Low			
TELEIMATION**	TIMT	O	2 3/4	2 3/4		.00	4 3/4	1 1/2		1,050	2,887
TELEPRO INDUSTRIES		O		6		.00	6	1/4	38	475	2,850
VARIAN ASSOCIATES	VAR	N	10 7/8	10 7/8		.00	10 7/8	10 7/8	11	6,920	75,255
WESTINGHOUSE	WX	N	22 7/8	23 1/2	- 5/8	- 2.65	47 3/8	22 7/8	11	88,595	2,026,610
ZENITH	ZE	N	27 5/8	28 1/8	- 1/2	- 1.77	56	25	9	18,888	521,781
TOTAL										647,147	26,475,072
GRAND TOTAL										1,371,900	40,001,199

Standard & Poor's Industrial Average

103.96 108.35 -4.39

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

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

P/E ratios are based on earnings-per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings 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
Adams-Russell Co.	3 mo. 12/31	3,321,000	+ 2.1%	110,000	- 13.39%	.09	3,314,000	127,000	.10
Cox Cable Communications Inc.	year 12/31	18,227,583	+ 15.4%	1,876,817	+ 10.9%	.53	15,798,422	1,692,110	.48
Marvin Josephson Associates Inc. ..	6 mo. 12/31	6,580,000	+ 14.9%	940,900	+ 20.2%	.90	5,725,000	782,800	.75
Magnavox Co.	year 12/31	620,160,000	- 9.6%	6,865,000	-257.0%	.39	685,918,000	17,645,000	1.00
McGraw-Hill Inc.	year 12/31	470,264,000	+ 9.3%	25,529,000	+ 13.0%	1.02	430,082,000	22,582,000	.90
Media General Inc.	year 12/31	125,729,395	+ 12.9%	8,676,780	+ 8.7%	2.41	111,381,104	7,981,071	2.22
Motorola Inc.	year 12/31	1,437,098,629	+ 23.5%	81,995,862	+ 57.6%	2.95	1,163,315,088	52,038,120	1.91
Multimedia Inc. ¹	year 12/31	51,585,000	+ 24.3%	5,951,000	+ 7.2%	1.36	41,491,000	5,552,000	1.27
Tocom Inc.	6 mo. 12/31	1,401,687	+ 3.0%	103,370	- 41.3%	.16	1,360,608	175,994	.28
Wometco Enterprises Inc.	year 12/29	135,133,000	+ 21.5%	8,377,000	+ 23.2%	1.38	111,247,000	6,800,000	1.13

¹ Broadcasting revenues were \$15,060,000 in 1973; \$11,619,000 in 1972.

Financial Briefs

Up on Downe. Charter Co., holding company with interests in land, oil and finance, has agreed to purchase 1.5 million common shares of Downe Communications Inc. for \$8.7 million and other considerations. Downe, which publishes *Ladies Home Journal* and *Family Weekly*, owns about 40% of outstanding common stock of Bartell Media Corp., licensee of radio stations in New York, Detroit, Miami, Milwaukee, St. Louis and San Diego. Sale of Downe stock is subject to FCC approval.

Near completion. The Grass Valley Group Inc., Grass Valley, Calif., announced its shareholders have approved plan to merge company into wholly owned subsidiary of Tektronix Inc., Beaverton, Ore. (BROADCASTING, Nov. 5, 1973). Tektronix, maker of cathode-ray oscilloscopes, will acquire Grass Valley, broadcast-equipment manufacturer, for 470,000 common shares. Current indicated value of transaction, expected to be completed in month, is about \$18.5 million.

Going preferred route. Heritage Communications Inc., Des Moines, Iowa, said it will file registration statement with Securities and Exchange Commission to sell convertible preferred stock to public this spring. Heritage owns CATV and microwave systems in Iowa, Wisconsin and Minnesota. Its common stock is traded over counter.

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Business Briefs

Rep appointments. KIRC-TV Boise, Idaho (began broadcasting Feb. 1), and its satellite, KPTO-TV Pocatello, Idaho (to begin operations in April): HR Television, New York. ■ WTVQ-TV Lexington, Ky.; KHQA-TV Hannibal, Mo.-Quincy, Ill.; KEYC-TV Mankato, Minn.; KGLO-TV Mason City, Iowa; KACY(AM) Port Hueneme, Calif.: The Katz Agency, New York. ■ KCMO(AM)-KFMU(FM) Kansas City, Mo.: Eastman Radio, New York. ■ KDEO(AM) El Cajon, Calif.; KPOK(AM) and KUPL(FM) Portland, Ore.: Alan Torbet Associates, New York. ■ KSLC(AM)-KPAM(FM) Portland, Ore.: ABC-FM Spot Sales, New York. ■ KTYD-AM-FM Santa Barbara, Calif.: Bill Dahlsten & Associates, Los Angeles, for that city. ■ WPIK(AM) Alexandria, Va.-Washington, and WXR(AM) Woodbridge, Va.-Washington: Century National Sales, New York. ■ WGHQ-AM-FM Kingston, N.Y.: Jack Masla & Co., New York.

FTC agenda. In what is being billed as "major policy statement," Federal Trade Commission Chairman Lewis Engman will address National Press Club luncheon in Washington Feb. 19 on program to increase visibility of commission proceedings and operations. In separate matter, commission will meet early this week to discuss strategy on energy ad ques-

BAR reports television-network sales as of Jan. 13

ABC \$23,024,400 (28.3%), CBS \$29,587,800 (36.3%), NBC \$28,777,800 (35.4%).

Day parts	Total minutes week ended Jan. 13	Total dollars week ended Jan. 13	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	43	\$ 331,200	76	\$ 561,100	\$ 795,100
Monday-Friday 10 a.m.-6 p.m.	973	7,701,400	1,673	16,663,900	17,725,100
Saturday-Sunday Sign-on-6 p.m.	222	6,604,200	418	9,525,400	9,896,700
Monday-Saturday 6 p.m.-7:30 p.m.	94	1,972,000	179	4,900,900	4,511,600
Sunday 6 p.m.-7:30 p.m.	12	927,000	30	1,454,400	1,129,600
Monday-Sunday 7:30 p.m.-11 p.m.	387	23,961,500	725	45,367,400	42,802,100
Monday-Sunday 11 p.m.-Sign-off	128	1,568,200	231	2,916,900	3,464,000
Total	1,859	\$43,065,500	3,332	\$ 81,390,000	\$ 80,324,200

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

tions. First Amendment problems raised by corporate advertising will be one major focus of meeting.

Diversified Bic. Bic Pen Corp., Milford, Conn., will introduce its second non-pen product this spring, its "Fannyhose" line of pantyhose, backed by heavy spot TV campaign in Denver and Kansas City, Mo. Budget figures were not disclosed. Bic also markets disposable butane lighter. Agency is N. W. Ayer & Son, New York.

Emmy quarters. Bristol-Myers Co., Calgon and Colgate-Palmolive Co. (all through Ted Bates) and Ralston Purina (Gardner Advertising) have each bought quarter sponsorships in first daytime Emmy awards show (May 28, 12 noon-1:30 p.m., NYT) on NBC-TV.

Bullish. In its first television effort, Securities Industry Association will launch campaign on Feb. 17 to build increased confidence by investors in security markets. First commercial will be carried on NBC-TV's National Hockey League telecasts and others will run on various CBS-TV and NBC-TV sports programs.

Retailer specialists. Mars Advertising Co., new agency that plans to specialize in television for retailers, has been established by former members of Northgate Advertising, Detroit. President is Marilyn Marnett. First five accounts include supermarkets and department stores, ranging from Portland, Me., to Albuquerque, N.M. 24901 Northwestern Highway, Southfield, Mich. 48075.

Also for retailers. Tulchin Productions, New York, has formed film division to produce TV commercials for retail advertisers. Annette Bachner, who has been film director and producer at N. W. Ayer & Son and Benton & Bowles, will supervise new division.

Indiana purchase. Caldwell-Van Riper Inc., Indianapolis, has acquired Winus-Brandon, Fort Wayne, Ind., according to Frank J. Wemhoff, president of C-VR. Carleton B. Evans continues as head of Fort Wayne operation and becomes vice president of Caldwell-Van Riper.

Subliminal. Pre-Christmas episode in which television stations aired commercial (BROADCASTING, Dec. 31, 1973) that involved subliminal perception technique produced fallout at FCC. Commission issued notice asserting that use of subliminal perception "is inconsistent with the obligations of licensee" and "contrary to the public interest." Federal Trade Commission is continuing its investigation of incident. Commercial was for children's game, Husker-Du.

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Ayer updates data. N. W. Ayer & Son's sixth annual *Media Facts* booklet, containing 32 tables of current media and marketing information, has been published. New York advertising agency's 1974 edition of pocket-size reference guide contains 12 new tables, and new information column for nine other tabulations on population projections, demographic characteristics of households, and specific information about TV, radio, magazine, newspaper, outdoor and telephone directory advertising. Booklet is available at \$2.50 from Ayer, 1345 Avenue of the Americas, New York 10019.

Brand X would do

Representative Benjamin Rosenthal (D-N.Y.) last week introduced legislation that would ban the use of certain highly advertised brand names—among them: Wonder bread, McDonald's Quarter Pounder and Hi-C fruit drinks.

Those brand names "can and do mislead the public as to a product's true performance capabilities, value, or quantity and quality of contents," he said. His bill, H.R. 12576, introduced as an amendment to the Federal Trade Commission

Act, would prohibit such names unless the manufacturer could document that they truthfully represented product qualities.

The FTC's power to impose corrective advertising is an insufficient remedy in his view. "No amount of corrective advertising can overcome an impression about a product created by a well-advertised brand," he said. Furthermore, the FTC is showing an "increasing tolerance of advertising abuses," he argued, and said his legislation was necessary to check false and misleading ad practices since the FTC "apparently has abandoned" its activist stance.

Fates & Fortunes®

Media

Edwin C. Metcalfe, VP and general manager, WPTA(TV) Roanoke, Ind., named president. **Marvin Gottlieb**, general sales manager, named VP.



Romanov

Peter L. Romanov, VP, regional sales, Radio Advertising Bureau, joins WBNF (AM) - WQYT - FM Binghamton, N.Y. as VP-general manager.

Wallace Ausley, farm director, WPTF (AM)-WQDR(FM) Raleigh, N.C., named VP and assistant

general manager.

Robert A. Orenbach, sales manager, WRVR(FM) New York, named general manager.

Robert Steinbert, manager of sales analysis and pricing, NBC, New York, appointed controller, broadcasting division, Meredith Corporation. Meredith owns KCMO-AM-TV, KFMU-FM Kansas City, Mo., KPHO-TV Phoenix, WOW-AM-TV and KFMX(FM) Omaha; WHEN-AM-TV Syracuse, N.Y., and WNEM-TV Bay City-Saginaw-Flint, Mich.

Robert J. Eicholz, station manager, WGMA(AM) Hollywood, Fla., named general manager.

Ted O. Thompson, sales manager, KXL(AM) Portland, Ore., named general manager, KLLA(AM) there.

Howard Johnson, with sales staff, WYNE(AM) Appleton, Wis., joins WQTC(AM) Two Rivers, Wis., as manager.

Mitchell L. Saieed, business manager, WWAY-TV Wilmington, N.C., named station manager.

Ron Davis, announcer, WTMJ(FM) Miami, named operations director.

R. Roy Miller, local sales manager, WISC-TV Madison, Wis., named director of viewer affairs.

Marsha S. Stern, production assistant,

Sick call. John Macy, president of Council of Better Business Bureaus, Washington, is recovering from abdominal surgery undergone two weeks ago. He's resting at home; expected to be back on the job next week.

WINS(AM) New York, appointed advertising manager.

Broadcast Advertising

Ben S. Lochridge, VP and general sales manager, CBS Radio, named VP, development. He is succeeded by **Richard M. Brescia**, Eastern sales manager, New York.

Edwin L. Acker, group director, media planning, **Randall D. Schroeder**, manager of broadcast media buying, and **Louis M. Schultz**, manager of media planning, Chevrolet account, Campbell-Ewald, Detroit, named VP's. **William J. Tausch**, account supervisor, McCann-Erickson, named VP and director of retail services division, Campbell Ewald.

Hugh T. Martin, marketing and retail sales manager, CBS's WIND(AM) Chicago, named Midwest sales development

manager, CBS Radio Spot Sales, Chicago.

Kenneth R. Better, regional sales manager; **Ron P. Collins**, sales manager, East team; **John C. Lehman**, Mid-America sales manager, all three New York, and **Albert L. Strada**, Southeast regional manager, Atlanta, elected VP's, **Peters, Griffin, Woodward**, national TV sales representatives.

Edward M. Scandrett with sales staff, WMAL(AM) Washington, named sales manager. **Earl E. Murton**, research assistant,



Hahn

WMAL-AM-FM-TV named marketing services coordinator WMAL(AM). **Herb Hahn**, Eastern sales manager, Alan Torbet Associates, joins Selcom Inc., New York, as executive VP. Both are media reps.

Jay Dederick, senior art director, **Doris Ostrom**, copy group head, **Joseph Schick** and **Michael Sweret**, art directors, elected VP's, J. Walter Thompson, New York.

Philip A. Sullivan, with sales staff, The Atkin-Kynett Co., Philadelphia, advertising, elected VP.

#1

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sistant, named marketing services coordinator.

Rick Menapace, associate creative director, Firestone and Associates, advertising agency, Philadelphia, elected VP and creative director. **Phyllis Greenberg**, assistant VP and controller, elected VP-finance.

Robert G. McCready, marketing director, Hoefer, Dieterich & Brown, San Francisco, elected VP and group account supervisor.

Michael N. Downs, account executive, Compton Advertising, New York, elected VP.

Charles Ashworth, with sales staff, WSGN(AM) Birmingham, Ala., named general sales manager, WMCV-TV Nashville.

John Rogers, with sales staff, WSFA-TV Montgomery, Ala., named regional sales manager.

Welles Hutchinson, with sales staff, WEMP(AM) Milwaukee, named local sales manager.

Robert S. Shannon, executive producer, Creative Dimensions Inc., Detroit, broadcast production subsidiary of Grey Advertising, named creative director/broadcast production, Grey Advertising, Detroit.

Edward N. French, research manager, RTVR division, RKO General, New York, named manager of sales research, Cox Broadcasting Corp., Atlanta.

Carol Clemens, associate media director, Knox Reeves Advertising, Minneapolis, named media director.

Programing



Stoddard

Brandon Stoddard, VP, daytime programs, ABC Entertainment, named VP, motion pictures for television. Mr. Stoddard will transfer from New York to California this month. He was responsible for *ABC AfterSchool Specials*, children's afternoon made-for-TV movies, and for *ABC Playbreak* and *Matinee Today*. He succeeds **Deanne Barkley**, who resigns.

Michael Lee Scott, program director, WZGC(FM) Atlanta, named national program director, station's licensee, GCC Communications. GCC also owns WIFL(FM) Philadelphia, WGCL(FM) Cleveland and KRBE(FM) Houston.

Al Brady, program director, WXLO-FM New York, named assistant program manager, WNBC(AM) there.

Andy Musser, CBS sportscaster, named sports director, KSDO(AM) San Diego, effective May 1.

Linda Randall, promotion-continuity director, noncommercial WFSU-FM Tallahassee, Fla., appointed program director. She is succeeded by **Edward Hula**, announcer.

Eric C. Veale, assistant manager, domestic sales services, Viacom Enterprises, New York, named manager. He succeeds **Jacob Albin**, named manager of special projects, operations department.



Golden

New York.

William Dannhauser, director of program budgets and servicing, NBC-TV, New York, appointed director of special programs.

Raymond Lofaro, chief operating officer, Wylde Films & Associates, Beverly Hills, Calif., named president. Wylde Films is wholly owned subsidiary of Twentieth Century-Fox.

Ruby S. Robinson, secretary, wsoc-TV Charlotte, N.C., named program coordinator.

Richard Joseph, travel writer and commentator, signed for twice-weekly travel reports of Group W radio stations.

Broadcast Journalism

Richard Hunt, NBC News Northeast bureau correspondent, named United Nations correspondent, replacing **Pauline Frederick**, who retired in January.

Rick Featherston, reporter, WISC-TV Madison, Wis., named editor.

Trudy Allyson, public affairs director, KTTV(TV) Los Angeles, named to co-anchor Sunday evening *Action News*, KTVU(TV) San Francisco.

Carl Holland, newsman, WEMP(AM) Milwaukee, joins WITI-TV there as reporter.

Ron Michaelsen, farm editor, WMT-AM-FM-TV Cedar Rapids, Iowa, named farm service director.

John Henning, newscaster, WCVB-TV Boston, named to co-anchor evening news.

Donna Deaner, director, Allegheny County (Pa.) Bureau of Consumer Protection, joins news staff, WTAE-TV Pittsburgh.

Belva Davis, anchorwoman and reporter, KPIX(TV) San Francisco, assigned new duties as associate assignment editor.

Robert Houck, newscaster, WIOQ(FM) Philadelphia, joins WDVR(FM) there as morning news announcer.

Gary Zenobia, news editor, WINE(AM) Brookfield, Conn., named assistant news director. **Greg McGill**, formerly with *Houston Post*, named editor, WINE.

Cablecasting

Nolan Ramsey, with sales staff, Connector Manufacturing Co., Glasgow, Ky., joins Jerrold Electronics as sales engi-

neer for Southern region. He will handle CATV accounts in North and South Carolina.

August Taconi, director, General Electric Cablevision, Biloxi, Miss., named program director. He replaces **Robert J. De Maria** who resigns to become TV consultant for Choctaw Indians, Philadelphia, Miss. **Chester Delacruz**, art director, assumes additional duties as film director.

Deborah S. Amos, reporter, WFTV(TV) Orlando, Fla., joins Orange Cablevision, Orlando, as director of public access. Orange Cablevision is division of American Television and Communications Corp.

Equipment & Engineering

Laurence J. Farley, staff VP, management information systems, RCA Corp., named VP, financial resources. He is succeeded by **DuWayne J. Peterson**, staff VP, computer systems planning.

Samuel P. Vrankovich, manager-manufacturing methods, RCA Communications Systems Division, Moorestown, N.J., named plant manager.

James W. Barnes, VP and general manager, Electronics Division, Cohu Inc., San Diego, elected president.

Ted Ronneburger, supervisor of engineering, WMCA(AM) New York, appointed chief engineer, WXLO(FM) New York.

Daniel M. Zinn, president and chief executive officer, Alcon Inc., Chicago, electronic equipment manufacturer, joins Superior Continental Corp., Hickory, N.C., as group VP. Superior Continental manufactures communications wire and cable.

Thomas A. Migge, labor relations officer, Kings County hospital, Brooklyn, N.Y., appointed director of personnel and industrial relations, Philips Broadcast Equipment Corp., Montvale, N.J.

James A. Washburn, freelance director/producer, Hollywood, appointed director of operations, Imero Fiorentino Associates, lighting consultants, Hollywood.

Allied Fields

Bill Lowell, sales service coordinator, KTTV(TV) Los Angeles, joins United States Information Agency's foreign service as associate director in staff production division of film/TV service, Washington.

Joel Blocker, with investigative unit, *CBS Evening News with Walter Cronkite*, joins United Nations Educational, Scientific and Cultural Organization (UNESCO), New York, as director, office of public information.

Ray Taylor, with sales staff, KMPC(AM) Los Angeles, resigns to devote fulltime to private law practice. He will specialize in advertising and broadcast law.

Jack Bivans, general sales manager, WFLD-TV Chicago, resigns to do freelance work as commercial talent.

Tom McMahon, director, Tom McMahon and Associates, Tenafly, N.J.,

radio-TV sales development firm, joins Amcon International Inc., Memphis, as director of marketing. Amcon International owns group of Holiday inns. He is succeeded at Tom McMahon Associates by John Vander Linden, formerly with Robert Bruce Co., Philadelphia. Mary

Louise O'Connor, student of Russian, becomes consultant to the McMahon firm.

Charles E. Doss, general manager. WROM-AM-FM Rome, Ga., presented DiGamma Kappa's 1974 Pioneer Broadcaster award.

Deaths

Franciszek Pawliszak, 67, writer and editor, Voice of America's Polish Service since 1949, died of cancer Jan. 27 in New York nursing home. He is survived by his wife, Adela.

For the Record®

As compiled by BROADCASTING Jan. 28 through Feb. 1 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

Application

■ Tallahassee, Fla.—Southern Capital Television Inc. FCC granted UHF ch. 27 (548-554 mhz); ERP 552.1 kw vis., 110.4 aur. HAAT 967 ft.; ant. height above ground 1,000 ft. (BPCT-4562). P.O. address 3303 Louisiana Street, Houston 77006. Estimated construction cost \$1,191,316; first-year operating cost \$453,200; revenue \$365,500. Geographic coordinates 30° 34' 29" north lat.; 84° 12' 05" west long. Type trans. RCA TTU-30B. Type ant. RCA TTU-36/DAS. Legal counsel Finkelstein & Firestone, Washington; consulting engineer Edward F. Lorentz & Associates, Washington. Principals: William D. Evans Jr., president (40%). Donall Myers (18%). et al. Mr. Evans has interests in Evans Advertising Agency and Diversified Arts Inc., typesetting firm, both in Houston. Mr. Myers is sales representative at KVRL-TV Houston. Action Jan. 30.

Other actions

■ Review board in Homewood and Birmingham, both Alabama, TV proceeding, denied petition by Birmingham Broadcasting Co. for deletion of issue in channel 21 Homewood and Birmingham proceeding (Docs. 15461, 16761). Action Jan. 25.

■ WJIM-AM-FM-TV Lansing, Mich.—FCC ordered non-public inquiry into activities of Gross Telecasting, licensee of WJIM-AM-FM-TV. Commission said questions have been raised as to whether Gross has deliberately distorted or slanted news broadcasts, used its licensed facilities for its private interest rather than public interest, or used its facilities to gain unfair advantage over competitors or potential competitors in non-broadcast business enterprise. Action Jan. 30.

Call letter action

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

Existing TV stations

Final actions

■ WHCT-TV Hartford, Conn.—FCC denied petition by Faith Center, licensee, for reconsideration of commission action which waived leapfrogging provisions of rules to allow cable TV systems serving communities within Albany-Schenectady-Troy television market to carry WOR-TV and WPIX, both New York, upon proper authorization. Oppositions to petition were filed by Commission on Cable Television of State of New York, New Channels Corp., operator of cable system at Troy, N.Y., and Sammons Communications Inc., owner of cable system at Johnstown and Gloversville, both New York. Action Jan. 30.

■ WFAN-TV Washington and WMET-TV Baltimore—FCC scheduled oral argument for March 29 in proceeding involving applications of United

Summary of broadcasting According to the FCC, as of Dec. 31, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,374	4	17	4,395	53	4,448
Commercial FM	2,438	0	64	2,502	131	2,633
Commercial TV-VHF	506	1	6	513	7	520
Commercial TV-UHF	189	0	3	192	38	243
Total commercial TV	695	1	9	705	45	763
Educational FM	611	0	22	633	94	727
Educational TV-VHF	88	0	3	91	4	96
Educational TV-UHF	128	0	14	142	0	143
Total educational TV	216	0	17	233	4	239

* Special temporary authorization.

Television Co. for CP and renewal of license of WFAN-TV Washington, and United Television Co. of Eastern Maryland Inc. for renewal of license of WMET Baltimore. United was directed to show cause why its licenses for these stations should not be canceled or revoked (Docs. 18559, 19337). Action Jan. 30.

■ WTOG-TV St. Petersburg, Fla.—Broadcast Bureau granted request for authority to identify station as Nampa-Boise-Caldwell, Idaho. Action Jan. 11.

■ KITE-TV Nampa, Idaho—Broadcast Bureau granted request for authority to identify station as Nampa-Boise-Caldwell, Idaho. Action Jan. 11.

■ WJAC-TV Johnstown, Pa.—Broadcast Bureau granted CP to change type trans. (BPCT-4676). Action Jan. 25.

Call letter action

■ WEAT-TV West Palm Beach, Fla.—Granted WPEC-TV.

New AM stations

Start authorized

■ KVIN Vinita, Okla.—Authorized program operation on 1470 khz, 500 w-D. Action Jan. 21.

Call letter actions

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

■ Theodore J. Gray, Appomattox, Va.—Granted WTTX.

Existing AM stations

■ WWWB Jasper, Ala.—Seeks CP to change trans. site to west of Southern railroad tracks, north and east of Town Creek Jasper. Ann. Jan. 29.

■ WKKO Cocoa, Fla.—Seeks mod. of license to change hours of operation to specified. Ann. Jan. 31.

■ WCRB Walton, Mass.—Seeks CP to change DA patterns. Ann. Jan. 29.

■ KWJJ Portland, Ore.—Seeks CP to dismantle two end towers and construct new ones to be used with existing center tower. Ann. Jan. 29.

■ WMLP Milton, Pa.—Seeks CP to erect new tower to replace existing tower. Ann. Jan. 29.

■ WTGR Myrtle Beach, S.C.—Seeks CP to increase power to 5 kw with DA. Ann. Jan. 31.

■ WPJD Soddy-Daisy, Tenn.—Seeks CP to increase power to 1 kw. Ann. Jan. 29.

■ WTTX Appomattox, Va.—Seeks CP to change trans. and studio location to state road 1032, 0.6 mile north of Appomattox. Ann. Jan. 29.

■ WNOR Norfolk, Va.—Seeks CP to construct new tower at present site to increase FM ant. height. Ann. Jan. 29.

Final actions

■ WYYZ Jasper, Ga.—Broadcast Bureau granted license covering new AM (BL-13479). Action Jan. 30.

■ WLAS Jacksonville, N.C.—Broadcast Bureau granted CP to change hours of operation to U,

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408-375-3164

with 5 kw, DA-N and change studio and trans. site to public road 1320, 0.2 mile east of highway 258, Jacksonville (BP-18203). Action Jan. 22.

Fines

■ **WACT** Tuscaloosa, Ala.—FCC notified New South Radio Inc., licensee, that it has incurred requirements of personal attack rules. Action Jan. 30.

■ **WRCK** Tuscumbia, Ala.—Chief, Broadcast Bureau, notified Robert Warren Kicker, licensee, of apparent liability of \$1,000 for violation of rules by failing to file with commission within 30 days execution and cancellation of agreement which was in part purchase option contract. Action Jan. 21.

■ **WNBP** Newburyport, Mass.—Chief, Broadcast Bureau, ordered Tri-City Broadcasting Co., licensee, to pay \$250 for repeated violation of rules by failing to make inspection of all trans. equipment by operator holding valid first class radiotelephone license at least once each day, five days each week. Action Jan. 21.

■ **WMCA** New York—Chief, Broadcast Bureau, notified Straus Broadcasting Group, licensee, that it has incurred apparent liability of \$1,000 for failure to observe requirements of rules by broadcasting personal attack on Representative Benjamin S. Rosenthal (D-N.Y.) on March 8, 1973, and by failing within one week of attack, to offer to Mr. Rosenthal reasonable opportunity to respond. Action Jan. 29.

■ **KIRT** Mission, Tex.—Chief, Broadcast Bureau, ordered Rio Broadcasting Co., licensee, to pay \$250 for repeated violation of rules by failing to maintain maintenance log as required. Action Jan. 21. (By Memorandum Opinion and Order.)

Call letter application

■ **KKAT** Roswell, N.M.—Seeks **KMGH**.

Call letter actions

■ **WRIZ** Coral Gables, Fla.—Granted **WRHC**.

■ **KMCO** Conroe, Tex.—Granted **KIKR**.

New FM stations

Applications

■ **Avon Park, Fla.**—Morison Enterprises Inc. of Polk County. Seeks 106.3 mhz, 3 kw. HAAT 300 ft. P.O. address 230 Park Avenue, Suite 29 Arcade, Lake Wales, Fla. 33853. Estimated construction cost \$48,981; first-year operating cost \$42,540; revenue \$72,000. Principals: Ann S. Morison and Ann T. Morison (each 50%). Ann S. Morison owns nonprofit learning institute in Lake Wales, Fla. Ann T. Morison owns book store. Ann. Jan. 23.

■ **Twin Falls, Idaho**—Inland Radio Inc. Seeks 95.7 mhz, 50 kw. HAAT 590 ft. P.O. address Box 346, Twin Falls 83301. Estimated construction cost \$42,550; first-year operating cost \$35,000; revenue \$36,000. Principals: Gordon L. Capps (53.12%), David N. Capps (18.11%), Gary L. Capps (17.81%) and Charles E. Harland (7.42%). Inland Radio is licensee of **KSRV**(AM) Ontario, Ore. and **KEEP**(AM) Twin Falls. David and Gary Capps also have interest in **KTIX**(AM) Pendleton, Ore. Ann. Jan. 21.

■ **Eldorado, Ill.**—Eldorado Broadcasting Corp. Seeks 102.3 mhz, 3 kw. HAAT 300 ft. P.O. address RR #3, Eldorado 62930. Estimated construction cost \$5,900; first-year operating cost \$41,580; revenue \$12,000. Principals: Robert D. Unsell and Elliot N. O. Partridge (each 50%). Mr. Unsell is employed with **WSIL-TV** Harrisburg, Ill. Dr. Partridge has medical practice in Eldorado. Ann. Jan. 23.

■ **Allendale, Mich.**—Grand Valley State College. Seeks 88.5 mhz, 10 w. HAAT 105 ft. P.O. address WGVS Campus Center, Grand Valley State College, Allendale 49401. Estimated construction cost \$5,455; first-year operating cost \$8,500; revenue none. Principals: Arend D. Lubbers is president of Grand Valley State College. Ann. Jan. 18.

Starts authorized

■ ***KNBS**(FM) Manteca, Calif.—Authorized program operation on 90.3 mhz with TPO 10 w. Action Jan. 28.

■ ***WLNK**(FM) Lincoln, Ill.—Authorized program operation on 91.1 mhz with TPO 10 w. Action Jan. 28.

■ **WSPY**(FM) Plano, Ill.—Authorized program operation on 107.1 mhz, ERP 3 kw, HAAT 165 ft. Action Jan. 21.

■ **KDMI**(FM) Des Moines, Iowa—Authorized program operation on 97.3 mhz, ERP 115 kw, HAAT 450 ft. Action Jan. 28.

■ **KNEX**-FM McPherson, Kan.—Authorized program operation on 96.7 mhz, ERP 3 kw, HAAT 245 ft. Action Jan. 21.

■ ***WGWG**(FM) Boiling Springs, N.C.—Authorized program operation on 88.3 mhz, 4.7 kw, HAAT 225 ft. Action Jan. 28.

■ **KBIC**(FM) Alice, Tex.—Authorized program operation on 102.3 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 21.

Final actions

■ **Blythe, Calif.**—**KYOR** Inc. Broadcast Bureau granted 100.3 mhz, 20.37 kw. HAAT 564.5 ft. (BPH-8460). P.O. address Drawer K, Blythe 92225. Estimated construction cost \$6,000; first-year operating cost \$12,714; revenue \$25,000. Principals: Robert B. Roddy, president, et al. **KYOR** Inc. is licensee of **KYOR**(AM) Blythe. Mr. Roddy is general manager of **KYOR**. Action Jan. 28.

■ ***Northfield, Minn.**—Carlton Student Association. Broadcast Bureau granted 90.3 mhz, 10 w. HAAT 72 ft. (BPED-1683). P.O. address Carlton College, Northfield 55057. Estimated construction cost \$3,103; first-year operating cost \$2,992; revenue none. Principals: Jean E. Phillips is dean of students at Carlton College and Leonard Banks is president of Carlton Student Association. Action Jan. 28.

■ **Doniphan, Mo.**—Jack G. Hunt. Broadcast Bureau granted 97.7 mhz, 1 kw. HAAT 480 ft. (BPH-8394). P.O. address Hunt Building, Doniphan 63935. Estimated construction cost \$17,150; first-year operating cost and revenue not indicated. Principal: Mr. Hunt, optometrist in Doniphan, owns **KDFN**(AM) Doniphan and cable TV system there. Action Jan. 23.

■ ***St. Louis**—Mehlville R-9 School District. Broadcast Bureau granted 89.3 mhz, 10 kw. HAAT 60 ft. (BPED-1695). P.O. address 3120 Lemay Ferry Road, St. Louis 63125. Estimated construction cost \$6,550; first-year operating cost \$1,200; revenue none. Principals: Kermit O. Bierbaum is superintendent of schools, Mehlville R-9 School District. Action Jan. 29.

■ **Mesilla Park, N.M.**—Las Cruces Broadcasting Co. Broadcast Bureau granted 104.9 mhz, 3 kw. HAAT -32 ft. (BPH-8630). P.O. address 1832 West Amador, Drawer X, Las Cruces, N.M. 88001. Estimated construction cost \$36,177; first-year operating cost \$18,971; revenue \$60,000. Principals: Walter Rubens, president, et al. Las Cruces Broadcasting also operates **KOBE**(AM) Las Cruces. Action Jan. 29.

■ ***Langston, Okla.**—Langston University. Broadcast Bureau granted 90.7 mhz, 10 w. HAAT 77 ft. (BPED-168). P.O. address Box 907, Langston 73050. Estimated construction cost \$9,607; first-year operating cost \$19,464; revenue none. Principals: William E. Sims is president of Langston University. Action Jan. 29.

■ **Woodward, Okla.**—Woodward Broadcasting Co. Broadcast Bureau granted 93.5 mhz, 3 kw. HAAT 152 ft. (BPH-8521). P.O. address Box 128, Woodward 73801. Estimated construction cost \$29,000; first-year operating cost \$4,800. Principals: Lenora W. and Edward A. Ryan (together 99%), et al. Woodward Broadcasting is licensee of **KSIW**(AM) Woodward. Programming of **KSIW** is proposed to be simulcast on new FM. Action Jan. 23.

■ **Athens, Tenn.**—FCC denied request by 3 J's Broadcasting Co. for appeal of review board decision refusing its application for CP for new FM in Athens (Doc. 17618). Proceeding involved mutually exclusive applications of 3 J's (licensee of **WYXI**(AM) Athens) and Athens Broadcasting Co. (licensee of **WLAR**(AM) Athens). Action Jan. 30.

Initial decisions

■ **West Palm Beach, Fla.**—Administrative Law Judge Chester F. Naumowicz, in initial decision, proposed grant of request by Guy S. Erway, Sandpiper Broadcasting Co. and Marshall W. Rowland for approval of reimbursement of \$14,579.89 of expenses by Sandpiper to Mr. Erway (Doc. 19601). Proceeding involving competing applications of Mr. Erway, Sandpiper, Sun, Sand and Sea Inc., and Mr. Rowland for new FM on ch. 221 (92.1 mhz) at West Palm Beach. Action Jan. 31.

■ **West Palm Beach, Fla.**—Initial decision, released Dec. 10, 1973, granting application of Sandpiper Broadcasting Co. for new FM at West Palm Beach became effective Jan. 29, in accordance with rules (Doc. 19602). Ann. Feb. 1.

■ **Geneva, N.Y.**—Administrative Law Judge Jay A. Kyle proposed, in initial decision, grant of application of Buccaneer Broadcasting Ltd. for CP for 102.3 mhz, 3 kw. HAAT 125 ft. (Doc. 19710). P.O. address 613 West Washington Street, Geneva 14456. Estimated construction cost \$39,477; first-year operating cost \$62,252; revenue \$66,406. Principals: Francis C. Shoupe Jr. (51%) et al. Mr. Shoupe is consulting engineer in Geneva. Judge Kyle also approved agreement by Buccaneer and Radio Geneva Inc. competing applicant for same facilities (Doc. 19709), whereby Radio Geneva application would be dismissed and applicant reimbursed for \$4,500 in expenses incurred in prosecuting its application. Action Jan. 30.

Action on motion

■ Chief Administrative Law Judge Arthur A. Gladstone, in Midland, Mich. (Wolverine Radio Co. and Patten Corp.), FM proceeding, designated Judge Thomas B. Fitzpatrick to serve as presiding judge, scheduled prehearing conference for Feb. 27 and hearing for April 10 (Docs. 19925-6). Action Jan. 24.

Other action

■ Review Board in Bloomington, Ind., FM proceeding, denied petition by Indiana Communications Inc., one of three mutually exclusive applicants

for new FM to operate on ch. 244A (96.7 mhz) at Bloomington, for addition of ownership, misrepresentation and studio location issues against competing applicant, Bloomington Media Corp. (Docs. 19813-5). Action Jan. 30.

Rulemaking actions

■ **Colorado Springs**—FCC substituted ch. 230 for ch. 232A at Colorado Springs in amendment of FM table of assignments. Action gives Colorado Springs five class C assignments. Request for reassignment of ch. 260 from Pueblo, Colo. to Colorado Springs, was denied (Doc. 19644).

■ **Cape Coral, Key West and Port Charlotte, all Florida**—FCC assigned ch. 296A to Key West; ch. 280A to Cape Coral and ch. 261A to Port Charlotte in amendment of FM table of assignments (Doc. 19736). Proceeding was initiated in notice of proposed rulemaking in response to three petitions, two of which proposed assignment of same channel to two communities (ch. 216A to both Cape Coral and Punta Gorda [RM-1934 and RM-2061]) and third which proposed assignment of ch. 296A to Key West (RM-1963).

Call letter applications

■ **Chappell Broadcasting Inc., Marquette, Mich.**—Seeks **WUUN**(FM).

■ **University of North Carolina at Asheville**—Seeks ***WUNF**(FM).

■ **Mustang Broadcasting Co., Wichita Falls, Tex.**—Seeks **KBID**(FM).

■ **Vermont Radio Inc., Rutland, Vt.**—Seeks **WRUT**(FM).

■ **Rau Radio Stations Inc., Clarksburg, W. Va.**—Seeks **WPDH**-FM.

Call letter actions

■ **Lincoln Broadcasting Co., Hodgenville, Ky.**—Granted **WLCB**(FM).

■ ***Trustees of Boston College, Newton, Mass.**—Granted ***WZBC**(FM).

■ **Robert I. Kimel and Bessie W. Grad, Barre, Vt.**—Granted **WORK**(FM).

Existing FM stations

Final actions

■ **WSIV-FM** Pekin, Ill.—Broadcast Bureau granted CP to install new trans. and new ant.; ERP 2.80 kw; ant. height 89 ft.; remote control permitted (BPH-8746). Action Jan. 28.

■ **WWKI**(FM) Kokomo, Ind.—Broadcast Bureau granted CP to change ant.-trans. location to 36 miles west of 200 South 500 East in Howard county, near Kokomo; install new trans. and new ant.; make changes in ant. system; ERP 20 kw; ant. height 460 ft.; remote control permitted (BPH-8133). Action Jan. 28.

■ **KLFM**(FM) Ames, Iowa—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main studio location to be operated on 104.1 mhz for aux. purposes only; ERP 160 w (BPH-8740). Action Jan. 28.

■ **WARK-FM** Hagerstown, Md.—Broadcast Bureau granted CP to change trans. location to 2.2 miles northwest of Boonsboro, Old Wolfsville Road, 0.7 mile west of I-70, Hagerstown; operate by remote control from studio site at 880 Commonwealth Avenue, Hagerstown; install new trans. and ant.; make change in ant. system; ERP 19.5 kw (horiz.), 12.5 kw (vert.); ant. height 730 ft.; conditions (BPH-8604). Action Jan. 23.

■ **WJBL-FM** Holland, Mich.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1310). Action Jan. 25.

■ **KKSS**(FM) St. Louis—FCC waived provision of rules and granted application of Amature Group Inc. for authority to change trans. site and increase facilities of **KKSS**(FM). **KKSS**, ch. 299 (107.7 mhz), proposed to change trans. site and side-mount ant. on **KDNL-TV** St. Louis tower. **KKSS** would operate with 100 kw and ant. height of 990 ft. Action Jan. 30.

■ **WDOH**(FM) Delphos, Ohio—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1312). Action Jan. 25.

■ **WLYX**(FM) Memphis—Broadcast Bureau granted CP to make changes in transmission line; ERP 1.10 kw (BPED-1738). Action Jan. 23.

■ **KERI**(FM) Bellingham, Wash.—Broadcast Bureau granted mod. of SCA to make changes in equipment, programming and delete 22 khz; retain 67 khz (BMSA-357). Action Jan. 25.

Call letter applications

■ **KOLG**(FM) Iowa City—Seeks **KRNA**(FM).

■ **KDVR**(FM) Sioux City, Iowa—Seeks **KSEZ**(FM).

■ **KCTM**(FM) Canton, Mo.—Seeks **KQCA**(FM).

Call letter actions

■ **WABF-FM** Fairhope, Ala.—Granted **WGOK**-FM.

■ **WEST-FM** Easton, Pa.—Granted **WLEV**(FM).

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Modification of CP's, all stations

- **KRNT-TV** Des Moines, Iowa—Broadcast Bureau granted mod. of CP to extend completion date to July 25 (BMPCT-7515). Action Jan. 25.
- **WXNE-TV** Boston—Broadcast Bureau granted mod. of CP to extend completion date to July 25 (BMPCT-7512). Action Jan. 25.
- ***WCNE(FM)** Batavia, Ohio—Broadcast Bureau granted mod. of CP for extension of time to April 23 (BMPED-1061). Action Jan. 23.

Other action, all services

- Chief, Broadcast Bureau, on request of Public Broadcasting Service, extended through Feb. 22 and Mar. 22 dates for filing comments and reply comments on notice of inquiry and proposed rulemaking in matter of ascertainment of community problems by educational broadcast applicants. Previous filing dates were Feb. 1 and Mar. 1 (Doc. 19816). Action Jan. 29.

Ownership changes

Applications

- **KUPD-AM-FM** Tempe, Ariz.—Seeks assignment license from Ben P. Marshall to Tri-State Broadcasting Co. for \$387,500. Seller: Mr. Marshall (100%) as receiver. Buyers: John N. Norris and Robert L. Melton (each 50%). Mr. Melton is general manager of KUPD-AM-FM and Mr. Norris is employed, has interest in school equipment firm in Phoenix. Ann. Jan. 22.
- **WPAS(AM)** Zephyrhills, Fla.—Seeks assignment of license from Art Advertising Co. to Charles F. Wister for \$79,000. Seller: Robert A. Artabasy, et al. (100%). Buyer: Mr. Wister (100%) also has interest in WFSH(AM) Valparaiso, Fla. Ann. Jan. 22.
- **WNIR(AM)** Indianapolis—Seeks assignment of license from B & G Broadcasting Co. to S & M Broadcasting Co. for \$400,000. Sellers: Velma Gordon and Milton L. Bohard (together 100%). Buyers: Samuel W. Smulyan (100%). Mr. Smulyan has real estate development and other business interests in Indianapolis. Ann. Jan. 22.
- **WSEV-AM-FM** Sevierville, Tenn.—Seeks transfer of control of Smokey Mountain Broadcasting Corp. from Leo Sharp, Hugh Trotter, Fred Atchley, et al. (100% before, none after) to Tennessee Valley Broadcasting Co. (none before, 100% after). Consideration: \$265,000. Principals: Frank A. Woods (51%) and H. L. Townsend (49%). Messrs. Woods and Townsend own WTPB(AM) Parsons, Tenn. They also have applications to acquire WBRV(AM) Woodbury, Tenn. and WWSD(AM) Monticello, Fla. Ann. Jan. 22.

Actions

- **WTIC-TV** Hartford, Conn.—FCC granted assignment of license from Broadcast Plaza Inc. to Post-Newsweek Stations, Connecticut Inc. for \$33.9 million (BAPLCT-111). Seller: Traveler's Corp., parent firm. Buyer: The Washington Post Co. (100%). Katharine Graham is board chairman of The Washington Post Co., publisher of The Washington Post and Newsweek and owner of Post-Newsweek Stations Inc. Post-Newsweek stations are WTOP-AM-TV Washington; WJXT-TV Jacksonville, Fla.; WPLG-TV Miami, and WKYC(AM) Cincinnati. Action Jan. 30.
- **WTIC-AM-FM** Hartford, Conn.—FCC granted assignment of license from Broadcast Plaza Inc. to Ten Eighty Corp. for \$6 million (BAL-7930, BALH-1864). Seller: Traveler's Corp. Buyers: Leonard J. Patricelli and David T. Chase (each 50%). Mr. Chase has land development, retail food chain and other business interests in Hartford and elsewhere. Mr. Patricelli was formerly head of Broadcast Plaza Inc. Action Jan. 30.
- **WBOX(AM)** Bogalusa, La.—FCC granted assignment of license from Pearl River Broadcasting Corp. to Moseley-Smith Broadcasting Inc. for \$130,000. Sellers: Wayne Marcy, George Mayoral and Richard L. Voelker (together 100%). Messrs. Marcy, Mayoral and Voelker also own KBRZ(AM) Freeport and KLTJ(FM) Lake Jackson, both Texas. Buyers: Donald H. and June M. Smith (together 100%). Mr. Smith is program director of WSBK(AM) Boca Raton, Fla. Mrs. Smith owns medical bookkeeping service at Pompano Beach, Fla. Action Jan. 23.
- **WFLB** Fayetteville, N.C.—Broadcast Bureau granted transfer of control of WFLB Radio Inc. from William E. Tart and Richard M. Wiggins (together 100% before, none after) to Gardner H. Altman Sr. and Gardner H. Altman Jr. (none before, 100% after). Consideration: \$907,954. Principals: Gardner H. Altman Sr. owns farms and cemeteries in North Carolina and Gardner H. Altman Jr. has law practice in Fayetteville (BTC-7297). Action Jan. 24.
- **KINT-TV** Tacoma, Wash.—FCC granted assignment of license from Tribune Publishing Co. to WKY Television System for \$4.5 million (BALCT-

522). Sellers: James Bellamy, vice president, et al. Buyers: E. K. Gaylord, president and director, Edward L. Gaylord, vice president and treasurer, Oklahoma Publishing Co. WKY System, which is subsidiary of Oklahoma Publishing Co., is licensee of WKY-AM-TV Oklahoma City, KTVI(TV) Fort Worth, KHTV(TV) Houston, WWTW(TV) Milwaukee, and WTVT(TV) Tampa, Fla. Action Jan. 23.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance. FCC announced Jan. 30 (stations listed are TV signals proposed for carriage):

- **Alabama Television Cable Co.**, Box 322, Aliceville, Ala. 35442 proposes for Carrollton, Ala. (CAC-3489), WMAB Mississippi State and WCBI-TV Columbus, both Mississippi; WBRC-TV, WAPI-TV and WBMG, all Birmingham, Ala.; WTVW Tupelo and WTOK-TV Meridian, both Mississippi; WCFT-TV Tuscaloosa and WLQ Demopolis, both Alabama.
- **Arkadelphia Cable Communications Inc.**, 910 City National Bank Building, Austin, Tex. 78701 proposes for Arkadelphia, Ark. (CAC-3490). KARK-TV KATV and KETS, all Little Rock, Ark.; KTVT-Ft. Worth, KXTX-TV Dallas and KPLR-TV St. Louis.
- **Peninsula Cablevision Corp.**, 420 150th Avenue, Madeira Beach, Fla. 33708 requests for Madeira Beach (CAC-3503), certification of existing operations.
- **Peninsula Cablevision Corp.**, proposes for Reddington Shores, Fla. (CAC-3504). WXLT-TV Sarasota, WEDU, WUSF-TV, WFLA-TV and WTVT, all Tampa; WTOG St. Petersburg and WLCY-TV Largo, all Florida.
- **Alabama TV Cable Inc.**, Box 10727, University Park Station, Denver 80210 proposes for Mountain Brook (CAC-3506) and Tarrant City (CAC-3507), both Alabama, to add WHAE-TV Atlanta.
- **Old Capital Cities Inc.**, Rural Route 1, Box 466, Corydon, Ind. 47112 proposes for Corydon (CAC-2361), to delete WTVW-TV Evansville, Ind.
- **Marshalltown Cablevision Inc.**, 345 Insurance Exchange Building, Des Moines, Iowa 50309 proposes for Marshalltown, Iowa (CAC-3500). WOI-TV Ames, KRNT-TV, KDIN-TV and WHO-TV, all Des Moines; KCRG-TV and WMT-TV, both Cedar Rapids and KWWL-TV Waterloo, all Iowa; WTCN-TV and KTCA-TV, both Minneapolis and KBMA-TV Kansas City, Mo.
- **Maine Cable Television Inc.**, 61 Coffee Street, Bangor, Me. 04401 proposes for Bangor (CAC-3508), Brewer (CAC-3509), Old Town (CAC-3510), Orono (CAC-3511), Milford (CAC-3512), Veazie (CAC-3513), Dexter (CAC-3514) and Lincoln (CAC-3515), all Maine, to add CHLT-TV Sherbrooke, Que.
- **Michigan Cable TV**, Box 998, 416 West Huron Street, Ann Arbor, Mich. 48106 proposes for Ypsilanti (CAC-3496), Ypsilanti township (CAC-3497) and Saline (CAC-3498), all Michigan; WJBK-TV, WKBD-TV, WWJ-TV, WXON, WXYZ-TV and WTVS, all Detroit; CKLW-TV Windsor, Ont.; WILX-TV Onondaga, WKAR-TV East Lansing and WJLB-TV Lansing, all Michigan; WDHO-TV, WSPD-TV and WTOL-TV, all Toledo, Ohio.
- **Michigan CA-TV Co.**, 120½ West Chicago Road, Sturgis, Mich. 49091 requests for Sturgis, Mich. (CAC-3499) certification of existing operations.
- **Rich Hill Cablevision Inc.**, 300 North Main, Butler, Mo. 64730 proposes for Rich Hill, Mo. (CAC-3501). WDAF-TV, KCMO-TV, KMBC-TV, KCPT and KBMA-TV, all Kansas City, Mo.; KOAM-TV Pittsburg, Kans.; KODE-TV and KUHI-TV, both Joplin, Mo.
- **Brookhaven Cable TV Inc.**, Industrial Road, Box C, Port Jefferson Station, N.Y. 11776 proposes for Patchogue, N.Y. (CAC-3492), to add WSNL-TV Patchogue.
- **Sheyenne Cable TV Association**, 609 First National Bank Building, Fargo, N.D. 58102 proposes for West Fargo, N.D. (CAC-3505), WDAY-TV, KTHI-TV and KFME, all Fargo, KGEF-TV Grand Forks and KXJB-TV Valley City, all North Dakota; CKY-TV Winnie, Man. and WTCN Minneapolis.
- **MBS Cable TV Inc.**, 101 South Market Street, Minerva, Ohio 44657 proposes for Windham, Ohio (CAC-3491), WCTF WVIZ-TV, WEWS, WJW-TV, WKBF-TV and WKYC-TV, all Cleveland, WUAB Lorain, WAKR-TV and WCOT-TV, both Akron, WFMJ-TV, WKBN-TV and WYTV, all Youngstown, WJAN Canton and WNEO-TV Alliance, all Ohio; WPGH-TV and WQED, both Pittsburgh.
- **American Television & Communications Corp.**, 360 South Monroe Street, Denver 80209 requests for Blackwell, Okla. (CAC-3502), certification of existing operations.

Final actions

- **CATV Bureau** granted following operators of cable television systems certificates of compliance:

Schenectady Cablevision Inc., Schenectady, N.Y. (CAC-789); Northern Video Inc., Carp Lake township, Mich. (CAC-1685); Storer Cable TV Inc., Moorpark (CAC-1702), Fillmore (CAC-1703), portions of Ventura county (CAC-1704), Thousand Oaks (CAC-1705) and portions of Ventura county adjacent to Thousand Oaks (CAC-1706), all California; Video Link Ltd., Greensboro (CAC-1773) and Nicholson township (CAC-1774), both Pennsylvania; Arkansas Cable Television Inc., Malvern, Ark. (CAC-1834); Winona Cable Inc., Winona, Miss. (CAC-1903); Continental Cablevision of Ohio Inc., Fairborn, Ohio (CAC-2245); Haynes Lathrop Organization of Perry Inc., Perry, Okla. (CAC-2785); Clear Vision Cable Co. of Huntington, Hollow Rock, Tenn. (CAC-2808); Crawfordsville Community Cable Corp., Crawfordsville, Ind. (CAC-2979); Communications Properties Inc., Cordele (CAC-2980) and Vienna (CAC-2981), both Georgia; Multi-Pix of Idaho Inc., Burley (CAC-2982), Heyburn (CAC-2983), Rupert (CAC-2984) and Paul (CAC-2985), all Idaho; Goldsboro TV Cable Inc., Goldsboro, N.C. (CAC-3002); Georgetown Cable TV, unincorporated areas of Scott county, Ky. (CAC-2283); Colorado Intercable Inc., Applewood subdivision of Jefferson county (CAC-2358) and unincorporated areas of Jefferson county (Columbine Area) (CAC-2359), both Colorado; Vacationland Cablevision Inc., Wisconsin Dells, Wis. (CAC-2406); Ultracom of Rockmart Inc., Rockmart, Ga. (CAC-2470); Parker Cablevision, Auburn (CAC-2485) and Oxford (CAC-2486), both Massachusetts; Ind. Co. Cable TV Inc., Evening Shade, Ark. (CAC-2540); Keedysville Cable TV, Keedysville, Md. (CAC-2558); T-V Transmission Inc., Humboldt (CAC-2577), Table Rock (CAC-2578), Pawnee City (CAC-2579), Auburn (CAC-2580), Tecumseh (CAC-2581), Crete (CAC-2582), Superior (CAC-2583), David City (CAC-2584), Nebraska City (CAC-2585), York (CAC-2586), Lincoln (CAC-2587) and Fairbury (CAC-2588), all Nebraska; Berkshire Telecable, Adams, Mass. (CAC-2678); Vacationland Cablevision Inc., Reedsburg (CAC-2721) and Lake Delton (CAC-2732), both Wisconsin. Action Jan. 30.

■ **Putnam, Killingly and Plainfield**, all Connecticut—FCC authorized Eastern Connecticut Cable Television Inc. to carry WJAR-TV, WPRI-TV and WSBT-TV, all Providence, R.I.; WSMW-TV Worcester, WTEV New Bedford, WCVB-TV, WBZ-TV, WNAC-TV, WSBK-TV, WGBH-TV and WGBX-TV, all Boston and WKBG-TV Cambridge, all Massachusetts; WTIC-TV and WTNH-TV, both Hartford and WEDN Norwich, both Connecticut; WOR-TV and WPIX, both New York, N.Y. on its systems in Putnam, Killingly and Plainfield (CAC-1621-3). Communities are located within Boston-Cambridge-Worcester, Mass. and Providence, R.I.-New Bedford, Mass. television markets. Oppositions by Broadcast Plaza Inc. (WTIC-TV, Connecticut Television Inc. (WNB-TV New Britain, Conn.) and Connecticut Educational Television Corp. (WEDN) were denied. Action Jan. 30.

■ **Grandview, Rayton, Lee's Summit, Belton**, all Missouri and Lenexa, Kan.—FCC authorized Community TCI of Missouri and Kansas to carry WDAF-TV, KCMO-TV, KMBC-TV, KCPT and KBMA-TV, all Kansas City; KQTV St. Joseph and KPLR-TV St. Louis, all Missouri and KWGN-TV Denver, with exception of Belton system, which may not carry KQTV (CAC-1482-4, CAC-1507); Lenexa system may carry all of above signals plus KTWU, WIBW-TV and KTBS, all Topeka, Kan. (CAC-1506). Cable systems, wholly-owned subsidiaries of Tele-Communications Inc., are all located in Kansas City major television market. Objections by Metromedia Inc. (KMBC-TV) and City of Grandview were dismissed as moot and opposition by Evans Broadcasting Corp., KDNL-TV St. Louis, was denied. Action Jan. 30.

■ **Wilkesboro and North Wilkesboro**, both North Carolina—FCC denied applications of WKBC Cablevision Inc. for certificates of compliance to carry nine television signals on its proposed cable systems at North Wilkesboro and Wilkesboro, located in smaller TV market of Hickory, N.C. (CAC-1363, CAC-1626). Petition for special relief to carry three additional out-of-market signals on systems was also denied. Action Jan. 30.

■ **Hillsboro, Ohio**—FCC denied petition by Highland Cable TV Inc., operator of cable television system at Hillsboro, for waiver of network program exclusivity rules. Petition was filed in response to request by Scripps-Howard Broadcasting Co., licensee of WCPO-TV Cincinnati for network program exclusivity against WHIO-TV Dayton, Ohio. Action Jan. 30.

■ **Hubbard township, Ohio**—FCC authorized Mahoning Valley Cablevision Inc. to carry WFMJ-TV, WKBN-TV and WYTV, all Youngstown, WUAB Lorain, WKBF-TV, WVIZ-TV, WKYC-TV, WEWS and WJW-TV, all Cleveland, all Ohio, on its cable system at Hubbard township (CAC-2573). Action Jan. 30.

■ **Martins Ferry, Yorkville**, et al., Ohio—FCC authorized Community TCI of Ohio Inc. to add signals of WKBF-TV Cleveland and WUAB Lorain, Ohio, to its cable systems at Martin's Ferry, Yorkville, Tiltonsville, Rayland and Steubenville, all Ohio, and Moundsville, W. Va. In addition, commission granted authority to add WOUC-TV Cambridge, Ohio, on its Ohio cable system. Action Jan. 30.

Classified Advertising

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

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

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Top 10 market local sales manager. Solid opportunity for experienced account executive to grow with expanding four station group. Applicants from medium markets invited. \$30,000 to \$35,000. Send resume to Executive Vice President. Confidential. Box B-73, BROADCASTING.

Management trainee to replace individual who joined us right out of college and has moved to sales manager's position with one of our stations. If you are willing to work hard and learn, we have the program to move you into management at a young age. Degree is necessary. Masters Degree and/or some sales experience helpful. Starting salary is \$15,000 to \$18,000. Send resume to Box B-74, BROADCASTING.

Group owned Chicago radio station has immediate opening for ambitious, young account executive ready to move up to a large market. Internal promotion made position available. Income range \$30 to \$35K depending on performance. Send resume to Box B-75, 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 B-76, 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 B-77, BROADCASTING.

Radio sales manager. Rare opportunity for ambitious account executive ready for sales management. Well-known top 50 market station with excellent demographics. Attractive location with top school system and recreational facilities. Emphasis on ability to prepare marketing strategy and motivate 4 man sales department. \$32,000 base salary and negotiable incentive. College graduates with 2 to 5 years competitive selling experience please send complete resume to President. All replies answered. Box B-78, BROADCASTING.

Manager trainee, with varied small market experience. Send full details describing your success to date. EOE. Box B-96, BROADCASTING.

Sales-oriented manager for North Texas AM. Excellent salary plus override. Send resumes, 800 Preston Bank Bldg., Dallas, TX 75225.

Sales-oriented GM with management experience required. Superb salary, fringe benefits. Write: Community Service Broadcasting, Inc., Box 1209, Mt. Vernon, IL 62864.

Help Wanted Sales

California daytimer seeks experienced salesperson, preferably RAB trained. Good account list, salary, bonuses, incentives. Box A-246, BROADCASTING.

Good guarantee plus commission and sales training for salesperson or programmer wanting sales. Interview required. Midwest background only. Box B-33, BROADCASTING.

Due to expansion of present coverage area we are looking for a sharp progressive salesperson. If you are a hard worker you can earn five figures the first year. Indiana AM/FM. Mail recent photo and resume to Box B-46, BROADCASTING.

Salesperson to sell radio time. Small Market California. Box B-101, BROADCASTING.

Only "Black" radio station needs a top salesperson. No order takers—active account list, salary—commissions—resume and references to Wayne Brown, sales manager, KAPE Radio, 608 E. Travis St., San Antonio, TX. 78205

Help Wanted Sales Continued

Growing radio company needs an experienced sales person. Money bonuses & fringes good. Enjoy big sky country of Montana. Resumes to Box 2624, KEIN Radio, Great Falls, MT 59403 or call 761-1310.

Opportunity—established station. Salary, commission. Send resume, sales record. KFRO, Longview, TX 75601

New Mexico. Good opportunity for solid salesperson in one of the state's best radio markets. Great station, great staff. Call Ray Stephens, KGAK, Gallup. 505-863-4444.

Cold weather, smog, rat race, disgusted. Live, work, in the finest area in the world, Sunny Albuquerque. All-talk station needs that rare individual a hard working salesperson in a competitive market. Must be self-motivated, willing to make sales calls. You can make money if you WORK. KZIA, John Deme, Mgr., Albuquerque, NM 505-247-3651.

Northern California: Strong Bay Area station desires career minded Sr. Account Executive for local sales. Resume to: KZST, Box 2755, Santa Rosa, CA 95405. 707-528-4434.

Madison, Wisc. Excellent career opportunity for bright young problem solving salesperson on the way up, strong on creativity and ability to build campaigns. Six station group seeks person with management potential to handle top accounts. Job opening result of promotion. Our people earn far more, city offers super living, you'll have opportunity for management and equity. WISM, Madison, WI. A Mid-West Family Station.

Experienced salesperson to sell and service Dallas, Texas. Commission only. Send resumes, 800 Preston Bank Bldg., Dallas, TX 75225.

Help Wanted Announcers

Major Midwestern Market: Small but growing station seeks enthusiastic combo announcer. Experience in commercial classical format and third class license necessary. Good opportunity to grow with rising station. Send resume to Box A-200, BROADCASTING.

Morning Personality a real communicator. Top rated Eastern MOR. TV work available. Send resume to Box A-231, BROADCASTING.

Medium market New England contemporary MOR trying to locate talented minority or female air and production personalities. Resume Box A-265, BROADCASTING.

Morning personality South Jersey Shore Resort Area Fulltime AM-FM. The individual we're looking for is articulate; personable; witty; topical; creative; the best working conditions in the area, good salary, a "Contemporary MOR" that gives its talent a chance to be themselves and enjoy being on the air again. If you are ready send resume to Box A-268, BROADCASTING.

Pennsylvania small market has new owner, new image. Need three announcers who can double in news or production. Send resume, Box B-34, BROADCASTING.

Major market midday talk. If you are well versed in politics, the arts, etc., and can communicate an understanding of contemporary problems for a new Midday Talk Show, send salary requirements and resume to Box B-41, BROADCASTING.

Need by Apr. 1 MOR morning personality. Quality voice, talent. Expanding staff. Rocky Min. city of 40,000, primary coverage 116,000. NBC, 5 kw full-time. Resume/references to Box B-42, BROADCASTING.

Experienced personality for Indiana AM/FM Stereo. Good production a must. Send resume and recent photo to Box B-48, BROADCASTING.

Jocks, Top 40, production, news and resume. New English language AM. Sunny San Juan, Puerto Rico. Write Box B-52, BROADCASTING.

Contemporary station looking for jock with strong production and first. No screamers . . . send resume and production samples to Box B-64, BROADCASTING.

New England rocker wants you! Join a stable organization and be a top jock in this medium market. Minimum two years experience necessary. If you're looking for a place to grow, send your resume now. An E.O.E. Box B-103, BROADCASTING.

Midwest market gold station looking for adult personality with big voice. For afternoon drive. Slot opening soon. No beginners. Send resume, photo, requirements to Box B-106, BROADCASTING.

Help Wanted Announcers Continued

If you talk, let's. Top ten metro suburban needs moderate conservative to balance current talk host. Production experience will frost the cake. Send resume, salary to Box B-122, BROADCASTING.

Skiing-hunting-fishing at your doorstep. An hour from Seattle or Vancouver, B.C. Experienced 1st phone announcer needed. Train to become program director of cross-country format station. 1 yr. contract. Send resume, tape, and salary required in first letter to Mike White, operations mgr. KAPS, P.O. Box 70, Mount Vernon, WA 98273.

First vacancy three years! Professional owner-operated MOR AM-FM wants experienced morning person this spring. Sports, news or writing ability helpful. Salary tied to ability, regular raises, bonus, fully paid pension and medical insurance. Send air check, resume, picture, salary requirements. WAWK, Box 47, Kendallville, IN 46755.

5 kw Top 40 Rocker needs creative, personality morning person. Some college or commercial experience a must. Rush tape and resume to Chuck Morgan, WCFR, Box 800, Springfield, VT 05156.

Wanted! top ten metro suburban needs nifty morning easy listening drive jock with super production ability. Tape, resume, salary to: WLMD, Laurel, MD 20810.

Rock communicator DJ/Production. Able to follow format and work with winning team. #1 in 28th market. Tape, resume and pic to Doug Collins, Box 5383, San Bernardino, CA 92412. E.O.E. First preferred.

Eastern Maryland medium market contemporary MOR station requires announcer who will also service moderate account list. Excellent opportunity. Will train. Send tape, photo, and full details to: Radio, 2711 Magnolia Road, Vineland, NJ 08630.

Help Wanted Technical

Come to the Rockies, young engineer. AM-FM combo, good salary, good boss, good small city. Want good technician with first phone. Box A-209, BROADCASTING.

Chief Engineer wanted/maintenance willing to work board shift. Experienced in FM stereo and automation. New equipment, excellent working conditions. Michigan. Resume and requirements: Box B-22, BROADCASTING.

Chief Engineer, non-directional No. 1 C&W station in Billings, Montana. Strong on maintenance, limited air work. Maturity and good character a must. Call H. L. Entstrom, GM, 406-259-0221.

Nashville Stereo FM needs engineer. Air experience helpful. 615 824-7177. No collect calls. Equal opportunity employer.

Help Wanted News

California daytimer has immediate opening for experienced news reporter, who can really dig, write and present news on the air. Box A-247, BROADCASTING.

Need person to work news and sales. Small market Maryland station. Prefer individual with first tick. Box A-250, BROADCASTING.

Major Market News/Talk Team. We want to find a great morning News/Talk team. If you are quick-witted, can read, write, edit, analyze and discuss the news you can be 50% of our team. One will serve as news director, the other as morning anchorperson. Send resume and salary requirements to Box B-40, BROADCASTING.

Opening Feb. 15th for a good, solid news director. If you are willing to work hard and know news and production you are our individual. Indiana AM/FM. Send recent photo and resume to Box B-47, BROADCASTING.

Denver, Colorado's only all news station, KDEN, is expanding staff after exciting success in the new format's first rating books. We are looking for an energetic, dynamic news personality who has the ability to write and communicate half-hour news packages with style. This personality must have news experience, and must be a good, tight bodied person. Please send air check and complete resume to Operations, KDEN, 1601 W. Jewell, Denver, CO 80223. All replies confidential. KDEN is an equal opportunity employer.

Major radio market has immediate opening for an experienced news anchor person—MOR—good voice and writing ability essential. Excellent working conditions and benefits. Member of one of broadcasting's largest chains. Send resume, pix and audio tape to personnel director P.O. Box 2536, Charlotte, N.C. 28201. An equal opportunity employer.

Help Wanted Programing, Production, Others

Program director wanted for suburban western Massachusetts chain station will be involved in copy, production and air shift. Dynamic challenge reply to Box B-58, BROADCASTING.

WQSN, Charleston, S.C. needs a complete modern country, P.D. must be able to completely take charge of all facets of operations and programming. Send tape, resume, references to Doug Clements, GM, WQSN, P.O. Box 891, Charleston, SC 29402. An equal opportunity employer.

Situations Wanted Management

Ambitious, successful, medium market GM looking for step up to a major. 32, married, MBA degree, 5 years at present station. Box A-182 BROADCASTING.

Small market pro wants move to a medium or major market. My station's billing has increased 125% since I arrived 3 years ago. 29, BA, 8 years experience. Box A-184, BROADCASTING.

Started at the bottom, worked way to present position as sales manager in a competitive midwestern market. Now I want the move to management. I'm young, aggressive and can produce the bottom line. Let's talk. Box A-186, BROADCASTING.

Need more sales. Professional broadcaster with radio-TV direct sales experience. Heavy local sales. Welcomes challenges/responsibility. Box B-65, BROADCASTING.

High-powered sales executive—problem-solving professional with proven success formula that works. Highly successful in sales and management. Box B-67, BROADCASTING.

28 years sales and management. Nineteen selling manager. Small and medium markets. Box B-93, BROADCASTING.

I will trade my 25 years of solid broadcasting experience for the next 15 with your sound operation. Strong in sales and public relations, but have done it all. If you dislike "nice guy" image, please forget it. Will negotiate. Will re-locate. Let's get together. Box B-112, BROADCASTING.

In three years I have taken the number four station in this market of 200 thousand and made it number one and almost doubled billing. However, the owners don't believe in monetary rewards for success. If you need an eleven year broadcast veteran who manages, programs, sells and does an air show, I'm ready to talk. Prefer southwest but will consider any offer. Box B-120, BROADCASTING.

Situations Wanted Sales

Successful, aggressive, young salesman in market of 450,000 wants to move up as sales manager at your major market station. 7 years in business, 4 in sales, BA, family man. Box A-183, BROADCASTING.

I've sold small market radio—now I want to be your sales manager; preferably in an eastern market. Age 25, college grad, married. Need potential of at least \$14,000. Box A-185, BROADCASTING.

Just one look at my track record shows why I can be your next medium market sales manager. 27, radio/television degree, and lots of drive. Let's talk! Box A-187, BROADCASTING.

Attention: group broadcasters. Accomplished programmer ready for sales, then management. There's no substitute for knowing the product and what it can do. I won't just sell time, I'll sell completely developed ideas . . . the copy, the media-mix, etc., to those tough-to-crack accounts. 1974 can be a great year, but new business will be the key; I can put it on your air. Write for outstanding resume, excellent references. Box B-28, BROADCASTING.

Someone is looking for a dependable, money-making salesman with a proven track record. Let's get together! Box B-116, BROADCASTING.

Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, BROADCASTING.

First phone, Contemporary and Top 40 format, two years experience, will relocate, available now. Box B-8, BROADCASTING.

College student looking for internship needed for grad. leading to permanent employment. Have some part time experience, 3rd endorsed. Seeking sales experience. Interest in MOR to Rock. Box B-17, BROADCASTING.

Ready to move. Two years sports director small market. P8P all sports. Four years DJ, Rock, C&W, MOR. Married, available immediately. Box B-20, BROADCASTING.

Situations Wanted Announcers Continued

Personality jock seeking rock/progressive format. BS broadcasting . . . First phone . . . 7 years experience including management of college FM, FCC R & R, music sales, news, sports Management and/or programming aspirations. Box B-26, BROADCASTING.

Female, talented. Pleading voice, 3rd, B.A. Penn State, radio-TV, two yrs. college experience. Will relocate. 412-372-0878. Box B-32, BROADCASTING.

College grad, 26, seeking first broadcast position, some board experience. 3rd phone endorsed. Prefer Arizona, but will relocate. Box B-54, BROADCASTING.

Classical DJ expert from Dufay through Penderecki. Personality that will sell Classics. Polished, articulate, but no highbrow. Three years experience plus programming, sales, copy, production. Will summer relief. Box B-55, BROADCASTING.

Kill ugly automated rock radio. Four years experience: one commercially. College broadcasting degree. Third. Single. 317 529-4145 or Box B-59, BROADCASTING.

Experienced radio and TV personality. 15 years top 10 markets. Wants good music station near ocean. Excellent references. Box B-63, BROADCASTING.

Three years experience, some college, endorsed third. Speech and theatre background. Good voice, all formats. Box B-69, BROADCASTING.

Talk master. Major mkt. experience. 1st phone. Controversial but aware of broadcaster responsibility. Will consider all offers. Box B-79, BROADCASTING.

7 years small to medium markets. 4 months no work. Non deep voice, 30, just married, 1st, desire just pay, instructional criticism, station or chain advancement. No swinging doors please. Box B-83, BROADCASTING.

DJ announcer, college grad, 3rd endorsed. "In-depth" knowledge of music. Solid performer. Professionally trained. Will relocate. Box B-86, BROADCASTING.

Rack jock. Tight board, production. Radio school graduate, two college stations. I need that break! Box B-91, BROADCASTING.

Minnesota or surrounding areas. Young man experienced, mature. Currently have top ratings. Top 40-MOR. Good news, first phone, single, no hangups. Excellent references. Box B-97, BROADCASTING.

Experienced jock, MO, college grad, 23, 3rd endorsed. Good news, production. Breeds excitement. Relocation no problem to stable, no nonsense station. 314 783-6125 or Box B-107, BROADCASTING.

First phone, 23, single, good references. Prefer country or easy listening in southeast. Good news delivery. Box B-117, BROADCASTING.

Just about to get out of Army. Looking for medium market rock, M-O-R or country that's not afraid of personality. Have third endorsed, college degree, experience, both radio and TV. Available mid-March. Box B-119, BROADCASTING.

Program director with numbers, from Southern California is looking for new gig. Willing to relocate if money is good, or conditions are good. Interested in Southwest, Midwest, or Canada. Progressive or contemp. MOR. Call Ken, 1-714-442-7081. Let's talk.

DJ, Announcer, 3rd endorsed. CSB grad. Creative, mature, willing to work hard. Full, part time. N.J., Pa. area preferred. Call Mike collect after 6 p.m., 201-545-9770.

The economy got me, due to cut backs I will be laid off at KROY in Sacramento. I am super creative, good phone bits and a different type of top forty personality. Bill Brill, 719 Fifth Street, Sacramento, CA or call 916-927-4274.

Beautiful music EZ. Washington, D.C. announcer desires permanent move to New England AM-FM. Salary secondary to right offer. Third endorsed. Top references. Resume, news, commercial tape. Phone 301 320-4664.

Six years experience. Looking for production position with some air time. Top 40 or MOR. Not opposed to all night shift at right station. Just received Associate Engineering Degree. First phone, 26, married. Dick Houser, 1210 St. Ann Street, Owensboro, KY 42301.

Announcer, 1 year experience in all station duties. 3rd FCC. Good morning man! Male, 19, single. Clare Hanson, R2, Welch, MN. 612 388-3967.

I am a rock gospel cooker. Seeking salvation through a rock or soul format. Interested in production and nights. Will relocate. Jonathan Boone, Richmond, VA 804 320-3292.

Cookin' Top 40 PD-DJ, 5½ years experience, seeking DJ gig with large or medium market rocker. All-nite alright. Prefer south. Call 717-762-9191 between 3-5 p.m. Ask for Ken.

Situations Wanted Announcers Continued

Sports minded, year's experience all phases broadcasting. Play-by-play; tight board, any format. Prefer west of Mississippi. College grad, 3rd endorsed. Dick Genet, Box 433, Clifton, AZ 602 864-9982.

DJ, third endorsed, limited commercial experience. Broadcasting school and college experience, call Gary 607 724-7687.

First phone cooker looking for stable organization. Available immediately. Go anywhere. Three years experience. Call Dan 607 797-1398.

Available: Country music jock and salesman, 1st class ticket, 13 years experience. Telephone 305-831-9363. Please ask for Rick.

I'm a man with all pluses—personality, intelligence, potential, and broadcasting is my thing. NYSAS graduate, third phone, and willing to relocate. Write or call before some smart fellow beats you to it! Box B-99, BROADCASTING.

Situations Wanted Technical

1st phone eng/ann. seeking air-shift and/or assistant chief position. Exp. in 50 kw AM directional, FM stereo, SCA currently working in major market. Box B-98, BROADCASTING.

Engineer with first class license. Larry Scott, 408 East Altadena Dr., Altadena, CA 91001.

Situations Wanted News

27-year old woman reporter with six years major and medium market TV and Radio experience seeks position with well established news team. Currently employed as on-air-anchor reporter. B.A., M.A. Box B-7, BROADCASTING.

Medium market news director wants to be back on the street. Former statehouse reporter, wire service experience, MA in communication. Box B-82, BROADCASTING.

Excellent female reporter with solid experience seeks medium market staff position in small market news directorship. Northeast preferred. Box B-84, BROADCASTING.

Southern Indiana college student seeks part-time newscaster/announcer position. Any format. Available Thursday, Friday, Saturday, Sunday. Tapes. Jack Messmer, 707 East 8th, Bloomington, IN. 47401.

Love of the media, intended dedication to, and willingness to do a job has this 1973 Notre Dame grad seeking first news job. Assistant news director student station, responsible. Mark Derringer, 716 634-4817, 75 Morningside Lane, Buffalo, NY 14221.

News director-operations manager, major-medium market. 15 years experience, 1st phone, McLendon trained, will relocate. Charles Beach, 4020 Holland, #212, Dallas TX, 1 214 521 7877.

Professionally trained beginner seeks position in news or public affairs. M.A. in English—former English teacher. Broadcasting school grad with third endorsed. Will relocate. Roger Moyer, 349 Franklin Street, Quakertown, PA, 215-536-6089.

Twenty years in radio-news-talk-writer-production-excellent salesman on air or on street. Prefer long-time location in Florida or Gulf Coast. Heavy stock car announcing background. Will consider southeast. El Roy Lee, P.O. Box 3910, Omaha, NE 68103.

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.

Accomplished programmer available immediately to turn your station around—contemp, MOR, gold, etc. First class experience, including 50 kw top ten market. Finest references. You've got nothing to lose: even if you don't hire me, you'll have yourself a free professional consultation. No air work. Box B-30, BROADCASTING.

Creative "modern country" programmer presently employed in large, competitive market seeks new challenge. Proven track record and top references. All offers considered! Write Box B-57, BROADCASTING.

D.J./music director, with a first ticket looking for a change in atmosphere. Super tight board, good sounding voice. Now serving as chief operator, music director, and D.J. on a small station. Have potential of being a super programmer. All inquiries answered. Box B-60, BROADCASTING.

Major market air personality with successful programming experience and excellent references. Seeks major or medium market rock programming gig. Take charge PD with working knowledge of budgets, FCC rules, and administration. Heavy in research and strong community image. Reply Box B-90, BROADCASTING.

All-round radio-TV pro available. Solid program director, administrator. Excellent interviewer, talk show host, communicator. Creative copy, production. Background includes station management. Presently highly successful in sales, but want back in broadcasting. Ed Spiegel, 501 Bensel, Landing, NJ 07850.

Situations Wanted Programing, Production, Others, Continued

Experienced PD available medium market preferred. Active small acceptable. Top 40—MOR—Cross Country can relocate easily, all areas considered. Some TV. Top references. 505-873-1328. PD, 2329 Foothill Dr. SW, Albuquerque, NM 87105.

Available in June. BA degree with nine years experience in small and medium market. Radio and TV looking for a job in management, programing, production. Currently teaching. I want broadcasting full-time. Third endorsed. 308 743-2251.

TELEVISION

Help Wanted Technical

Opportunity for aggressive, quality conscious engineer to supervise technical phases of color TV productions in a large southeast production center that produces programs for national and regional distribution. Would supervise staff of video and audio technicians and be responsible for overall technical quality. Good opportunity to get in on design and construction stages of new \$7.5 million production center. Paid hospitalization, 3 weeks vacation plus 12 paid holidays per year. Salary range \$10,000 to \$14,000. An Equal Opportunity Employer. Send detailed resume to Box A-181, BROADCASTING.

Need qualified maintenance engineer. Transmitter experience a must. Equal opportunity employer. Send complete resume and salary requirements to Box A-220, BROADCASTING.

New England area—require one TV transmitter technician, comfortable mountain-top duty. Also one studio technician. Full color plant, latest equipment. Experience preferred, others considered. Excellent fringe benefits. Send complete resume and salary requirements. Equal opportunity affirmative action employer. Box B-114, BROADCASTING.

WDEF AM-FM-TV, Chattanooga, TN. Has immediate opening for chief engineer. Need person capable of taking full responsibility for quality operations of number 1 radio and TV stations in market. Good opportunity and benefits with group broadcaster. If interested send resume and salary requirements to Wm. M. Dunaway, WDEF-TV, 3300 Broad St., Chattanooga, TN 37408. An equal opportunity employer.

Engineer for university instructional studios. Maintain monochrome TV, small FM. Salary to \$13,000. Affirmative action, equal opportunity employer. 517 774-3852.

Experienced first phone transmitter and studio technicians for 2 new Idaho (hunt, fish, ski) VHF's. Send resume to Dir. of Engineering, Box 87, Nampa, ID 83651.

Help Wanted News

News and public affairs producer for Northeastern state Public Television Network. To produce nightly live news and public affairs half-hour, and supervise team of reporters. 3/4 years experience, plus 3/4 years journalism experience (either print or media) required. Salary open. Box B-6, BROADCASTING.

News director—top level, national status extraordinary opportunity. Box B-66, BROADCASTING.

Sportscaster, for medium sized southeastern market. VHF. Good starting salary and benefits for the right person. Send resume to Box B-80, BROADCASTING.

Action reporter. Journalism background. Someone who can solve community problems. Some action related media experience desired but not mandatory. Must be able to step in and take over. Send all information to Robert McMullen, WFRV-TV, Box 1128, Green Bay WI 54305.

Experienced broadcast journalist needed by growing news operation. Must be good on-camera and should have some film experience. VTR desirable. Send salary requirements and resume first letter to: Vince Daube, Pgm. Mgr., WICD-TV, 17 E. University, Champaign, IL 61820. An equal opportunity employer.

Help Wanted Programing, Production, Others

South Fla. station now accepting applications for photographers. Journalistic background and 1 yr. minimum of 16mm TV newfilm experience required. Equal Opportunity Employer. Send resume to Box B-37, BROADCASTING.

Promotion manager for PBS station in southeast. Creative, energetic, experienced in publications, advertising, copywriting, on-air, PR, development, and supervision. Send resume, references, and salary requirements. Box B-121, BROADCASTING.

Professor to teach production, direct telecommunication curriculum and work on nationally distributed program. Must have graduate degree and substantial experience in commercial TV. Call/write Robert Primrose, Oral Roberts University, Tulsa, OK 74102. Phone: 918-743-6161.

Help Wanted Programing, Production, Others, Continued

Art director for Northeast State Public Television Network. Responsible for station visual image, production of television graphics, set design and design of related print materials. Commercial art background needed. Experience in photography valuable. Salary open. Send resume and salary requirements to New Hampshire Network, Box Z, Durham, NH 03824, c/o David H. Paige.

Situations Wanted Management

General manager, 5 years experience in top 50 market. 38, degree in business administration with ability to motivate. Ready for new challenge. Box A-188, BROADCASTING.

Dynamic sales manager seeks larger market opportunity. In my 2 years as sales manager this station has shown an excellent increase in billings. 30 years old, marketing degree. Box A-191, BROADCASTING.

Number 1 salesman in medium market with proven track record. Now ready for sales management. 2 years in this market, 29, with 4 years selling experience and degree. Box A-193, BROADCASTING.

General manager, 4 years sales management, 2 years as GM. Desire more challenging opportunity in large market. With current income at \$28K, I'm a bargain. Box A-194, BROADCASTING.

Executive vice president-general manager for larger market station or group. Thoroughly experienced all phases; all levels. 30 years includes 9 in radio; 21 in television. 47. Specialist in competitive programing, sales (national and local), production, promotion, community-involvement, management-troubleshooting; corporate administration and development. Nationally recognized as honest, aggressive, quality competitor-industry leader. Can produce substantially-increased profits and enhance prestige and value of your properties. Accustomed to formidable challenges and much responsibility. Box B-85, BROADCASTING.

Traffic manager, working in top 10 market wants to relocate. Experienced with both manual and automated systems. Box B-95, BROADCASTING.

TV production manager/executive producer ready to roll again. Been vacationing in Florida. Experienced with all agency and broadcast operations in active VHF medium market. Box B-110, BROADCASTING.

Situations Wanted Sales

Energetic, media-minded, well-poised human being with 2 yrs. professional TV/print experience wants to break into sales. Willing to relocate. Box B-115, BROADCASTING.

Situations Wanted Announcers

Weather-caster, announcer Washington, D.C. fifteen years. Desires permanent move to medium, small eastern market. Salary secondary to right offer. Top industry references, resume, VTR. Phone 301 320-4664.

Situations Wanted Technical

First phone three years experienced studio engineer, director switcher of newscasts, commercials, seeking permanence. Box A-98, BROADCASTING.

Combo—strong technical (2½ years), stronger production (7 years, + on-air), strongest communicating with p-people (27 years), VN vet (AFRTS) BSB, AS. BL(EL) Tech. Qualified, stable. Willing to travel: want to move. 813 971-3969. Box B-111, BROADCASTING.

Situations Wanted News

Experienced anchorman now working in top 40 market. Excellent newsmen, but presentation is my forte. Box A-190, BROADCASTING.

Photojournalist—Six years TV film experience, last two as chief photographer. Seeking station with film-oriented newscasts only. Reply Box A-242, BROADCASTING.

Young, aggressive newsmen desires top-notch station he can grow with. If you want youth, dedication, and professionalism rolled into one, I'm your man. Can shoot own 16mm photography. write, edit, and do standup—professionally. Box B-29, BROADCASTING.

Currently news director, midwest top 20 market, net affiliate. Corporate budget cuts cause desire to move elsewhere. Seven years previous experience—all facets TV news with major New York TV (network) news departments. Looking for news director, executive producer, producer slot in top 15 markets. Salary not important, but a challenge and firm station commitment to news is. Write Box B-61, BROADCASTING.

TV-AM-FM reporter in Florida major market wants less experience and more money. Will relocate south-east area. 10 years plus Asian correspondent. Box B-62, BROADCASTING.

Situations Wanted News Continued

Meteorologist: BS degree in Meteorology, 7 years forecasting experience, severe weather radar qualified. Other weather experience includes tropical storm recon & weather modification. Have worked with two TV Meteorologists. Age 30, available Apr 1, resume and references. Box B-81, BROADCASTING.

Feature reporter/photographer, air experience. Four years television, newspaper. BS journalism, 23, married. References, resume, tape. Box B-87, BROADCASTING.

Newsman, sportscaster available now. PBP all sports. Great knowledge. Resume, audio, VTR available. Box B-94, BROADCASTING.

Sharp, versatile, creative. Want to translate unique public service background into news/public affairs with progressive community-minded station. Experienced TV, film. On-air talent potential. Executive ability. Box B-108, BROADCASTING.

Challenge me, to anchor/report for you. Persistent, aggressive, six years anchor, investigative reporter, news director, talk host in radio-TV. Good looks, personable delivery, relocate anywhere. M.W., 1209 Mulford, Evanston, IL 60201.

Aggressive, bright journalist. Male, 25, BJ, MA—radio/TV/print reporting experience. National/international experience. Dedicated. VTR. 219 287-4357.

Situations Wanted Programing, Production, Others

TV program manager ready for greater responsibility. Successful in sales for two years, but programing is my thing. Have programed both independent and network affiliates in medium markets. 35 years old with degree. I make things happen. Box A-189, BROADCASTING.

TV promotion manager with 6 years experience in group owned operations. Built an excellent image for my top 50 station and can do the same thing for yours. Box A-192, BROADCASTING.

CATV Station Engineer wants broadcast studio position with promise. Color experience. 3rd endorsed, working on 1st phone. Resumes. Box B-49, BROADCASTING.

Professional artist, 29, seeks production or graphics position with educational or commercial TV station. Photographer, cinematographer, MFA in printmaking. Doctoral candidate in Television Directing at U.C.L.A. Family man, will relocate. Salary open. Please write or call: Anthony Miller, 4037 Sunset Drive, L.A., CA 90027. 213 664-3565.

All-round radio-TV pro available. Solid program director, administrator. Excellent interviewer, talk show host, communicator. Creative copy, production. Background includes station management. Presently highly successful in sales, but want back in broadcasting. Ed Spiegel, 501 Bensel, Landing, NJ 07850.

CABLE

Situations Wanted Management

Sales/Programing for Local Organization. Extensive Sales and Management background in Cable, Television, Radio. Thorough knowledge of all phases of Programing. Capable announcer, including play by play. First Class license. Experienced, mature, cost-conscious and budget oriented. Box A-69, BROADCASTING.

Situations Wanted Programing, Production, Others

I believe in Cable, 73 grad, excellent ½ Inch credentials, great programing ideas. Looking to work hard, strong public affairs, sports. Will sell too. Box B-68, BROADCASTING.

WANTED TO BUY EQUIPMENT

Wanted G.E. color camera, PE-350 or updated PE-250 KXON-TV, Mitchell, SD 57301.

Wanted: Synchronous Q-Prompter equipment. 12" size required. Contact C. Schuerhoff, WGBH-TV, Boston, MA 02184. Phone 617-868-3800.

Wanted: Used RC 1000 T remote unit. Call Dennis Ciapura—WLAK Radio, Chicago 312 787-4511.

New England's largest and most under-financed carrier current station is alive and well and living in Boston. We're in desperate need of any good used equipment. Help us, it's tax deductible! Jeff Messerman WTBU, 30 Bay State Rd., Boston, MA 02215. 617 353-6400.

Wanted To Buy Equipment Continued

Nonprofit CAFM station at Ohio University wants any kind used equipment. Tax exemptable. All Campus Radio Network, College Street, Athens, OH 45701. 614 594-6291.

Send us your old boards and turntables collect; we'll send you a tax-deductible receipt for their full market value. Calvary Temple, 1902 Tropic, Titusville, FL.

We need used 250, 50, 1 kw, 10 kw, AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

Building educational FM from scratch. Will pay freight on any equipment you send as tax deductible gift! Nazarene Bible College, Box 4746, Colorado Springs, CO 80930.

FOR SALE EQUIPMENT

Transmitters: RCA TT6-AL, GE TF3B amplifier, RCA TT5, good condition. Box B-38, BROADCASTING.

For Sale 5000-78 and old 45 RPM records. KGV, Greenville, TX 75401.

RCA BA6 limiter, Gates Sta-level, Kahn symmetra peak, Lapptower insulator, oscilloscopes, plus other gear. Write for list, prices. KZIA, Box 25166, Albuquerque, NM 87125.

RCA 8TR-20C remote control system complete. Uses two DC pair. System includes transmitter and receiver units, six DC amplifiers, remote meter panel. No interface devices. We reserve the right to reject all offers. Contact: Paul Baumgartner, C. E., WCMU-TV Central Michigan University, Mt. Pleasant, MI 48859.

Gates BC-1F Transmitter, operational—removed from service Jan. 7, 1974. Many new components, solid state power supplies. Tuned 980 kc—2 xtls 50 ohm output. WITY Radio, Danville, IL 217 446-1312.

Complete Mosley remote control system, type WRC 10T. Complete with all sampling units. Excellent condition. WKOK, Sunbury, PA 717 286-5838.

3KW ERP Xmitter line, antenna, 10 channel stereo board. \$4500 or separate. On air at WTAO. 618 687-2000.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

Used transmission line, 4 years old, 500' of 6 1/4" 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.

FM Di-Flexer. Two FM transmitters (up to 25kw each) into one line, into one antenna through this used special Jampro FM diplexer at about 1/4 of original cost. \$5,000. Schafer International, 1355 Harbor Dr., San Diego, CA 92101. Tel 714-236-1200.

Demo and Used Equipment: Consoles, Tape Recorders, Cart Machines, Marti Remote Pick-up and Studio Transmitter Links—Dyma Engineering, 505-758-2686.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8057, Pensacola, FL 32505.

Heliast. styroflex. Large stock—bargain, prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

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Make superb black and white pictures with the GE PE-29 41/2 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.

COMEDY

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America's favorite wino has 13 weeks of booze and tips. Fearless Fremish, Box 888, State College, PA 16801.

MISCELLANEOUS

Airchecks, auditions duplicated. Recorder, 862 East 51st Street, Brooklyn, NY 11203. 212-451-2786.

Miscellaneous Continued

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.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more; Write: Command, Box 26348, San Francisco 94126.

Boost local time sales with compelling mail promotions. Baughan, postbox 1426, Plainfield, NJ 07061.

Professional Copy Help you can depend on each month. Ideas, leadins and 30 to 60 second commercials, especially prepared for small or medium markets, but helpful in largest markets. Write for details, or send \$5.00 for sample issue for which you will receive credit on a six or 12 month subscription. Coast to Coast. Continuity Service, P.O. Box 7533, Little Rock AR 72207.

"Real Estate News-Scope" new, a 3-minute across-the-board news and information feature (copyright pending). Ideal for sponsorship by any local real estate-oriented firm. Topics and material are current, timely, useful. Top quality offering—strictly professional rates. Limit, one station per market. Write for details: The Woodard Agency, 16 W. Mission Street, Santa Barbara, CA 93101.

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Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Job opportunities and announcer-d.j.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin March 25th, April 29th. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401; phone 703-373-1441.

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,*** 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta**, 51 Tenth St. et Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston***, 3518 Travis.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in New Orleans***, 2940 Canal.

Elkins in Oklahoma City, 5620 N. Western.

Elkins in San Antonio**, 503 S. Main.

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

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Instruction Continued

Need a 1st phone and practical training? The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't settle for Q&A or second best courses. Our next class starts on Feb. 25, 1974. For information call or write Don Martin School of Communications, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

Enter America's most unique and practical broadcast announcer school. Three months training on two commercial radio stations! Three months actual experience that counts when you apply for your first job. Third class radio telephoto license with broad endorsement training. Placement assistance. Small classes! Bonded! Certified by NM State Board of Education. Approved for Veterans. Classes year around; June 1st, Sept. 2nd, Jan. 2nd, April 1st. Enroll now! Write Dave Burton, Mgr., School of Broadcast Training, 317 West Quay, Artesia, NM 88210. 505-746-2751.

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Help Wanted Management

We Search You Select

We find outstanding candidates for any position above \$12,000 per year in radio, television, or CATV.

Send in our coupon or call Rick Davenport at (312) 693-6171 for management, sales, programming, promotion, engineering, or financial people.

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Company _____
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City _____
State _____ Zip _____
Telephone _____

We want the cream of the crop! . . . and so do our clients. That's why, if you are a young and successful radio or television account executive with management potential and a burning desire to get ahead, we want to hear from you—now. Call Rick Davenport, Management Consultant at (312) 693-6171.

Help Wanted Announcers

MORNING PERSONALITY

Contemporary sound in large Midwest market. Salary range \$10,000 to \$12,000. Rush picture and resume to:

Box A-234, BROADCASTING

Help Wanted Sales

National trade publication headquartered in Washington, D.C. looking for a sales manager who knows how to sell advertising space. We are not interested in a desk jockey. We want a front line performer. We are broadcast oriented (29 years): stations, services, cable tv, consumer electronics. Some travel involved. Substantial base pay with commission incentive at the start.

Send resume and recent photo.
Box B-100, BROADCASTING

Help Wanted Production, Programing, Others

Leading Beautiful Music Syndication Co. seeks young but experienced programing person for 2nd unit Beautiful Music Service.

All replies held in strictest confidence.

Send detailed resume to:

Box A-109, BROADCASTING

PROGRAM DIRECTOR

Opportunity to program an established metro rocker. Excellent five figure salary and fringe. All replies confidential. Send resume and photo to:

Box A-233, BROADCASTING

Situations Wanted Management

RADIO EXPERIENCE

GM of one of country's powerhouse radio stations. GSM of one of country's top billing radio stations. Bottom line oriented. Professional. Thoroughly conversant all phases of operation. Available immediately. Looking for rewarding challenging job. Reply in confidence to

Box B-18, BROADCASTING

BIG DOLLAR\$?!

Experience proves ability to boost sales!

Expect G.M. future on performance. Let's go!

Box B-102, BROADCASTING

Working general or sales manager with capital to invest. Experienced all phases. M.A. first phone. Presently selling. Missouri-Illinois area preferred. Have done consulting work including frequency searches. Available immediately.

Box B-109, BROADCASTING

Situations Wanted Announcers

Air personality

MOR, Jazz, Classical Music. Proven record in major eastern seaboard stations and Armed Forces Network. Background includes management level positions; will consider same. This ad is placed by management with a desire to help talented employee who wishes a change. High recommendations.

Box B-14, BROADCASTING

BUY 1 GET 9

1st phone Col. Grad., DJ (best nights or early morn.), announcer, news, weather, production, engineer, accounting, payroll, accts. pay., and more. Mature, learn fast, sound business judgement. Prefer Chicago area, will accept West or Southwest. Need experience more than money. Carl Robbins, 1529 Pratt Blvd., Chicago, IL 60626, 312-338-6629. Will accept part-time evenings or weekends, Chicago area only.

TELEVISION

Help Wanted Management

Business Manager

Major group operator requires Business Manager. Opportunity for a person looking for increased responsibility and future with top company in a top ten market. Male and female applicants from all races are desired.

An Equal Opportunity Employer. M/F
Box B-105, BROADCASTING

ASSISTANT COMPTROLLER OR BUSINESS MANAGER

If you want to move ahead, know T.V. or radio billing and accounting, and can travel, we have a position for you. Kaman Sciences Corporation needs a customer service representative to help install the BCS computerized billing system in broadcast stations throughout the country. No computer experience is necessary. Salary commensurate with experience with excellent company benefits and all expenses while traveling.

Call or write Jack Finlayson, Manager, Broadcast Computing Services, Kaman Sciences Corporation, P.O. Box 7463, Colorado Springs, Colorado 80933, Area Code 303/598-5880.

An Equal Opportunity Employer Male/Female

Help Wanted Sales

MAJOR NATIONAL TV REPRESENTATIVE

Interested in young, ambitious account executives experienced in local market selling for additions to New York and Chicago sales teams. Send detailed resume. Confidential to:

Box B-113, BROADCASTING

You belong in

Broadcastings

The newswave of broadcasting and allied arts

1735 DeSales St., N.W.
Washington, D.C. 20036

Help Wanted Technical

Wanted—Traffic or operations person to install BCS Computerized Traffic Systems in major stations throughout the country. No data processing experience is necessary but would be advantageous. Must have experience in sales service, traffic or operations and be able to travel. Salary commensurate with experience with excellent company benefits and all expenses while traveling.

Call or write Jack Finlayson, Manager, Broadcast Computing Services, Kaman Sciences Corporation, Post Office Box 7463, Colorado Springs, Colo. 80933. Area code 303/598-5880.

An Equal Opportunity Employer Male/Female

Help Wanted Programing, Production, Others

ART DIRECTOR FOR TV STATION

Here is a great opportunity for an Art Director to take over the graphics and slides and on-air look for a TV station in one of the top 10 markets. Salary open. Please send resume and samples of original artwork. An Equal Opportunity Employer.

Box B-88, BROADCASTING

PROGRAM MANAGER/PRODUCTION SPECIALIST

TV station in one of the top ten markets is looking for a Program Manager with heavy emphasis on Production capabilities. Great opportunity. Salary open. Please send resume. An Equal Opportunity Employer.

Box B-89, BROADCASTING

Situations Wanted News

SPORTS DIRECTOR

Topflight, experienced pro, currently employed metro market UHF, seeks sports-active TV or Radio/TV combo. PBP all sports, Talk show, Daily sports reports, etc.

Top references, audio tape, 2" color VTR available.

Box B-92, BROADCASTING

Employment Service

Weekly, Nationwide Employment Listings for Radio & TV including PD's, DJ's, News, Sales & Engineers.

\$1.50 per issue
\$5.00 per month
\$12.00 3 months

Cash with order, please

Job Leads

BOX 61

LINCOLNDALE, N.Y. 10540

Miscellaneous

ATTENTION —RADIO STATIONS —TV STATIONS

WOULD YOU BE INTERESTED
IN A P.I. DEAL THAT PAYS
YOU 100% ON LEADS...???

FOR INFORMATION
CALL COLLECT
317/257-1359

For Sale Stations

Major market, grandfathered, Class B-FM with super power. Excellent rating, good billing record, good profits. Midwest location. Good, upside potential.

Box B-9, BROADCASTING

Midwest, major market daytimer with standard sign-on. Ideal owner/operator situation. Good manager could buy minority position and operate immediately. Needs management experienced in tight operation.

Box B-10, BROADCASTING

Major market Florida radio station with good profits and excellent ratings. Priced at 14 times last year's cash flow and 11 times this year's projected cash flow. \$2,000,000 cash. Station can be expected to continue explosive growth over next five years. Rated #1. Principals, only.

Box B-11, BROADCASTING

SOUTHERN CALIFORNIA GLAMOUR MARKET!

Profitable. \$400,000. Terms. Principals only—no brokers.

Box B-70, BROADCASTING

Major Midwest market. 10 kw—AM & FM. Includes 10 acres, attractive offices and facilities, & FAA approval for sufficient tower hgt. . . . \$650,000 all assets.

Box B-104, BROADCASTING

STATION OWNERS

ONE BUYER is all that's needed for the profitable sale of your radio or TV station, so why tell the world? We know how to find and sell that buyer for you. That's why we're growing so fast, and why clients call us "America's most creative media brokers." Call us for a truly confidential discussion. (This is where the action is!)



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Profitable fulltime AM. Good climate Southwest all-season, fast-growth tourist area with industry balance. \$190,000.00 with \$55,000.00 down. Will discount for cash. Qualified applicants contact owner at

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FM \$ 135,000
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Florida	Small	Fulltime	250M	Terms	West	Major	AM FM	1.2MM	29%
SE	Small	FM	130M	25%	NY	Metro	Profitable	350M	29%
East	Suburban	Profitable	825M	Cash	MW	Major	Daytime	550M	Cash



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BROADCASTING'S CLASSIFIED RATES AND ORDER FORM

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Effective January 1, 1974, BROADCASTING will not forward audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number. All material sent to BROADCASTING for forwarding will be sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

—Help Wanted, 40¢ per word—\$5.00 weekly minimum. (Billing charge to stations and firms: \$1.00).

—Situations Wanted, 30¢ per word—\$5.00 weekly minimum.

—All other classifications, 50¢ per word—\$5.00 weekly minimum.

—Add \$1.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All others \$40.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

Tom Cookerly: nothing but being the best

Tom Cookerly might have made it big at Hertz. Not that the rent-a-car business has much in common with TV—except for a calm acceptance of the fact that striving to be number one is the only way to live.

"I was used to being number one," says Mr. Cookerly, who joined WMAL-TV last year as general manager after nearly 20 years with WBT(TV) Charlotte, N.C., "and I was not about to settle for being number three or four. It was just a matter of how we were going to get there."

One key to "getting there"—an objective neared but not clearly won—involves the implementation of a management philosophy that grew out of his experience at Jefferson-Pilot Broadcasting's WBT(TV). Beginning in the WBT(AM)-WBT(TV) promotion department in 1952, and progressing through sales ranks to become general sales manager of WBT(TV) in 1961, Mr. Cookerly had ample opportunity to view the interdepartmental workings of local TV. "Salesmen used to have to go out and sell the client, come back in and sell the program department on carrying a particular program and then sell somebody else on making the commercial," he says of his ground-level view of station operations.

Departmental interdependency learned in sales became a central tenet of the management philosophy—"participatory management" he calls it—he carried with him when, in 1966, he was tapped for the post of managing director at WBT(TV), and later, in 1969 at Jefferson Productions, a TV production subsidiary of Jefferson Standard Broadcasting.

In managing WBT(TV) and Jefferson Productions, Mr. Cookerly used the same strategies he was later to apply at WMAL-TV. But in the less competitive Charlotte market, it was a matter of "fine tuning—working very hard to make a good station better." It was the challenge of managing a station in one of the most competitive markets in the country, the fish-bowl of the nation's capital, that made Mr. Cookerly decide to leave Charlotte.

When he joined WMAL-TV in 1971, the first item on his agenda was to revamp the station's organization so that he could get input from every department head in over-all decision-making; in turn, they would actively solicit suggestions from staff reporting to them. His reasoning? "Running a television station has become so complex that no one person can do it." Beside that, participatory management stimulates greater involvement by station personnel and pays off in some "darn good ideas," according to Mr. Cookerly.

Participatory decision-making as a



Thomas B. Cookerly—general manager, WMAL-TV Washington; b. Aug. 4, 1927, Minneapolis; Army Air Force, 1945-46, B.A., business administration, Duke University, 1950; field advertising department of Procter & Gamble, 1950-52; joined WBT(AM)-WBT(TV) Charlotte, N.C., promotion department, 1952; WBT sales department, 1952-1953; WBT(TV) sales department, 1953-1961; general sales manager, WBT(TV), 1961-1965; managing director, WBT(TV), 1966-67; VP-managing director, WBT(TV), 1967-69; VP-managing director, Jefferson Productions, 1969-1971; present post, October 1971; m. Mary Ann Morris, 1953; children: Clay, 18; Carol, 17; Janet, 14; Ann, 3.

management style naturally follows Mr. Cookerly's personal style. He's easy-going, warm, on a first-name basis with everyone at the station.

Pretentiousness doesn't fit into his way of doing things. It's a well-kept secret that Tom Cookerly originally was known as Thomas Bourne Cookerly III. The story has it that as a raw recruit, Mr. Cookerly volunteered to escort a group of POW's back to Germany at the end of World War II. The staff sergeant, master sergeant and first sergeant all looked on as the rookie signed his name to the necessary papers. Holding up the document for the prisoners—and fellow officers—to see, the first sergeant taunted: "Oh boy, everything's going to be fine, gentlemen, because you're going to be in the hands of Thomas Bourne Cookerly III." Neither the Bourne nor the III has been heard of since.

Despite his low-profile, understated approach, Mr. Cookerly displays a quiet confidence in himself—and, equally important, in others.—"It's a lot tougher job when you put your faith in other people, but that's what Tom's 'participa-

tory management' is all about," says one colleague.

"Of course you can hang," says Bob Finke, general sales manager, "but the opportunity to do your job is fantastic."

When Mr. Cookerly joined the station there were personnel changes. "I made some shifts to put round pegs in round holes," Mr. Cookerly said. And as for his hiring policy, the one thing newcomers had to exhibit was the "desire to excel."

"We took a hard look at what the station was doing in those areas we could control," he said, "and decided to build out from our strength." WMAL-TV, an ABC affiliate, makes a strong showing during network evening programming hours, but was coming in fourth in the 4-8 p.m. local programming slot. As a result, the station beefed up its afternoon movie with a budget boost, a new host and a money-giveaway segment; made changes in the local news and, in general, provided a more people-oriented programming.

Becoming more people-oriented meant getting more involved in the community. For two years the station has sponsored an on-air drive to collect clothing for metropolitan area children. The station's 10½-hour *Clothe-a-Thon* took cameras into the station parking lot for interviews with local citizens as they deposited contributions for the drive, which netted 21,000 pounds of clothes and \$46,000. "That was real people-to-people television that involved 'folks,' people in the suburbs, people in the city, black and white," said Mr. Cookerly.

Typical of the Cookerly approach, the commitment to success in local news preceded the nitty gritty of how to achieve it. "We made a commitment we were going to be number one in news." Then followed specific strategies—increased budget, doubled film capacity, and again, the people-oriented image. Out of that last focus came such consumer-oriented features as a series on auto repair rip-offs, TV set repair and exposés on fast-food restaurants and meat processing. "We let the network handle the national issues," says Mr. Cookerly, "and aim our local news toward what affects the average viewer on a day-to-day basis."

While he admits the news competition is still neck-and-neck in Washington, he points out that WMAL-TV has come from behind in local early-evening news, going from a 7 metro rating and 78,000 homes a year ago, to a 12 metro rating and 138,000 homes in the November 1973 Nielsen sweep. That puts the station firmly in contention in one of the most competitive TV news markets in the country. "I think that's frankly remarkable," he says. "Some was maybe luck," he concedes with a grin that says he doesn't believe it, "But there are a lot of reasons for it too."

Editorials

Waiting with the noose

Senator John McClellan (D-Ark.) sent shudders through the publishing establishment last week by announcing an interest in federal legislation to create a fairness doctrine for newspapers. The senator said action would depend on the outcome of the *Miami Herald* case, now before the U. S. Supreme Court, which may test the constitutionality of a Florida statute requiring newspapers to give space to political candidates whom the papers have attacked.

If the court decides that the state law is constitutional, said Senator McClellan, the Congress should adopt one like it for the nation. With the senator's proposal now on the record, publishers everywhere will realize that they must win the *Herald* case if they are to avoid the hobbling regulation that broadcasters have suffered all along.

It would be nice to think that in these circumstances the publishers would take the larger view and argue their case on broad First Amendment grounds, asserting their own and the broadcasters' rights to be free of "fairness" regulation and enforcement. There may, however, be a temptation — if the instinct of self-preservation gets the upper hand — to argue that broadcasters are entitled to a lower form of constitutional protection because of the government's licensing power and that only the old-fashioned press is owed the old-fashioned freedoms. That argument, if accepted by the court, could put broadcasters in worse trouble than they are in.

More than ever broadcasters have reason to intercede in this case — on the side of the general application of the First Amendment to all organs of journalism. More than ever they have reason to amass the best legal help they can get. An adverse decision in the *Herald* case could extend the repressive findings of *Red Lion* and intensify the urge of federal regulators to become the editors of the air.

The great put-on

In another attempt to cultivate his image as the scourge of the tobacco interests and guardian of the public health, Senator Frank Moss (D-Utah) has petitioned the Consumer Products Safety Commission to prohibit the sale of cigarettes containing more than 21 milligrams of tar. He has argued that the restriction is necessary to save Americans from themselves. Cigarette consumption is increasing, and so is the incidence of lung cancer. The urgent need now, according to the senator, is for a safer cigarette.

But wait a minute. Isn't this the same Senator Moss who was a leader in the legislative movement to prohibit cigarette advertising on radio and television? Whatever happened to his promise that the elimination of broadcast advertising would remove the inducement to smoke? You'll never get the answer from the senator, who has remained steadfastly silent about the broadcast advertising ban whenever deploring the latest evidence of gains in cigarette consumption.

Inadvertently, however, the senator has furnished continuing evidence of the absolute failure of his antibroadcast legislation to attain its stated aims. In support of his petition to the safety commission he cited Federal Trade Commission figures showing that cigarette sales and per capita consumption have risen markedly since the broadcast ban was imposed. A few days later Mr. Moss inserted in the *Congressional Record* a speech by Luther Terry, former surgeon general, saying that although the percentage of smokers in the total population is on the decline,

there are signs "that our youth, especially girls, are starting to smoke at younger age and possibly in an increasing incidence." How's that again? Wasn't it broadcast advertising that made youngsters start smoking?

The longer the ban goes on, the more clearly it is revealed as one of the slickest legislative ploys a group of businessmen ever worked on the Congress. The major cigarette manufacturers maneuvered the broadcast advertising ban — which they could never have arranged by themselves without an automatic antitrust conviction — as an alternative to harsher legislation. The result has been a division of the market among brands that existed at the time and a denial of entry to newcomers. For brand introduction, other media have proved wholly ineffectual.

Senator Moss, the professed champion of the littles against the bigs, must feel awkward in the knowledge that he was the handmaiden to the creation of a tobacco cartel. But then maybe he doesn't know it yet. Any more than he admits that the 21-milligram level of tar that he has sternly called for the government to enforce is already a standard in the industry. In the same speech that Mr. Moss inserted in the *Record* Dr. Terry reported that tar content, which used to average between 35 and 53 milligrams, was averaging between 14 and 29 in 1972, the last time he counted.

It may be unrealistic now to ask Congress to repeal the prohibition against broadcast advertising for cigarettes, but the pointlessness of that action may provide an argument against future excursions into legislation that discriminates against the broadcast media. If nothing else, the anticigarette-advertising act has proved that social problems can't be solved by hip shots at radio and television.

Growing pains

The National Cable Television Association is suffering internal disturbances. Some of its smaller members are complaining that the association has ignored their needs in deference to the bigger cable interests. Its biggest member, Teleprompter, is at odds with the association over the industry's position on pole rental fees.

But however tense the feelings at the moment, chances are the NCTA will survive. Trade associations have a way of outlasting membership dissents, usually because they adjust to the conditions that provoke controversy. Up the street from the NCTA is another trade association of longer tenure that has come through more serious family fights than the one now besetting the cable group. The National Association of Broadcasters has an eight-story building to show for its 50 often troubled years.



Drawn for Broadcasting by Sid Hix
"It's a message from the energy czar: 'Hold all cops-and-robbers car chases to 55 mph.'"



Rewarding replay

Knowing how the hours can drag for hospitalized veterans, Mark Ahmann, the Sports Director of the Lincoln Fetzer TV station, came up with an entertaining hour for them every week last fall.

Going to the Lincoln Veterans Administration Hospital, he showed veterans and their visiting families the film of the preceding Saturday's University of Nebraska football game. One of the outstanding Nebraska players accompanied him to answer questions following the films.

Helping people feel they're still in life's mainstream is part of Fetzer's total community involvement.



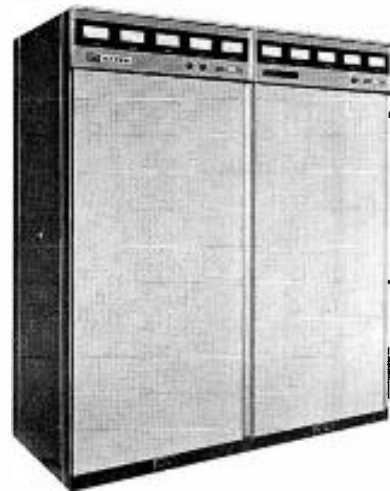
The Fetzer Stations

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

Three ways to spell leadership in transmitter engineering

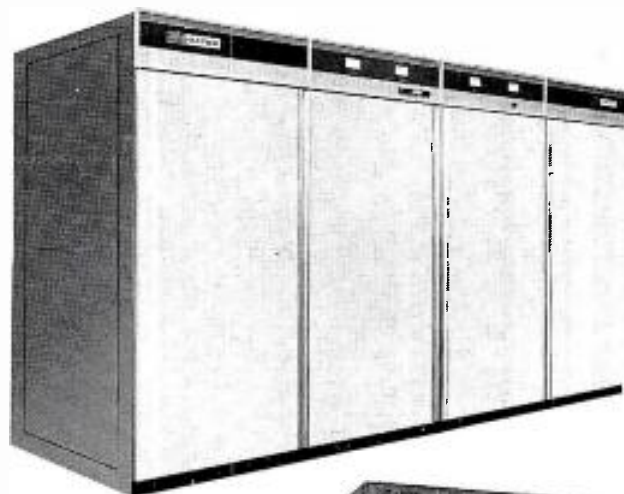
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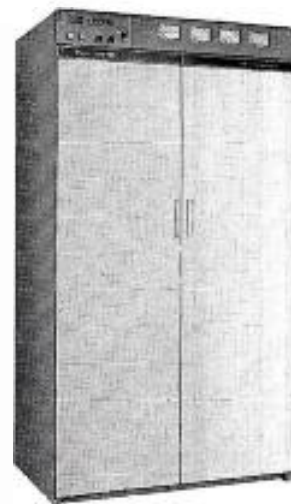
Pulse Duration Modulator

This exclusive, Gates-designed AM modulation system is nearly 90% efficient! Allows an overall efficiency of better than 60% in Gates' MW-50, 50 kilowatt AM transmitter.



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Gates was first with this FM design, where the oscillator operating at the transmitted frequency is modulated, thereby providing greater carrier stability and unsurpassed frequency response.



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