

FCC to take back new prime-time access rules?
Baseball on broadcasting: biggest year yet

Broadcasting Feb 25

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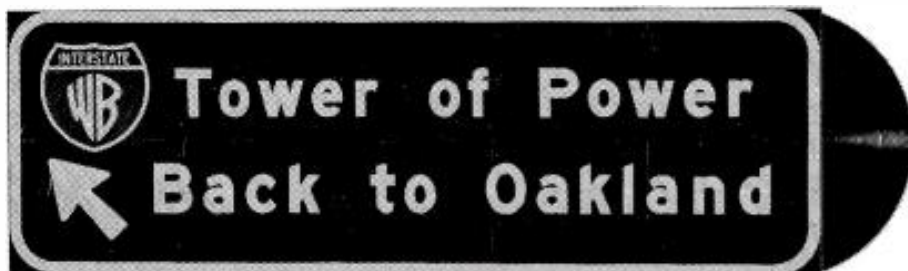
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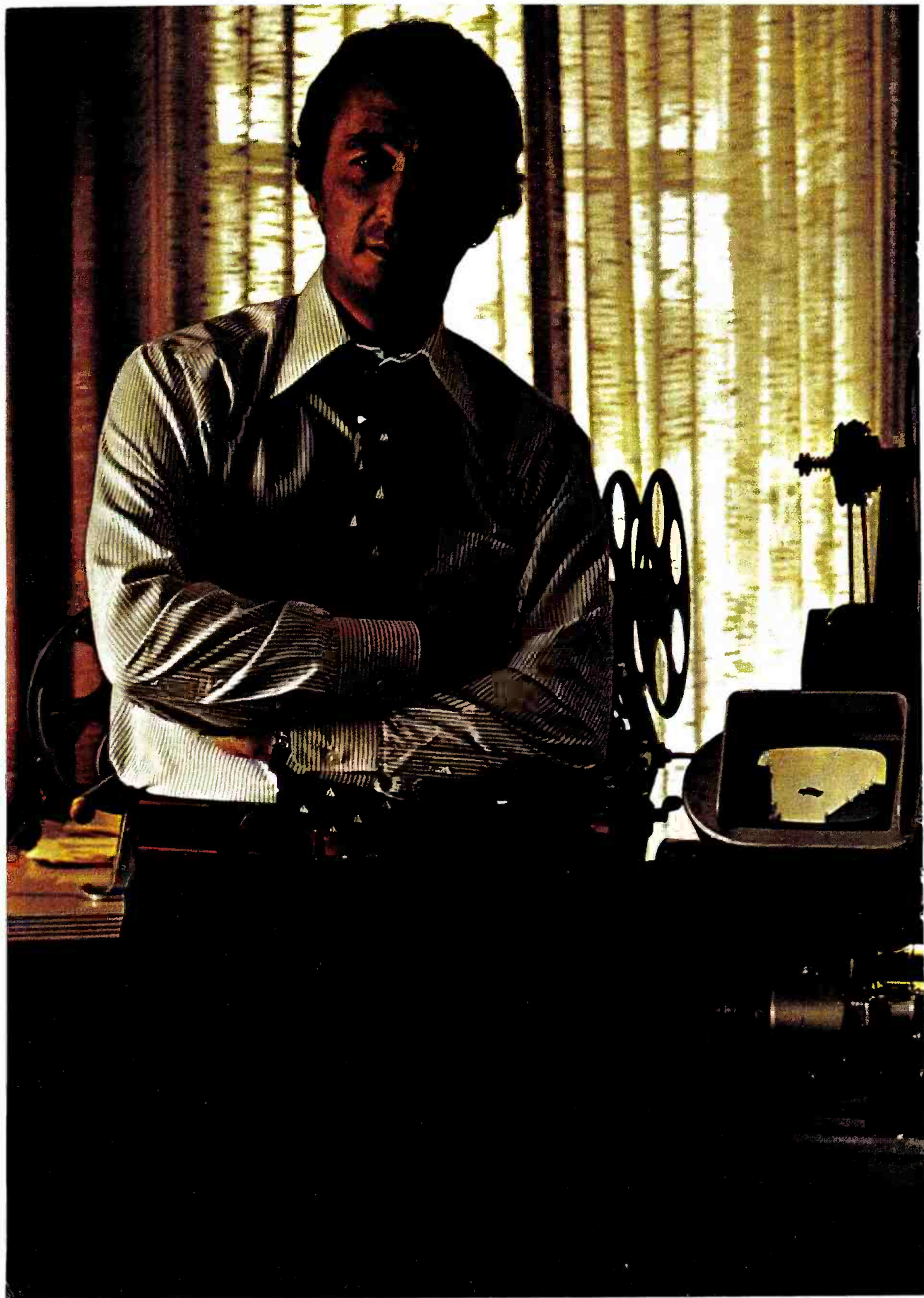
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“Even more terrifying than the stunts we filmed for the Fiat ‘Stunt Driver’ commercial was the fact that we had no more than one chance to get each one on film.

“In fact, deciding what to do was easy. All we had to do was let our imaginations run amok. Roof jumps, ferryboat leaps, running down three flights of steps. Since the idea was to demonstrate how extraordinarily durable these cars are made, no stunt could be too wild.

“But working out a thoroughly efficient, totally foolproof way of shooting the stunts—and doing it within a very strict budget—was another matter.

“We put together a multinational crew. Our director was Giacomo Battiato, a brilliant young man from Milan. Our cinematographer was Pasquolino DeSantis, who did the feature film, ‘Romeo and Juliet.’

“Then, after months of planning how each stunt would proceed second by second, plotting exactly how each would be filmed, where each camera would be placed, which lens to use for what, we started shooting in Italy.

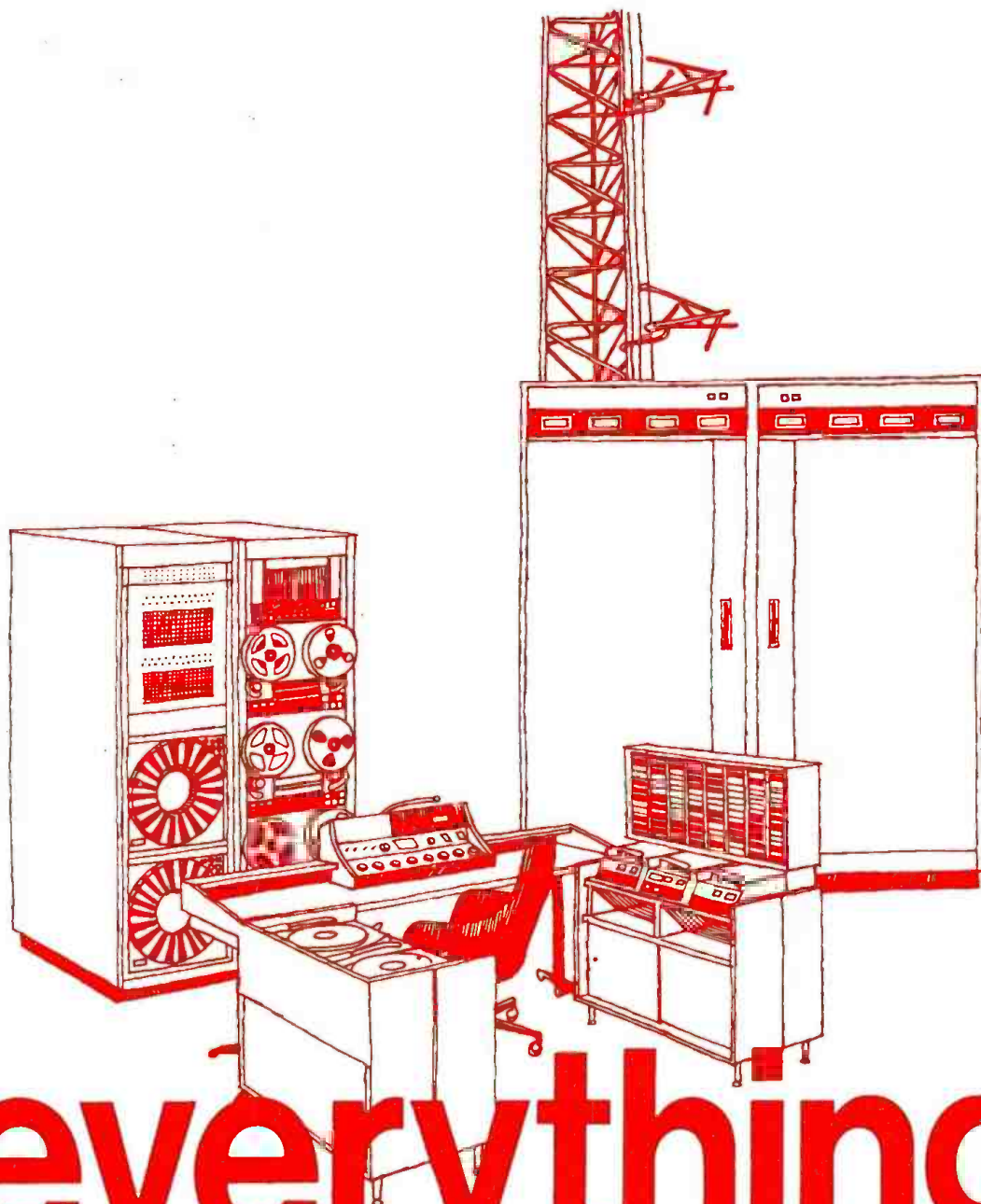
“We used four cameras to film each stunt. Two going at regular speed and two at 120 frames per second. The idea here was to allow ourselves every possibility in the editing room and to provide for a backup in case one camera failed.

“The Eastman film we used was the kind they use for most feature films. And, at the risk of sounding like a commercial for Kodak, deciding what film to use was the easiest decision we made on the whole project.”

Ralph Ammirati. Partner in Ammirati Puris AvRutick Advertising Agency, New York.



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Affiliate revolt. What one long-time affiliate leader calls "biggest ruckus" in years has broken out among NBC-TV affiliates, triggered by network's plans for weekend program changes under revised access-time rule (also see page 22). Station managements are said to be unhappy about plan to advance highly regarded *Disney* hour from 7:30 to 7 p.m. (NYT) on Sundays, dislodging popular and profitable syndicated series they consider naturals for 7 p.m. spot (particularly *Wild Kingdom*, scheduled at 7 by many affiliates including all five NBC O&O's). But they're said to be even angrier at NBC's projected move into Saturday 7-8 p.m. period, where network plans to present documentaries. That period is now filled locally in number of ways, but in many cases with *Lawrence Welk Show* or similar series offering big audience and commercial potential.

NBC sources acknowledge there's always unhappiness when any network moves into local time, but deny there's anything approaching "revolt" — word some station people were using last week. As to *Disney*, they say they have no choice, assuming other networks will also start Sundays at 7. Affiliate sources tend to understand and in many cases even agree. Though number talked of refusing to clear, early feeling was that political reasons alone would be enough to protect *Disney*. As one put it, "There's no way we could pre-empt a show like that." But same sources thought they stood much better chance of holding onto Saturday 7-8 hour.

The 'Cronkite Three-Quarter Hour'? Don't write off chances for longer early-evening newscasts on CBS-TV next season. Quarter-hour expansion from present half-hour to almost unheard-of 45-minute length is reported under consideration. Idea apparently stemmed at least partly from suggestions by affiliates who would like 90-minute local-network news package but feel — some of them from current experience — that they cannot really fill full hour locally ("Closed Circuit," Jan. 7).

Given even stronger chance, however — though both could come to pass — is CBS-TV move to play its new access-time "wild card" on Saturdays, offering children's programming at 7:30-8 p.m. (NYT). Word is that CBS-TV, unlike NBC-TV, has no present plan to program Saturdays 7-7:30, which could help keep lid on adverse affiliate reaction of sort NBC is facing (see above).

Mecca. Los Angeles and its Century Plaza hotel will serve as revolving door for network TV affiliates' conventions again this year. All three TV networks have scheduled their annual meetings there in May. ABC-TV's is tentatively set for May 9-11; CBS-TV's is scheduled May 14-15, NBC-TV's May 19-21.

Robinson record. One reason for late dimming of Professor Glen O. Robinson's prospects of appointment to FCC (see page 6) may have been discovery of testimony he gave in March 1968 deploring multimedia ownerships. Occasion was hearing called on fairness doctrine by House Investigations Subcommittee under Chairman Harley O. Staggers (D-W.Va.), but talk turned to media concentrations. Mr.

Robinson took dim view of newspaper ownerships of broadcast stations and of multiple ownership of television properties. He said FCC's policies on "concentration and monopoly" have been "total failure." That kind of thinking would be out of sync with administration's philosophies.

Three-way hookup. There's plan in works to enable stations, station reps and advertising agencies to exchange common information by computer. Data Communications Corp., Memphis, operators of on-line computerized information system for TV and radio (see also page 50), and Donovan Data Systems, New York, which provides similar service for major agencies, are discussing project — expected to be implemented next year — under which there will be three-way link via telephone lines among DCC's computer, DDS's operation and another information system for reps being developed by DDS, which expects to sign up John Blair & Co. as first customer. It's hoped that pool of data on orders, traffic instructions and invoices will reduce discrepancies, cut paperwork, simplify operations.

Small's big future. Jot down William J. Small as next president of CBS News — possibly in next couple of years. Mr. Small, who transferred to New York as second-in-command from his Washington news vice presidency this month (*Broadcasting*, Feb. 11), is on escalator to succeed Richard S. Salant, incumbent president and before that VP-attorney for parent CBS Inc. Mr. Salant had hoped to retire at age 60, which he reaches next April 14, but decided to stay on because of improved retirement benefits. He will not remain, however, until mandatory retirement age of 65. Mr. Salant's administrative vice president, David Klinger, reportedly is retiring next month at 65.

States and pay cable. National Association of Theater Owners this week will start concerted push to persuade state legislatures to adopt laws asserting regulatory authority over CATV in general and pay cable in particular. NATO has drafted model bill with specific provisions for regulation of pay cable rates, among other things. NATO's 42 state and regional associations will be showing bill to state legislators, urging it be used as guideline for cable action. Several provisions of bill appear to be in direct conflict with FCC pre-emption of authority over pay cable. NATO maintains FCC's position is invalid, believes court battle on issue is inevitable.

More UHF sharing. FCC is expected to return shortly, possibly this week, to question of permitting land-mobile radio to share UHF channels in major markets where they are not assigned. When it does, it will hear contrasting views of Safety and Special Radio Services Bureau, which feels commission should make two channels available for sharing in three cities — reportedly including Miami and Houston — and Chief Engineer's Office, which believes land mobile could get by with less. And if past experience is guide, Broadcast Bureau will oppose any sharing. Action would be first taken to permit land mobile to use UHF frequencies since May 1970, when commission authorized it to share one or two of lower seven UHF channels (14-20) in 10 largest urban areas as means of alleviating congestion on land-mobile channels (*Broadcasting*, May 25, 1970).

Top of the Week

Re-thinking. What FCC has done to prime-time access rule was topic at last week's NATPE convention overshadowed only by talk of what it might still do. Delegates, largely somber over cut in access time, applaud news that commissioners might be leaning toward stay of rule revisions. **Page 18.** NATPE gathering was itself also in limelight by virtue of its growing prominence as biggest programing marketplace. **Page 23.**

Lauded. FCC's plan to give daytimers even break with earlier starting time viewed as praiseworthy effort by commenting broadcasters. **Page 31.**

Homer. With promise of that historic slug from bat of Henry Aaron instilling expectations of bigger-than-ever audiences, baseball will be riding high as a television-radio attraction this season. It's no secret to broadcasters, who will be paying record \$43.25 million for privilege of bringing it all home. Broadcasting's annual analysis puts matter in perspective. **Page 37.**

Pruning the puff. Clay T. Whitehead's campaign to get federal agencies out of propaganda business gathers steam, as OTP sends out guidelines on canned beepers. **Page 47.**

Open door. Joint congressional committee investigating possibility of opening sessions to broadcast coverage receives enthusiastic endorsement of Van Deerlin and industry leaders — with stipulation that medium must call its own shots. **Page 48.**

Going public. FTC opts for candor over caution, implements comprehensive public-disclosure policy. **Page 50.**

Rebuttal. Will energy crisis diminish drive time? Hardly, says RAB, which issues study asserting that reduced auto use due to fuel shortage will have minimal effect on commuters' daily listening habits. **Page 50.**

Taken to task. FCC's practice of sidestepping full thrust of its rules to expedite CATV compliance certification comes under court challenge. Philadelphia citizens, claiming impropriety by local franchisees, cite possibility of neglect. **Page 53.**

Better times. Three months ago, many on Wall Street were likening investment in cable securities to kiss of death. Climate has improved in interim — largely due to optimism over White House report. Two prominent analysts explore situation, cite need for increased professionalism. **Page 54.**

Company for Grammy. Under premise that traditional Grammy awards are so dominated by record giants that they fall short on objectivity, ABC unveils American Music Awards. Competition, using public as judge, bestows top honors on Croce, Reddy, Tie a Yellow Ribbon. **Page 55.**

A better mousetrap. For over a year, Public Broadcasting Service engineers have been looking for more efficient way to deliver aural portion of TV programs to stations. They think they've found a way. DATE is its name and better television sound is its promise. **Page 58.**

Insider's outsider. Despite his status as head of growing Group One operation, Roger Berk has never gone out of his way to discard his low profile in industry. This week, he's the subject of another type of profile. **Page 73.**

Chairmanship at last falls on Wiley; Holcomb all but set for Rex Lee seat

President Nixon did expected last Friday and announced intention to designate FCC Commissioner Richard E. Wiley as chairman. Designation will become effective on resignation of Chairman Dean Burch, who is to become counselor to President early in March; date has not yet been set (*Broadcasting*, Feb. 18).

Step is only first of three President must take to restore commission to full strength. And remaining steps may come within next couple of weeks. Chairman Burch, addressing Arizona Broadcasters Association last week (see page 10), expressed "hope" that successor to resigned Democratic Commissioner H. Rex Lee would be announced "within a week," and successor to Burch commissionership "within two weeks." However, White House News Secretary Ronald Ziegler indicated changes might not be made that soon; he talked in terms of "several weeks" or "few weeks."

In Commissioner Wiley, President has chosen loyal Republican who describes himself as "middle of the road," who is generally well regarded in industries commission regulates and who has reputation as hard worker — he heads four special committees within commission — including one dealing with fairness-doctrine inquiry, another with re-regulation — and is on telephone committee.

After White House announcement, Commissioner Wiley said that he was "delighted" and "appreciative of the President's additional expression of confidence." He said he would discuss no policy matters or administrative changes he has in mind until he assumes office as chairman. He added, however, that he assumed that the President wanted



Man on move. Richard E. Wiley, 39-year-old chairman-designate of FCC, has been regarded as young-man-on-rise since arrival in Washington as FCC general counsel in September 1970. He was named commissioner in January 1972 and almost immediately was seen as likely successor to Chairman Dean Burch. He was born in Peoria, Ill., graduated with distinction from Northwestern University in 1955, earned JD from Northwestern School of Law three years later and LLM from Georgetown University in 1962. He practiced law in Chicago with Chadwell, Keck, Kayser, Ruggles & McLaren; in 1968, joined Bell & Howell Co. as assistant corporation counsel and assistant secretary, and two years later established own firm with two partners. In Chicago years, he taught law at John Marshall Law School. He also maintained strong interest in American Bar Association and Republican party activities — two interests that brought him to attention of White House talent scouts searching for FCC general counsel. He was active in local politics in suburban Chicago area, worked for Charles Percy in latter's successful Senate campaign in 1966. In 1968 Mr. Wiley was director of state organizations in Nixon-Agnew campaign. He is married, father of three children.

"continuation of the policy" pursued under Mr. Burch.

Despite closeness with which Commissioner Wiley has worked with Mr. Burch, differences in style and emphasis will become evident in months ahead. In terms of policy, Mr. Wiley, as chairman, is unlikely to demonstrate same dedication to cable television's advancement as has Mr. Burch; however, those who know him say this should not be read as indicating "anticable attitude." Questioned on that point, Mr. Wiley said all industries will be given "fair treatment, and no more." He also made point of stressing his interest in hearing all sides of issues.

His regulatory philosophy generally reflects preference for free enterprise, free markets over government management. He has made re-regulation, particularly as it affects small broadcasters, major cause. And he has differed with Chairman Burch in latter's support for rulemaking breaking up multimedia holdings in same market — rulemaking that will be resolved under Mr. Wiley's chairmanship. However, Commissioner Wiley was only member of commission to support Chairman Burch in latter's call for inquiry into network dominance of programming, and, as chairman, Mr. Wiley might revive that proposal.

It's still uncertain how many of major items Chairman Burch has lined up for prompt commission attention can be disposed of before his departure. These include pay cable and other cable television matters; guidelines for determining substantial service on part of broadcast renewal applicants; children's programming; fairness-doctrine revisions, and number of common-carrier and spectrum management issues.

Although some Senate staffers and commission officials have questioned propriety of Chairman Burch voting on issues after announcement of his appointment to White House staff, chairman's office said Mr. Burch would not refrain from participating in decisions. Only possible exception, aides said, would be issues on which White House had clearly expressed preference.

Meanwhile, speculation began turning with vengeance to next FCC appointments. Luther Holcomb, of Dallas, vice chairman of U.S. Equal Employment Opportunity Commission, is sure bet to fill Democratic vacancy left by resignation of H. Rex Lee. Mr. Holcomb, ordained Baptist minister, was executive director of Dallas Council of Churches before President Johnson appointed him to his present job in 1965; he has strong political support, including that of Senator John Tower (R-Tex.) FBI check — prelude to appointment — is under way.

Other prominent candidate mentioned for Lee seat, Professor Glen O. Robinson of University of Minnesota, who had been favored by Chairman Burch and Clay T. Whitehead, director of Office of Telecommunications Policy, appeared to be out of running.

List of prospects for Burch vacancy, however, is lengthening. Although administration sources said there were no "frontrunners," Ward White, 34-year-old minority counsel on Senate Communications Subcommittee, is getting most attention. He has backing of Senator Howard Baker (R-Tenn.), ranking minority member on subcommittee, who obtained signatures of six other subcommittee Republicans on letter to President supporting Mr. White.

Another candidate, active in soliciting Hill support, is John Lupton of Weston, Conn., former member of state house and later state senate. Mr. Lupton, regarded as "arch conservative" by some Connecticut newsmen, has been sounding out conservative members of Senate. Others mentioned are Alvin Snyder, 37, White House TV-radio specialist and former executive news producer with WCBS-TV New York; Robert Button, 58, former Communications Satellite Corp. executive now with Teleprompter Corp., and commission's chief engineer, Raymond Spence.

Administration sources also say score of Republican

congressmen who are retiring this year should no be overlooked as possible source of next Republican appointment to FCC. One name mentioned in that connection is that of Representative Howard W. Robison (R-N.Y.), member of Congress since 1958.

There was no action last week on one appointment President Nixon has made to fill commission vacancy — that of James H. Quello, former Detroit broadcaster named to replace former Commissioner Nicholas Johnson. Senate Commerce Committee did not meet as planned last week. Question of Mr. Quello's confirmation had not been on agenda, but two Michigan senators — Democrat Philip A. Hart and Republican Robert P. Griffin — had been expected to try to bring matter up.

Subcommittee clears renewal bill: no case-by-case restructuring, reward for 'substantial' service



Chairman Macdonald

By informal consensus and without fanfare, House Communications Subcommittee last week agreed on license-renewal bill that attempts to strike balance between broadcasters' requests for restoration of order in renewal process and citizen-group demands for means to be heard. Bill (H.R. 12993) would extend present three-year license term to four years; would require FCC to establish procedures (which could differ for different types of stations) for licensees to follow in ascertaining local needs and interests; would authorize FCC to renew license if operation had been "substantially responsive" to ascertained needs.

Bill also would prohibit FCC from considering, as factors in renewal, licensee's other media interests or integration of licensee ownership and management, assuming both conditions met FCC rules.

Further, bill would prohibit FCC from requiring renewal applicant to submit information previously filed.

On other side, bill would require FCC to prescribe procedures "to encourage licensees of broadcasting stations and persons raising significant issues regarding the operations of such stations to conduct, during the term of the licenses for such stations, good faith negotiations to resolve such issues." And "any party of interest" would be entitled to file petition to deny renewal — but only if petition were received within time limit prescribed by FCC rules. As to latter, bill would give FCC 90 days after enactment to establish deadlines for filings of petitions to deny.

Bill would require that appeals from FCC decisions on license challenges or disputes over construction permits be heard in U. S. circuit where station or proposed facility is located. All other appeals could be heard in circuit court in Washington or circuit court of appellant. As further ongoing measure, bill would require FCC to make annual search for obsolescence in communications law and annual report to Congress, including recommendations for change. It also would order FCC to conduct two-year study of "social, economic, political or other consequences" of multiple broadcast ownerships and multimedia ownerships and to submit findings to Congress.

Reference in new bill to licensee's need to show substantial service was regarded as cue for FCC action on rulemaking to establish criteria by which service could be measured. Under consideration is proposal to establish quotas of time to be allotted such categories of programming as news, local entertainment, public affairs on television

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Again Tops in 1973-74 Season

SAN FRANCISCO-OAKLAND**

KRON, 4:00-5:30 P.M.

#1 in Metro share, #1 in total adults, #1 in total women, #1 in women 18-49.

MIAMI-FT. LAUDERDALE*

WTVJ, 4:30-6:00 P.M.

#1 with 34 Metro share, topping competing talk-variety show; #1 in total adults, #1 in total women, #1 in women 18-49.

HARTFORD-NEW HAVEN**

WTIC, 4:30-6:00 P.M.

#1 with 37 ADI share, reaching more families and adults than combined competition.

DALLAS-FT. WORTH*

KDFW, 3:30-5:00 P.M.

#1 in adults, #1 in total women, reaching more than three times the number of women 18-49 than opposing talk-variety show.

TAMPA-ST. PETERSBURG**

WFLA, 4:30-6:00 P.M.

#1 with 47 Metro share, #1 in total adults, #1 in total women, #1 in women 18-49.

ALBANY-SCHENECTADY-TROY**

WRGB, 4:00-5:00 P.M.

#1 with 41 Metro share, reaching more total adults, adults 18-49, and young women 18-49 than combined competition.

BINGHAMTON*

WBNG, 9:00-10:00 A.M.

#1 with 50 share, topping combined rating and share of two competing stations. Also reaches all adults then viewing TV.

SAN DIEGO**

KGTV, 6:30-7:30 P.M.

#1 in total adults, #1 in total women, #1 in women 18-49.

DENVER*

KBTB, 3:30-5:00 P.M.

#1 with 36 Metro share, #1 in total adults, #1 in total women, #1 in women 18-49.

ORLANDO-DAYTONA BEACH**

WDBO, 4:00-5:30 P.M.

#1 with 35 Metro share, #1 in total adults, #1 in adults 18-49, #1 in total women.

NEW YORK*

WNEW-TV, 8:30-10:00 P.M.

#1 among independent stations, in households, in total viewers, in total adults, in women 18-49, reaching more total women than combined competition of independents.

LOS ANGELES*

KTTV, 8:30-10:00 P.M.

#1 among independent stations, reaching 57% more households than closest competition, #1 in total viewers, #1 in adults, #1 in total women.

CLEVELAND*

WJW, 4:30-6:00 P.M.

#1 with 39 Metro share, #1 in total adults, #1 in total women, #1 in women 18-49.

BIRMINGHAM**

WBRC, 8:00-9:30 A.M.

#1 with 43 share, outperforming combined network competition in households, adults, total viewers, and reaches twice as many young adults under 50.

MILWAUKEE*

WTMJ, 3:30-5:00 P.M.

#1 in Metro share, #1 in total adults, #1 in total women.

ATLANTA*

WSB, 12:30-2:00 P.M.

#1 in total adults, topping network serials opposite.

NORFOLK-PORTSMOUTH

NEWPORT NEWS-HAMPTON*

WTAR, 5:00-6:00 P.M.

#1 with 38 Metro share, #1 in total adults, #1 in total women, #1 in women 18-49.

WILKES BARRE-SCRANTON*

WDAU, 5:00-6:30 P.M.

#1 with 41 Metro share, nearly doubling share of lead-in. #1 in total women, #1 in women 18-49.

DES MOINES*

WHO, 4:00-5:30 P.M.

#1 in total adults, #1 in total women, outperforming combined competition.

FRESNO*

KFSN, 4:30-6:00 P.M.

#1 with 33 DMA share, #1 in total adults, #1 in total women, #1 in women 18-49.

BOSTON*

WNAC, 4:00-5:30 P.M.

#1 in Metro share, #1 in total adults, #1 in total women, #1 in women 18-49.

PROVIDENCE*

WPRI, 4:30-6:00 P.M.

#1 with 40 Metro share, #1 in total adults, #1 in total women, #1 in women 18-49.

LANCASTER*

WGAL, 4:30-6:00 P.M.

#1 with 41 Metro share, reaching more viewers in all adult demographic categories than combined programs of four stations opposite.

ROCHESTER, N.Y.*

WOKR, 4:00-5:30 P.M.

#1 with 38 Metro share, #1 in total adults, #1 in total women, #1 in women 18-49, reaches more total adults and more women than combined competition.

DAYTON*

WHIO, 3:30-4:30 P.M.

#1 in total adults against network and local competitors, #1 in total women.

PORTLAND-POLAND SPRINGS, ME.*

WGAN, 4:30-6:00 P.M.

#1 with 44 Metro share, improving network lead-in rating 133%, #1 in total adults, #1 in total women, #1 in women 18-49 by 50% margin.

CHATTANOOGA**

WDEF, 4:30-6:00 P.M.

#1 with 43 Metro share, #1 in total adults, #1 in total women, nearly doubles rating of network lead-in.

JOHNSTOWN-ALTOONA*

WJAC, 4:30-6:00 P.M.

#1 in total adults, #1 in total women, #1 in women 18-49.

JACKSONVILLE**

WJXT, 9:00-10:00 A.M.

#1 with 53 share, more than the combined share of two competing stations, #1 in adults, #1 in women in total and aged 18-49.

GRAND RAPIDS-KALAMAZOO*

WKZO, 4:30-6:00 P.M.

#1 in total adults, #1 in total women, #1 in women 18-49.



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stations. So far there's no talk of similar quotas for radio.

New bill bears sponsorship of House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) who ushered it through subcommittee — all of whose eight other members are co-sponsors, along with Representative James T. Broyhill (R-N. C.), author of earlier renewal bill.

Bill was formally introduced two days after committees of National Association of Broadcasters and American Newspaper Publishers Association had met in Washington to discuss strategy to cope with growing threats to multimedia ownerships (see also speech by FCC Chairman Burch, below). After bill came out, spokesmen for both associations said they would support it.

Burch calls broadcasters vulnerable on crossownerships, minority hiring

In "valedictory" as FCC chairman, delivered in home state of Arizona last Thursday, Dean Burch conjured up grim future for broadcasters: multimedia owners vulnerable to challenges by competing applicants at license-renewal time and all licensees obliged to face up to obligations of commission's equal-employment opportunity rules.

Chairman said commission should not restructure industry through renewal process. (Bill in House Communications Subcommittee would bar such restructuring.) But, he said, case in which commission denied renewal to newspaper-owned WHDH-TV Boston and awarded license to competing nonmedia-connected Boston Broadcasting Inc. is controlling. If another case arises "on all fours" with WHDH, court will require same result — particularly now, in view of Justice Department filing oppositions to renewals of newspaper-owned television stations, he said.

If industry is to be restructured, he said, it should be done through rulemaking and conducted in way that permits incumbent to get his money out. "I hope Congress understands that," he said, adding that courts apparently do not. "They say diversity [of ownership of mass media] must be considered."

FCC is considering proposal to break up multimedia holdings in same market. And chairman indicated, as he has in past, he favors it. However, it will be several months after he moves to White House before commission will be ready to act on it ("Closed Circuit," Feb. 18).

As for EEO issue, Mr. Burch said, "there is no easy answer." He noted that in Commissioner Benjamin L. Hooks, commission has black member interested in fate of blacks seeking employment in communications industry and that minority groups — Asians and chicanos, among them — and women think they are getting "short end of the stick."

In Brief

Obstacles to coverage of Congress. Washington bureau chiefs of network news organizations told joint congressional committee last Thursday that broadcast facilities on Capitol Hill are "wretched" (see earlier story page 48). Congress should consider combining all news media galleries to create news conference space and added broadcast storage, they suggested. "The overcrowding in the galleries and the maze of regulations and restrictions are discouraging," Frank Jordan, NBC News Washington bureau chief, said. "It is as if the Senate and House have decided that they

wish to avoid television exposure, except on rare occasions of their own choosing." Mr. Jordan delivered joint statement for himself, ABC News's John Lynch and CBS News's William Small (latter promoted last month to senior VP in New York).

Biggest year. RCA Corp. reported record revenues and net profits for 1973, with sales topping \$4 billion for first time. Chairman Robert W. Sarnoff said increase in business involved all of RCA's principal operations and noted that strong earnings advances came from such service-oriented activities as broadcasting and vehicle rentals. Mr. Sarnoff said there is evidence now of "economic downturn," which is likely to extend through first half of 1974 but said it should be followed by period of "gathering momentum that should continue into 1975."

For year ended Dec. 31:

	1973	1972
Earned per share	\$2.39	\$2.05
Revenues	\$4,280,700,000	\$3,862,600,000
Net income	\$183,700,000	\$158,100,000

Profit down. Metromedia Inc. reported 7% increase in revenues in 1973 but 22% decline in net income, attributed to inflation, product shortages, high interest rates and uncertainty over future of national economy. John W. Kluge, president-chairman, said earnings in first half of 1974 are expected to be lower than corresponding period of 1973 but that Metromedia is "in strong financial position" and expects to reduce its outstanding debt significantly in 1974.

For year ended Dec. 31:

	1973	1972
Earned per share	\$1.53	\$2.03
Revenue	\$194,929,242	\$181,888,024
Net income	\$9,903,327	\$12,668,130

Newark consolidation. FCC has approved agreement for merger of four of nine applicants competing for deleted facilities of WNJR(AM) Newark, N.J. Companies involved are Fidelity Voices Inc., Community Action Radio Enterprises, The Brown Broadcasting Corp. and Greater Newark Broadcasters Inc. Commission granted proposal by Fidelity that 25% of that company's stock would made available to principals of each merging applicant at no consideration.

Late Fates. Symon B. Cowles, VP-promotion, ABC Television Network, elected VP, creative services, in charge of network's advertising-promotion, sales development-presentations, and art and graphic departments. He succeeds Donald Foley, resigned. Keith Fuller, VP-assistant general manager in charge of personnel, Associated Press, named deputy general manager, succeeding Harry Montgomery, who will retire later this year. Harry Durando, executive VP, Metro Radio Sales, New York, named president, succeeding James Boaz, resigned. Dan Clayton, former program manager, WRC-AM-FM Washington, named president-general manager, WBBF-AM-FM Rochester, N. Y. Charles J. Hawkins, management supervisor on American Motors account, Cunningham & Walsh, New York, named senior VP. Gil Schneider, sales manager, KGNC-TV Amarillo, Tex., named general manager. Jack Banner, 67, co-founder, Banner & Grief, New York PR firm, and one-time director of news and special events at WNEW(AM) New York, died of heart attack at his home in Long Branch, N. J. (For earlier reports, see "Fates & Fortunes," page 61.)

Index to Departments	
Broadcast Advertising	50
Broadcast Journalism	47
Cablecasting	53
Changing Hands	34

Closed Circuit	5
Datebook	15
Editorials	74
Equip. & Engineering	58
Fates & Fortunes	61

Finance	59
For the Record	63
Media	31
Monday Memo	19
Music	55

Open Mike	18
Playlist	56
Profile	73
Programing	22
Special Report	37

ECONOMICS— THE KEY TO THE FUTURE OF TELEVISION BROADCASTING



A pre-NAB
Message to the
Broadcast Industry From
Michael A. Moscarello,
President and
Chief Executive Officer
International Video
Corporation

The opening of the NAB exhibit halls in Houston on March 17 will signal more than just a change in the approach to the annual convention.

It will also represent the beginning of a new era in the way broadcasters think and in their buying habits.

This new approach is not unrelated to changing times and developments in our economy during the past year. Competitive forces now have made price *plus* the performance of a product a greater consideration than performance regardless of price.

Further, with power and petroleum by-product shortages facing us, conservation takes its place along side price and performance as among the major factors a broadcaster examines before purchasing new equipment.

Certainly while not anticipating these problems in our economy we at IVC have been working on product developments that capitalize on new and unique approaches to broadcast television recording and that incorporate great operating cost savings for the user.

Our two major new offerings at NAB will be the IVC-9000 Broadcast Videotape Recorder and the IVC-7000 Studio Camera, both of which combine operating economies and low initial investment with dramatic new performance breakthroughs.

IVC-9000 This new recorder is the most significant development in broadcast television recording since the quad format first came on to the scene 17 years ago. It is without question the finest television production machine ever devised. It will produce a release master that adds a new dimension to video

tape. Yet using two-inch wide tape in a new segmented helical scan format it uses virtually one-half the tape that quads do. Its head life is guaranteed for 1500 hours. When you order the 9000 it will cost you approximately two-thirds as much as quad. The IVC-9000, by the way, is not an engineering dream. Standard production machines will be in place and operating in users' hands before NAB.

IVC-7000 IVC-500A cameras have been the most widely used medium-priced cameras in the broadcast world. Over 200 have been placed in commercial broadcast stations alone in the past two years.

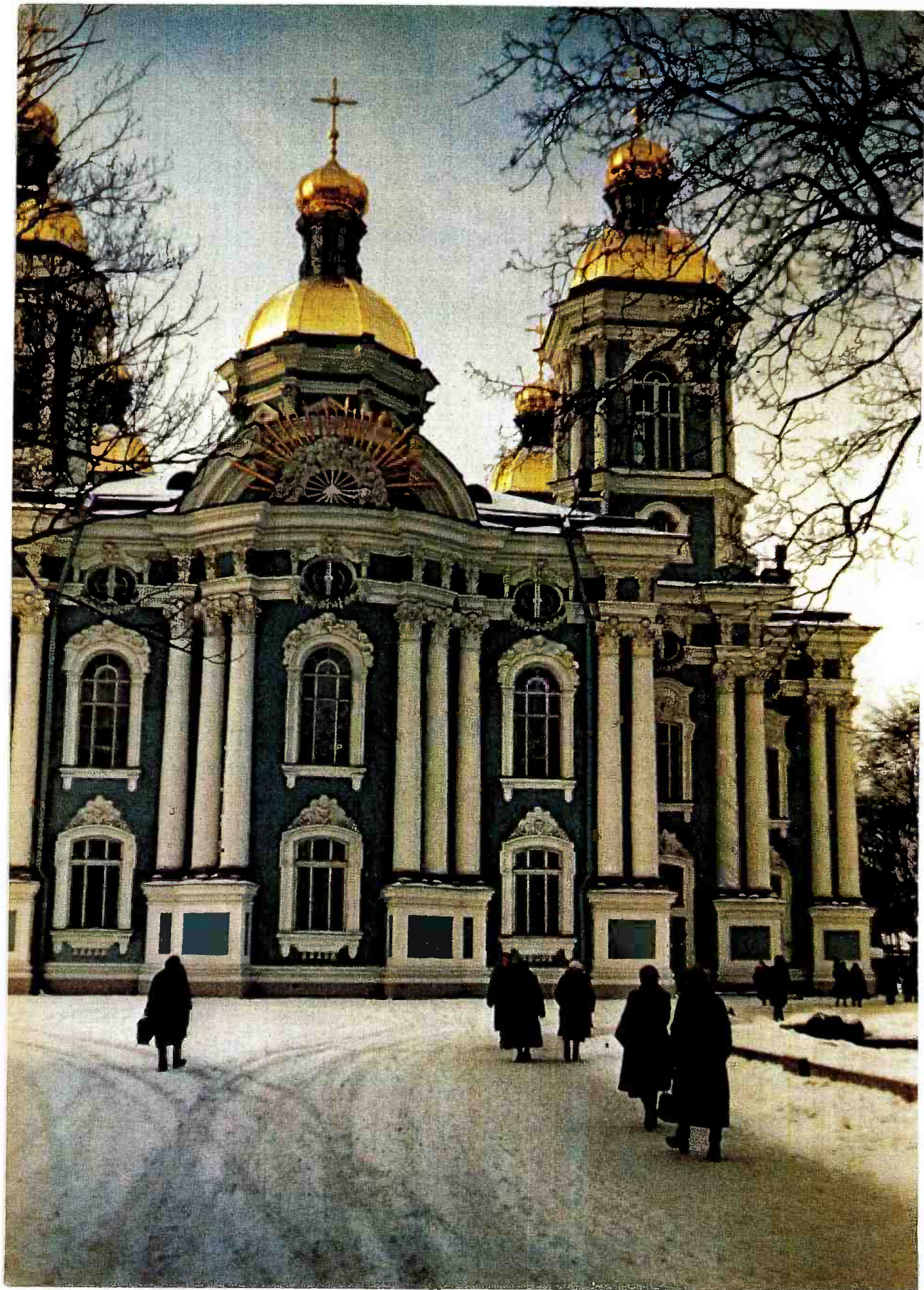
At NAB we'll unveil a dramatically new studio camera, the IVC-7000, that will eclipse the performance of models offered by manufacturers of cameras in the \$60,000 to \$80,000 range—but at substantially lower cost. You'll be looking at unprecedented line resolution in both centers and corners. Signal-to-noise will be the highest in the industry. We'll have automatic color balancing as well as bias lighting. Before you add any more cameras to your studios, take a look at what we've come up with.

We submit that it is not necessary to be a billion or even a hundred million dollar company to be innovative in serving the broadcast industry with its two most vital ingredients — recorders and cameras. We're sure we can do it better.

We have something and we want you to see it. We've reserved more exhibit space at NAB than anyone else, with one exception. We don't want you to miss us.

Economics will tell the story of the future of television broadcasting. And we think we have the key.

A handwritten signature in dark ink, appearing to read "Mike Moscarello".



"RUSSIA IS A RIDDLE WRAPPED IN A MYSTERY INSIDE AN ENIGMA."

Sir Winston Churchill/1874-1965

Huge, complex and often mysterious, Russia is an inescapable presence in world affairs.

Television has chronicled for us the slow evolution of our own relationship with Russia, from cold war to apparent detente. It has been a difficult story to report, filled with contradictions and puzzling shifts in policy.

There are no simple answers to complicated issues, whether they involve international power politics, the state legislature or the mayor's office. The Corinthian Stations recognize that to make the news truly meaningful, they must pursue the issues beyond the obvious. And that is the commitment they make every day to the 11 million viewers they serve.

Leningrad's St. Nicholas Cathedral is typical of the architecture that flourished in imperial Russia during the mid-18th century reign of the Empress Elizabeth, daughter of Peter the Great.

It is an unusual, but effective, fusion of Baroque and Rococo decoration with the Byzantine tradition of Russian architecture.

Rich color was an integral element of the style. Here a background of turquoise heightens the beauty of pure white classic Corinthian columns.



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You can produce and run a quality radio spot for a slim fraction of the cost of a spot designed for TV. Some people seem to think that this means that television is more effective than radio. It's not. It's just more expensive.

According to the recent Commercial Impact Study made by W. R. Simmons and Associates Research, Inc., accurate recall of advertised brands is 38% higher on Personality/Middle of the Road radio than on average television. In fact, for commercial recall, radio in general is 85% as effective as average television. But can radio match television in creating a favorable image for your product? Yes. When respondents were asked if the advertising recalled tended to make them feel favorable toward the brand, affirmative answers were virtually equal for the two media.

The "Commercial Impact Study" was made in Los Angeles in March and May, 1973. The percentages quoted here are estimates based on systematic random sampling and are subject to statistical variations inherent in the methodology.

A complete copy of the Simmons Study, including technical data and an explanation of the methodology, is available on request.

COMMERCIAL IMPACT STUDY

CONDUCTED FOR
GOLDEN WEST
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AND MAJOR

MARKET RADIO INC.

BY W. R. SIMMONS AND ASSOCIATES RESEARCH, INC.

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Lestie Fuller, *staff writer*.

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



* Reg. U.S. Patent Office.
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Datebook®

■ Indicates new or revised listing

This week

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

Feb. 25—Federal Communications Bar Association luncheon meeting. Speaker: Bruce Wilson, deputy assistant attorney general, antitrust division, Department of Justice, on media crossownership. Army-Navy club, Washington.

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

■ **Feb. 28—Communications Law Committee of Federal Bar Association** meeting. Speaker: Amos B. Hostetter, chairman, National Cable Television Association. National Lawyers Club, Washington.

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

March

March 1—Consumer Subcommittee of Senate Commerce Committee oversight hearings on Federal Trade Commission. Room 5110, New Senate Office building, Washington.

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. Scot'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 Electronic Industries Association spring conference. Speaker: FCC Chairman Dean Burch. Shoreham hotel, Washington.

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

March 14—Consumer Subcommittee of Senate Commerce Committee oversight hearings on Federal Trade Commission. Room 5110, New Senate Office building, Washington.

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

March 15—Broadcasters Promotion Association/

Michigan State University deadline for submission of promotion entries. Categories include audience promotion, sales promotion and community involvement. Contact: Robert Schlater, TV and Radio Department, MSU, East Lansing 48823.

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—Broadcast Education Association** annual convention. Sheraton Lincoln hotel, Houston.

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

March 16—Directors Guild of America annual awards dinner. Beverly Hilton hotel. Los Angeles, and Hotel Pierre, New York.

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.

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 19—Hollywood Radio and Television Society International broadcasting awards presentation dinner. Century Plaza hotel, Los Angeles.

March 19—Dun & Bradstreet Companies Inc. annual stockholders meeting. 100 West 10th Street, Wilmington, Del.

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

March 28-29—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 Promo-

Major meeting dates in 1974

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.

■ **May 31-June 2—Associated Press Broadcasters Association** national meeting. Alameda Plaza hotel, Kansas City, Mo.

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

June 6-8—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.

tions in Today's Economy." Plaza hotel, New York.

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

March 30—Utah Broadcasters Association-Brigham Young University radio management workshop. Brigham Young University, Provo, Utah.

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 3—Association of Independent Television Sta-

tions Inc. board meeting. 1 Rockefeller Plaza, New York.

April 5-6—New Mexico Broadcasters Association annual convention. Airport Marina hotel, Albuquerque.

April 5-6—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 6—Georgia Associated Press Broadcasters Association annual meeting. Marriott Motor hotel, Atlanta.

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 Domo-dossola 1, 20145 Milano, Italy.

April 19-23—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 Falmouth, Jamaica.

April 21-26—Society of Motion Picture & Television Engineers 115th conference. Century Plaza hotel, Los Angeles.

April 22—Associated Press annual meeting. Featured speaker: Vice President Gerald Ford. New York.

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.

April 28-May 4—14th International "Golden Rose of Montreaux" contest for light entertainment television programming. Montreaux, Switzerland.

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 3-6—Michigan News Broadcasters Association 3rd semiannual meeting. Central Michigan University, Mt. Pleasant.

May 3-6—Illinois News Broadcasters Association spring convention. Holiday Inn East, Springfield.

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. Rldpath 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.

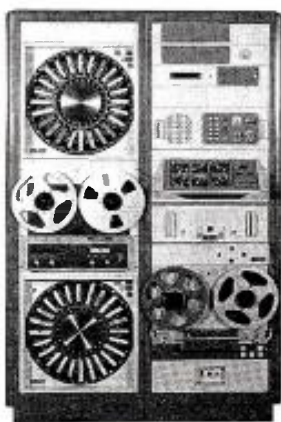
May 17—6th World Telecommunications Day under

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WTNH-TV in Hartford/New Haven took Viacom's five Elvis Presley pictures produced by Hal Wallis and put them together for one memorable week of late afternoon "Million Dollar Movie" watching.

Viacom's Presleys reaped an average 13 rating and 31% share of the audience.

These figures represent an 86% increase in rating and 48% increase in share over the average performance of the station's "Million Dollar Movie" during the past year.

Whatever you call your feature film schedule, our priceless Presleys will make it look like a million dollars!

That should be rewarding.

Viacom Features

M&H

IT'S NEWS!!!

The things you have been hearing from various researchers and consultants are true. *It's news*, your station's news, that makes the difference between being first and out of the running in your market.

Local television news develops a warm, trusting and dependent relationship between the audience and the station that is essential to success, and it does it on a daily basis. The feeling people have about the number one news station overflows into almost all the other areas of its programming. It gives you first chance at the audience for entertainment, as well as informational programming. If you doubt this, just check how many stations are number one in total day share that don't lead in news—very few, and almost none in key markets.

We are the only company in our field with two former, major market news directors on our staff—both with degrees in journalism. They have successfully lived through the difficulties your news director has every day and can help him solve problems.

Through McHugh and Hoffman, Inc., you can learn all there is to know about news personalities, content, visual presentation, etc., and you learn much of it through in-person interviewing of the viewers in your metro area.

Later, based on this information and our combined experience, we make specific recommendations for improvement. We work with you throughout the year to make sure that these recommendations become effective. We monitor your station and your competitors and ascertain that the new standard you have set for news superiority is maintained.

If you would like to know more, please call for a no-obligation presentation.

M&H

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Communications Consultants

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Area Code 703
790-5050

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.

May 24-June 1—Prix Jeunesse International competition for children's and youth programming awards. Bayerischer Rundfunk, Munich.

May 25—Washington chapter, National Academy of Television Arts and Sciences seminar on television management. American University, Washington.

May 25—American Council for Better Broadcasts conference. Baton Rouge.

May 31-June 2—Associated Press Broadcasters Association national convention. Alameda Plaza hotel, Kansas City, Mo.

June

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

June 6-8—Broadcasters Promotion Association 1974 seminar. Hyatt-Regency, Atlanta.

June 6-8—Alabama Broadcasters Association spring convention. Gulf State Park convention center, Gulf Shores, Alabama.

June 8—Washington chapter, National Academy of Television Arts and Sciences seminar on television news. WTOP-TV studios, Washington.

June 9-12—Summer Consumer Electronics Show and video systems exposition. McCormack place, Chicago.

June 11-13—Armed Forces Communications and Electronics Association annual convention. Sheraton Park hotel, Washington.

June 14-15—North Dakota Broadcasters Association spring meeting. Edgewater Inn, Detroit Lakes, Minn.

July

July 1—Women in Communications Inc. 1974 Clarion Awards entry deadline. Awards will be offered for broadcast and print submissions in area of women's rights, environment and community service. Contact: WIC, 8305-A Shoal Creek Boulevard, Austin, Tex. 78758.

July 7-10—National Association of Farm Broadcasters summer meeting. Spokane, Wash.

July 10-13—New England Cable Television Association annual convention. Mt. Washington hotel, Bretton Woods, N.H.

July 10-13—Colorado Broadcasters Association summer convention. Speakers include: Richard Wiley, FCC commissioner, and Grover Cobb, senior executive vice president, National Association of Broadcasters. Village Inn, Steamboat Springs.

July 11-12—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Sheraton Boston hotel, Boston.

July 19-21—American Radio Relay League national convention featuring technical innovations in FM, ICs, and antenna design. Waldorf Astoria hotel, New York.

August

Aug. 1-3—Rocky Mountain Broadcasters Association annual convention. Park City, Utah.

September

Sept. 7-9—Southern Cable Television Association annual convention. Disney World, Orlando, Fla.

Open Mike®

Where credit is due

EDITOR: The unbylined article in the Feb. 11 issue on the networks' nightly news operations was a gem. In addition to being of great interest to those of us in the industry, it seems to me that the general public would be fascinated with its contents. While your apparent policy of anonymity for your staff writers in most cases is probably a good one, I really think you owe the author of this piece some recognition.—*John C. Lennhoff, vice president-financial affairs, Connecticut Public Television, Hartford.*

(The secret's hereby out: It was the work of Leslie Fuller, staff writer in the New York bureau.)

Finer point

EDITOR: I would like to suggest that you offer an addendum to your article [Feb. 11] on the outcome of our legal action to protect our reporter, John Gladding, from being forced to disclose his source of information concerning a drug raid in Rutland, Vt.

Your story did not disclose a key point—that the information sought must be shown to the court to be relevant to the issue of guilt or innocence. In this case the lawyer for the defendant, in seeking disclosure, refused to state the purpose of his inquiry, in effect asserting an absolute right to force disclosure.

The Vermont Supreme Court perceived, correctly as we see it, that the reporter should be protected from forced disclosure unless it can be shown that the First Amendment is in collision with the Sixth. We believe the decision is precedent setting and is an important forward step in defining limits of authority to force disclosure of sources by reporters. In other words, we won our point.

I am also of the opinion that it would be bad public policy, and of no real advantage to the maintenance of a free press, if the Sixth Amendment right of defendants to testimony bearing on their guilt or innocence were to be subordinated to a principle that reporters were categorically exempt from this obligation under the First Amendment.—*Stuart T. Martin, president, WCAX-TV Burlington, Vt.*

Back on Schedule

EDITOR: In your Feb. 18 issue you report NCTA convention dates are April 13-17 this year. That came as a shock because all the arrangements have been made for April 21-24. Please help me cure the wave of cardiac arrest that swept the Conrad Hilton hotel in Chicago.

Also for the record, our cancellation of the proposed Las Vegas convention in 1977 was based not on dissatisfaction with Las Vegas but on the continued growth of California's Western cable TV convention. It makes little sense to schedule three major conventions within 12 months in the West each fourth year (two Western shows and the NCTA convention). Therefore, NCTA is changing to a north-south rotation in mid-country instead of the east-west pattern we have been using.—*Wally Briscoe, senior vice president, National Cable Television Association, Washington.*

Only \$82.5 billion

EDITOR: BROADCASTING in its issue of Jan. 21 quoted an ABC official as estimating it would cost \$250 billion to wire the nation. This calls for a responsible rebuttal. A down-to-earth approach to esti-

mating costs indicates an ABC error of 66%: \$82.5 billion versus ABC's \$250 billion.

Projecting completion in 1985, when total road mileage in the U.S. will be 4,090,000 (assuming the addition of 24,000 miles per year to the 3,730,000 in existence in 1970) and total homes will be 85,986,000 (1985 population of 257,903,000 estimated by the *Statistical Abstract of the United States*, divided by three persons per household), I have prepared a real-world estimate of the cost

to wire every home.

This assumes that 20% of the total system mileage is served by AML microwave and that only 90% of the remaining road mileage must be covered by systems to reach all existing TV units.

There would be 15,000 headends at \$75,000 each for a total of \$1,125,000,000; 2,494,000 miles of aerial construction at \$8,000 a mile for \$19,952,000,000; 624,000 miles of underground construction at \$20,000 a mile for \$12,480,000,000; microwave links to import dis-

tant signals for \$50,000,000; 86,600 AML microwave sites at \$50,000 a site for \$4,330,000,000; 86,000,000 drops at \$30 a drop for \$2,580,000,000; 130,000,000 converters at \$35 each for \$4,550,000,000, and 15,000 origination facilities at \$50,000 each for \$750,000,000—or a total of \$45,817,000,000. To that is added an inflation factor of 4% a year, totaling \$36,697,000,000—or a grand total of \$82,514,000,000.—*Martin F. Malarkey, president, Malarkey, Taylor & Associates, Washington.*

Monday Memo®

A broadcast advertising commentary from Lawrence Spector, president, DKG Inc., New York.

Setting the record straight on self regulation

The advertising and broadcasting industries are deep into self regulation and our most important audience—American youth—is completely unaware of what we are about.

We know this not only because DKG has traditionally kept in close touch with the thinking, habits and opinions of young people, but because we went out and asked them.

In a recent survey, over 400 students 12 to 22 years old were asked their views on American business and government as well as political advertising, advertising's role in the economy and the regulation of advertising.

The results were clear. Young people who watch TV and listen to radio, who react to commercials and participate in the broadcast process as members of its vast audience, accept advertising as a necessary tool; 73% believe that advertising is necessary for a free enterprise system.

But the same young people know nothing about the efforts of advertisers and broadcasters to protect the public from deceptive advertising claims.

I think that a cure is needed.

And cure this we must, for youth's lack of awareness is not just a matter of academic concern. It means serious problems will soon confront us all, agencies, advertisers and media alike, unless we set the record straight. Why? Young people want action:

- Eighty percent say that "advertising should not be completely free from legal restraints."

- Eighty percent believe "advertisers should be legally required to make public all information they have to support claims about their products or those of competitors."

- Seventy-seven percent think that "if advertising is thought to be false or deceptive it should be withdrawn immediately."

Youth also feels that advertising directed to children as well as adults should be controlled. (Children, 80% agreement; adults, 73% agreement.)



Lawrence Spector joined DKG Inc. at its inception in 1958, coming to the agency with a background that combined experience as a member of the New York Bar and a background as a certified public accountant. He held management positions at DKG in account service, finance and administration prior to being elected president in 1970.

The desire for regulation is strong. But there is considerably less consensus—a 50-50 split in opinion—as to *who* should do the regulating. Bringing independent consumer groups into play appears to be most acceptable remedy (56% believe that advertising should be controlled by such bodies). The federal government as an agent of regulation has less support (50%)—an indication of weak confidence in Washington.

The extent of confusion about regulation can be seen in the belief of 51% that ad agencies should set up their own guidelines for self-regulation. The survey indicates a basic lack of knowledge that this system already exists.

The survey results are disturbing to us, for advertising is already more heavily regulated than we would like it to be.

Advertising agencies have whole departments devoted to examining the claims and implications of commercials.

Our clients have a review process of their own, in which questions of ethics, taste and law are considered once again. And on top of it all, the broadcast world has its National Association of Broadcasters code that is both comprehensive and strict.

I have on my desk the children's TV advertising principles established by the NAB Code Authority—guidelines that went into effect Jan. 1, 1974. They list 11 important points meant to "apply to all advertising designed primarily for children." I approve of the code and the goals it seeks to achieve. But it is representative of the kind of regulation we are already living with today.

After complying with the codes, we must submit commercials to all three networks and provide evidence to support the claims made in commercials. If a commercial appears unsatisfactory to network reviewers, the cycle begins again.

In addition to NAB and network regulations, we must also bear in mind self-regulatory principles of the National Advertising Review Board—a group established in 1971 that has been aggressively reviewing complaints about advertising claims. The seating of public representatives on the NARB goes far toward assuring that the body is no mere rubber stamp for the advertising industry.

It may be trite to observe that the young people of today are the leaders of tomorrow. But if young people are not made aware of the vigorous steps taken by broadcasters and advertisers to regulate the content of radio and TV commercials, their ignorance will lead to even more onerous regulation.

And this would be tragic.

It seems clear to me that what we need now is a program of vigorous public education—directed in particular toward young people. It should inform them of our deep concern that advertising be truthful and that self-regulatory mechanisms already exist for attaining these goals.

**You'd never guess
its size
from the quality
of its pictures.**



Introducing the TKP-45.

Until now, if you wanted a portable color camera, you had a choice to make.

Either a small one that wasn't very good.

Or a good one that wasn't very small.

So big, in fact, that most of it had to be carried around in a heavy backpack.

RCA's new TKP-45 doesn't get on your back in a lot of ways.

Its 20 pounds will rest comfortably on one shoulder.

Or put it on a tripod and get a studio camera that can't be beat for mobility. (Production staff, please note.)

We think this is all pretty impressive. But even more so is the fact that the TKP-45 puts out pictures that compare with our top-of-the-line TK-45 Color Camera. And it has the same automatic features.

There's a lot more to it than that.

To find out, write RCA Broadcast Systems, Bldg. 2-5, Camden, N.J. 08102.

See it at the NAB Show.

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Programming

Demand rises for turnaround on prime-time access changes

Except for major network suppliers, delegates at programmers' convention vote for reversion to original rule—and there are signs of FCC stay

A year ago in New Orleans the annual convention of the National Association of Television Program Executives was the rallying point for those advocating perpetuation of the FCC's prime-time access rule, which restricts network service in the evening. Last Monday in Los Angeles NATPE delegates decried the changes that had been made, and their demands may have had effect. The FCC later in the week could count three of its five incumbent votes as favoring a stay of the modifications it issued in the access rule only three weeks ago (BROADCASTING, Feb. 11).

The discussion in Los Angeles was, in a word, fevered. The prime-time access rule and what the commission has done to it and the effort by the National Association of Independent Television Producers and Distributors to stay the new rule's effectiveness for a year while it is under court review (BROADCASTING, Feb.

18) were the center of attention.

Station personnel, independent producers, syndicators and program executives favoring retention of the rule in its original form—prohibiting top-50 market affiliates from taking more than three hours of network programming between 7 and 11 p.m.—were clearly in the majority. And they had a spokesman in Katrina Renouf, a former FCC lawyer who represents NAITPD in its court appeal. One of those whom the pro-stay delegates wanted to influence was on hand—FCC Commissioner Charlotte Reid, who was there to address the convention. She had opposed the rule in any form, but had voted for its modification—excluding networks only from 7:30 to 8 p.m. Monday through Saturday—because she felt no majority could be assembled for repeal. But she had been leaning toward a stay and last week, after listening to some of the debate on the issue, she said she would vote for one.

And in Washington, Commissioners Robert E. Lee and Benjamin L. Hooks, the only two surviving members of the commission who favor retention of the rule (former Commissioners Nicholas Johnson and H. Rex Lee also favored it), said last week they would vote for a stay. The only votes that couldn't be counted were those of Chairman Dean Burch and Commissioner Richard E. Wiley. Thus it appears that the commission, now down to five members, will vote this week at its Wednesday meeting to stay the effectiveness of the modified rule until September 1975.

Chairman Burch may argue against a stay. He could note that the order modifying the rule, effective September 1974,

was adopted unanimously. And he will no doubt remind his colleagues of the informal agreement reached last month to avoid decisions on critical matters on which the commission is likely to divide closely until the membership is back up to full strength.

Commissioners Lee and Hooks may be hard to convince. Commissioner Lee said he could be persuaded to postpone a vote on the issue if he thought the commission would have its two new members reasonably soon. But both he and Commissioner Hooks expressed concern over the "uncertainty" they felt would prevail in the program-buying market if a stay were not granted. Commissioner Lee referred to the court suit, which could result in the commission's rule being overturned; Commissioner Hooks, to the petitions for reconsideration that the commission will soon be receiving and that, he said, could result in further modifications of the rule.

However, the commission has also been hearing from industry figures who say they have made their plans on the basis of the rule as modified, and that any change would injure them. That position was expected to be argued in the comments that the FCC invited on the petition for stay.

Accordingly, some officials last week were discussing the possibility of a compromise. One proposal under consideration would stay the rule except for the section permitting the networks to present four hours of programming on Sunday night.

Support for the rule in its original form was demonstrated at the NATPE convention last Monday morning dur-



Decisive panel. These seven were among the cast of characters for last Monday's dramatic panel session and convention dialogue on the prime-time access rule—which resulted in two standing votes overwhelmingly endorsing a one-year stay (to September 1975) of the revised rule's effective date. L to r: Alan Pearce, the FCC's economic consultant; Henry Gillespie of Viacom, who supports the rule and the stay; Lou Friedland of MCA TV, who

opposes the rule and the stay; Roger Rice of KTVU(TV) Oakland-San Francisco, for the rule; Paul Raymon of WAGA-TV Atlanta, for the rule; Katrina Renouf, counsel for the National Association of Independent Television Producers and Distributors, leading the legal fight for the stay, and John Bass, chief of the FCC's network study staff, who joined Dr. Pearce in "explaining but not defending" the prime-access rule.

ing a rambunctious session that saw the rule's opponents soundly defeated—and roundly heckled—on the question of whether the FCC's newest version of prime-time access should become effective in September 1974 or September 1975. Alan Pearce, the FCC's economics consultant, and John Bass, head of the commission's network study group, appeared during the panel session to say they wanted to know how NATPE's delegates felt about it. They found out.

But not before a fight on the part of those who opposed a similar expression of floor sentiment last year in New Orleans. That time, the question was whether the prime-time access rule should be repealed, modified or left alone. Conventional wisdom was then betting on repeal as the popular choice among the station men who make up NATPE's membership. When the vote went heavily for its retention—on the pragmatic basis that most stations had found their profits surprisingly higher as a result of the time recaptured from networks—those opposed objected vigorously to the validity of the vote process. Last Monday, when it became apparent that another crucial—and influential—vote was in prospect, Lou Friedland, president of MCA TV and an ardent anti-, tried to stem the tide. "There are 30 men in this room from MCA alone," he said, suggesting that bloc voting could tip the scales unfairly. But neither he nor others in the audience could stop it.

NATPE's executive committee met hurriedly in the hall, then announced that because the delegates obviously wanted to be heard from, they would allow an unofficial vote to be taken. Delegates from stations were asked to stand first—they appeared to number about four-fifths of the audience—and to indicate by a show of hands their preference for or against the September 1974 effective date. The vote was overwhelmingly against. Producers were then asked to stand, and also to indicate their preference by a show of hands. Again, the vote was overwhelmingly against. It seemed to one observer that—perhaps fulfilling Mr. Friedland's prophecy—there were about 30 votes in favor of the earlier start.

Sentiment for the stay—as well as a belief that it might be within reach—was encouraged by the remarks of Ms. Renouf, the lawyer for the independents who have formally requested it. She repeatedly took issue with Messrs. Pearce and Bass on the FCC's revised rule and their analysis of its effects, and won applause on several occasions, most conspicuously after observing that "One of the most objectionable aspects of this camel [referring to the old saw about a horse designed by a committee] is that it really doesn't make any difference what they [the FCC] think it means but what you [the station programmer] think it means, and then what the FCC will do if it thinks you've guessed wrong." Ms. Renouf's sally was directed at the section of the revised rules that encourages stations to program, in access time, broadcasts of particular interest to children,

News Analysis

In 1962, five men met in Chicago with an idea—to found an organization of program managers. One year later they had persuaded 45 others to join them in New York for the first conference of the National Association of Television Program Executives. The guest speaker was Mike Dann, then program chief of CBS-TV, who assured them that his network would never run movies in prime time.

The NATPE has come a long way since—in numbers, in prescience and in influence. Last week there were 757 member delegates at the 11th annual conference, and enough others from advertisers, agencies, the government, the press and other interested parties to push the official body count in Los Angeles's Century Plaza hotel to 1,139.

The conference now rivals the annual convention of the National Association of Broadcasters in gravitational pull for the programming side of the TV business. (The NAB had "observers" in Los Angeles last week.) That condition had been accentuated this year because of the housing arrangements NAB offered to program exhibitors who wanted to attend its meeting in Houston—a long cab ride from convention central. As a result, most of the programmers won't show up at all—officially—although a handful of each company's major executives will make the trip without fanfare. The station manager, NAB's long suit, still calls that meeting his own, and still, in the final analysis, commands the programming dollar.

(Although the NATPE-NAB competition primarily concerns program exhibitors, the problem may not end there. In Los Angeles last week there were four *equipment* displays in addition to the 87 officially acknowledged programming showcases.)

NATPE's membership, in its final business meeting Wednesday (Feb. 20), took note of the tug of war with the NAB but did nothing either to resolve or relieve it. It left to the board of directors—which meets in April in the home town of incoming president Jim Ferguson of WAGA-TV Atlanta—such questions as whether to encourage attendance by general managers (more than 100 of that rank and above were among last week's delegates) or to discourage their coming; whether to revive the practice of holding meetings for affiliates of the three major networks, as well as of independent stations; whether to move the date later in the year (after network fall schedules are announced), and other organizational concerns.

Whatever its future course, the NATPE—and, by extension, the individual station program management whose collective presence it represents—has arrived. There'll be no returning to the back of the bus.

minorities and other special audiences. A question from the floor had elicited Dr. Pearce's response that the FCC wasn't saying such programs had to be weekly and that, indeed, once every two or three months might be enough, depending on the quality of the broadcast. Mr. Bass added that the FCC had been deliberately unspecific about what it meant. The man who asked the question in the first place just shook his head.

The immediate effort to win a stay does not exhaust NATPE's legal arsenal, and Ms. Renouf made clear her belief that either the FCC or a court will eventually have to give in. Mr. Bass seemed to agree at least to the possibility, when he said it would be legally impossible to reach a decision on the merits of the new rule's validity before the end of the year.

Before Ms. Renouf and Messrs. Pearce and Bass had shifted the meeting's focus from what to when, four other panelists gave their own verdicts of the rule's effectiveness—three for, one against.

The against was MCA's Mr. Friedland, who added a new argument to those his company and others of the so-called "major" producers have made against prime-time access: that there is increasing danger of a shortage of off-network product in the future. "You need a five-year hit at the networks" to make a viable syndication product, he said.

He noted that fewer and fewer such vehicles are around, and he gave several reasons: (1) One of the first effects of the rule was to bring all of the networks into a tighter race, which he said has increased competition among those shows

that remain and given rise to a greater "fallout" rate. (2) Because there are fewer hours available to the networks in prime time, there is less opportunity to shift ailing shows around in attempts to save them. (3) And the networks themselves are calling for more "short formers"—segmented formats with three or four different series bound into one time slot. "All these forces are working against emergence of off-network product at the other end of the line," he said. By Mr. Friedland's count, 10 of this season's 17 new entries have failed. In 1969, he said, 15 programs became available for off-network syndication. In 1973, six programs became available.

Mr. Friedland was especially critical of the section of the rule that bans off-network feature films from access time. He said it has forced affiliates to present films at an hour too early to be profitable. He said MCA would ask the commission to open up two nights a week for feature films that might pre-empt network offerings from 7 to 9 p.m. or 7:30 to 9:30 p.m. By one set of reckoning, he reported, there were 117 pre-emptions of network series by local movies in March 1969, in the top 50 markets. Last November, he added, pre-emptions were down to 33.

Henry Gillespie, Viacom's senior vice president for marketing, presented a different syndication viewpoint toward the access rule, one that wholeheartedly embraces it. It was Willard Block, then president of Viacom Enterprises, who led the first effort in New Orleans last year to put NATPE solidly behind the access rule, and Mr. Gillespie picked up that



Gone Hollywood. This is the newly constituted executive committee of the National Association of Television Program Executives, absent a second vice president. L to r: Allen Sternberg, WCKT-TV Miami, immediate past president; Jim Ferguson, WAGA-TV Atlanta, president-elect; Harry Trigg, WMAQ-TV Chicago, president; Betty Woodland, WGAL-TV Lancaster, Pa., secretary-treasurer, and Marvin Chauvin, WOTV Grand Rapids, Mich., first vice president. Phil Boyer of KNBC-TV Los Angeles was elected second vice president. Five new board members also were elected at last week's convention in Los Angeles: Lee Waller, WTVJ Miami, the organization's first woman director; David Baltimore, WBRE-TV Wilkes-Barre, Pa.; Seymour Horowitz, WABC-TV New York, Alvin Barcheski, WHO-TV Des Moines, Iowa, and Wayne Barrington, WISN-TV Milwaukee. Henry Gillespie of Viacom was named to the board as representative of the associate membership.

baton last week. "What we asked for was a three-to-five-year period of certainty in which to give the rule a chance," Mr. Gillespie said. Instead, he noted, there is an abbreviated access-time opportunity for independent producers, no assurance that even that will be continued next year or the year after, and—on top of those negatives—the news that the new rules will go into effect this September. "We're caught with development plans that can't be justified financially," he said, adding that the networks can afford to choose from over 100 pilots each year "because of the certainty of controlling the marketplace."

"We want a fourth marketplace," Mr. Gillespie declared, at the same time suggesting that the access rule has begun to create a growing one—albeit young, weak and immature. To the charge that syndication revenues were not enough to create programming of a quality to compete with network product, the Viacom executive had this answer: "Try paying 70% of your income to the market-by-market syndicator, as you do to your networks, and then see what programming you get."

The two station members of the panel were both pro-rule. Paul Raymon of WAGA-TV Atlanta, who finds it the right result for the wrong reasons—right because it makes the individual station program director more effective, and right because it makes the individual station more profitable; wrong because it puts the FCC improperly into a programming role, and wrong because it should have been the result of negotiations between networks and their affiliates. Roger Lee, of KTVU-TV San Francisco (an immediate past president of the Association of Independent Television Stations), prefaced his support for the rule with the observation that the FCC, in amending it, has "cut the baby into five halves." Most of his remarks, however, were directed at the rating services' failure, in his view, to properly measure minority audiences. Until they do, he said, the minority programming requirements—or urgings—of the revised rule will be meaningless, because stations will not be able to sell to advertisers an

audience they can't prove to be there. As he sees it, that unmeasured audience may amount to 40% in some markets, due to the fact that rating services choose their random samples from listed telephones, omitting from their reach those with unlisted phones or no phones at all.

An added starter to the panel was Richard Burdick, vice president and general manager of creative services of WCVB-TV Boston, who was introduced as having the nation's most ambitious schedule of locally produced programs in the prime-time access period—and 51 hours a week of local shows in all. Two of those efforts—*Housecall*, a medical talk show with a doctor as the host, and *Jabberwocky*, a children's series—are now going into syndication.

Program sellers find a market

There's talk that NATPE conference may become main trade show for TV

Program syndicators, whose suites were jammed during the four-day NATPE convention, were upbeat in their comments if not immediately enriched by sales. They said that traffic and interest had been constant, although many noted that broadcasters were unsure of just how far they should go in buying programs for the new season in light of the possibility that the FCC might stay the inauguration of the revised prime-time access rule (see page 22).

What impressed program sellers most, if Ed Montanus of MGM-TV could be taken as typical, was that the delegates were serious. Mr. Montanus also said he had signed more than \$1 million in business at the convention.

Bob Muller of Gold Key Entertainment said that his company's *Rainbow II*, a new series of 10 feature films on outdoor-animal life, had signed \$400,000 in contracts. He said the Los Angeles convention was far better than last year's in New Orleans, because, he said, there

were more general managers in attendance and they were buying.

Marv Gray, of Gray-Schwartz (syndicating the Wrather-produced *Lassie* and *Lone Ranger* series), volunteered that the Los Angeles NATPE meeting was "probably one of the best run meetings I've ever enjoyed."

But despite the presentations of new ideas, such as medical-health programs (offered by Group W [*Family Counselor*] and Home International Television [*House Call*], among others, the basic syndication vehicles—and certainly those intended for access half-hours—still seemed to be game shows and barter shows.

The latter caught the eye of many broadcasters, not only because of the ease of getting the show (no outlay of cash; from two to four minutes for local sales), but also because the quality of the programs had, by general consensus, improved noticeably.

Cited were the new Barbara Walters's *Not for Women Only*, being distributed by Syndicast, whose principal sponsor is Alpo dog food, with the second spot alternating between Uniroyal tires and duPont. Syndicast is a major supplier of barter programs, including such others as *Celebrity Bowling*, with Colgate-Palmolive as the principal advertiser; *Greatest Sports Legends*, with Bristol-Myers and Continental Insurance as the two national advertisers; a new live 10-show feed of Canadian football, running from June to September with 11 minutes of national advertising and 11 of local sales that started last year with such national advertisers as Schweppes, Piels beer and Shulton toiletries. Coming up from Syndicast is a half-hour, once-a-week *Celebrity Tennis* that will have a computer firm as the national underwriter. And in April Syndicast will have *Broadway, My Street*, with Florence Henderson, a one-hour special with four of its eight commercial minutes presold to Bristol-Myers.

Rhodes Productions, the seller of such shows as *Hollywood Squares*, now being syndicated on a two-a-week basis, plus such standards as *Father Knows Best* and *Everything Goes*, is considering barter shows, according to Jack Rhodes, president of the firm. Alvin Sussman of Four Star (who termed the meeting "sensational") noted that his firm had a new barter show, *X-Factor*, with Procter & Gamble as the sponsor.

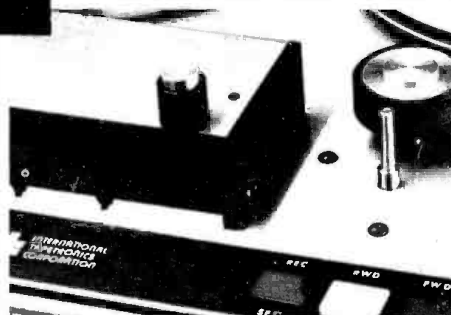
But above and beyond the discussions of barter and of the rise in health-nutrition shows was the buoyancy of the syndicators, who felt last week's meeting provided just the right amount of interest and seriousness on the part of the visiting broadcasters. Even so, many program suppliers echoed the sentiment that until the FCC acted definitely on prime-time access, broadcasters who are potential customers were being careful. Ken Joseph of Metromedia Producers Corp. was one of those who said business was only fair, and a little less than he had hoped for—principally, he stressed, because of uncertainty over the access rule. And Alan Silverbach of 20th Century-

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Fox TV saw the NATPE meetings "steadily increasing in value"—to the extent, he mused, of replacing the National Association of Broadcasters conventions for program chiefs. He too noted the indecision among many broadcasters who are awaiting resolution of the prime-time access rule.

As in previous years, a number of advertising agency media divisions were in evidence. One was the BBDO Media Division, which syndicates such TV shows as *Wild Refuge*, an animal-ecology program; a series of comedy shorts, and a pilot of a western, *Tenderfoot*, that is scheduled to be made into 26 half-hour dramatic shows with Andrew Prine in the leading role, plus a documentary, *Here Comes the Future*, in 52 half-hours.

One exhibitor among the 85 claimed to be in a unique position: Yongestreet, which said it had nothing to sell. Its top-of-the-line offering, *Hee-Haw*, was sold out, according to Alan Courtney of the firm, but the company felt it ought to be an exhibitor as a gesture of goodwill to its customers. *Hee-Haw* is barter, of course, with such advertising giants as J. B. Williams Co., Procter & Gamble, Block Drug, Warner-Lambert and Ex-Lax as rotating sponsors. But *Hee-Haw* and another major hour-long program in prime-access syndication, *Lawrence Welk*, still had a cloud on their horizons. Both are dependent on Saturday night, the primary opportunity for placement of syndicated hours on network affiliates under the present rules. Absent a stay from the FCC, each may suffer.

The programing pressure's on and won't abate, NATPE panel says

O'Sullivan calls for unified front to fight citizen-group demands; Osterhaus and Hubbard say responsiveness may be better policy

Broadcasters' hearts were with Kevin O'Sullivan of Worldvision Enterprises when he called on broadcasters to stand up against pressure groups, but their heads obviously were overruling their hearts as they listened intently to warnings of things getting worse from two of their own: Bill Osterhaus of noncommercial KQED(TV) San Francisco, and Ray Hubbard of the Post-Newsweek stations. The forum for these expressions was the last panel of the NATPE convention on "Programing by Pressure."

Mr. O'Sullivan, whose remarks elicited loud and sustained applause, called on broadcasters to unite to prevent outsiders from imposing their programing views on broadcasters. He noted that last October KTTV(TV) Los Angeles had signed an agreement with local groups that he said blacklisted 42 children's programs and "graylisted" 81 others. Some in each category, he said, were syndicated by his company, but what was most objection-



One-third for one-fifth. An NATPE panel on "Broadcast Standards' Changing Values" was the forum for John P. Twaddle (l), program manager for WCVB-TV Boston, to announce his plan for a 20% limitation on violence in TV programing. He got no help from fellow panelists Tom Snyder (c), host of NBC-TV's *Tomorrow* series, and Thomas J. Swafford, CBS-TV's vice president for program practices.

able to him was that the station was agreeing not to run, or to treat in a unique manner (by cautionary warnings to parents), many programs that it neither bought nor intended to use.

But that same audience listened earnestly to words of caution from the broadcasters. Mr. Osterhaus noted that he had been in the middle of the 1971 license-renewal battle in San Francisco (he was then with KPX[TV] there) and he warned that "activists" who had attacked the medium then had by now gained a high degree of sophistication. Broadcasters, he stressed, must listen to the over-all message, more so than specific demands. He recalled that originally a demand had been made for a half-hour daily from each station for open access programing. But after explaining the practicalities of broadcasting to those making the demands, an alternative was suggested that was accepted to both sides, he said.

That alternative is the now-common "free speech" message—a one minute announcement taped by members of the general public and aired at intervals throughout the broadcast day. But Mr. Osterhaus was not optimistic about reduction in demands in the 1974 renewal period; he reported that public interest and minority groups planned to unite against a single San Francisco station this year, rather than shotgunning all stations in the community as before.

Mr. Hubbard warned broadcasters that public demands for an increasing role in broadcasting will not diminish. "The handwriting is on the wall . . . and broadcasting is in for it now," he said. The public wants part of the action, he said, because it has learned how powerful the medium is. The audience for the panel, he noted, was predominantly white and male, "like a private club." Broadcasting can't be run that way any more, he said. "The community has a right to a voice in broadcasting."

Agreeing that pressures are likely to increase was Bob O'Connor of KTTV. He saw among other portents a study initiated by Senator John O. Pastore (D-R.I.), chairman of the Senate Communications subcommittee, that attempts to rate television violence, and a forthcoming book published by Action for Children's Television entitled, "Family Guide to TV Viewing." He defended KTTV's decision to settle with its opponents on the ground that not only was it a function of the climate in program-

ing today [to listen and act on complaints] but that fighting the groups would have cost the station "hundreds of thousands" of dollars. There have been charges that KTTV's agreement jeopardized the independence of all broadcasters, but Mr. O'Connor said he has seen no evidence to support that contention.

The audience of broadcasters and program sellers also heard Bob Gill of the Bonneville Stations urge a true commitment to affirmative action in employment, talent, special programing, news and community affairs. The pressures, he said, are going to be with broadcasters for a long time. They also heard Toni Carabillo of the National Organization for Women express her disappointment at the applause that greeted Mr. O'Sullivan's words. The airwaves, she emphasized, belong to the people, not the broadcasters. And she added, NOW wants TV to be a window on the world, not "a rearview mirror." And Frank Orme of the National Association for Better Broadcasting said his group would continue to attack excessive reruns on the ground that this practice blocks development of new and better programs for children and minorities.

New standard proposed; present ones defended

A broadcasting standard that would limit violent programs to only 20% of daytime and children's hours was called for at an NATPE session on broadcast standards. It was offered by John P. Twaddle, program manager of WCVB-TV Boston, who suggested that a panel of social scientists could perform the task of defining violence. "The time has come," he said, "to tell the networks: no more."

Last year, Mr. Twaddle said, his ABC-affiliated station declined to run two films, "The Outrage" and "The Boston Strangler." This, he noted, was because of the violence rampant in Boston at the time. He emphasized, however, that he would not include news, documentaries or the classics in his proposed ban.

The audience seemed lukewarm to the idea, although it reacted more positively to two other panelists: Tom Snyder, host of the NBC-TV *Tomorrow* show, and Thomas J. Swafford, CBS program practices vice president.

Mr. Snyder questioned whether TV's

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more liberal programing outlook resembles reality. "They may be real life situations," he said, "but they are shown in unreal situations—proper lighting, coifed hair." In real life, he maintained, people sweat, they have warts. This is what *Tomorrow* does, Mr. Synder declared; it puts real people on the air talking about real life.

The network, Mr. Synder said, has so far made no attempt to influence him on what not to show. His guiding principle, he added, was following the advice of one of his early broadcast employers: "Don't lose the license."

Mr. Swafford objected to the term permissiveness in describing today's TV. "Let's say it is more reflective of real life, of real people," he said, "more relevant, more candid."

Defending the "maturity" of today's TV, Mr. Swafford noted that out of the 65 million people who saw the abortion episode on *Maude* (repeated once), only 24,000 protested. And to underscore this maturity, Mr. Swafford showed clips of episodes from *Medical Center* (lesbianism) and *All in the Family* (breast cancer and a woman's libido).

CBS's creative environment, he said, is to give a new and more meaningful and mature look at subjects and scripts. But, he added, this has given some writers and producers the idea that there are no standards at all; some scripts that had to be turned down were salacious and in spots raunchy.

And in answer to a question asking him to justify the network's ban on the Dick Van Dyke show that showed the daughter discovering her parents making love, he repeated the networks original response: The program did not meet the levels of expectancy of the audience that tunes to the Van Dyke program.

Word from the wise. Earl Hammer Jr., creator of *The Waltons* (and now of *Apple's Way*), added another to his own and that series' list of honors last week in winning the NATPE's "Man of the Year" award. In accepting it, he offered this analysis of the popularity of those program ventures:

"Those Depression years that I remember vividly [and on which *The Waltons* is based] were only about 40 years ago, but they seem a thousand light years away. In the intervening years there have been a world war, the death of kings, the assassination of any number of good men, another undeclared war, the conquest of space, the liberation of just about everybody, and most recently the obscenities of Watergate. We are in agony as a people. . . . That is one of the principal reasons why I believe *The Waltons* has struck such a deep response in the viewing public. They are sick of vulgarity and violence, of suggestive dialogue and situations; they are weary of so-called sensational subject matter such as we often get into when we attempt to be relevant. . . . They are sick of the negative view of life."

News: sine qua non in TV programing

NATPE panel emphasizes its importance to a schedule, to an audience, to the medium

The fact that news often contributes as much as 50% of local TV advertising revenues (according to Joe Sand of KNXT[TV] Los Angeles), that you must be number one in news before you can be number one in your market (according to Herb Victor, newly appointed vice president for programing for the ABC owned-and-operated TV stations), that the price for anchormen in some markets is now \$100,000-plus (according to Pat Polillo of WAGA-TV Atlanta) and that "the day is long past when people who think they know journalism can fly by the seat of their pants" (according to Robert J. McBride of WJBC-TV Detroit) jammed a meeting room at the NATPE conference to hear three specialists explain how to do the news better. Those attending were treated to as much bad news as good.

The bad came from Philip L. McHugh, president of the McHugh & Hoffman program consultancy, who intoned that "I'm a lot more afraid of what's coming than of where we are." Things are moving almost too fast for broadcast journalism to keep up, he said, noting that the entire industry wasn't able to "come up with Watergate." And yet, he emphasized, the medium has come to be the number-one source of news. "We've been given a medal we didn't earn," he said, "but now we're going to be asked to earn it."

The bill will come due in broadcast journalism's treatment of the energy crisis, in Mr. McHugh's view. There is a new dependency between the audience and the medium, he said, and people are going to turn to television to find out what they have to do each day in living with the energy problem and its associated fallout.

Mr. McHugh spoke also of the tendency of station managements either to over- or underestimate their competition and, worse, their inability to look objectively at their own operations—classic reasons, of course, for hiring consultants such as Mr. McHugh and his fellow panelists. The big problem, he said, is that "You know everything that went wrong," and therefore are willing to grant excuses that the audience will not.

Mr. McHugh also advised the program directors, news directors and managers in the audience that "the public didn't buy their TV sets to get news. Neither they nor you knew this was going to be the number-one news medium. Thus they didn't buy their sets with any idea that they would have to do the work . . . they want to be entertained . . . they want you to do the work" of presenting news in a way most convenient to them.

Another news consultant, Frank Magid, executive director of Frank N. Magid Associates, remarked that "more

research [about local news programing] is done than sees the light of day," a reference to the fact that many managements, having commissioned a consultant to work on a ratings problem, will then ignore the answers they are given.

Robert L. Rierison, of Rierison Broadcast Consultants, carried the discussion a step farther. The simple answer for journalists and broadcast management in all sizes of markets, he said, is "Do it right." He offered six how-to's:

(1) Know your market situation, meaning research not only into your own and other news vehicles but also into the programs that lead into and out of the news segments; (2) consider your positioning, including making the judgment whether it's wise to go head-to-head against superior competition before developing a stronger news base; (3) remember that you have to be first in news to be first in the market, and thus give your news team the tools it needs; (4) promote, promote and promote; (5) recognize that "talent freaks" do exist, and that you may be up against competition "that can do everything wrong and still beat your brains out"—but not forever, and (6) give your audience what you should, "and then a little more."

Who's the programmer here? asks Moss

Senator Frank E. Moss (D-Utah) raised the specter of internal censorship in an NATPE luncheon speech when he implied that a 1973 segment of *Marcus Welby, M.D.*, that talked of medical insurance was deleted at the request of organized medicine.

Senator Moss, a member of the Senate

Old order changeth. NBC-TV made it official last week, announcing that after 13 years in its Sunday 7:30-8:30 p.m. NYT spot, *Wonderful World of Disney* will move next season to Sunday at 7-8 p.m. ("Closed Circuit," Feb. 18). The change for *Disney*, billed as network TV's longest-running prime-time program, keeps it as lead-off show in what is expected to be a full 7-11 p.m. Sunday schedule for NBC. The network currently programs 7:30-10:30 on Sundays under prime-access limitations that the FCC has removed, so far as Sundays are concerned, effective with the start of the new season.

Youth movement. NATPE delegates came to one panel session last week primarily to learn how to read the rating books. What they hadn't expected to learn was that there will be a new demographic column next fall: ages 12-34. Both panelists admitted it came as a result of advertisers' pressure, primarily from makers of soft drinks and shaving products. The station men in the audience greeted the news unenthusiastically. From their point of view it presages a new attempt to force spot prices downward in those categories.



Moss

Communications Subcommittee, did not make a bald assertion that this is what happened, but his words certainly conveyed that impression. He asked: "Why was this scene deleted? Is it because the American Academy of Family Practice and the American Medical Association both reviewed the script prior to its airing?" He noted that in 1971 the AMA carried an article by a physician-member who explained that ABC was persuaded to drop a sequence on medical malpractice because, as the author related, he told the network "we were having bad experiences with malpractice insurance. Insurance rates have gone sky high. . . ."

Senator Moss also quoted from 1972 testimony given to a Senate committee by David Rintels, chairman of the Writers Guild of America West committee on censorship, who contended that "the networks have deliberately and almost totally shut off this flow of ideas, have censored and have continued to censor writers who work with them."

"My purpose is to enlist your support," he said, "in keeping the First Amendment from being further scalped. . . ."

"When you justly express fear of government encroachment on the freedom of the broadcaster to resist government-sponsored propaganda in any form of programing, I'm with you, and the American public is with you. But when you allow yourselves, with a rather exaggerated sense of deference to your advertisers for the simple human wish to avoid controversy, to shield the American public from a hard look at the realities of our problems and institutions, then you have become the censors and you are violating our First Amendment rights—the right of access."

But Senator Moss did have a commendation for broadcasters; he spoke highly of the Feb. 16 *Reasoner Report* on oil and called for more of "this type of programing in the public interest."

Program Briefs

Burned. WDXR(AM) Paducah, Ky. faces possible \$2,000 fine for violation of FCC lottery regulations. Station broadcast promotion by local baked goods distributor in which station personality awarded \$5 checks to randomly selected persons who had proof of purchase of sponsor's product. WDXR claimed that it was assured by nearby station which had also broadcast promotion, that contest did not violate lottery regulations. Commission,

however, feels that "reasonable diligence" was not exercised by WDXR. Station has 30 days to appeal forfeiture.

All over. The 46th annual Academy Awards ceremony will be broadcast worldwide April 2 (Tuesday) on NBC-TV through NBC International Ltd. Live telecasts and delayed feeds will be seen on four continents via satellite transmission. Arrangements have been firmed to date for transmission to Australia, Canada, South America and Far East. Soon to be completed are arrangements for transmission to European nations. Countries taking live telecasts of ceremonies include Australia, Brazil, Canada, Mexico and Venezuela. Delayed-basis telecasts will be fed to Taiwan and Philippines.

WGAW on residuals. Writers Guild of America, West, reported \$7,212,623 in 1973 in TV residuals, slightly lower than 1972's record \$7,213,069. Figures were \$6,091,596 from TV and \$1,121,027 from films for TV, compared to \$6,172,198 from TV and \$1,040,871 from films for TV. For December 1973, income decreased 13.65% for TV but increased 124.3% for films for TV.

Old pea picker comes back. He's been off TV for nine years, but Tennessee Ernie Ford is expected soon to return on weekly basis as master of ceremonies of *What's the Name of That Song?*—30-minute, weekly syndicated show that was radio favorite in late 1930's and early 1940's and that was on TV as early as 1947, airing on CBS and later NBC. Show would be co-venture of Phelps-Martin Productions and entertainer's Bedford Corp. Plan is to tape 52 half hours in next 12 months in Hollywood, Nashville and other locations.

'Saint' patron. Independent Television Corp. reports that two feature films based on its TV series, *The Saint*, have been bought for showing on CBS-TV. Films, both in theatrical release, are "Vendetta for the Saint," and "The Fiction Movies."

Clarion call. Women in Communications Inc. has announced July 1 as deadline for entries in its Clarion Awards competition. Awards are offered for outstanding broadcast or print submissions in areas of women's rights, environment and community service, with one prize to be awarded in each category. Entries must have been broadcast or published between July 1, 1973, and July 1, 1974. Winner will be announced at national convention of Women in Communications to be held in Philadelphia Oct. 3-6. Contact: WIC, 8305-A Shoal Creek Boulevard, Austin, Tex. 78758.

International honors. Sixth Prix Jeunesse International, television competition for children's and youth programs, is scheduled for May 24-June 1 in Munich. Competition, held biannually under auspices of European Broadcasting Union and UNESCO is open to broadcasting organizations throughout world. Participating television stations may enter two programs, together lasting no more than 60 minutes, with registrations accepted until March 1 and program entries due



Kinship. Los Angeles Mayor Thomas Bradley likened the role of broadcasters to that of politicians in telling the NATPE convention last week that both are subject to diverse pressure groups, and that "only by listening are we going to be sensitized . . . sometimes [it seems] we have to be hit on the head." He advised broadcasters not to bend just to achieve a release from the pressures ("If we're simply going to be pushed around we'll never have coherence in society") but nevertheless to be open to "the appropriate response."



Homecoming. California Governor Ronald Reagan, one-time motion picture and television star and before that a sportscaster at WHO(AM) Des Moines, Iowa, came on strong at the NATPE. In answer to a question from the floor, he acknowledged finding liberal bias on all the TV networks—he had been asked only about CBS and NBC—and said it was the result of newsmen being "ideologically disposed that way," which he linked, among other influences, to what was being taught in the schools these days. He seemed to be split in his attitude toward the fairness doctrine: In favor if it meant broadcasting should be required to correct its inaccuracies, against it if it meant counteradvertising for commercial products. Governor Reagan was particularly incensed about being denied time on California stations to present state-government-filmed reports that explained his administration's budget. Touching on what he termed subjective reporting in news programs—and particularly concerning so-called windfall profits being made by oil companies during the energy crisis—he warned newsmen that they not only must strive for objectivity and fairness in reporting, but that they must also fight against treating news as entertainment.



Speaks softly, carries stick. FCC Commissioner Charlotte Reid offered NATPE delegates a bouquet along with a brickbat. Many broadcasters, she said, have responded to the concern about children's TV programs by, among other things, reducing the number of commercial announcements and by prohibiting hosts of children's shows from acting as salespersons for products. For this she commended them. On the other hand, referring to the programming fare that has occupied prime-time-access periods under the new rules, she made her displeasure quite clear. "It is important," she said, "that proper notice be given that if better programming is not forthcoming [under the rule] then there should be total repeal."

April 1. Six prizes will be awarded with all accredited participants acting as jurors. Contact: *Prix Jeunesse International, Bayerischer Rundfunk, Rundfunkplatz 1, 8000 Munchen 2, West Germany.*

Larger quarters. Chamber of Commerce of the U.S. has spent some \$68,000 upgrading TV production facility at its Washington headquarters. New equipment, which provides color capability, includes cameras, lighting, video-tape recorders, monitors and switcher. Another \$18,000 was spent expanding chamber's TV studio. Chamber uses facility, which also includes radio production equipment, to produce monthly public-affairs program for cable-television systems. It also provides filmed and taped editorials to stations, as well as special features and programs for its field staff and local chambers.

Health and happiness. Southern California conference of Seventh-Day Adventists, Department of Communications, Glendale, Calif., has series on health and nutrition with Art Linkletter as master of ceremonies. Show, in 26 segments, stresses meatless menus and was produced by Verity Productions. It is available free to stations.

Long arm of the radio. KNBR(AM) San Francisco reports that News Director Richard Sher, while on air, received unusual call from listener. Caller described, via his car radiotelephone, hit-and-run accident. Mr. Sher repeated information over air. Fleeing driver, according to

station, who was also listening to KNBR, gave up hope of escape upon hearing broadcast and pulled over to road shoulder, where highway patrol picked him up in minutes.

Medalist. Broadcast winners of principal recognition in 25th annual Freedom Foundation awards have been announced at Valley Forge, Pa. They were: Earl Hammer Jr., executive producer of CBS-TV's *The Waltons*; Canadian broadcaster Gordon Sinclair Jr. for his editorial, "Americans," which is also popular record; KHVH(AM) Honolulu and Hawaii Foundation of America for *IMUA Report and Commentary*; Alistair Cooke, NBC-TV and Xerox Corp., for *America* series. George Washington Award, foundation's highest, went to John Wayne for his record album, *America: Why I Love Her*.

Changing Formats

■ WPVC(FM) Winter Haven, Fla., has adopted a contemporary modern country format, "Great American Country," provided by Drake-Chenault.

■ WTHI(AM) Terre Haute, Ind., has switched to a modern country format under the theme "Music of America" after eight years of rock programming. Along with the format change, the station has separated its news operations from those of WTHI-TV; radio news will now be headed by Mark Watkins, who joins the station from WIRE(AM) Indianapolis.

■ KSWs(AM) Roswell, N.M., will adopt an MOR format.

■ WAYZ-AM-FM Waynesboro, Pa., has switched to modern country after 20 years with an MOR format.

■ WSLQ(FM) Roanoke, Va., is now using Drake-Chenault's "solid gold" package, which features a modified top-40 sound.

Finalists chosen for Emmy award in community service

The competition for the 1973 National Academy of Television Arts and Sciences national Emmy award for community service has been narrowed to 12 finalists, with the winner to be announced at the National Association of Broadcasters convention in Houston next month.

Programs offered by 10 commercial and two educational TV stations were designated last week as the finalists. The winner will be chosen from the following:

Through the Looking Glass Darkly, on WKY-TV Oklahoma City; *From Protest to Politics*, WXYZ-TV Detroit; *The Rape of Paulette*, WBBM-TV Chicago; *Probe: Uncle Sam Is a Slumlord*, WRC-TV Washington; *Living With Death*, WCCO-TV Minneapolis; *Focus 30*, KYTV-TV Springfield, Mo.; *Medicines: Where Does It Hurt?*, WNBC-TV New York; *The Frightening Feeling You're Going To Die*, WCVB-TV Boston; *A Matter of Life and Debt*, KOOL-TV Phoenix; *The Nine-Year-Old in Norfolk Prison*, WTIC-TV Hartford, Conn.; *What Happens To Me?*,

Honored. Two college students—Victor Duane Hawthorne of Howard University, Washington, and Robert James Salter, Western Illinois University, McComb, Ill.—were each awarded \$1,000 scholarships by the National Association of Television Program Executives at its convention last week in Los Angeles. NATPE also presented program excellence awards to 12 TV stations. The station winners, divided between top 25 markets and all other markets (except where none is indicated) went to WTMJ-TV Milwaukee and WNDU-TV South Bend, Ind., for variety; WIIC-TV Pittsburgh and KOLR-TV Springfield, Mo., for religion; KABC-TV Los Angeles and WHEN-TV Syracuse, N.Y., children's; KNBC(TV) Los Angeles and WBTB(TV) Charlotte, N.C., for performing arts; WWJ-TV Detroit, for interview; WCVB-TV Boston and KMGH-TV Denver, for public affairs, and WBBM-TV Chicago, for instructional.

KPCO-TV Lakewood Center, Wash., and *The Elders*, KDIN-TV Des Moines, Iowa. The last two are educational stations.

The 1973 competition was open to community-related programs or program series produced by individual stations or cable TV companies and presented initially during the calendar year.

On thin ice

Doc Elliot (ABC, Wednesday, 10-11 p.m., NYT), *Music Country USA* (NBC, Thursday, 10-11 p.m.) and *Lotsa Luck* (NBC, Friday, 8:30-9 p.m.) all made themselves prime candidates for cancellation by failing again in the Nielsen national overnights for the week ending Feb. 17.

Nielsen's message to *Doc Elliot* the past three weeks has been "physician, heal thyself." On Jan. 30, the show hit a 14.3 rating and 24 share, on Feb. 6 a 15.4 and 25 and on Feb. 13 a 14.4 and 24. *Music Country* also managed only a 24-share average over the past three weeks. And in two weeks of direct head-to-head competition with CBS's new second-season situation comedy, *Good Times* (the spin-off from Norman Lear's *Maude*), *Lotsa Luck* came up with a 15.4 rating and 23 share on Feb. 8 (compared to a 23.1 and 35 for *Good Times*) and an equally poor 15.7 rating and 24 share on Feb. 15 (to a 22.1 and 34 for *Good Times*).

Last-minute reprieve?

A death watch is on for *The Advocates*, public television's commended but controversial public affairs program. But the show's producers have found a possible cure for what seemed to be a terminal case of no money and are actively pursuing the lead.

The Advocates, which is produced by WGBH-TV Boston, ran out of money sev-

eral months ago when funding from its previous benefactors, which included the Corporation for Public Broadcasting and the Ford Foundation, expired. The program's final weekly offering had been scheduled for Feb. 28, but late last month, the Arthur Vining Davis Foundation informed WGBH-TV that it would supply \$100,000 of the \$400,000 needed to keep *The Advocates* alive through May 23 if the station could come up with another \$300,000 from other sources. Of that amount, services valued at \$100,000 have already been pledged by other non-commercial stations, which have offered WGBH-TV use of their facilities for the production of the program.

The situation improved further last week when WGBH-TV announced that another \$100,000 grant has been offered for the continued support of the program by the Lilly Endowment Inc., Indianapolis. The latest windfall leaves *The Advocates* \$100,000 short of its goal, and a spokesman termed the prospects for obtaining that amount "good." With \$300,000 already pledged, the spokesman said, WGBH-TV has decided to commit itself to several new productions of the program. "We're gambling on the fact" that the additional money—without which the Davis grant will not be forthcoming—will come, he said.

The Advocates, which bills itself as "the PBS fight of the week," has won laurels from critics and attacks from the White House, which at times argues about its treatment of controversial subjects.

With OTP report out, Goldwater again hits federal A-V production

Representative Barry Goldwater Jr. (R-Calif.) has renewed his attack on what he calls the government's "unfair labor practices" in its in-house audio-visual production. In the wake of an Office of Telecommunications Policy report which found the government spending \$375 million in 1972 on a wide array of A-V activities (BROADCASTING, Feb. 11), Mr. Goldwater has joined film, radio and television union leaders in calling on the federal government to parcel out such work to private industry.

The government has been "using unfair labor practices against the working man for years," he said. And in order to keep the government from "unfairly competing" with private business, Mr. Goldwater will attempt to move his bill (S. 2675) creating an A-V production board, which would coordinate the government's activities and award work to outside contractors, through Congress this session.

The bill has been shelved for two years by the House Government Operations Committee, awaiting the OTP and General Services Administration studies called for by Representative Goldwater. Now that those reports are in, the California Republican says he will ask the White House Office of Management and Budget to support his efforts for remedial legislation.

Media

Daytimers praise FCC's early sign-on proposal

Broadcasters stress importance of service to local areas, say that clears are outdated

Comments from daytime radio stations were unanimous in applauding the FCC's proposed rule that would provide a one-hour advancement in sign-on times, thus allowing these stations to recoup the morning hour lost by the enactment of year-round daylight savings time.

Those hardest hit by daylight savings are the 324 U.S. stations assigned to U.S., Canadian or Bahamian clear channels. To help bail them out, the commission is considering a 6 a.m. local time sign-on with a power ceiling of 50 watts.

The Daytime Broadcasters Association argue in its petition that powerful clear channel stations located in major metropolitan areas are outdated and no longer serve the public interest. Forty years ago, when only a few hundred stations served the needs of the entire nation, high-power clear channels provided a service to extensive rural areas that lacked local facilities. Today, the association notes, there are 10 times as many AM stations, and few areas are without some local stations.

The programming of the 50 kw stations on the 11 clear channels that are still unduplicated generally reflects the needs of the local metropolitan markets, the daytime broadcasters argue, not their distant listeners. They said listeners have more interest in local service.

Daytime broadcasters also warned the commission against "placing the public interest in an engineering straitjacket." The possibility of interference in the fringe areas of the powerful clear channels was shrugged off by the daytimers because listeners in these areas generally have a wide range of other signals that can be picked up while small communities are often restricted to a single daytimer for local service.

Some of the daytime broadcasters requested presunrise operating power in excess of the 50 watts under consideration by the commission. The association felt daytimers that happened to be operating on clear channels were entitled to use 500 watts, as do other daytime stations with regular presunrise service authorizations.

Educators at IRTS session urge longer license periods for broadcast stations

A resolution calling for the extension of broadcast station licenses from three years to five was adopted by some 50 professional educators attending the fourth an-

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Oil industry spokesman answers charges on the energy crisis

By JOHNN E. PETERSON
and GEORGE KENTERA

News Washington Bureau

Q: Mr. Ikard, there is an enormous amount of suspicion that the oil shortage is a hoax contrived by the large oil companies to raise prices and increase profits. What about that?

IKARD: That's simply not true, and I think it's unfortunate if we've reached the point where public decisions are made on that basis. This crisis has been coming for a long time, and many people have been talking about it in industry and in government for, oh, 10 years. The thing that accelerated it, of course, was the (Arab) embargo.

But we simply were not developing our resources in this country in a way that was keeping up with our demand. We were not developing the (Alaskan) North Slope, the largest oil field in the Western Hemisphere. We were not developing our marine (offshore) resources. Our production in Texas and Louisiana and other places was going down, and we were administering our import program so that we were discouraging the construction of refining capacity.

All these factors could lead but to one final conclusion and that was a shortfall. It is not contrived. It is very real, and I think people should understand it's going to be around for a long time. Another thing you hear a lot—that the minute the embargo is lifted it will be over—is not true, and I think the public should understand that.

Q: Where does the blame lie for the failure to develop our resources?

IKARD: Well, most of the reasons that we are not developing the resources have been government decisions—the failure to build the (Alaskan) pipeline, for instance, has been the deterrent in the development of the North Slope. That was a government decision. The failure to develop the public lands was because there had not been lease-sales to make those lands available.

I'm not suggesting this was a conscious decision on the part of government to bring about any shortfall. This is more complicated than just a simple thing of who's at fault.

We're all at fault in that we have never had

any concern about our energy uses. We've been very extravagant, and when people talked about there being some limitation, no one really listened.

Q: When you say government, are you laying the blame on the White House or Congress or both?

IKARD: Both. And I'm not suggesting that the industry isn't been to blame. And the present administration, as well as the previous administrations, couldn't recognize this as a problem until, really, a couple of months ago.

Q: In this shortage that you describe as "very real" do you see a credibility problem with the public?

IKARD: Certainly. I think there is a very definite credibility problem and it's of great concern to us. These problems are not going to be solved until there is an established credibility on both sides, and we recognize that is not currently the case.

Q: There has been a lot of talk about oil companies holding back inventories, waiting for higher prices. Is this fact or fiction?

IKARD: We're not aware of any such case on the part of the suppliers. This is not to say that there may not be an isolated case here and there, but as a general rule I'd say that charge is pure fiction. Also, you hear about these tankers lying offshore and all that. We've tried desperately to check that out and we find no substance for it. We checked with the Coast Guard and we've checked through the industrial sources we have. I think this whole charge of withholding product from the market is without any basis.

Q: People are also concerned about the talk of huge oil company profits.

IKARD: That's right.

Q: Are earnings excessive, in your opinion?

IKARD: This is something else that is very complicated. When you compare profits, say, for

the third quarter of last year with the third quarter of 1972, it's very unfair because you're comparing a good year with a bad year. And then, you've got to look at any measure of profits—if you're going to be fair about it—as a return on investment. Using that measure, the oil industry is getting a return of about 10.8 percent, if my memory serves me right, as against 12.2 percent in manufacturing generally, in 1972. So I don't think that profits have been excessive.

I certainly don't think anybody anywhere would agree that anybody should unduly profit by some scarce situation. On the other hand, this is a highly capital-intensive industry. We're going to need in excess of \$200 billion for capital investment in the next 10 years, and when we go out to get that money we've got to compete for it in the market.

Q: In effect, you're saying that if we're to have this new production that we require in the two decades or so ahead, we're going to have to have reasonable profit margins?

IKARD: Yes. Take, for instance, the Alaskan pipeline. That started out five years ago as a \$1 billion project. That cost has gone up now to something like \$4 billion. Now this is all going to be financed in the private sector. It's the largest privately financed construction project in the history of the world. But in order to finance it, the companies that are building it are going to have to have some kind of reasonable return on their investment. Well, even 5 percent of \$4 billion is a big number, and I think that's what people see and think is excessive.

Q: Do you agree with those who suggest we ought to reorder our lifestyle so far as our use of energy is concerned?

IKARD: I don't just think we ought to, I think we're going to have to. I think this will probably be the significant result of this whole energy-supply situation. We have got to reorder our use of it, to where we don't bake ourselves in the wintertime and freeze ourselves in the summertime in our air conditioning and our heating, and where we don't have automobiles with all kinds of gadgetry on them. We live in buildings like this



FRANK IKARD

The oil industry has been constantly under fire during the current energy crisis. But Frank Ikard, a leading representative of the oil industry, strongly denies that the shortage was contrived by the industry as a means of increasing prices and profits.

Ikard, a former Democratic congressman from Texas, is president of the American Petroleum Institute, the big Washington-based trade association that represents the petroleum industry in North America.

In this "on the record" interview with Detroit News Washington bureau members John E. Peterson and George Kentner, Ikard presents an oil industry viewpoint on the current crisis.

ne, where you can't open the windows. There's not to be some better way to move people around a metropolitan areas than having us all get singly into automobiles.

Q: Have the oil companies been putting enough money into research on new forms of energy?

IKARD: That's a hard question to answer. What is enough research? I guess if you are not getting the results you haven't been doing enough research—but the oil industry is spending more on really basic research than any other segment of our economy. And some dramatic results have been attained. They haven't come on stream yet, but I think in the gasification and liquification of coal we've made great progress and there's a great deal of work being done in the shale and geothermal areas.

Q: Is there any way this country can possibly meet its mid-range energy needs without the planned increase in nuclear power production?

IKARD: Not that I can see, no. I think that is one of the reasons that we are in the situation we are. Most people back in the early '60's that were looking at the mid-70's were projecting that atomic energy would be supplying about 20 to 25 percent of our electrical power and, of course, as you know, currently it's about 3 percent. In fact, many people say we're not getting any net advantage out of it at all and others say we're getting about as much out of atomic power as we get out of firewood.

Q: Gasoline at many stations right now is selling for 50 cents or more a gallon. How much higher do you think prices will go?

IKARD: I would think there will be no substantial change in prices, but this is an area again that is just impossible to project because there are too many factors that are unpredictable.

Q: The Administration now has an emergency gas rationing plan set to go into effect March 1, if need be. Do you think gas rationing can be avoided?

IKARD: I hope so. I am not privy to all the in-

formation they have. I have the impression, from what I understand and from what figures I've seen, that there has been dramatic support of this voluntary program on the part of the American public. If this continues I think there is an excellent chance that we might avoid rationing, and I hope we can.

Q: Do you foresee any heating oil shortages this winter?

IKARD: Based on the information we have today, I think that the supply will be adequate to meet the demand this winter. Now there's no way we can predict a blizzard that might hit Michigan, for instance, or New England and knock anything I'd say here in a cocked hat. But with the kind of winter we've had, which is an average or warm one, I think we'll have an adequate supply.

Q: One of the major reasons the Alaskan pipeline was delayed was the opposition of various environmental groups. Do you think you can develop the huge offshore oil beds in the Atlantic without encountering this type of thing?

IKARD: Well, I don't know. I hope so. Now we've drilled, in the last 18 to 20 years, about 17,000 marine wells, and we've only had four bad spills. So four out of 17,000 is a pretty good batting average. It's too bad we had even those four. We're working continually on the technology to improve that. We can drill and develop these marine resources without disturbing the environment or the marine life. We think that this is a provable, established fact, and we would hope we would be allowed to do it.

Q: How much of our resources are in the marine category?

IKARD: Well, they're substantial. The U.S. Geological Survey estimates about 190 billion barrels of oil there and that's more than twice as much as we've used in this country for the last 100 years. And there are a trillion, 100 billion cubic feet of natural gas there. So this is where our great reserves are, and they're producible under the technology of today.

Q: There are those who say the energy crisis is bringing to the large oil companies everything that they've been seeking—higher prices, the Alaskan pipeline, moves toward the deregulation of natural gas, and incentives for new exploration. What do you say to that?

IKARD: I think an inescapable fact all through this whole discussion of energy supply is often overlooked. It is that the American consumer has had the best supply at the cheapest price of any consumer in the world. With all the problems, he can buy a gallon of oil or a gallon of gasoline at a cheaper price and have a more dependable supply than you can in any other industrial nation. So, while the industry has done many things wrong, it must have been doing a few things right, because the consumer has really been the beneficiary of this industry.

The oil industry is the one basic industry in the world that is really an American invention. It was born here; it was started here; the crews that work around the world are largely American.

One of the dangerous aspects of our public policies is we've been forced to export this technology and our crews and the engineers. At the petroleum engineering schools in this country, enrollments are at extremely low levels. The crews in the North Sea are American now, but they'll be replaced by Scots, English and Norwegians. In the Persian Gulf they're American now but they're going to be replaced. So this is a little bit like a time bomb. We don't feel it now, but unless we turn around and start some development in this country, in another eight or 10 years we will have liquidated this great cadre of expert technicians that have developed energy resources worldwide.

This is something people don't think about. We'll wake up one morning with French and English and Saudi Arabian engineers in here telling us how we ought to develop our resources and then everybody will ask, "What happened?"

Q: Peter Peterson, the former secretary of commerce, said months ago that "Popeye has run out of cheap spinach." Would you agree that for the American consumer, energy at the price we have known it in the past is forever gone?

IKARD: Yes.

American Petroleum Institute

1801 K Street, Northwest, Washington, D.C. 20006

nual faculty/industry seminar sponsored by the International Radio and Television Society, held Feb. 11-15 at Tarrytown, N.Y. The seminar brought college and university level communications specialists face to face with broadcasting executives in a series of workshops, speeches and discussion sessions dealing with a wide range of TV and radio issues, including rising costs, growing regulation, community pressures, license-renewal problems and news and program planning and production. Gene Accas of Leo Burnett Co. and Aaron Cohen of NBC-TV were co-chairmen.

A \$9,000 pay raise for FCC commissioners is in Nixon proposal

But potential beneficiaries despair of Hill approval now

When FCC commissioners and upper-level staffers feel unduly burdened by their labors in the public interest, they may take a few minutes off, lean back in their chairs and ruminate on the prospects of a fat pay hike that President Nixon has asked Congress to approve for them, others like them throughout government and members of Congress.

The President's proposal would constitute the first pay raise for top officials since March 1969 and would be spread out over three years, ending in 1976.

For FCC commissioners, it would

mean a boost of more than \$9,000 a year, after three years. The chairman's pay would go from \$40,000 to \$43,000 on April 1, to \$46,200 in 1975, and to \$49,700 in 1976. The pay of the six other commissioners would rise from \$38,000 to \$40,000, to \$43,900 and then to \$47,200.

For the past several years, government staffers occupying the top three GS grades—16, 17 and 18—have seen lower grades get pay raises while their salaries were frozen lest they begin to match those of the commissioners. So they too would benefit under the President's proposal, although not as much.

GS 16's, 17's and 18's on the top step of their respective pay scales, earn \$36,000 now. Under the proposal, all GS 18's and most GS 17's would get \$38,700. GS 16's would remain at \$36,000 or below.

Since the President's proposal also covers his White House staff, FCC Chairman Dean Burch would not be losing out by taking on his new assignment as counselor to the President (BROADCASTING, Feb. 18). The job now pays \$42,500; it would pay \$52,800.

The proposal is also generous where members of Congress are concerned. Their pay would be boosted from \$42,500 to \$52,800.

And that seems to be the problem. Few in Washington expect Congress to risk annoying constituents by voting itself a pay raise, especially in an election year. And no raise for members of Congress means no raise for anyone else.

Changing Hands

Announced

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

■ **KHOL-TV** Kearney and satellites **KHTL-TV** Superior, **KHPL-TV** Hayes Center and **KHQL-TV** Albion, all Nebraska: Sold by Bi-States Co. to NTV Enterprises for \$1.9 million. Stations, which are collectively known as Nebraska Television Network, are principally owned by F. Wayne Brewster, C. E. Freas Jr., William F. Anderson and others. John Payne is president of NTV Enterprises Inc. Mr. Payne is manager of furniture outlet in Kearney. **KHOL-TV** is on channel 13 with 316 kw visual, 63.2 kw aural and antenna 1,115 feet above average terrain. It is an ABC affiliate. **KHTL-TV** is on channel 4 with 100 kw visual, 19.1 kw aural and antenna 1,130 feet above average terrain. **KHPL-TV** operates on channel 6 with 100 kw visual, 11.2 kw aural and antenna 710 feet above average terrain. **KHQL-TV** is on channel 8 with 316 kw visual, 63.2 kw aural and antenna 1,142 feet above average terrain.

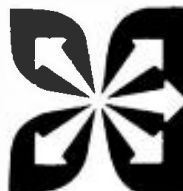
■ **KGU(AM)** Honolulu: Sold by Copley Press Inc. to Communications Hawaii Inc. for \$630,000. Copley is national newspaper chain. John B. Walton is principal owner of Communications Hawaii. Mr. Walton also has interest in **KELP-AM-TV** El Paso, **KBUY-AM-FM** Fort Worth, **KDJW(AM)** Amarillo, all Texas; **KFOX(AM)** Long Beach, **KIDD(AM)** Monterey, both California; **KAVE-TV** Carlsbad, N.M., and **KIKX(AM)** Tucson, Ariz. **KGU** operates full time on 760 khz with 10 kw. Broker: Blackburn & Co.

AWRT in New York: a look at womanpower

The 23d national convention of American Women in Radio and Television (AWRT) opens for five days May 8 at the New York Hilton. For the first time in its history, the convention will feature a female majority of workshop panelists, speakers and guest personalities.

Barbara Walters, NBC-TV *Today* show host, will deliver an evening "keynote interview" May 10 with an as yet unnamed guest. Her interview will be followed by a question-and-answer session with Joel Chaseman, president of Post-Newsweek Stations; David Foster, president of the National Cable Television Association; Congresswoman Martha Griffiths (D-Mich.) and Paula Green, president, Green-Dolmatch Inc. advertising agency.

Other women participating in the convention's panel/workshop daily format will be: Muriel Fox, vice president of Carl Boyer & Associates; Madeline McWhinney, president of the First Women's Bank & Trust Co.; Marlene Sanders, ABC-TV News correspondent and producer; Helen Nielsen, of Nielsen & Associates; Joan Konner, director, programs, NBC Radio; Rosalyn Brassell, CBS senior attorney; Eleanor Riger,



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74-6



Candlepower. What may have looked like mood lighting was actually a symbolic energy conservation measure as rows of candles illuminated speakers at a Washington energy forum. The event, sponsored by the local chapter of American Women in Radio and Television, heard John Sawhill, deputy administrator of the Federal Energy Office, who expressed his appreciation to broadcasters for their part in getting "the energy message to the American public." Kathleen Day, AWRT chapter president and assistant to the executive vice president, National Association of Broadcasters, is at left. Other panelists included Carl Bagge, National Coal Association, George Lawrence, American Gas Association, Frank Ikard, American Petroleum Institute, Jack Kearney, Edison Electric Institute, and Barbara Bland, American Petroleum Institute. Some 300 Washingtonians attended the forum held Feb. 14 at the Shoreham Americana.

ABC-TV sports producer, and Lucy Jarvis, NBC-TV News documentary producer.

The 23-year-old association will feature 18 morning workshop sessions aimed at developing participants' professional expertise and career advancement opportunities. Two workshops will deal with women's struggle for equality in sales and advertising, and the problems facing women attempting to achieve high-ranking executive positions.

Other workshops will deal with industry topics, including controversial programming, technical advancements in radio and TV, local TV programming, news and documentaries, children's programming, and AWRT future objectives. One proposed objective is to open AWRT membership to men, said Elaine Pitts, president.

Womanpower will also be the focus of an AWRT early-bird panel planned for the National Association of Broadcasters Convention in Houston March 17-20. Entitled, "You've Come a Long Way, Maybe," the session will examine results of a profile of AWRT members (BROADCASTING, Feb. 4) as the starting point for a discussion of advancement of women into increasingly responsible roles in broadcasting. Moderator will be Jane Cohen, WRC-TV Washington with panelists Frieda Day, WIND(AM) Chicago,

Patricia Nealin, WGN-TV Chicago (AWRT president-elect) and Lois Siegel Schwartz, Washington communications attorney.

Blacks call for tighter public broadcasting ascertainment rules

Coalition wants proof that stations satisfy community needs, requests more minority-oriented programing

Public broadcasters should not only have to show they have ascertained community needs at renewal time, they should also be required to show how their programming is solving local problems.

That was the thrust of comments filed by the National Black Media Coalition on the FCC's proposed rules to require public broadcasters to conduct community-ascertainment surveys similar to those required of commercial stations.

NBMC asserted there is a paucity of black programming on public TV stations. It also charged that "so-called [white] philanthropists can easily buy their way onto a public TV board and in effect make that station the handmaiden of their own peculiar tastes and interests." A similar point had been made by the Office of Communication of the United Church of Christ in comments filed with the commission three weeks ago.

"In most cities, as much as 90% of all public-affairs programing aired on

all stations combined is aired on the local public stations," NBMC said. "To insure that this airtime is used effectively, [public] stations must demonstrate what they did to solve demonstrated community problems."

To implement its proposal, NBMC suggested that ascertainsments include questions on programing; that they survey more minorities, women and children; that station managers or members of the boards of trustees participate in the interviewing process, and that educational and cultural needs, as well as public-affairs programing needs, be identified in the surveys.

NBMC suggested some additional requirements "which might have the effect of supplementing regular ascertainment efforts": Public stations should demonstrate they have conducted ongoing ascertainment; they should be required to broadcast their annual meetings; board of trustees meetings should be announced in advance and open for public attendance and questions; public stations should provide two-way public-access programing in prime time, and the stations should broadcast announcements of their programing responsibilities.

"We want, and we expect to get, jobs and decision making in programing from public broadcasters," NBMC said. "Black people should receive a share of the communications pie which we judge as fair. The principle of taxation with representation (black) should apply in public broadcasting too."

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Completing the slate. Elected to National Association of Educational Broadcasters board of directors: Warren Cannon, McKinsey & Co., New York; Frankie M. Freeman, St. Louis attorney; John Gregory, KPCC-FM Pasadena, Calif.; Carroll Newson, former RCA vice president, and Warren Park, Maryland Center for Public Broadcasting, Owings Mills. First nine board members were chosen by NAEB constituency last month (BROADCASTING, Jan. 14), and former FCC Commissioner H. Rex Lee was added three weeks ago (BROADCASTING, Feb. 4).

Certified. Radio's RADAR research service, conducted for four major radio networks by Statistical Research Inc., Westfield, N.J., has been accredited by Broadcast Rating Council.

RAB picks new firm formed by Simmons to research research

ARMS II study will feature expanded demographics and data on listener's use of other media in attempt to improve radio marketing tools

Research aimed at developing more comprehensive and useful radio audience measurements, known as the ARMS II project, will be conducted by Three Sigma Research Center Inc., a new independent firm based in New York.

The selection of Three Sigma from a field of 17 firms that had submitted proposals is being announced today (Feb. 25) by the Radio Advertising Bureau, which is spearheading the project. RAB said the selection was made by a technical committee composed of station-rep, network and other research specialists.

Three Sigma was formed recently by W. R. Simmons, founder and for many years president of the W. R. Simmons Inc. research organization.

ARMS II, which stands for All Radio Marketing Study, is the successor to a mid-1960's project that focused on research methodology. The new project's goal is to stimulate improvements in radio audience measurements. Among the projected additions to conventional radio ratings are new marketing data, new audience demographics and information on the TV and newspaper (as well as radio) habits of listeners.

RAB also adjusted its ARMS II timetable. A prototype study to check design and procedures will be conducted by Three Sigma in New York this spring, and major studies in New York and Los Angeles, initially planned for this spring, will be conducted next fall.

Costs of ARMS II are estimated by RAB at more than \$500,000, to be borne by participating stations. After the major studies in New York and Los Angeles, which are due to involve 5,000 samples each, similar studies are envisioned for other large markets.

Coming up: biggest season for baseball on radio-TV

\$43-plus million in broadcast rights ride on predictions of audience gains

Organized baseball, weighted in recent years by much of its own resistance to change, will continue to defy the law of gravity and rise to greater success in 1974.

One big reason will be the \$43,245,000 that radio and television will pay the majors for broadcast rights this season. That is \$860,000 more than the 24 clubs realized from broadcasting in 1973.

Equally important, if not more so, will be the unprecedented spotlight that imaginative network-station programmers focus on the national pastime. The immediate and inescapable example is the huge audience expected to be glued to television and radio sets for the Hank Aaron homers that would tie and break Babe Ruth's 714-total record.

Baseball, also blessed by little competition from other major sports during much of its long season and by the diminished competition of summer replacements in TV entertainment, again promises to attract record broadcast audiences.

In BROADCASTING's canvass of the 26 major-league cities, there were expectations of even greater listening due to the travel limitations imposed by the energy crunch and the uncertainty of the economy. Radio, it was noted, made great strides in the hard times of the 1930's.

And audience is the name of the game

to broadcasters who reported their baseball selling at a brisk pace despite a slight change in the kind of sponsors. Gasoline, auto and travel-associated advertisers are in the 1974 broadcast lineup, but not to the degree of past years. Examples: Union Oil has cut back in San Francisco, Los Angeles and Chicago; Arco has dropped its one-third rights in Pittsburgh, though the move was said to be unrelated to the present crisis.

"At this time, advertisers with products concerned with the crisis just don't want to make long-range commitments," Thomas E. Moore Jr., general sales manager of WBAL(AM) Baltimore, observed, but he noted that sales were every bit as good as in past years.

John Davison Jr., sales manager of WJZ-TV Baltimore, added: "We approached the selling of baseball this season with more reluctance; there was uncertainty about the traditional advertisers. But, as of now, we're coming up with a better base of advertisers. We just had to get away from the usual baseball advertisers [auto, gas, etc.] and dig deeper."

That \$43.2 million to be paid the majors in 1974 breaks down this way:

- The 24 teams will get \$25,245,000 for rights negotiated on local and regional levels. The sub-totals are \$14,420,000 for the National League and \$10,825,000 for the American League. All of the majors' gain for 1974 will be in the National League.

- The majors will get \$18 million from NBC-TV in the third year of the network's four-year contract.

The total may be augmented somewhat by current negotiations of Mutual Broadcasting System. MBS, which last year presented a *Game of The Week* on radio, is altering its approach. So far, it has arranged for 12 Friday afternoon games to originate from the Chicago Cubs' Wrigley Field between May 3 and Sept. 27. Van Patrick is to do the play-by-play.

It was also indicated that C. Edward



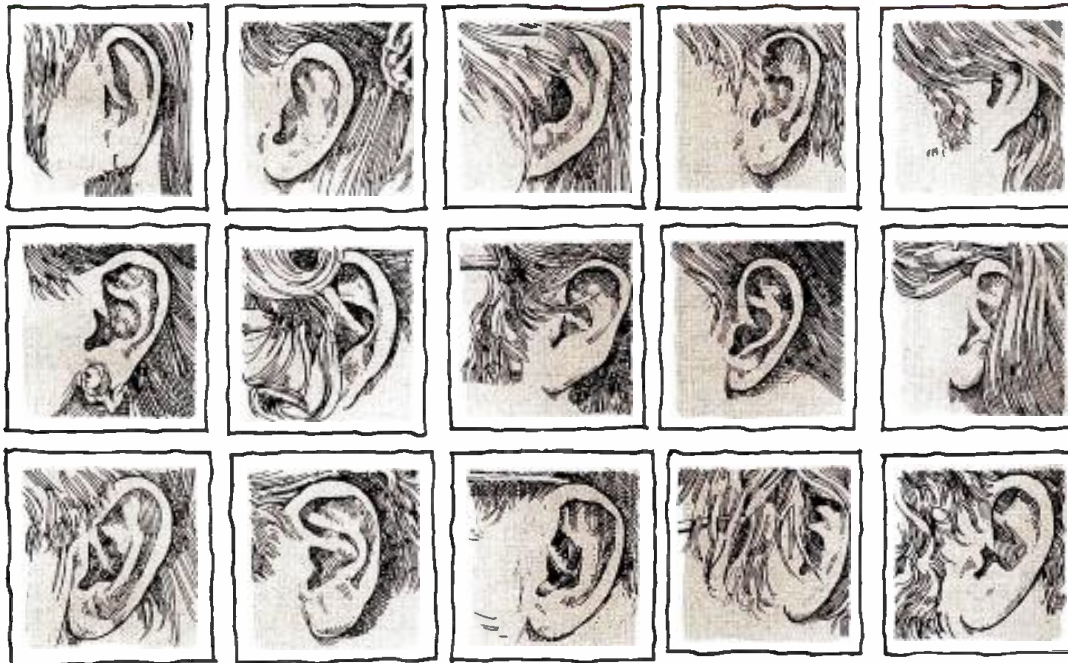
Hammering Hank's heroics. When Henry Aaron belted this 713th home run last September against the Houston Astros, it set the stage for baseball's dramatic story of the decade this spring. And radio and television are set to report the next round tripper that would tie Babe Ruth's all-time record of 714 homers.

The Ears have it!

(15 to 1)

Radio — ARB estimates, April/May and Oct./Nov. 1973. TV — ARB estimates, Jan./Feb., Feb./March, May, Oct. and Nov. 1973 average.
Total survey areas. All data subject to qualifications which WCCO Radio will supply on request.

WCCO Radio ears:



TV eyes:



ARB reports more ear-opening facts about WCCO Radio's bigger-than-television story in Minneapolis-St. Paul.

Listen to this: WCCO Radio's enormous audience levels reached new highs in 1973.

It was our best year ever since ARB began measuring the market — in both average quarter-hour (AQH) and weekly cume estimates. And for the sixth consecutive year, WCCO Radio tops all four Twin Cities television stations. This time by a 15-1 score in a comparison of 16 points of AQH audiences.

Here are a few highlights from the 1973 ARB averages:

Persons 12+ AQH 6 am-Midnight, M-S

WCCO Radio.....	120,850
Best TV Station.....	107,300

Adults 18+ AQH 6 am-6 pm, M-F

WCCO Radio.....	156,400
Best TV Station.....	57,600

Men 18+ AQH Prime Time, M-F

WCCO Radio (6-10 am).....	105,800
Best TV Station (6:30-10:30 pm)...	100,300

Hear the full story for yourself. Call out for your WCCO Radio or CBS Radio Spot Sales representative. You'll find there's more to sales-effective advertising than meets the eye.

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Baseball's '74 opening line-up: the money, stations, games sponsors

AMERICAN LEAGUE-EAST

Team	1974 rights	1973 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Baltimore	\$ 775,000	\$ 775,000	WJZ-TV †	WBAL †	National Brewing (Doner) on radio and TV. Other participants TBA.
Boston	1,000,000	1,000,000	WBZ-TV 6	WHDH 52	Schaefer Beer (BBDO), Miller Beer (McCann-Erickson), Chevrolet (Campbell-Ewald), Metropolitan Buick Dealers (Ingalls, Boston), all on TV. New England Chrysler-Plymouth (Young & Rubicam), Coca-Cola (McCann-Erickson), Delta Airlines (Burke, Dowling, Adams), Falstaff/Narragansett Beer (Needham, Harper & Steers), New England Telephone & Telegraph (Cabot), and The Boston Globe (Quinn & Johnson), all on radio.
Cleveland	800,000	800,000	WJW-TV 1	WWWE 20	American Motors (Cunningham & Walsh), Genessee Beer (Esty), Blue Cross/Blue Shield (Carl Liggett), all on TV; Stroh's Beer (Doyle, Dane, Bernbach) ½ sponsorship contract for three years with '74 as first year, on radio.
Detroit	1,000,000	1,000,000	WJBK-TV 6	WJR 39	Pabst Brewing (Kenyon & Eckhardt), Pepsi-Cola (BBDO), High Grade Food Products (Doner), Triple A Auto Association (Stockwell & Marcuse), all on TV; Stroh Brewery (Doyle, Dane, Bernbach), Marathon Oil (Campbell-Ewald), B. F. Goodrich (Grey), Great Detroit Area Buick (McCann-Erickson), Peet Packing Co., Independent Insurance Agents of Michigan (Parker, Wilcox, Fairchild, Campbell), Ziebart Rustproofing Co. (Meltzer, Aron & Lemon), all on radio.
New York	1,300,000	1,300,000	WPIX 10	WMCA 30	Sponsor list TBA.
Texas	700,000	700,000	WBAP-TV 3	WBAP 12	State Farm Insurance (Needham, Harper, Steers), Schlitz (Burnett), Consolidated Cigar (Compton), Brako Brake Co. (Atkin Adv.), all on TV; Schlitz and 7-11 Stores (Stanford Agency), both on radio.

AMERICAN LEAGUE-WEST

Team	1974 rights	1973 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
California	1,000,000	1,000,000	KTLA	KMPC 18	Anheuser-Busch (Gardner), Goodyear Tire & Rubber (Wert), Home Savings (Libov), Subaru (Culver), Southern California Ford (Myers, Bateman & Wortnick), all on TV; Standard Oil of California (BBDO), Anheuser-Busch, Continental Airlines (Benton & Bowles), Chevrolet (Campbell-Ewald), all on radio.
Chicago	1,000,000	1,050,000	WSNS 9	WMAQ 2	Falstaff Brewing Corp. of St. Louis (Needham, Harper & Steers), Metropolitan Chicagoland Chevrolet Dealers Advertising Association (Eisaman, Johns & Laws), Motorola (Clinton Frank), Commonwealth Edison (Burnett), Chicagoland MacDonald's Hamburgers (Rothenberg, Feldman, Moore), St. Paul Federal Savings & Loan (Doremus & Co.), all on TV; General Finance Loans (Post-Keyes-Gardner), Chevrolet (Campbell-Ewald), Zenith Radio Distributors (InterOcean), all on radio.
Kansas City	650,000	650,000	KBMA-TV 10	KMBZ 50	Hamm's Beer (Dancer-Fitzgerald-Sample) and Dodge (BBDO), both on TV; Dodge, Amoco (D'Arcy, MacManus & Masius), Falstaff Beer (Needham, Harper & Steers), Guy's Foods, all for radio.
Milwaukee	600,000	600,000	WTMJ-TV 6	WTMJ 50	Schlitz (Burnett), American Motors (Cunningham & Walsh), Oscar Mayer & Co. (JWT/Frank), Milwaukee McDonalds (Hoffman York Baker & Johnson), First Federal Savings of Wisconsin (Page Schwessinger), on TV and radio.
Minnesota	1,000,000	950,000	WCCO-TV †	WCCO 45	Midwest Federal Savings & Loan (M. R. Bolin) ½ and Schmidt's beer (Bates) ½; both on TV; other ½ being sold. Midwest Federal Savings & Loan (M. R. Bolin), Foreman & Clark Clothing, Northwestern Bell Telephone, Cloverleaf Dairies, Western Airlines (BBDO), to be rotated throughout Twins baseball on radio.
Oakland	† 1,000,000	1,000,000	None yet	None yet	Originating stations not selected as of Thursday (Feb. 21). Sponsor lists for radio and television TBA.
AL totals	\$10,825,000	\$10,825,000			

Rights figures are BROADCASTING estimates of net prices. When team packages its own games, the figure is after talent, production and line charges. Not included in table is NBC's payment for nationally televised

games which this year amount to \$18 million under four-year contract that started in 1972.
† Regional network not completed as of Feb. 15.

Little, president of Mutual, is discussing similar arrangements with other clubs.

NBC-TV has upped the price again for the nonweekend World Series games (all to be telecast at night) from last year's record \$110,000 per minute to \$130,000 a minute in 1974.

All three World Series night games last year between the Oakland Athletics and the New York Mets chalked up ratings in the 30's and shares in the 50's (with the third game's 33.6 Nielsen rat-

ing and 52 share being the best). NBC's statisticians report that "the largest World Series audience in history" tuned into last year's seven games and that the 69,550,000 people who watched some part of the second game constitute "the largest audience ever to watch a single baseball game in history."

The price tag for weekend World Series day games has risen from \$70,000 a minute to \$80,000 a minute, and NBC has hiked the All-Star Game's price-per-

minute from last year's record \$90,000 to \$95,000.

NBC will again telecast 15 Monday-night games, although this year it is pushing the May 20 lead-off game up to April 8, the night Los Angeles will play the Braves in Atlanta, where Hank Aaron may be willing to accommodate the network by hitting his 714th home run, which would tie him with Babe Ruth's record. The Braves' management has drawn fire from its announcement earlier

NATIONAL LEAGUE-EAST

Team	1974 rights	1973 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Chicago	\$ 1,200,000	\$ 1,200,000	WGN-TV 13	WGN 24	All-State Insurance (Burnett), Yellow Pages (Earl Ludglin), True Value Hardware Stores (Home Products Marketing Association), Zenith Corp. (InterOcean), Texaco (Benton & Bowles), American Motors (Cunningham & Walsh), Hamm's Beer (Dancer-Fitzgerald-Sample), all on TV; Oak Park Federal Savings & Loan (Connor-Sugar Associates), G. Heileman Brewing (Campbell-Mithun), Metropolitan Buick Dealers of Chicago (Post-Keyes-Gardner), Karoli's Men's Wear (Kalom/Cohen/Greenbaum), Walgreen Drug Stores (Elsaman, Johns & Laws), all on radio.
Montreal	950,000	800,000	CBC (English) 43 (French) 13	CFCF (English) 11 CKAC (French) 24	TV sponsorship TBA. O'Keefe Breweries (Foster), Pepsi-Cola (J. Walter Thompson), Swift Meat Products (McCann-Erickson), Electro-Holme Stereo and TV (Russell T. Kelley), American Motors (McKim, Benton & Bowles), Texaco Canada (Ronalds/Reynolds), Air Canada (BCP), Gillette (McKim, Benton & Bowles), Bank of Montreal (Spitzer, Mills, Bates), Loto Quebec (direct) and Steinberg's supermarket chain (direct), all on radio.
New York	1,500,000	1,250,000	WOR-TV 5	WJN 25	F & M Schaefer Brewing (BBDO), Manufacturers Hanover Trust (BBDO), all on TV; Household Finance Corp. (direct), Ballantine Beer (Needham, Harper & Steers), Chrysler-Plymouth Dealers of New York (Young & Rubicam), Dairy Lea (Barlow Johnson), Long Island Lighting Co. (Donemus), all on radio.
Philadelphia	1,600,000	1,600,000	WPHL-TV 3	WCAU 19	Schmidt's Beer (Rosenfeld, Sirowitz & Lawson) and Girard Bank (Altken-Kynett), both on TV; Schmidt's Beer, Tasty Baking Co. (Lewis & Gilman), MAB Paints (T. L. Reimel Advertising), Gino's Hamburgers (Young & Rubicam), Chrysler-Plymouth Dealers (Y&R), Girard Bank of Philadelphia, all on radio.
Pittsburgh	1,200,000	1,000,000	KDKA †	KDKA-TV †	Pittsburgh Brewing (Ketchum, MacLeod & Grove) 1/5 on TV and radio, and other participants TBA.
St. Louis	800,000	800,000	KSD-TV 20	KMOX 115-120	Anheuser-Busch (Gardner), Lincoln Mercury Dealers of St. Louis (Kenyon & Eckhardt), Kentucky Fried Chicken (E. M. Reilly & Associates), First National Bank of St. Louis (Gardner), all on TV; Laclede Gas Co. (D'Arcy, MacManus & Masius), Steak 'n' Shake (direct), Cotter Hardware (direct), General Finance Corp. (Post-Keyes-Gardner), all on radio.

NATIONAL LEAGUE-WEST

Team	1974 rights	1973 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Atlanta	1,000,000	1,000,000	WTCT 30	WSB 55	Pabst Brewing (Kenyon & Eckhardt), Bristol-Myers' Vitalls (Young & Rubicam), both on TV; Coca-Cola (McCann-Erickson), Chevrolet (Campbell-Ewald), Goody's Headache Powder (Tucker-Wayne), Sterling Beer (Burton-Sohlgian), Cotton State Insurance (McRae & Bealer), Delta Airlines (Burke, Dowling, Adams/BBDO), General Finance Corp. (Post-Keyes-Gardner), Sunbeam Bread (QBA), Orkin (Kinro), Hormel (BBDO), Trust Co. Bank (Tucker-Wayne), Atlanta Beverage (D'Arcy, MacManus & Masius), Walton Clothier (Henry Sherry & Associates), Six Flags Over Georgia (Sherry), all on radio.
Cincinnati	1,560,000	1,300,000	WLWT 9	WLW 112	Hudepohl/Burger Beer (Stockton, West, Burkhardt of Cincinnati), 1/6 on TV; other TV sponsors TBA. Stroh Brewery (Doyle Dane Bernbach), Marathon Oil (direct), Frisch's Big Boy Restaurants (Rollman), First National Bank of Cincinnati (Northlich/Stolley), Pepsi-Cola (Robert Acorn), all on radio.
Houston	1,000,000	1,000,000	KPRC-TV 23	KPRC 33	Texaco (Benton & Bowles) 1/4, Lone Star beer (Glenn) 1/6, Chevrolet (Campbell-Ewald) 1/6, L. A. Frey & Sons Meat Co. (Jessell, Siegfried & Moeller) 1/18, all on TV and radio networks.
Los Angeles	1,800,000	1,800,000	KTTV	KABC 10	Union Oil (Ebberts) Farmer John meat products (Pacific West), Olympia beer (Botsford, Ketchum), Union Bank (Weinberg), all on radio.
San Diego	‡ 710,000	710,000	None yet	KOGO	Sponsors TBA
San Francisco	1,100,000	1,100,000	KTVU 2	KSFO 15	Ford Dealers (JWT), Olympia beer (Botsford, Ketchum) on TV; Standard Oil (BBDO), Chevrolet (Campbell-Ewald), Budweiser (D'Arcy, MacManus & Masius), United Airlines (Burnett), California Blue Cross (Coleman), U.S. Steel (Compton), Commercial Credit (Doner), all on radio.
NL totals	\$14,420,000	\$13,560,000			
Maj. league totals	\$25,245,000	\$24,385,000			

‡ 1974 contracts not yet set, but station and other sources indicate final figure will approximate 1973 figure.

this month that their star would sit out the first three Atlanta games in Cincinnati (April 4, 6, 7), presumably to forestall the possibility of his tying the record on the road.

But NBC will carry the historic home runs (the one that ties the record, and the tie-breaker) no matter when and where they're hit because the network will pick up all of Atlanta's games, at least on closed circuit, and interrupt regular programming with a taped two-minute insert

of the homer, to be sponsored by Fram oil filters (through SFM Media Services).

The price of the Monday games stays the same as last year's—\$44,000 a minute in the second quarter of the year and \$35,000 a minute in the third quarter. Weekend divisional play-off games are again going for \$35,000 a minute, with weekday playoffs at \$19,000 a minute, the same as last year.

NBC has a full Saturday-afternoon schedule of 26 games, running every week

from April 6 through Sept. 28. The price-per-minute is being held firm at \$19,000. Curt Gowdy and Tony Kubek will again announce the primary network games for NBC. The other announcing team again will be Jim Simpson and Maury Wills. Joe Garagiola will do four Monday-night games, the All-Star night game, and at least 10 Saturday-afternoon contests, joining Messrs. Gowdy and Kubek as color man. NBC also expects to continue the guest-celebrity feature of the Monday-

On deck again. The National Baseball Network is ready for its second season of local and regional TV coverage with what President Don Stuart says will be a line-up of at least 120 TV stations and coverage rights for all major-league teams except for the San Diego Padres, which has not as yet arranged for a TV outlet, and the Los Angeles Dodgers whose coverage reportedly is sold out.

Unlike last year, he says, NBN can give advertisers their choice of teams in all cities having more than one club (except, again, for the Dodgers). Last year NBN was aligned with only one team in each of those cities. He expects, incidentally, to have access to the Padres, too, if they get a TV outlet.

Mr. Stuart estimates that a full-season package consisting of one 30-second announcement in each TV game of all 18 teams on NBN's schedule—a total of 870 originations over the season—would cost about \$650,000. He hopes to equal if not better last year's ratings, which he said averaged 16.5 in Arbitron-Nielsen combinations for the markets of origination, exceeding those of any other seasonal sports coverage.

Consolidated Cigar Corp., NBN's prime sponsor last year, has renewed for this season but has not yet assigned the products to be promoted. Mr. Stuart says negotiations with several other advertisers are near the contract stage. Last year he had three full sponsorships.

He had hoped to launch a radio network similar to NBN's TV operation this year (*Broadcasting*, Feb. 26, 1973). He says he has the capability but that the costs apparently are discouraging to prospective advertisers in the current economy.

jewelry store. Household Finance Company is slated for one-third sponsorship of *Dugout Interview*.

The station reports the energy shortage hasn't affected the Indians' broadcasts, which will follow an ordinary 10 night-game schedule.

Indians' TV coverage was assumed ten years ago by WJW-TV Cleveland, which owns the rights. The station is considering only one affiliate (in Youngstown, Ohio) to share coverage of 40 regular season games (25 home, 15 road). No preseason games are scheduled.

Jim (Mudcat) Grant, former pitcher for the Indians, will return with Harry Jones for the play-by-play. No pregame or postgame shows will be aired on WJW-TV which renewed a one-year contract with the Cleveland club. The station started with the Indians on a year-by-year basis in 1973.

night games, according to a network spokesman.

Major sponsors lined up so far by NBC-TV are Chrysler (BBDO), Gillette (BBDO), Sears (Foote Cone & Belding), Kentucky Fried Chicken (Leo Burnett), Firestone Rubber (Sweeney & James), Shulton (Norman, Craig & Kummel), Hagar slacks (Tracy-Locke) and Miles Labs (Botway).

Sponsors new to network baseball this year are the McCulloch Corp. (Gader & Wetmore, Los Angeles), Coleman Co. (D'Arcy, MacManus & Masius), Sterling Drug Co. (Dancer-Fitzgerald-Sample), Skil Tools (Young & Rubicam) and Radio Shack (Bloom Advertising).

Following is a city-by-city rundown of the radio-TV plans of each major-league club. Pregame and postgame sponsors are listed in the team capsules that immediately follow; sponsors of the actual play-by-play broadcasts are shown in the league charts on pages 40 and 41.

American League-East

Baltimore Orioles

National Brewing Co. will be going into the last year of its current contract as radio-television rights holder for the Orioles. The names, places and numbers will be similar to last season:

WBAL(AM) Baltimore will originate play-by-play for a network still being formed, but which is expected to match 1973's 40 affiliates. The radio line-up is being handled by Sports Media Inc., Baltimore. The entire Orioles schedule will be on radio.

WJZ-TV Baltimore, the TV roost of the Orioles since 1954, will telecast 52 games this year, approximately the same as in 1973. An area regional network is being set up. Twenty-seven pregame television shows are planned with Household Finance Corp. (Needham, Harper & Steers) as major sponsor. Postgame shows on TV will be presented on an "accordion basis"—contingent on time availability at the end of games. The Orioles' broadcast team will again be Chuck Thompson and Bill O'Donnell.

Boston Red Sox

WHDH-AM-FM Boston will go into the second year of its current three-year contract with the Red Sox and will broadcast 10 preseason and 162 regular-season games. Fifty-two New England stations will join WHDH this year.

Ned Martin will do the play-by-play, and Jim Woods the color.

The 10-minute pregame *Warmup*, and the five-minute postgame *Sports Extra*, both with Mr. Woods, will both be sponsored by Household Finance (Needham, Harper & Steers) and by the Hill Food Co. (Dean Wolfe Associates, Boston).

WBZ-TV Boston will be in the third year of a three-year contract as the originator for a six-station regional TV network that will televise three preseason and 67 regular-season Red Sox games. Ken Coleman and Johnny Pesky will be returning as the TV announcers.

On TV, the pregame *Red Sox Warmup*, with Mr. Coleman, and the postgame *Wrapup*, with WBZ-TV's Bob Wilson, are not yet sold.

Cleveland Indians

WWWE(AM) Cleveland, will broadcast its second season of Indians games as part of a three-year contract for the club's radio rights. The station is still signing affiliates for an Ohio and Pennsylvania network that already numbers 20 stations. All regular season games are scheduled, as are all seven weekend exhibition games.

Former Indians' pitcher Herb Score will be back with Joe Tate for play-by-play coverage. WWWE will broadcast a ten-minute pregame show, *Dugout Interview*, and a ten-minute postgame show, *Tenth Inning*, featuring Mr. Score and Mr. Tate, will go to its Indians Network. The station first will provide four additional five-minute pregame shows for WWWE listeners; an interview with Indians General Manager Phil Segal before every game, sponsored by Burkhardt-Davidson Clothiers; *Clubhouse Conflict*, sponsored by Southeast Chevrolet; *Tribe Talk*, sponsored by Shaker Ford; and an unnamed show sponsored by an unspecified local

Detroit Tigers

All regular-season games of the Tigers' plus eight preseason exhibitions will be carried by WJR(AM) Detroit, marking its 22nd year as anchor station for the club. In its third year of a five-year radio-rights contract, WJR will join 39 other Michigan stations (one more than last year) for its Wolverine Baseball Network.

Ernie Harwell will be back for his 14th year as Tiger's play-by-play man, and will be joined for a second season by Paul Carey. WJR has not firmed sponsorship contracts yet for Mr. Harwell's 10-minute pregame show, *Tiger Beat*, nor for Mr. Carey's 10-minute postgame *Scoreboard*.

The Tigers are retaining TV rights (for the 10th consecutive year), for a six-affiliate hook-up (five in Michigan, one in Toledo, Ohio) with key station WJBK-TV Detroit originating. One preseason game (tentative) and 40 regular games are scheduled, with 13 of the 29 road games in prime time.

The Tigers have notified broadcasters that they would not move night games to earlier time periods in connection with the energy crisis. Since Detroit-Edison has switched from oil to less-critical coal, the change is not so vital, it was felt.

Former Tiger third-base man George Kell and Larry Osterman will be back as play-by-play commentators. Mr. Kell's 15-minute pregame show is being considered for renewal. A ten-minute postgame scoreboard show has been scheduled with participating sponsors for the 27 weekend games.

WJBK-TV's latest five-year contract expires this year. The station is into its 19th year as the Tiger's TV home base.

New York Yankees

WMCA(AM) New York has extended its three-year contract that ended last season for another year. The station will carry 10 preseason and all regular-season games on a regional line-up of stations, now numbering 24 but expected to grow to about 30 by the start of the season.

The announcers once again will be Phil Rizzuto, Frank Messer and Bill

White. No pregame or postgame shows are planned.

On television, WPIX(TV) New York will begin its 23d year of Yankee telecasts. One preseason and 69 regular-season games are to be carried this year, with coverage fed to approximately 10 other stations in the area. WPIX is in second year of three-year pact.

The three-man radio crew will also handle the television side. No pregame or postgame shows are planned.

Texas Rangers

The eyes and ears of Texas will be on WBAP-AM-TV Dallas next season when the stations take over as new originators of the Rangers' coverage. And judging from reports from Roy M. Parks, sales manager for Rangers broadcasting, the club is also drawing increased attention from national and local advertisers.

The WBAP-TV telecasts of one preseason and 21 regular-season games will be fed to a three-station network. WBAP will cover 12 exhibitions and the 162-game regular schedule. There will be 12 stations in a regional radio network.

Play-by-play announcers will be Dick Risenhoover, returning, and Bill Merrill. Former major leaguer Jimmy Pearsall has joined the Rangers organization and will appear on the telecasts.

Sponsorship of pregame and postgame shows will be alternated between Coca-Cola (D'Arcy, MacManus & Masius) and Dr. Pepper (Young & Rubicam).

Arlington Park Corp. is holder of the team's broadcast rights under an agreement between the city and Rangers owner Robert Short wherein the team in 1972 received a 10-year advance to help finance the franchise switch from Washington.

American League-West

California Angels

KMPC(AM) Los Angeles will continue radio coverage of the Angels for the 14th year, originating for an 18-station regional network. The full regular-season schedule plus exhibitions are expected to be broadcast.

The program and postgame shows and sponsors: *Angel Warmup* and *Angel Report*—Langendorf Bakeries, American Bakeries (A/Media), California Cannery & Growers Association (D'Arcy, MacManus & Masius); Household Finance Corp. (NH&S), and Disneyland (Vista); *Angel Hot Line*—Sears (Star Advertising); *Angel Clubhouse*—Toro Pacific Communications Unlimited); Postgame news summary—Toro Pacific (Communications Unlimited).

KTLA(TV) Los Angeles will be going into its ninth year, telecasting an unspecified number of games. Pregame and postgame sponsorship have not been completed.

The announcer team for both radio and TV will be Dick Enberg, Don Drysdale and Dave Niehaus.

Chicago White Sox

For the second consecutive year, WMAQ (AM) Chicago, will originate coverage of the Chicago White Sox for the full 162-game regular season. Nine exhibitions will also be broadcast on WMAQ and a few Indiana stations. WMAQ is in the final year of its two-year contract.

Harry Caray will again be in charge of play-by-play coverage, handling the first three and last three (or more) innings, with Bill Mercer filling in during the other innings. No sponsors have been cleared yet for Mr. Caray's ten-minute pregame show, nor for Mr. Mercer's ten-minute postgame scoreboard.

Mr. Caray will perform the same func-

tion for Sox TV coverage on WSNS(TV) Chicago, UHF station that took over origination from WGN-TV Chicago last year. WGN-TV crews handle production, turning over the plug to WSNS. The Sox retain TV rights.

This year nine TV affiliates will link with WSNS for 125 Sox games, including 85 night games. Energy supply is no problem in Chicago, the team says, because Commonwealth Edison there burns more coal than oil, and uses atomic energy. Increased line charges, however, cut back this year's season coverage by 10 games over last year. No preseason games will be telecast.

Along with Mr. Caray, whose 15-minute pregame show, *On Deck*, is be-



You may never see the first two men row the Atlantic.*

But...you can pull your weight easily in the 36th TV market with WKZO-TV.

If you feel you've been rowing against the tide, try going with it. When you add WKZO-TV to your schedule, you get the country's 32nd retail market with \$4.7 billion shoppers' income.

Plus a 40% prime-time share of this market at one

of the lowest CPM's among the top 50 markets.

Ask your Avery-Knodel representative about some upbeat, upstream advertising placement in lower Michigan.

The first two men to row across the Atlantic were Norwegians, George Harbo and Frank Samuelson, who

left from the tip of Manhattan on June 6, 1896. It took them 56 days to cover the 3,075 miles to St. Mary's, Isles of Scilly. Their 18 foot boat, the Richard K. Fox, was a clinker-built double ender with no mast and no sails. They stowed five pairs of oars, just in case.



WKZO-TV
100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Bath Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery Knodel, Inc., Exclusive National Representatives

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RADIO: WKZO-AM (1540) - GHTLE GREEN
WKZO-AM (1540) - GHTLE GREEN
WKZO-AM (1540) - GHTLE GREEN

TELEVISION: WKZO-TV (3) - GRAND RAPIDS-KALAMAZOO
WKZO-TV (3) - GRAND RAPIDS-KALAMAZOO
WKZO-TV (3) - GRAND RAPIDS-KALAMAZOO

WKZO-TV (3) - GRAND RAPIDS-KALAMAZOO
WKZO-TV (3) - GRAND RAPIDS-KALAMAZOO
WKZO-TV (3) - GRAND RAPIDS-KALAMAZOO

ing sponsored by Liberty Builder, construction materials, Bob Waller will cover the TV games play-by-play for innings four through six. Mr. Waller's 15-minute postgame show is as yet without sponsorship.

Kansas City Royals

The Royals will be carried for the fifth straight year by KMBZ(AM) Kansas City, serving as the key outlet for a 50-station regional network.

Buddy Blattner and Dennie Matthews will be back to do both radio and television play-by-play.

The television side will again be handled by KBMA-TV Kansas City with plans for about 36 road games. Ten stations will be on the Royals TV network.

In addition, KBMA-TV plans to feed five home games of the Royals that will not be on the air to 100 cable television systems in the Kansas City area (BROADCASTING, Feb. 4). According to the station, the cable systems will pay for distribution costs, such as microwave relaying, and advertisers will pay programming costs.

Milwaukee Brewers

The Jos. Schlitz Brewing Co., through its broadcast division, will go into the last year of a five-year rights contract with the Brewers. WTMJ-AM-TV will again originate coverage.

WTMJ will feed the entire Brewers

Advertisement

Meeker Tells Rival Reps: Don't Ask More Than 15% Unless You Work For It

Questioned about his plan to apply a sliding scale of up to 20% and 25% in sales commissions, (BROADCASTING, Jan. 28, 1974), Meeker Radio President Fin Hollinger pointed out that the traditional 15% continues to be the normal commission base at Meeker but that for extra services Meeker expects to earn the higher rates. Hollinger, a former station owner whose employees were among the first programming experts and personalities hired by Drake-Chenault, offers a unique audience promotion and program advisory service to Meeker stations. Meeker's merchandising service also makes available thousands of dollars in unusual promotion items at a fraction of retail value.

"It's just good sense," says Hollinger. "We want to represent stations that are leaders or take steps to become leaders. We only want more money if we earn it—by helping our stations build ratings and by giving our stations consistent sales increases."

schedule to a regional radio network of 50 stations. WTMJ-TV will be the key station for a TV network of six affiliates, telecasting 30 games, 19 in prime time.

Merle Harmon and Bob Uecker will be back to do radio play-by-play and color, respectively. On the TV side, it will again be Tom Collins on play-by-play with newcomer Eddie Doucette handling color.

A radio pregame broadcast, *The Del Crandall Show* with the Brewers manager, will be sponsored by Yellow Pages. A postgame scoreboard program is being sold to participating sponsors.

Minnesota Twins

Midwest Federal Savings and Loan Association, Minneapolis-St. Paul, will go into the second year of a seven-year contract as rights holders for the Twins. WCCO-AM-TV there will be the key outlets.

WCCO is setting up a regional network that is expected to match last year's 45 outlets. There will be broadcasts of two exhibitions plus the regular-season schedule.

Radio play-by-play will be handled by Herb Carneal, returning, and newcomer Larry Calton.

Twins Manager Frank Quilici is to appear on pregame broadcasts with WCCO's Sid Hartman. Mr. Carneal will do a scoreboard show after all games.

WCCO reported such success in 1973 with its new sales-merchandising plan, that it is continuing the technique. Basically its amounts to this:

- There is no differentiation between in-game sponsorship and pregame and postgame advertising.

- All time is sold in 30-second units rotated throughout all baseball and with each sponsor guaranteed that 75% of its units will be within play-by-play and the other 25% in the adjacent broadcasts.

- Advertisers buying a minimum of six units every game are given billboard announcements on the station.

WCCO-TV will telecast 30 regular-season games (19 at night) commencing with an April 18 contest with the California Angels from Anaheim. The regional TV network is still being set up.

Mr. Calton and Ralph Jon Fritz of WCCO-TV will be the play-by-play team. Pregame and postgame programs will be telecast when time permits, all to be conducted WCCO-TV sportscaster Hal Scott.

Oakland Athletics

Charley Finley's world champion A's were first in the majors last year, but this year his club is at the tail end of the line in committing itself for radio and television. Up to last Thursday (Feb. 21), club spokesmen would only say that announcement of broadcast plans would be made soon.

KEEN(AM) San Jose, Calif. and KTVU-TV San Francisco-Oakland handled the games last season under rights contracts, also belatedly announced.

National League-East

Chicago Cubs

The Cubs' games once again will belong to WGN-AM-TV Chicago, in its 27th year of TV rights and its 35th year of radio rights. (Both radio and TV are in the fourth year of a five-year contract.) WGN will broadcast all 162 regular-season games and ten exhibition games to a 24-station affiliate network in Kentucky, Indiana and Illinois.

Lou Boudreau, the former Cleveland Indians star and Hall of Famer, will be back for the radio play-by-play coverage with Vince Lloyd. Mr. Boudreau's five-minute pregame show, *Manager's Corner*, was cancelled this year and will be replaced by *Let's Talk Baseball* with both Mr. Boudreau and Mr. Lloyd. That show will be followed Mr. Boudreau's ten-minute pregame show *Lead Off Man* which is half sold to Seno and Sona Formal Wear, (Bud Solk Associates). Mr. Lloyd's ten-minute postgame show, *Scoreboard*, is half sold to Cotter & Co. hardware products (Home Product Marketing Association). *Let's Talk Baseball* is half sold to Federal Life Insurance (The Art House).

On TV, WGN-TV will offer 38 regular season games to a 13-station network encompassing Illinois, Wisconsin, Iowa, Indiana and part of Nebraska. There will be 23 Sunday games, one holiday game and 14 night road games. In the Chicago viewing area only, WGN-TV will telecast 148 regular season games, including all 81 Cubs home games.

Jack Brickhouse, who has covered the Cubs for WGN since the first year of TV coverage in 1948, is back for play-by-play coverage and his 10-minute postgame show *Tenth Inning*. Sponsors will be Danley Lumber (Rockland Irving Associates) and Al Piemonte Ford (4D's Agency).

Jim West joins Mr. Brickhouse for a fourth season of play-by-play detail, and will have his own 10-minute pregame show, *Lead Off Man*, which is not yet sold.

Montreal Expos

CFCF(AM) Montreal, the originating English-language station for the Expos games, has expanded its radio network this year to 11 stations, including WVMT(AM) Burlington, Vt. and CKAC(AM) Montreal will again be the flagship for a 24-station French-language network. All 162 regular-season games, plus a few selected preseason contests, will be broadcast.

Returning as radio announcers will be Dave Van Horne and Russ Taylor on the English-language side and Jacques Doucet and Claude Raymond for French-speaking audiences.

The pregame and postgame shows in both English and French are considered part of the in-game package and are not sold to sponsors separately (since no Expo player is fluent in French, all interviews over the French-language network

have to be translated in simultaneous voice-over).

The Canadian Broadcasting Corp. will telecast 21 regular-season Expo games to a network encompassing 43 English-language stations and 13 French-language affiliates.

The TV play-by-play men are Dave Van Horne and Duke Snider (in English) and Guy Ferron and Jean-Pierre Roy (in French).

New York Mets

WHN(AM) New York moves into the final year of a three-year contract with the Mets and will broadcast the 162 regular season games and 13 preseason contests. A 25-station regional radio network in New York, New Jersey, Connecticut, Pennsylvania, Massachusetts, Rhode Island, Maine and Florida has been arranged.

Back again for announcing chores on both radio and television will be Lindsey Nelson, Bob Murphy and Ralph Kiner.

Mr. Nelson will handle a pregame program and Bill Mazur will host a post-game broadcast. WHN indicated it has signed several sponsors for these shows but could not disclose them at this time.

WOR-TV New York has been telecasting the Mets for the 12 years the team has been in existence. One significant change in 1974: The Rheingold Brewery in New York has held TV rights to the Mets' games, but since it is questionable whether the brewery there will continue operations, WOR-TV has elected to assume these rights with the club under a new three-year pact.

This year's TV schedule includes four-preseason and 116 regular-season games, with five other stations in a regional network. WOR-TV will carry the post-game *Kiner's Korner*, with Rayco (Wyse Advertising) as one of the sponsors. The station also said it intends to have a pregame show on Saturdays and Sundays, but plans are not firm.

Philadelphia Phillies

WCAU(AM) Philadelphia, in the second year of a three-year pact, will carry 16 preseason and all 162 regular-season games this year. A regional network of 19 stations in New Jersey, Delaware and other parts of Pennsylvania is being organized.

Announcers again will be Byrum Saam, Harry Kalas and Rich Ashburn. Mr. Kalas and Mr. Ashburn will co-host pregame and postgame shows for which no sponsors had been signed as of last week.

WPHL-TV Philadelphia will be in the fourth year of a five-year contract. The UHF will telecast two preseason and 70 regular season contests. Three other Pennsylvania TV stations will pick up the coverage.

The TV announcers will be Messrs. Saam, Kalas and Ashburn.

There will be a 15-minute pregame *Rich Ashburn Show* and a postgame wrapup with Sid Doherty.

Pittsburgh Pirates

A new partnership—Westinghouse Broadcasting Co. and Pittsburgh Brewing Co.—have taken over as rights holders for Pirates radio and TV. The new three-year contract, announced Feb. 8, replaced the expired rights pact that had been shared equally by the broadcasting company, the brewery and Arco.

Westinghouse Broadcasting's KDKA-AM-TV will continue to report the action with returnees Bob Prince (his 27th year) and Nellie King as the announcing team for radio and television.

KDKA will carry 15 exhibitions plus the full season schedule and expects to match last year's 43-station regional network. KDKA-TV will telecast one exhibition from Clearwater, Fla., and 38 games during the regular season.

Due to the lateness in negotiating the new rights contract, details of adjacent shows and sponsorships aren't complete.

St. Louis Cardinals

Broadcast rights were officially renewed less than 10 days ago for KMOX(AM) and KSD-TV, both St. Louis and they plan to fly higher than ever with the Cardinals.

Nine exhibitions and the full season schedule will be on KMOX, which will again originate for the Cardinal Network of 115-120 stations, five more affiliates than in 1973.

Jack Buck and Mike Shannon will be

back as the radio play-by-play team. Mr. Buck will also handle *Buck at Bat* and *Dugout Interviews*, both pregame shows, as well as *Cardinal Scoreboard* and *Star of the Game*, postgame broadcasts. Laclede Gas Co. (D'Arcy, McManus & Masius), Steak N' Shake (direct) and Cotter Hardware (direct) are principal sponsors.

KSD-TV will telecast one exhibition from Tampa, Fla., on March 30 plus 29 games in the regular season. Due to the lateness in renewing the rights, the regional network is not yet complete. KSD-TV hopes to match last year's total of 20 affiliates.

Jay Randolph, KSD-TV sports director, will again do play-by-play with Mike Shannon on color.

A pregame show will be handled by Ron Jacober and a pregame *Dugout* broadcast by Mr. Randolph. Household Finance (Needham, Harper & Steers) is the major sponsor. In addition, Mr. Randolph will do a scoreboard show.

National League-West

Atlanta Braves

Baseball's story of the year, if not the decade, will come from the ball park where the Braves' Hank Aaron is expected to tie and then surpass Babe Ruth's home run total of 714. While NBC-TV hopes to capture the big mo-

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New face at Chavez Ravine. In a surprise move just two weeks ago the Los Angeles Dodgers left KFI(AM) there, and moved to KABC(AM) Los Angeles. The team had been with KFI for 13 years. At the official announcement (l-r): George Green, general sales manager of KABC; Peter O'Malley, of the Dodgers; Ben Hoberman, general manager of KABC; Dave Van De Walker, and Merritt Wiley, both of the Dodgers.

ment, Atlanta's WSB and WTCQ(TV) are sure to report it.

WSB, going into its ninth year of Braves' coverage, will have a regional network with a minimum of 55 outlets. Broadcast schedule covers 10 exhibitions and the regular season.

Milo Hamilton and Ernie Johnson will handle both radio and television play-by-play.

Pregame and postgame shows on radio will be principally sponsored by Atlanta Beverages and General Finance Corp.

While radio rights are retained by the Braves, the television rights were sold to WTCQ under a five-year contract that began prior to the 1973 season. The channel 17 independent's flexibility in being able to accommodate a large baseball schedule in prime time was a major factor in the move. Sidney Pike, station manager and vice president of the licensee Turner Communications Corp., said four preseason and 52 regular-season games will be telecast with the possibility of an additional four TV dates. The regional network is expected to number about 30 affiliates.

Pregame and postgame shows are being sold on a participating basis.

Cincinnati Reds

WLW(AM) Cincinnati has signed a new three-year contract with the Reds to again serve as the key station of the team's network, which in 1974 will encompass 112 stations in 85 markets in Ohio, Indiana, Kentucky, Virginia, West Virginia and Tennessee. The Reds' director of broadcasting, James Winters, says three new markets have been added this year: Nashville; Fort Wayne, Ind.; and Columbus, Ohio. WLW will broadcast all 25 of the Reds' spring-training games and the 162 regular-season contests.

Marty Brennaman will replace Al Michaels on play-by-play and Joe Nux-

hall returns as color man. Mr. Brennaman will join Reds' Manager Sparky Anderson for the first of two 10-minute pregame shows, *The Main Spark*. The other pregame show is *Turf Side*, dugout interviews with Mr. Nuxhall as host.

The two post-game shows, also 10 minutes each, are *Star of the Game*, with Mr. Nuxhall conducting interviews, and *Scores and Comments*, with Mr. Brennaman.

Rotating sponsors in these four shows are Uniroyal's Ked's shoes (direct), B. F. Goodrich tires (E. C. Bartlett), Chrysler-Plymouth dealers (Young & Rubicam), Cincinnati Milk Sales Association (Midland), Blue Cross/Blue Shield of Southwest Ohio (Oppenheim/Herminghausen/Clarke), *The Cincinnati Enquirer* (Stockton/West/Burkhart), Jamboree Sporting Goods (direct), Sweeney Chevrolet (J. S. Freedman), International Harvester (Holland Co.), and Dodge Dealers of Cincinnati (BBDO).

WLWT(TV) Cincinnati has also signed a new three-year contract as the nucleus of a nine-station network in Ohio, Indiana, Kentucky, and West Virginia. This year's Reds' TV schedule calls for one preseason game, three regular-season home games and 31 regular-season away games.

Charlie Jones returns for his second year as the TV play-by-play man. The station is seeking a new color commentator to replace last year's Wes Parker.

Pregame TV activity will be *Dugout Dope*, a 10-minute program inserted before games televised on weekends. No sponsors are signed yet.

Houston Astros

For the third year, KPRC-AM-TV Houston will originate coverage of the Astros. KPRC will broadcast the regular-season schedule plus 20 exhibitions. KPRC-TV will telecast 18 regular-season games plus two preseason contests. Radio will be

passed down the line to 33 other stations; the telecasts will be fed to 23 other outlets.

Returning as the Astros play-by-play team will be Gene Elston and Loel Passe.

The Astros are again planning pregame and postgames on radio and TV. Back as the major sponsor (one-half) will be Coca-Cola (McCann-Erickson).

The Astros package and sell their own broadcast coverage. Jack Carlin is director of broadcasting.

Los Angeles Dodgers

After 13 years with KFI(AM) Los Angeles, the Dodgers will jump to KABC(AM) there, it was announced just 10 days ago. A radio network of 10 stations will tie into KFI's coverage of the 162-game regular schedule plus preseason exhibitions starting March 9.

Vince Scully and Jerry Doggett will continue on the radio play-by-play.

Two pregame and two postgame shows are planned with the tab being picked up by McDonald's (Needham, Harper & Steers), Datsun (Parker), Pepsi-Cola (BBDO), Farmers Insurance (Honig-Cooper & Harrington), Monroe shock absorbers (Aitkin-Kynett) and Western Airlines (BBDO).

KTTV(TV) Los Angeles will return to handle an undetermined number of road telecasts. Sponsors for the TV pregame and postgame shows have not been given.

Messrs. Scully and Doggett will also announce on TV.

San Diego Padres

The San Diego Padres continue to have difficulties in setting up a viable broadcast arrangement. This winter, beset by the possibility of the franchise being switched elsewhere, the radio-TV picture became even more complex.

And even now with new owner Ray Kroc keeping the club in San Diego, the only things definite on the broadcast side are that KOGO(AM) San Diego, will be back for radio coverage and that Jerry Coleman and Bob Chandler will be returning as the play-by-play team. It is understood that KOGO is to be paid on a per-game basis for carrying the games.

San Francisco Giants

KSFO(AM) San Francisco will be going into its 17th year of Giants baseball, feeding a radio network of 15 affiliates.

A new play-by-play team of Al Michaels and Art Eckman will report the action. Pregame and postgame radio sponsors so far include American Bakeries (A/Media), Sears (Talbot) and Marine World (Pritikin & Gibbons).

KTVU(TV) Oakland-San Francisco will be back to originate approximately 20 road games for a two-station network.

(The foregoing "Special Report" was prepared by Fred Fitzgerald, senior editor, Washington, with files from bureaus in New York and Hollywood.)

OTP suggests where to draw the line on federal agency beepers

Guidelines to insure that only legitimate information is provided are sent to departments for comment

Prerecorded news messages about their services that federal agencies make available to radio stations have been helpful to the stations in serving their listeners and to the agencies in disseminating information of the services they provide. That is legal. But the prerecorded spots that verge on or constitute propaganda are not. Neither are those that are presented on the air as though they are the product of the station broadcasting them.

And the Nixon administration is now reviewing draft guidelines aimed at guarding against the illegal kinds of messages that the General Services Administration has found that administration departments and agencies are producing.

The draft guidelines were prepared by the Office of Telecommunications Policy, which was given the assignment by Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, after reading the GSA account. He expressed concern about stations that do not identify the

prerecorded spots they broadcast as having originated with a government agency, and about spots that do not comply with laws prohibiting the use of federal funds for publicity or propaganda designed to support or defeat legislation (BROADCASTING, Oct. 1, 1973).

The guidelines make these points:

- Content of the prerecorded spots should be directly related to an agency's legal responsibilities, with emphasis placed on the services, benefits and assistance the agency is charged with providing the public. Messages stressing the importance of the agency or its officials are to be avoided; those designed to sway public support on pending legislation "are specifically prohibited."

- The prerecorded spots should not be formatted in a manner that facilitates their direct broadcast to the public. "Particular care should be taken to reflect the agency as the source of the information as part of content of such recordings, in accordance with" FCC regulations.

- The messages should not be disseminated over toll-free telephone lines unless that is the least expensive method of dissemination and the average cost-per-message is below the cost of an ordinary message toll telephone call.

- The guidelines apply "to all uses of audio recordings to disseminate information to the public via domestic radio broadcasting stations."

The draft guidelines were distributed for comment to the Departments of Agri-

culture, Commerce, Defense, Health, Education and Welfare, Housing and Urban Development, Interior, Justice, Labor, State, Transportation and Treasury, to the Environmental Protection Agency, General Services Administration, the National Aeronautics and Space Administration, the Atomic Energy Commission, the FCC, the National Science Foundation and the U.S. Information Agency.

Their comments are due March 4.

AIM shot down

The FCC has refused to take further action on a complaint by Accuracy in Media Inc. that noncommercial WNET-TV New York violated the fairness doctrine in its *Behind the Lines* program.

AIM said the January 1973 broadcast was devoted to reactions to Office of Telecommunications Policy Director Clay T. Whitehead's speech on the responsibility of broadcasters for the material they carry. It contended WNET employee Carey Winfrey concluded the program with an "editorial-type statement" (opposing Mr. Whitehead's views) that addressed controversial issues not discussed on the program.

AIM further asserted that WNET refused to grant its request for reply time, stated it had presented balanced coverage of the administration's controversial

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position and sent AIM a copy of Mr. Winfrey's remarks in the form of a WNET news release.

But William Ray, chief of the commission's Complaints and Compliance Division, told AIM that there was no evidence to suggest WNET's fairness judgment was unreasonable or that it has not covered the issues in its over-all programming.

Congress begins search for ways to get on air more

With strong boost from Van Deerlin, broadcasters seek access to Capitol for news coverage of debates, votes—but other legislators want controls

Broadcasting executives told a joint congressional committee last week that opening the floors of both houses and congressional committee sessions to broadcast coverage is the key to greater congressional impact. But, they said, the choice of sessions to cover must be left to broadcast journalists themselves.

Joint Congressional Operations Committee Chairman Lee Metcalf (D-Mont.) stated at the opening of hearings last Wednesday that the Congress "must now consider methods which could permit it to bring more meaningful information more directly to more of our citizens . . . A Congress unable to project its voice much beyond the banks of the Potomac can be neither representative nor responsive."

Broadcast executives—CBS President Arthur Taylor, ABC Inc. President Elton Rule and Mutual Broadcasting System President C. Edward Little—interpreted the chairman's statement as perhaps calling for legislated congressional access to the networks, a condition they oppose. All also suggested that more news of Congress is getting out than Congress understands. As CBS's Mr. Taylor said, "the extent of coverage generally is not

Plusses and a minus. A CBS Radio Network feature, *One View of the Press*, editorially endorsed the notion that Congress should open its floor deliberations to the broadcast media. The editorial was written by producer Dale Minor for delivery by CBS News correspondent Dallas Townsend Sunday, Feb. 1, three days before hearings on that subject opened in Washington (see story this page).

The editorial noted an objection to open access: the thought that cameras would "bring out the ham" in congressmen. "The most casual reading of the *Congressional Record* makes it plain that television lights are really not needed to bring out the ham," Mr. Townsend said. But, "in genuine seriousness," the editorial noted that "one danger that could cause second thoughts" is that "it could result in more of the work of Congress being done in the old, smoke-filled rooms and behind the closed doors of executive sessions."

realized" by members of Congress and the public. The only way Congress can improve that coverage is to open its floor and committee sessions to broadcast coverage, Mr. Taylor said.

"I doubt that Congress will ever be able to compete on a fully equal basis with the President for the attention of the national news media," Representative Lionel Van Deerlin (D-Calif.) had testified the day before. "The President and the White House are one and the same, but Congress speaks with 535 different voices." And that, for the broadcasters, was the crux of the issue.

"The healthy pluralism that now exists would be foreclosed," Mr. Taylor said, "by any government-imposed reply requirement, whatever formula or device was used . . . The public's attention simply cannot be mandated."

"Far better than the current situation, or some of the proposed remedies," Mr. Taylor said, "is the simplest and most logical solution of all: Make the proceeding of Congress available to broadcast coverage on the same basis as they are available to other news media."

"We feel that freedom of information is indivisible," Elton Rule of ABC said. "There should not be two standards, one for printed press and another for the electronic media."

Mr. Rule cited TV coverage of the Kefauver crime hearings, the Army-McCarthy hearings and the Watergate hearings as events that not only "gripped televising viewers" but "informed millions, [who] were given front row seats

and the opportunity to form their own opinions."

This same theme was sounded by Henry Loomis, president of the Corporation for Public Broadcasting, whose organization offered live and delayed broadcasts each day of the Watergate hearings last year.

Mr. Loomis utilized a preliminary study of public television coverage of the Florida legislature as the basis for his position that an open Congress would increase public understanding. "Viewers were less likely to feel alienated from government," the study said, "more likely to feel that voting played an important part in public affairs."

ABC's Mr. Rule outlined for the committee his network's proposal—first made last year—to get more congressional information on the air. To redress the executive-legislative imbalance, ABC would (1) make one hour of prime time available at the beginning of each session for a "State of the Congress" address; (2) cover "debates on critical issues" if Congress allows "reasonable access"; (3) make available another prime-time hour for a report on congressional achievements and future plans at the end of each session while (4) all broadcast time would be parcelled out on the expectation that Congress could choose a mutually agreeable format with agreed-upon spokesmen.

Mutual's Ed Little took a more journalistic approach.

"I submit that we can better explain the institutional aspects of Congress to the American people," Mr. Little as-



Van Deerlin



Loomis, Rule, Taylor

serted in a statement submitted for the record, "if you will open up your proceedings to us." He also urged Congress to revamp and enlarge the Capitol facilities accorded broadcast journalists. He said the radio-television accommodations had not changed since they were allocated in 1945. He spoke for at least a regular conference room—with space to permanently store equipment.

On Wednesday, the first of four scheduled days of testimony, congressional witnesses addressed the need for concerted congressional action to improve the exposure, though they spoke from different persuasions.

A recent Louis Harris poll which found that only 26% of the public expressed confidence in Congress was cited often in the hearings as proof that the legislature needs to reform itself or, at least, its image. "The Congress suffers doubly from its inattention" to the relationship between Congress and the media, Senator Hubert Humphrey (D-Minn.) asserted. "On one hand, we cast a blurred and confusing image for the man on the street; on the other we are regularly made victims to end-runs and upstaging by the President."

"I hope I am not mistaking the symptoms for the illness," Senator Edmund Muskie (D-Me.) said, "when I insist that relations between officials and the press are the key to restoring public contact and, ultimately, public confidence." But the Maine senator implied that he did not trust the press to redress any imbalance. He opposed gavel-to-gavel coverage for fear of "boring the public" but favored opening "significant" debates to TV cameras. But Congress "can't leave that decision [of what is significant] to the press. We have to find ways to present our views of what's significant," he said. He urged Congress to explore "the other option" to opening the floor, "that of finding new ways to inform the people directly, without intermediaries, of our activities. Obviously television is the only medium that can carry such a message for us effectively."

Representative Van Deerlin, "sandwiched between the giants of the Senate," as he put it during the first day's testimony, said "we should give the press free access, and then lay off. Instead of telling the media what they should do, we should make it easier for them to do what they want to do."

"I tend to look at these things as a reporter and an editor," the former broadcaster and newspaperman said, "rather than a member of Congress. And I feel far safer as a congressman with Congress being covered by a few transparent scalawags than with laws which would have the government looking over the shoulders of reporters and broadcasters."

It was the policies of the late Speaker Sam Rayburn ("who was not a product of the electronic age, who was disturbed by the lights and the cables," Mr. Van Deerlin conjectured) that have held up TV access to the floor to date, Mr. Van Deerlin said.

Representative Robert N. Giaimo (D-

Conn.) asked Mr. Van Deerlin whether the television news organizations might not exploit unbridled access to the floor, say, by showing empty seats and "perpetuating the myth" that congressmen are not at work when the chambers are not in session.

"I doubt cameras would travel to the House chambers when it wasn't in session just to show that Congress wasn't doing its job," Mr. Van Deerlin said.

"Don't believe it," Mr. Giaimo shot back.

"Well, it wouldn't make a good program more than once," the California Democrat replied.

But, as Chairman Metcalf said later, Mr. Van Deerlin's "best" contribution to the record was articulating what may be Congress's largest fear about letting cameras in. "If some of us are inarticulate, if some of us are hams, if some of us are lazy, let the chips fall," Mr. Van Deerlin said.

Journalism Briefs

Crisis coverage. ABC Radio News will begin this week Monday-through-Friday and once-a-week report on energy crisis, focusing on its significance to American consumers. Each weekday afternoon, 3½-minute *American Information Report*, will be fed to affiliates of the American Information Radio Network at 3:06 p.m. NYT. Each Friday at 10:35 p.m. *You and the Year 2000*, 15-minute program, will be sent to same affiliates. Reports will be co-anchored by ABC News Correspondents Ann Compton and George Engle.

TVN additions. Six TV stations have subscribed this month to Television News Inc., the New York-based electronic news service which began last May: KSAT-TV San Antonio, KYW-TV Philadelphia, WTEN Albany, N.Y., WTVT Tampa, Fla., WBTW Charlotte, N.C., and WHCT-TV Rochester, N.Y.

Nix. British House of Commons has rejected, by 189-to-164 vote, televising of parliamentary sessions. Proposal contemplated three-month experiment, was fourth such bill rejected by House.

Tape of explosion coverage costs newsmen dearly

Two 22-year-old newsmen from WONT (FM) Oneonta, N.Y., were reported in fair condition at the Albany (N.Y.) Medical Center Burn Unit last week after suffering second- and third-degree burns during their coverage of a Feb. 12 derailment and explosion of propane-gas-filled freight cars. Tim Braddock, WONT chief engineer and newsmen, and Michael Doherty, news director, were among 56 persons injured when three cars from a Delaware & Hudson Railroad train blew up six miles west of Oneonta.

The two newsmen were some 200 yards from the derailment wreckage when the explosion occurred. While Mr. Braddock and Mr. Doherty rolled in the snow to extinguish their flaming clothing, the tape recorder in Mr. Braddock's pocket kept

rolling, producing a record of the entire event. The station aired a one-minute segment of the tape Feb. 13 and 14.

"The Federal Railroad Administration and the National Fire Prevention Association have requested copies [of the tape], since they have never been able to have an actual recording of an explosion of such force . . . and have anyone alive to bring it in," said WONT General Manager Keith Andre. "Frankly, I know of no other situation where an on-the-spot recording has been made of all the events surrounding such a disaster."

The reluctant critic

Fired prosecutor Cox takes swipe at media's role in Watergate, but doesn't want to be quoted

Harvard Law Professor Archibald Cox and President Nixon may have had their differences over the manner in which Mr. Cox performed as special Watergate prosecutor. But there seems to be one area of the Watergate issue in which their views are not too dissimilar—the media's coverage of the Watergate story.

Professor Cox, who was fired by President Nixon for persisting in seeking White House tapes and documents, expressed concern last week about that coverage, and about the role as "the fourth branch of government" he sees some major elements of the media attempting to fill.

Professor Cox expressed his views in a question-and-answer session following informal remarks to the students and faculty of St. Paul's School, in Concord, N.H., from which he graduated in 1930.

The remarks were supposed to be off-the-record, and he expressed annoyance that some reporters who were present wrote stories. He also said he thought the UPI story "misplaced" his remarks about the media, since they came in response to the last question that was asked him, and were designed to "raise questions for the boys in a classroom atmosphere."

He did not quarrel with the accuracy of the quotes attributed to him. One was that important representatives of the media, such as the *Washington Post*, the *New York Times*, *Newsweek* and the networks in some cases, were taking "a more active role in shaping the course of events through their news columns and commentaries as well as on their editorial pages."

Another was that "the selection of items emphasized often reflects the sort of a notion that the press is the fourth branch of government, and it should play a major role in government. I'm not sure I want it that way when there are only three networks—to me that's an awful lot of power to give to whoever runs the three networks."

However, he declined to elaborate or to suggest a possible remedy for the problem troubling him. "I just don't want to get drawn into a general discussion," he said. He added that if he were going to make suggestions, he would do it "in a far more considered way rather than off the cuff."

FTC to adopt open information policy

Engman announces new procedures, also reiterates 'cautious' approach on proceeding against image ads

In a move to open the activities of the Federal Trade Commission to the "sunlight of public scrutiny," Chairman Lewis A. Engman last week announced sweeping changes in FTC public information policies.

The revised procedures, to be instituted "in the very near future," will:

- Reveal the existence both of industry-wide investigations "whenever the FTC votes to undertake one" and of investigations into acts or practices involving health or safety hazards. The issuance of complaints and consent orders has traditionally signaled the close of FTC investigations into various other practices, but until now the FTC made no provision for disclosing the existence of investigations that did not culminate in complaints or orders. Disclosure announcements will now be made when such investigations have been closed.

- Increase from 30 to 60 days the period for public comment on proposed consent orders. In addition, at the time the proposed settlement is announced the FTC will make public a staff analysis of it in order to "encourage meaningful public comment" and "provide the public with a better understanding of what the proposed settlement is all about."

- Expedite handling of materials requested under the Freedom of Information Act and provide for the disclosure of intra-agency memoranda—such as staff advice and recommendations—"after an appropriate period of time, say three years." All internal documents in closed files will be made public after a longer period of time, "unless some specific reason makes public disclosure contrary to the public interest."

- Require all FTC members to maintain records of all outside contacts (members of Congress, the executive branch, the press and the like) "when such contacts relate to investigations or cases." These records will be made open to public inspection when the file becomes public.

The new FTC procedures, announced one day short of Mr. Engman's first anniversary at the commission (he was sworn in Feb. 20, 1973), are an attempt on the part of the commission to be increasingly responsive to the "legitimate public demand for a freer flow of information from the government to the people," Mr. Engman said. This theme has been a common thread running through Mr. Engman's speeches during the past year—addresses in which he has called on both the public and private sectors for greater accountability to public interests in order to restore public faith in business and government.

Mr. Engman said review of FTC pub-



BIASed. Storer Broadcasting Co. has reached an agreement with Data Communications Corp., Memphis, for installation of DCC's Broadcast Industry Automation System (BIAS) in each of Storer's six TV stations this year. The six offices of Storer Television Sales and Storer's Miami headquarters will also use the computerized traffic, sales and accounting system. Shaking hands on the pact—worth over \$250,000 a year—are Arno Mueller, vice president and treasurer of Storer, (l), and DCC President Norfleet Turner.

lic information policies kept in mind the commission's "unique status" as a law enforcement agency "with a combination of functions ranging from investigational to prosecutorial to adjudicatory." Certain law enforcement problems were considered in redrawing the lines of disclosure practices. Among them was the necessity of keeping confidential the names of particular firms under investigation on the assumption that other "potential respondents . . . might be a little more circumspect in their behavior if they are uncertain as to which companies within an industry will be targeted." Other considerations were the responsibility to protect evidence, to safeguard legal strategy and to protect from adverse publicity those under investigation or those initiating complaints.

"It has been said that sunlight is the best antiseptic," Mr. Engman said in summarizing the main thrust behind the revised policies. "At a time when public expectations are high and confidence in public institutions is low, we are very much in need of the sunlight of public scrutiny." The new practices, he told his audience at Washington's National Press Club luncheon, represent a unanimous commission verdict.

In response to a question from the floor, Mr. Engman added his views on another, unrelated matter—image advertising. Echoing statements made in a speech Feb. 15 in Detroit before the antitrust law section of the state bar of Michigan, Mr. Engman said the FTC should be "very cautious in attacking corporate image advertising when those ads are 'not clearly related to a commercial end.'" First Amendment rights apply to corporations as well as individuals, he noted, and said those fundamental rights are "vastly too important" to sacrifice for the sake of a challenge that may momentarily appear to be in the nation's best interest.

Mr. Engman had said in the Michigan address that in his view, freedom-of-

speech rights provided by the First Amendment protected the image ads that companies such as oil, utility and appliance concerns have been running during the energy crisis. The FTC should proceed against such advertising "only in clear-cut cases of commercial appeal or effect," he said.

He noted that his opinion "will not win unanimous applause," but that he felt "utmost caution" was called for pending resolution of a number of issues, such as the extent to which First Amendment protection applies to an advertiser whose message displays "reckless disregard" of its truth or falsity, or the question of how to regulate the commercial element of a mixed purpose ad (i.e. both commercial and image) without "having a chilling effect on the protected element."

He warned, however, that First Amendment protection does not give advertisers a carte blanche in framing their messages. "Without credibility, mere publication of a message will not persuade the public." While the law enforcement options available to the FTC can be effective, he said, they "are not nearly as punishing as the conclusion by the people that an individual company or industry cannot be believed."

RAB says shortage of gasoline won't mean a shortage in drive time

In fact, it claims, it may actually add more time because of lower speed

The Radio Advertising Bureau is moving to head off any misconceptions about what the gasoline shortage may do to radio's prime advertiser attraction—drive-time listening.

In a report being made public today (Feb. 25), RAB says even a cut of 20% in auto usage would reduce total radio listening by no more than 3.2%, from the present three hours and 24 minutes a day for the average adult (aged 18 and over) to three hours and 18 minutes a day. This is based on estimates that 16% of all radio listening is done in cars.

What's more, the report continues, any reduction in auto usage may be partially or completely offset by other energy-related factors, such as reduced speed limits. If it takes longer to drive from one place to another, RAB reasons, there will be that much more opportunity to listen to the car radio.

In fact, RAB figured, a reduction in speed from 70 to 55 miles an hour would add eight minutes of driving (and listening) time to what used to be a half-hour trip.

The RAB report also reasons that the public's shift to smaller cars will help minimize any reduction in auto usage. And while car-pooling may keep some cars off the roads, the report continues, it won't necessarily affect car-radio listening because the pools will still stay

tuned (a mid-1960's survey showed 80.5% of the car pools, averaging 3.5 wage-earners per car, listened to radio, RAB noted).

RAB says it also doesn't expect driving and therefore listening among shoppers and commuters to be affected much, if at all, because most cities lack adequate mass-transit facilities.

For longer trips, RAB calculated that a reduction in speed from 70 to 55 increases driving time by 27%. It offered the following table to show how many minutes this can add to potential listening time:

Miles	Driving time at 70 m.p.h.	Driving time at 55 m.p.h.	Increase in time
35	1/2 hr.	38 min.	8 min.
70	1 hr.	1 hr. 16 min.	16 min.
140	2 hr.	2 hr. 32 min.	32 min.
210	3 hr.	3 hr. 48 min.	48 min.
280	4 hr.	5 hr. 4 min.	1 hr. 4 min.

RAB is distributing copies of its report to advertisers, agencies and RAB members. Copies are also available on request to its headquarters, 555 Madison Avenue, New York 10022.

Douche ad quietly moves onto television

The makers of the first feminine-douche TV commercial to be cleared by the National Association of Broadcasters Code Authority hope it will also be the first on a network. The 30-second commercial, for Summer's Eve, is now on four New York stations in a run that started Jan.



7 and will move next to an as yet unspecified network, according to Cunningham & Walsh, the agency.

The product, which has captured an 18% unit share of the douche market after 10 months on the shelves, is from a small Lynchburg, Va., pharmaceutical company, C. B. Fleet. In an unusual move for an "ethical drug" firm, C. B. Fleet enlisted Cunningham & Walsh of New York to map the product's advertising campaign.

"It took a great deal of courage for a pharmaceutical firm the size of C. B. Fleet to make this move," said Cunningham & Walsh Vice President Earle Bower. The TV commercial was approved by the Code Authority Jan. 3 after eight months of discussion, a C&W spokesman said.

Produced for C&W by Directors' Circle production house, the TV spot is designed to reflect good taste, said Vivian Warshaw, C&W vice president and group

creative director. "We tried to show Summer's Eve as a legitimate, natural, matter-of-fact kind of product—like soap or toothpaste—used in human cleanliness."

Fleet has—or will have—TV competition. Vick Co. has a douche, Dismiss, that got code clearance shortly after Summer's Eve. Norman, Craig & Kummel, agency for Dismiss, would not discuss its status last week, but C&W spokesmen insist it's still in test markets, whereas New York is the start of a national TV roll-out for Summer's Eve.

First-year projection for World Football

TVS sees \$5 million in revenue and \$1 million paid in rights

Eddie Einhorn, president of Corinthian Broadcasting's TVS Television Network, predicted last week that sponsor revenues for the first year of televising 23 World Football League games would be "over \$5 million," of which "more than a million" would go to the league in rights fees (BROADCASTING, Feb. 11).

These figures are based on 15 network commercial minutes and a still-to-be-determined number of local minutes on two separate TVS packages. The "A" package, priced at \$17,500 a minute, will consist of eight Thursday-at-9-p.m. games (starting July 18 and running every week through Sept. 5), four late-night games (Sept. 21, Oct. 21, and playoffs on Nov. 21 and Nov. 23) and the championship game Friday afternoon, Nov. 29. The "B" package, priced at \$7,500 a minute, is made up of 10 Thursday-at-9-p.m. games, telecast weekly, Sept. 12 through Nov. 14.

Mr. Einhorn said he hoped that TVS would be able to get an 80-85% clearance for the "A" package and a 40-50% clearance for the "B" package. "B's" lower clearance would be caused by conventional network affiliates' electing to go with the new fall entertainment shows on Thursday nights, he said.

Mr. Einhorn said that advertisers have taken options on half of the available minutes already. But he refused to reveal any names until the league's 12 cities are set. That may take a while. Last week the league moved the Boston franchise to New York and switched the Memphis franchise to Houston.

Digges's bargain

Retail and other local advertisers spent \$1.135 billion on radio advertising in 1973, or 72% of radio's total volume, with little or no dependence on rating books, demographics, computers, committee meetings, product studies or other trappings usually associated with national radio buying. Mightn't national advertisers learn something from them? That's the point of a letter Sam Cook Digges, president of CBS Radio, is sending to some 6,000 agency and advertiser customers and prospects.

"The retailer has the most sophisticated and accurate information avail-

No. 1 number for tape cartridge equipment 309-828-1381



3D SERIES REPRODUCER

A collect call to the above number will bring you all the facts you need to know about tape cartridge equipment. One call will establish a working relationship between you and our broadcast oriented people...a relationship that delivers dependable performance at a truly competitive price. The relationship will last as long as you use ITC equipment...in the selection of equipment, proper servicing, and adaptation of machines to your broadcast requirements. If you're thinking tape cartridge equipment, find out why hundreds of stations depend on ITC.

WRA SERIES RECORDING AMPLIFIER



Call collect for information on free trial and leasing plans

ITC INTERNATIONAL
TAPETRONICS
CORPORATION

2425 South Main Street,
Bloomington, Illinois 61701

able to him of any advertiser," Mr. Digges wrote. "At the end of the day, he simply goes over to the cash register and checks receipts for sales that day. [He] continues to increase his use of radio, because he *knows* that it works—no if's, and's or but's about it."

The letter points up some of the values of radio generally and opportunities on CBS Radio specifically, but concludes: "Whether you buy the CBS Radio network or some other radio network or whether you buy a CBS station or some other station isn't the important thing. We'll do all right—we'll get our share. It is important that you and your associates ask: 'Why not take greater advantage of the cost efficiencies of radio?'"

Check-off action urged

Hirsch says one-dollar option on income tax forms should be boosted by broadcasters to avoid legislated free campaign time

Broadcasters might save themselves a lot of grief—in the form of mandated free time for political office-seekers—by strong on-air promotion of the political-contribution check-off feature provided on income-tax returns.

That's the belief of James C. Hirsch, long-time Television Bureau of Advertising executive who is now a communications consultant in New York, specializing in broadcasting.

He noted that Representative Lionel Van Deerlin (D-Calif.) had warned against renewed congressional demands for free-time legislation if tax check-offs such as those proposed in pending legislation should fail to produce enough contributions. The congressman said early income tax returns indicated a 10% participation in the one-dollar check-offs, whereas 25% participation would be needed to fund the next presidential campaign (BROADCASTING, Feb. 11).

Through public-service announcements and special discussion programs, Mr. Hirsch feels, broadcasters could vastly increase public awareness of the check-off option and its purposes, thus expanding its use and serving a public interest that coincides directly with their own. But he warns that the income-tax deadline is April 15, and time is already growing short.

Business Briefs

Back-scratching. S. Jay Reiner Co., Carle Place, N.Y., media buying and marketing firm, has established reciprocal trade arrangements with Hertz Corp. giving Reiner exclusive distributorship of Hertz cars to broadcast stations. According to arrangement, which functions on both cash and barter basis, Reiner provides vehicles to stations in exchange for commercial time. Distributorship covers full line of Hertz-leased autos, with vehicles outfitted with special equipment to meet particular broadcast needs. Pact also gives participating stations option to buy leased autos after one year.

BAR reports television-network sales as of Jan. 20

ABC \$35,984,000 (29.5%), CBS \$42,386,800 (34.8%), NBC \$43,478,700 (35.7%).

Day parts	Total minutes week ended Jan. 20*	Total dollars week ended Jan. 20	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	57	\$ 371,900	134	\$ 933,000	\$ 1,184,800
Monday-Friday 10 a.m.-6 p.m.	1,004	8,360,700	2,680	25,024,600	25,487,000
Saturday-Sunday Sign-on-6 p.m.	269	4,350,300	687	13,875,700	14,315,100
Monday-Saturday 6 p.m.-7:30 p.m.	96	2,052,400	275	6,953,300	6,372,600
Sunday 6 p.m.-7:30 p.m.	16	360,400	46	1,814,800	1,725,100
Monday-Sunday 7:30 p.m.-11 p.m.	398	22,527,700	1,124	67,895,100	64,995,900
Monday-Sunday 11 p.m.-Sign-off	159	2,436,100	391	5,353,000	5,157,800
Total	1,999	\$40,459,500	5,337	\$ 121,849,500	\$ 119,238,300

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

BAR reports television-network sales as of Jan. 27

ABC \$49,792,000 (30.6%), CBS \$55,549,600 (34.2%), NBC \$57,148,900 (35.2%).

Day parts	Total minutes week ended Jan. 27	Total dollars week ended Jan. 27	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	54	\$ 358,400	188	\$ 1,291,400	\$ 1,591,200
Monday-Friday 10 a.m.-6 p.m.	1,012	8,374,300	3,692	33,398,900	32,130,100
Saturday-Sunday Sign-on-6 p.m.	251	3,721,000	939	17,596,700	17,826,400
Monday-Saturday 6 p.m.-7:30 p.m.	98	2,131,200	373	9,084,500	8,418,000
Sunday 6 p.m.-7:30 p.m.	18	483,800	64	2,298,600	2,274,700
Monday-Sunday 7:30 p.m.-11 p.m.	406	23,479,100	1,530	91,374,200	86,727,100
Monday-Sunday 11 p.m.-Sign-off	150	2,093,200	542	7,446,200	7,301,100
Total	1,989	\$40,641,000	7,328	\$ 162,490,500	\$ 156,268,600

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

In-house honors. Four executives of Interpublic Group of Companies have been named to receive first Robert E. Healy Awards named for its honorary chairman and former chief executive officer. Annual award of \$10,000 will be divided among recipients. Four executives are Donald F. Coleman, managing director, Quadrant South Africa; Richard E. Gerbracht, vice president of Interpublic; Jim G. Hetherly, executive vice president, McCann-Erickson, Houston, and Francis Van Bortel, executive vice president and director of market planning and research, McCann-Erickson, New York.

Longer L'eggs. Extensive use of television on three networks and in top spot markets will be feature of Hanes Hosiery's 1974 advertising of its L'eggs hosiery Easter promotion. Last year's campaign was exclusively in print, but this year heavy television effort from early March through mid-April will hammer away at theme: "Hunt for your Easter L'eggs at the L'eggs boutique." Agency is Dancer-Fitzgerald-Sample, New York.

Howard's black line-up

Bernard Howard & Co. Inc., New York, a radio-rep firm, has set up a "noninter-connected network" of 67 black stations as a "convenience" to advertisers who want to reach all or part of those black audiences without having to go market-by-market.

"This new service will save a lot of paperwork for an advertiser who wants to reach a number of black markets," said Jack Davis, Howard's executive vice president. "There's only one order form, one invoice and one payment involved."

Bristol-Myers, with its Herbel Essence shampoo, became the first sponsor to make use of the scheme by signing up for about half of the stations on the network. Bristol-Myers will have 12 spots per week on the selected stations.

Major stations involved include WWRL (AM) New York, WBMX (FM) Chicago, WHAT (AM) Philadelphia, KGFJ (AM) Los Angeles, WCHB (AM) Detroit, WOL (AM) Washington, WSID (AM) Baltimore, KXLW (AM) St. Louis and WXAP (AM) Atlanta.

challenged bids "as the more involved protests come to the fore." Justice's "ambivalent attitude" toward applicability of the antitrust laws to cable combinations, Mr. Rockwell noted, continues to be a hardship. Its evolving position on this issue, he said, "will clearly be a deciding factor in the ultimate course of industry development."

Cable, Mr. Rockwell asserted, "is going through rather severe growth pains and must evolve rather quickly to a more mature status." Essential to this growth, he suggested, is the application of more professional and sophisticated management techniques, particularly in the budget and financial control areas. Apparently, Mr. Rockwell has faith that this will be accomplished. In his view, 1974 will be "a year of needed internal consolidation and professionalization within the industry" and one which should see an easing of credit which, in turn, "should allow the industry to expand on a sound economic basis."

Boulder ponders switch from Teleprompter

It was less than a year ago that Boulder, Colo., awarded a cable franchise to Teleprompter Corp., but already city officials are fretting over the possibility that a citywide cable system might not become a reality for some time. Hence, when cable entrepreneur Samuel Street came to town with a proposal to buy out the existing cable interests, the city jumped at the chance. Boulder's city council has set March 5 for consideration of the plan.

"We're most enthused about this," said Tom Cross of the Boulder city attorney's office. "We feel that after reading that most major MSO's are not doing much franchising, we're interested in obtaining any system that can be viable."

Boulder began showing reservations about its current cable franchisee after Teleprompter announced late last year that it could not guarantee that it would be able to build 22 systems (including the Boulder venture) for which it now holds franchises. Subsequently, Mr. Street, who formerly operated a cable system in Charlotte, N.C., moved to Boulder and solicited partners for a CATV venture.

At present, Mr. Street and his associates have discussed the possibility of a transfer with Teleprompter officials. Although no formal agreement has been executed, local officials were confident last week that the two interests would come to terms. It was estimated that Teleprompter would get \$25,000 for its franchise.

At the same time, Mr. Street has been given an option to purchase a 1,400-subscriber system operating in a small area of Boulder. The system, currently owned by Television Communications Inc., Denver, would go for about \$500,000.

Boulder, whose original CATV study (completed two years ago) has been heralded by many cable observers as a superlative national model, wants to obtain citywide cable service as soon as possible.

Music

The counter-Grammys

Dick Clark's American Music Awards are picked by public vote; 'Tie a Yellow Ribbon' is top single

The primacy of the Grammy awards in the recording business was challenged last week by ABC-TV's *American Music Awards* program.

The Dick Clark-produced show, broadcast last Tuesday on ABC-TV, made awards on the basis of a popular opinion poll. The National Academy of Recording Arts and Sciences, which sponsors the Grammy awards (to be shown on CBS-TV March 2), bases its honors on the vote of its industry membership.

There has been a growing disenchantment lately with the Grammys. Detractors say artists are mislabeled by the academy (for instance, Lou Rawls—whom many would consider a pop, rather than soul, act—was presented the best rhythm-and-blues male artist award two years ago). Major companies, which may swing large blocs of employee votes behind their artists, are said to dominate the presentations.

For the American Music Awards, a New York research firm surveyed 20,000 families in all sections of the country last year and presented awards in the following categories to these artists:

Best pop-rock male singer: Jim Croce; best pop-rock female singer: Helen Reddy; best pop-rock group: Carpenters; best pop-rock single: *Tie a Yellow Ribbon* (Dawn); best pop-rock album: *Lady Sings the Blues* (Diana Ross); best country male singer: Charley Pride; best country female singer: Lynn Anderson; best country group: Carter Family; best country single: *Behind Closed Doors* (Charlie Rich); best country album: *A Sunshiny Day* (Charley Pride); best soul male singer: Stevie Wonder; best soul female singer: Roberta Flack; best soul group: Temptations; best soul single: *Superstition* (Stevie Wonder); best soul album: *I'm Still in Love with You* (Al Green).

A distinguished merit award was presented by California Governor Ronald Reagan to Bing Crosby, whose wife, Kathryn, accepted for him.

Overnight Nielsen ratings show a strong performance for the *American Music Awards*. National overnights give the evening to ABC with the awards show pulling down a 38 share and 25.9 rating, against an average 30 share and 20.6 rating for CBS-TV and an average 29 share and 19.5 rating for NBC-TV.

Viewer support was only half the challenge that faced Mr. Clark's awards, however. He also needed to get the recording industry behind his show. And if last week was only an initial indication of such backing, then the awards' future is bright. Of the 32 different artists nominated for awards, only four were not in attendance (a fifth, Jim Croce, was killed in a plane crash last fall).

Breaking In

Us and Them—Pink Floyd (Harvest) ■ Pink Floyd is what FM-listeners might call commercial—but in the best sense of that word. *Dark Side of the Moon*, the band's summer album, was a targeted, efficient record, that coughed up at least one hit single, *Money*. Six months later, Capitol is trying to get sales of *Dark Side* up over two million copies with the release of *Us and Them*.

In contrast to *Money*, it is softer, lush, much like the Moody Blues. As a matter of course, this second single would have been released at the beginning of fall. But, since it has been held off so long, programmers may find it hard to track sales activities on this record. If this difficulty doesn't get in the way, then it should not take long for this record to climb.

Those playing it last week included KELP(AM) El Paso, KJR(AM) Seattle and WIIN(AM) Atlanta.

Power of Love—Martha Reeves (MCA) ■ Producer Richard Perry (Ringo Starr, Carly Simon, Harry Nilsson) reportedly "guarantees" that his records will be hits by taking a flat percentage of sales. For his production of Martha Reeves's first solo effort, it's practically money in the bag.

Her premiere without her long-time group, the Vandellas, has been awaited anxiously. And with such solid hits as *Heat Wave* and *Quicksand* behind her, it's not as if she will be building an audience from scratch.

Power of Love is a two-year old Joe Simon number, written by him and Philadelphia International's Leon Gamble and Kenny Huff. On it, she is as compelling as ever.

The first indicator of where her audience is nowadays comes from FM progressive play. KSN San Francisco, WBCN Boston, WABX Detroit and KMET Los Angeles were among the first stations to play *Power of Love*. But this is no FM-only record. Martha Reeves belongs to AM top 40. Those playlisting it last week include KMPC Los Angeles; KDAY Santa Monica, Calif.; KPSS Kansas City, Mo.; WIIN Atlanta; WTRY Troy, N.Y.; KJOY Stockton, Calif., and WGN Knoxville, Tenn.

Music Briefs

Out this week. New Chicago LP, *Chicago VII* (Columbia), ships this week to open national tour. No single has been selected yet. Johnny Rivers's first Atlantic single (he had been on United Artists), *Sittin' in Limbo*, goes into the mail this week. New Ian Thomas (GRT Records), *Come the Sun*, also is out this week.

New Funk. Grand Funk single (Capitol), *Locomotion*, will ship sometime next month. LP is called *Shinin' On* and is produced, as was last Grand Funk, by Todd Rundgren.

Russell and Rinky. MCA Records last week completed distribution agreement with Shelter Records, which was formerly

The Broadcasting Playlist™ Feb 25

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

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
2	1		The Way We Were (3:29) Barbra Streisand—Columbia	1	1	3	2
4	2		Seasons in the Sun (3:24) Terry Jacks—Bell	2	2	1	1
3	3		Love's Theme (3:30) Love Unlimited Orchestra—20th Century	4	3	2	3
1	4		You're Sixteen (2:50) Ringo Star—Apple	3	4	4	5
8	5		Rock On (3:13) David Essex—Columbia	6	5	5	4
10	6		Boogie Down (3:30) Eddie Kendricks—Tamla	8	6	6	6
13	7		Dark Lady (3:26) Cher—MCA	5	7	7	7
15	8		Until You Come Back to Me (3:25) Aretha Franklin—Atlantic	7	11	8	9
30	▲ 9		Sunshine (3:18) John Denver—RCA	9	8	11	8
12	10		Spiders & Snakes (3:03) Jim Stafford—MGM	10	9	13	11
16	11		Last Time I Saw Him (2:45) Diana Ross—Motown	11	10	9	13
5	12		Let Me Be There (3:00) Olivia Newton-John—MCA	12	13	14	18
18	13		Jungle Boogie (3:08) Kool and the Gang—Delite	15	12	10	10
19	14		Doo Doo Doo Doo Doo (Heartbreaker) (3:25) Rolling Stones—Rolling Stones	14	16	12	12
7	15		Smokin' in the Boys Room (2:57) Brownsville Station—Big Tree	13	19	15	14
23	16		Mockingbird (3:45) Carly Simon & James Taylor—Elektra	17	17	16	16
6	17		The Joker (3:36) Steve Miller Band—Capitol	16	15	19	17
11	18		Show and Tell (3:28) Al Wilson—Rocky Road	18	14	18	19
21	19		Jet (2:48) Paul McCartney & Wings—Apple	20	20	17	15
28	20		Love Song (2:50) Anne Murray—Capitol	19	18	20	20
20	21		Come and Get Your Love (3:30) Redbone—Epic	22	22	21	21
25	22		Put Your Hands Together (3:05) O'Jays—Phila. Int'l.	23	21	22	22
35	▲ 23		Touch the Wind (3:12) Mocedades—Tara	21	23	25	25
33	24		Bennie and the Jets (5:00) Elton John—MCA	26	24	24	24
27	25		Rock & Roll Hootchie Koo (2:55) Rick Derringer—Blue Sky	31	27	23	23
32	26		My Sweet Lady (2:40) Cliff De Young—MCA	24	25	27	29
26	27		Abra-Ca-Dabra (2:56) DeFranco Family—20th Century	27	26	30	26
14	28		Never Never Gonna Give You Up (3:58) Barry White—20th Century	25	35	26	30
44	▲ 29		Hooked on a Feeling (2:54) Blue Suede—EMI	30	28	28	28
9	30		I've Got to Use My Imagination (3:29) Gladys Knight & the Pips—Buddah	28	31	29	27
22	31		The Most Beautiful Girl (2:42) Charlie Rich—Epic	29	29	33	36
31	32		Midnight Rider (3:22) Gregg Allman—Capricorn	33	30	32	33
29	33		Living for the City (3:12) Stevie Wonder—Tamla	36	32	35	34
34	34		Jim Dandy (2:38) Black Oak Arkansas—Atco	42	34	31	32
52	▲ 35		Last Kiss (2:31) Wednesday—Sussex	34	42	34	31
43	36		Mighty Love (3:14) Spinners—Atlantic	35	36	39	37
41	37		I Love (2:06) Tom T. Hall—Mercury	32	33	42	43
37	38		Energy Crisis '74 (2:00) Dickie Goodman—Rainy Wednesday	38	40	36	38
49	▲ 39		The Lords Prayer Sister Janet Mead—A&M	37	39	37	41
17	40		Time in a Bottle (2:24) Jim Croce—ABC/Dunhill	39	38	41	35
48	41		Star (2:58) Stealers Wheel—A&M	40	37	38	39

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
40	42		I Like to Live the Love (3:15) B. B. King—ABC/Dunhill	41	41	43	40
46	43		W O L D (3:56) Harry Chapin—Elektra	45	44	45	42
36	44		One Tin Soldier (3:14) Cowan—MGM	43	47	44	45
55	▲ 45		Goodbye Yellow Brick Road (3:13) Elton John—MCA	50	53	40	50
54	46		The Best Thing That Ever Happened to Me (3:45) Gladys Knight & the Pips—Buddah	48	43	48	46
65	▲ 47		She's Gone (3:24) Daryl Hall & John Oates—Atlantic	47	46	47	44
—	▲ 48		TSOP (3:18) MFSB—Phila. Int'l.	51	48	50	49
39	49		I Shall Sing (3:26) Art Garfunkel—Columbia	46	50	53	54
59	50		A Very Special Love Song (2:44) Charlie Rich—Epic	49	45	52	58
47	51		Baby Come Close (3:20) Smokey Robinson—Tamla	55	48	51	52
—	▲ 52		Sexy Mamma (3:05) Moments—Stang	63	54	49	51
—	▲ 53		Lookin' for a Love (2:37) Bobby Womack—United Artists	60	51	54	53
56	54		Tell Me a Lie Sammi Jo—MGM South	54	55	55	59
24	55		Leave Me Alone (Ruby Red Dress) (3:26) Helen Reddy—Capitol	44	70	58	68
57	56		Can This Be Real (3:17) Natural Four—Curton	53	52	67	57
38	57		Teenage Lament '74 (3:20) Alice Cooper—Warner Brothers	*	58	46	48
—	▲ 58		On a Night Like This (2:57) Bob Dylan—Asylum	59	62	57	47
53	59		Jessica (4:00) Allman Brothers—Capricorn	57	57	59	56
62	60		There Won't Be Anymore (2:22) Charlie Rich—RCA	52	56	60	73
58	61		You're So Unique (3:18) Billy Preston—A&M	62	60	64	61
45	62		Americans (3:48) Byron MacGregor—Westbound	56	62	63	67
—	▲ 63		I'll Have to Say I Love You in Song (2:30) Jim Croce—ABC/Dunhill	64	71	56	60
—	▲ 64		Must Be Love (3:30) James Gang—ATCO	67	65	62	63
—	▲ 65		Trying to Hold on to My Woman (4:24) Lamont Dozier—ABC/Dunhill	58	73	65	72
69	66		I Just Can't Get You Out of My Mind (3:42) Four Tops—ABC/Dunhill	69	69	68	65
—	67		Star Baby (2:37) Guess Who—RCA	75	66	66	62
61	68		In the Mood (2:35) Bette Midler—Atlantic	61	67	72	*
—	69		Piano Man (4:30) Billy Joel—Columbia	74	61	*	69
71	70		I've Got a Thing About You Baby (2:20) Elvis Presley—RCA	70	62	69	*
50	71		Me and Baby Brother (3:30) War—United Artists	*	*	61	64
42	72		Rockin' Roll Baby (3:15) Stylists—Avco	*	59	*	55
75	73		Virginia (2:30) Bill Amesbury—Casablanca	68	*	70	71
—	74		Tubular Bells (3:18) Mike Oldfield—Virgin	73	72	71	74
74	75		Last Kiss (2:25) J. Frank Wilson & the Cavaliers—Virgo	65	*	74	*

Alphabetical list (with this week's over-all rank): Abra-Ca-Dabra (27), Americans (62), Baby Come Close (51), Bennie and the Jets (24), The Best Thing That Ever Happened to Me (46), Boogie Down (6), Can This Be Real (56), Come and Get Your Love (21), Dark Lady (7), Doo Doo Doo Doo Doo (Heartbreaker) (14), Energy Crisis '74 (38), Goodbye Yellow Brick Road (45), Hooked on a Feeling (29), I Just Can't Get You Out of My Mind (66), I Like to Live the Love (42), I Love (37), I Shall Sing (49), I'll Have to Say I Love You in Song (63), I've Got a Thing About You Baby (70), I've Got to Use My Imagination (30), In the Mood (68), Jessica (59), Jet (19), Jim Dandy (34), The Joker (17), Jungle Boogie (13), Last Kiss (35), Last Kiss (75), Last Time I Saw Him (11), Leave Me Alone (Ruby Red Dress) (55), Let Me Be There (12), Living for the City (33), Lookin' for a Love (53), The Lord's Prayer (39), Love Song (20), Love's Theme (3), Me and Baby Brother (71), Midnight Rider (32), Mighty Love (36), Mockingbird (16), The Most Beautiful Girl (31), Must Be Love (64), My Sweet Lady (26), Never Never Gonna Give You Up (28), On a Night Like This (58), One Tin Soldier (44), Piano Man (69), Put Your Hands Together (22), Rock On (5), Rock & Roll Hootchie Koo (25), Rockin' Roll Baby (72), Seasons in the Sun (2), Sexy Mamma (52), She's Gone (47), Show and Tell (18), Smokin' in the Boys Room (15), Spiders & Snakes (10), Star (41), Star Baby (67), Sunshine (9), Teenage Lament '74 (57), Tell Me a Lie (54), There Won't Be Anymore (60), Time in a Bottle (40), Touch the Wind (23), Trying to Hold on to My Woman (65), TSOP (48), Tubular Bells (74), Until You Come Back to Me (8), A Very Special Love Song (50), Virginia (73), W O L D (43), The Way We Were (1), You're Sixteen (4), You're So Unique (61).

Tracking the 'Playlist.' Barbra Streisand's biggest hit record to date, *The Way We Were*, is the new number-one song this week. Joining the movie theme in the top 10 are, for the first time, four other records: Cher's *Dark Lady* (seven), Aretha Franklin's *Until You Come Back to Me* (eight), John Denver's three-year-old song, *Sunshine* (nine), and Jim Stafford's *Spiders and Snakes* (10). Breaking into the top 40 for the first time are Wednesday's persistent re-do of *Last Kiss* (35) ("Breaking In," Dec. 31, 1973), the Spinners' *Mighty Love* (36), Tom T. Hall's *I Love* (37) ("Breaking In," Dec. 31, 1973), Sister Janet Mead's *Lord's Prayer* (39) (Broadcasting, Feb. 11) and Blue Swede's *Hooked on a Feeling* (29) in its second week on the chart. And there are eight first-time appearances this week: Mike Oldfield's theme from "The Exorcist," *Tubular Bells* (74), Billy Joel's *Piano Man* (69) which Columbia Records is promoting very heavily at the radio level, Guess Who's *Star Baby* (67), James Gang's *Must Be Love* (64), another posthumous Jim Croce track, *I'll Have to Say I Love You In Song* (63), Bob Dylan's *On a Night Like This* (58), Bobby Womack's *Lookin' for a Love* (53) and the theme from the syndicated TV music show *Soul Train* entitled *TSOP* (48). KHJ(AM) Los Angeles, KFRC(AM) San Francisco and CKLW(AM) Windsor, Ont. went on it last week, accounting for the high first-time position. *TSOP* is performed by the Philadelphia International studio group, MFSB, and features the Three Degrees.

affiliated with Capitol. MCA will be shipping, perhaps next week, first Shelter product, Leon Russell version of Tim Hardin standard, *If I Were a Carpenter*. Also, MCA is considering pulling back Rick Nelson's *Windfall* single in favor of another, *One Night Stand*, which has received FM response. If *One Night Stand* gets nod, it will ship next week, company spokesman says.

Who is special? Recent Who tour of U.S. was taped for hour-and-half special by *King Biscuit Flower Hour*, syndicated rock concert series now on 125 FM stations. Special airs during weekend of March 30-31.

Fogerty flees. Imminent release of next John Fogerty solo album (Fantasy Records) has been held up. Mr. Fogerty took an open-ended vacation just before adding final touches to all-oldies LP, on which he plays all instruments. Fantasy has not re-scheduled release date.

The other side. ABC Entertainment announced last week it will enter live rock concert promotion with all-day concert April 6 featuring leading music groups at Ontario Motor Speedway near Los Angeles. The concert will be called "California Jam," and is scheduled from 10 a.m. to 10 p.m. Slated thus far to appear are Deep Purple, Black Oak Arkansas,

Seals & Crofts, Black Sabbath and Earth Wind & Fire.

Exit. Murray (The K) Kaufman, veteran rock-and-roll disk jockey, has left WNBC(AM) New York, with six months to go in his two-year contract there. Mr. Kaufman previously had been disk jockey at WOR(FM) New York, and was leading pop-culture figure in '60's during his tenure at WINS(AM) New York.

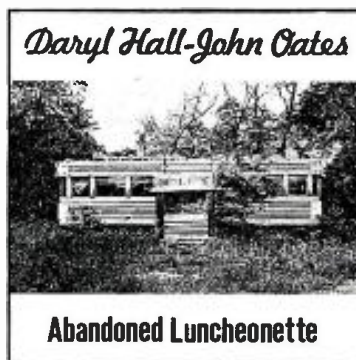
Extras. The following new releases, listed alphabetically by title, are making a mark in BROADCASTING's "Playlist" reporting below the first 75:

- BEYOND THE BLUE HORIZON, Lou Christie (Three Brothers).
- BICYCLE MORNING, Billy Sans (Atco).
- DADDY WHAT IF, Bobby Bare (RCA).
- ECSTASY, Raspberries (Capitol).
- FOOL'S PARADISE, Don McLean (United Artists).
- FOREVER YOUNG, Bob Dylan (Asylum).
- GET THAT GASOLINE BLUES, NRBQ (Buddah).
- HONEY PLEASE CAN'T YA SEE, Barry White (20th Century).
- HOUSTON, Glen Campbell (Capitol).
- I'M A TRAIN, Albert Hammond (Mums).
- JOLENE, Dolly Parton (RCA).
- JOY, Isaac Hayes (Enterprise).
- LAGRANGE, Z. Z. Top (London).
- LET IT RIDE, Bachman-Turner Overdrive (Mercury).
- LET ME GET TO KNOW YOU, Paul Anka (Fame).
- MIDNIGHT AT THE OASIS, Maria Muldaur (Reprise).
- MR. NATURAL, Bee Gees (RSO).
- MUSIC EYES, Heartsfield (Mercury).
- OH MY MY, Ringo Starr (Apple).
- RAISED ON ROBBERY, Joni Mitchell (Asylum).
- SHE'S MY LADY, Charlie Ross (Big Tree).
- SIMONE, Henry Gross (A & M).
- TAKE GOOD CARE OF HER, Elvis Presley (RCA).
- THAT'LL BE THE DAY, Foghat (Bears-ville).
- THIS IS YOUR SONG, Don Goodwin (Silver Blue).
- TOUCH A HAND, MAKE A FRIEND, Staple Singers (Stax).
- TRY (TRY TO FALL IN LOVE), Cooker (Scepter).
- UNBORN CHILD, Seals & Crofts (Warner Brothers).
- STILL, YOU TURN ME ON, Emerson, Lake and Palmer (Atlantic).
- YOU WON'T FIND ANOTHER FOOL LIKE ME, New Seekers (MGM/South).
- YOUR CASH AIN'T NOTHING BUT TRASH, Steve Miller Band (Capitol).

Daryl Hall & John Oates

hit
single
"She's Gone"

2993



On Atlantic Records

PBS either has the chicken or the egg for improved TV sound

Year-long cooperative venture with Digital Communications Corp. results in method for transmitting higher-quality, four-channel signals over land lines; unsolved problems are how to get signals out over the air and the lack of a capable receiver

Last month in Washington, 400 public television officials at a membership meeting of the Public Broadcasting Service witnessed a demonstration of a new concept in television transmission. Projected on a screen was a visual transmission of the Boston Pops orchestra, sent via terrestrial facilities from noncommercial WGBH-TV Boston. From four giant speakers came a matching audio feed. There was nothing particularly impressive about that aspect of the transmission, for the sound quality was no different from that which is available on an ordinary television set. Then, someone pushed a button and what had been a monaural signal suddenly became quadraphonic.

The process by such a unique technological display was effected is known as DATE—digital audio for television. It is the result of a year's joint experimentation by PBS engineers and Digital Communications Corp., Washington. DATE could potentially become the first tangible step in a campaign to improve the aural quality of television—an area which has been largely neglected throughout the medium's history.

Using a concept called pulse code modulation, DATE has the capability of providing up to four separate channels of highly improved sound within the process of disseminating a television signal from a single distribution point to the transmission facility. In other words, the system could be implemented by networks distributing programming to stations, or it could be utilized from a remote location (such as the site of a televised

sports event) to the station or network. Whatever the case, according to PBS officials, the advantages over the current TV distribution system are numerous.

For one thing, DATE enables the simultaneous transmission of up to four aural signals to accompany a single video feed. Thus, a network could transmit sound tracks for a single program in four different languages, to cite one application. It could also eliminate the need for the program distributor to acquire any more than one distribution facility to accomplish a single feed, since the aural and video portions of the transmission can be accommodated on a single wire, microwave transmission or satellite frequency. But perhaps the most significant innovation afforded by the system is that it improves the fidelity of television sound by 300%. Presently, television transmissions generally have a fidelity range of about 5 khz; DATE increases that to 15 khz.

Why has PBS become involved in the project? Specifically, PBS officials note that the commercial networks balked at contributing to the effort when they had the opportunity last year. Generally, there are other explanations. "We think the public has developed a high level of expectation for good quality sound," said PBS Vice President for Engineering Dan Wells. "Television currently falls short of that expectation. We know of performers who are refusing to appear on television because of the poor sound quality."

Basically, DATE works like this: From the distribution point, the TV signal is fed into an encoding transmission device. The aural portion of the program is converted into digital impulses. It is then fed into a modulator, which produces a 5.5 mhz signal. The signal is then combined with the video portion, and the total product is fed into existing distribution facilities. At the reception point (typically at TV station), filters separate the aural and visual portions again. The aural signal is then decoded into the original sound, after which it is again combined with the visual portion. The signal is then ready for over-air transmission.

This is the point at which DATE ceases to be operational. A system by which a television signal of DATE's

quality can be transmitted over the air or a receiver have yet to be developed. "We're seeing the chicken-and-egg syndrome," Mr. Wells observes. "The set manufacturers are saying: 'Why spend money on developing a new unit when you can't deliver the programming to us.' And the distributors are saying: 'Why spend money on developing a new distribution system when you can't deliver the receiver.' Both are right."

AT&T will have final say as to whether DATE will be implemented. AT&T, the nation's largest terrestrial carrier, would see most of the distribution activity. AT&T is also one of five members of the Video Transmission Engineering Advisory Committee (VITEAC), whose other members include PBS and the three commercial networks. Last year, VITEAC's working arm, the Network Transmission Committee, voted to invite studies of a more economical and higher quality method of distributing TV-network audio signals. DATE is one of four projects that were implemented as a result. The other three are being conducted individually by three California corporations—Farinon Electric Co., Leaming Industries Inc. and Coastcom Corp. (a division of Scott-Buttner Co.). PBS believes DATE is superior to the other three because it can offer four channels while the others have come up with no more than two. NTC will eventually have to decide between the four. PBS is betting that its entry will endure, but whatever the result, it maintains that its interest in the project is aesthetic rather than vested.

"We're not so concerned with the PBS-DCC system," Mr. Wells said. "We're concerned with the multiple channels and the high-quality sound. If the others can come up with a higher level of performance, our pride is not such that we would be disappointed that it was not developed here."

ASC decides to fly later

American Satellite Corp., Germantown, Md., last week announced it will begin to provide communications services in July through leased satellite space and is for the present abandoning plans to send up a satellite of its own.

ASC President Emanuel Fthenakis said "the new plan will allow ASC to build a viable satellite communications network during the next two years within the financing capability of ASC's parent company, Fairchild Industries."

ASC has signed an agreement with Western Union for the lease of three transponders on Westar I, WU's satellite system scheduled for launch in April. ASC will begin using transponder service in July under a minimum two-year lease with options to extend.

ASC said the plan obviates the need for spacecraft and launch vehicle investments during the early years of ASC operations and, accordingly, it permitted its satellite purchase contract with Hughes Aircraft Co. to expire on Jan. 30. But ASC said long-range plans still include its own satellite system.

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Finance

WBAP-TV sale hits LIN financing snag

LIN Broadcasting Corp., New York, reported last week it is "having difficulty" in securing agreement on its revised financing plan (BROADCASTING, Jan. 21) to buy WBAP-TV Dallas-Fort Worth from Carter Publications for \$35 million.

LIN said FCC approval and the purchase are contingent on satisfactory financing arrangements, including consent of holders of LIN's 6% subordinated convertible notes due 1992 and 9% senior subordinated notes due 1980. A spokesman said last week LIN is still trying to obtain this consent.

LIN said failure to complete the purchase could result in a pretax writeoff of about \$525,000 in legal and bank-commitment fees and the forfeiture of a \$1-million deposit toward the purchase.

The LIN purchase was part of a dis-

posal of all Carter Publications properties. Carter's *Fort Worth Star Telegram*, two suburban newspapers and WBAP-AM-FM were sold to Capital Cities Communications Corp. for \$80 million (BROADCASTING, Jan. 8, 1973). The radio transfers also await FCC action.

Financial Briefs

Repurchase approved. Storer Broadcasting Co.'s board of directors has authorized purchase by company of up to \$2.5-million principal amount of its 4½% convertible subordinated debentures, due Jan. 1, 1986.

Loan and option. ABC Inc. has agreed in principle to \$1-million, five-year loan to Historic Smithville Inns Inc. and to one-year option under which ABC may acquire company for about \$7 million. Historic Smithville, which owns restored colonial Towne of Smithville near Atlantic City, would become part of ABC Scenic & Wildlife Attractions division.

Washington Post Co. broadcast revenues up by \$3 million

The Washington Post Co. reported record revenues and net income for 1973. Broadcasting revenues were also at an all-time high.

For the year ended Dec. 30, the company posted revenues of \$246.9 million, an increase of 13.4% over 1972 revenues of \$217.8 million. Net income was \$13.3 million, or \$2.80 per share, a 33.1% jump over 1972's net of \$10 million (\$2.08 per share) after an extraordinary loss of \$283,000 (six cents per share) on the sale of the company's *Art News* magazine.

Broadcasting revenues were \$27.3 million in 1973 compared to \$24.3 million in 1972. Broadcast operating income edged up slightly—\$6.0 million in 1973, compared to a figure of \$5.9 million the year before.

Broadcasting's index of 140 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Feb. 20	Closing Wed. Feb. 13	Net change in week	% change in week	1973-1974		P/E ratio	Approx. shares out (000)	Total market capital- ization (000)	
							High	Low				
Broadcasting												
ARC	ABC	N	23 1/8	22 7/8	+ 1/4	+	1.09	34 1/4	20	9	16,584	383,505
CAPITAL CITIES COMM.	CCB	N	33 1/4	30 1/4	+ 3	+	9.91	62 1/2	29	13	7,198	239,333
CBS	CBS	N	30 5/8	28 7/8	+ 1 3/4	+	6.06	52	24 7/8	9	28,315	867,146
CONCERT NETWORK*	O		5/8	5/8			.00	5/8	1/4	13	2,200	1,375
COX	COX	N	15 1/8	15 5/8	- 1/2	-	3.20	40 1/4	13 3/8	8	5,831	88,193
FEDERATED MEDIA*	O			5 1/2			.00	5 1/2	2	18	820	4,510
GROSS TELECASTING	GGG	A	13 1/8	13 1/8			.00	18 3/8	10	8	800	10,500
LIN	LINB	O	4	4			.00	14 3/4	3 1/4	4	2,296	9,184
MOONEY*	MOON	O	3 1/4	3 5/8	- 3/8	-	10.34	10 1/4	2 1/4	9	385	1,251
PACIFIC & SOUTHERN	PSOU	O	4 1/2	4 1/2			.00	13 3/4	4 1/2	64	1,751	7,879
RAHALL	RAHL	O	5	5			.00	12 1/4	2 3/4	8	1,297	6,485
SCRIPPS-HOWARD	SCRIP	O	15 3/4	15 3/4			.00	21 1/4	14 3/8	8	2,589	40,776
STARR	SBB	M	8 1/4	7 1/2	+ 3/4	+	10.00	24 1/2	7	7	1,069	8,819
STORER	SBB	N	14 1/2	13 7/8	+ 5/8	+	4.50	44	12	7	4,751	68,889
TAFT	TFT	N	17 1/2	17 7/8	- 3/8	-	2.09	58 5/8	15 1/2	7	4,219	73,832
WOODS COMM.*	O		5/8	3/8	+ 1/4	+	66.66	1 5/8	1/4	5	292	182
Broadcasting with other major interests									TOTAL		80,397	1,811,859
ADAMS-RUSSELL	AAR	A	2 1/8	2	+ 1/8	+	6.25	5 3/8	2	6	1,259	2,675
AVCO	AV	N	7 1/8	6 5/8	+ 1/2	+	7.54	16	6 3/8	3	11,482	81,809
BARTLETT MEDIA	BMC	A	1 1/2	1 3/4	- 1/4	-	14.28	3 1/2	1	4	2,257	3,385
JOHN BLAIR	BJ	N	6 5/8	6 3/8	+ 1/4	+	3.92	13	4 7/8	5	2,403	15,919
CAMPDOWN INDUSTRIES*	O		3/8	3/8			.00	2	1/4	5	1,138	426
CHRIS-CRAFT	CCN	N	3 3/8	3 1/4	+ 1/8	+	3.84	6 5/8	2	9	4,162	14,046
COMBINED COMM.	CCA	A	10	10 3/8	- 3/8	-	3.61	44	10	7	3,274	32,740
COWLES	CWL	N	5 7/8	5 3/4	+ 1/8	+	2.17	9 5/8	4 3/4	13	3,969	23,317
DUN & BRADSTREET	DNB	N	30	30 1/8	- 1/8	-	.41	42	30	20	26,305	789,150
FAIRCHILD INDUSTRIES	FEN	N	5 1/8	5 1/4	- 1/8	-	2.38	13 3/8	4	47	4,550	23,318
FUQUA	FQA	N	7 7/8	7 1/4	+ 5/8	+	8.62	20 3/8	6 3/4	3	8,560	67,410
GENERAL TIRE	GY	N	15 1/4	14 3/8	+ 7/8	+	6.08	28 3/4	12	4	21,505	327,951
GLOBETROTTER	GLBTA	O	3 7/8	4 1/8	- 1/4	-	6.06	8 1/8	1 7/8	5	2,759	10,691
GRAY COMMUNICATIONS	O						.00	12 7/8	9	7	475	4,512
HARTE-HANKS	HNN	N	8 3/8	8 3/8			.00	29 1/4	7	7	4,337	36,322
JEFFERSON-PILOT	JP	N	30 1/4	29 3/4	+ 1/2	+	1.68	40 7/8	27	14	24,082	728,480
KAISER INDUSTRIES	KI	A	7 1/4	7 1/2	- 1/4	-	3.33	9 3/8	4	6	27,487	199,280
KANSAS STATE NET.*	KSN	O	3 1/4	3 1/4			.00	6 1/8	3 1/4	6	1,741	5,658
KINGSTIP	KTP	A	4 7/8	4 5/8	+ 1/4	+	5.40	14 1/4	4 1/4	4	1,154	5,625
LAMB COMMUNICATIONS*	P						.00	2 5/8	1 1/2	30	475	712
LEE ENTERPRISES	LNT	A	12 1/2	12 1/4	+ 1/4	+	2.04	25	9 7/8	8	3,352	41,900
LIBERTY	LC	N	13 3/4	14 1/8	- 3/8	-	2.65	23 7/8	13 3/8	6	6,631	91,176
MCGRAW-HILL	MHP	N	6 3/4	6 7/8	- 1/8	-	1.81	16 7/8	6 3/8	7	23,525	158,793
MEDIA GENERAL	MEG	A	20 1/2	21 1/8	- 5/8	-	2.95	43 1/2	20 1/2	8	3,546	72,693
MEREDITH	MDP	N	10 1/2	11	- 1/2	-	4.54	20 1/2	8 3/8	5	2,887	30,313
METROMEDIA	MET	N	8 3/8	8 1/4	+ 1/8	+	1.51	32 1/4	7	5	6,493	54,378
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	8 7/8	+ 1/8	+	1.40	17 5/8	8	5	1,379	12,411
POST CORP.	POST	O	10 1/2	9 1/4	+ 1 1/4	+	13.51	17	8	5	893	9,376
PSA	PSA	N	8 3/8	8	+ 3/8	+	4.68	21 7/8	6 1/8	13	3,768	31,557
REEVES TELECOM	RBT	A	1 1/2	1 1/2			.00	3 1/4	1 1/4	9	2,376	3,564
RIDDER PUBLICATIONS	RPI	N	12	12			.00	29 7/8	11 3/8	8	8,312	99,744
ROLLINS	ROL	N	17	16 1/8	+ 7/8	+	5.42	36 1/2	14 1/4	15	13,305	226,185
RUST CRAFT	RUS	A	8 1/2	8 1/8	+ 3/8	+	4.61	33 3/4	7 1/2	5	2,366	20,111
SAN JUAN RACING	SJR	N	11 1/2	12	- 1/2	-	4.16	23 3/4	11 1/2	10	2,367	27,220

	Stock symbol	Exch.	Closing Wed. Feb. 20	Closing Wed. Feb. 13	Net change in week	% change in week	1973-1974 High	1973-1974 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
SCHERING-PLOUGH	SGP	N	68 1/2	63 3/4	+ 4 3/4	+ 7.45	87 5/8	62 1/2	36	52,590	3,602,415
SONDERLING	SDB	A	8 3/4	8 1/2	+ 1/4	+ 2.94	16 3/8	6 3/8	5	816	7,140
TECHNICAL OPERATIONS	TO	A	5 1/4	5 1/4		.00	13 1/2	4	5	1,359	7,134
TIMES MIRROR CO.	TMC	N	13 7/8	14 3/8	- 1/2	- 3.47	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	17 5/8	16 1/2	+ 1 1/8	+ 6.81	37	15 3/4	6	4,749	83,701
WOMETCO	WOM	N	8 7/8	8 7/8		.00	19 3/8	7 7/8	7	6,295	55,868
Cablecasting										TOTAL	337,402
AMECO**	ACO	O	1/4	1/4		.00	3	1/8		1,200	300
AMER. ELECT. LABS**	AELBA	O	1 7/8	1 3/4	+ 1/8	+ 7.14	3 5/8	1		1,673	3,136
AMERICAN TV & COMM.	AMTV	O	14 1/2	14	+ 1/2	+ 3.57	39	7 1/4	41	3,174	46,023
ATHENA COMM.**	O		3/4	3/4		.00	5 1/2	3/8		2,126	1,594
BURNUP & SIMS	BSIM	O	18	15 1/8	+ 2 7/8	+ 19.00	34 3/4	15 1/8	23	7,907	142,326
CABLECOM-GENERAL	CCG	A	3	3 1/4	- 1/4	- 7.69	8 7/8	1 3/4	100	2,536	7,608
CABLE FUNDING CORP.	CFUN	O	5 3/4	5 5/8	+ 1/8	+ 2.22	9 3/4	4 1/2	48	1,121	6,445
CABLE INFORMATION**	O			3/4		.00	2 1/2	3/4		663	497
CITIZENS FINANCIAL	CPN	A	3 1/2	3 7/8	- 3/8	- 9.67	9 1/2	2 3/8	11	2,390	8,365
COMCAST*	O		1 3/4	1 3/4		.00	5 3/8	1 1/2	7	1,705	2,983
COMMUNICATIONS PROP.	COMU	O	2 1/2	2 1/2		.00	9 3/4	2 1/8	21	4,435	11,087
COX CABLE	CXC	A	10 1/8	9 7/8	+ 1/4	+ 2.53	31 3/4	7 3/4	19	3,560	36,045
ENTRON*	ENT	O	5/8	5/8		.00	9 1/4	1/4	4	1,358	848
GENERAL INSTRUMENT	GRL	N	14 1/8	13 3/4	+ 3/8	+ 2.72	29 1/2	12 1/4	8	6,792	95,937
GENERAL TELEVISION*	O		1 1/2	1 1/2		.00	4 1/2	1 1/4	75	1,000	1,500
HERITAGE COMM.**	O		6	6		.00	17 1/2	4 3/4		345	2,070
LVO CABLE	LVOC	O	3 3/8	3 5/8	- 1/4	- 6.89	11 1/4	2 3/4	18	1,879	6,341
SCIENTIFIC-ATLANTA	SFA	A	8 7/8	8 1/2	+ 3/8	+ 4.41	15 3/8	6 1/4	10	917	8,138
TELE-COMMUNICATIONS	TCOM	O	3 7/8	3 7/8		.00	21	2 5/8	16	4,619	17,898
TELEPROMPTER	TP	N	5	5 1/8	- 1/8	- 2.43	34 1/2	3 3/4	29	16,482	82,410
TIME INC.	TL	N	34 3/4	34 1/4	+ 1/2	+ 1.45	63 1/4	25 3/4	8	10,380	360,705
TOCOM*	TOCM	O	3 1/4	3 1/8	+ 1/8	+ 4.00	12 1/8	2 3/4	8	634	2,060
UA-COLUMBIA CABLE	UACC	O	4 3/8	4 1/2	- 1/8	- 2.77	15	3 3/4	9	1,794	7,848
VIACOM	VIA	N	5 7/8	5 7/8		.00	20	4 5/8	10	3,851	22,624
VIKOA**	VIK	A	3	3		.00	9 1/8	1 3/4		2,591	7,773
Programing										TOTAL	85,132
COLUMBIA PICTURES**	CPS	N	3 1/8	3 3/4	- 5/8	- 16.66	9 7/8	2 1/4		6,748	21,087
DISNEY	DIS	N	43 1/4	39 3/4	+ 3 1/2	+ 8.80	123 7/8	37	26	29,155	1,260,953
FILMWAYS	FMV	A	5 1/8	5 3/8	- 1/4	- 4.65	5 3/4	2 1/8	9	1,801	9,230
GULF + WESTERN	GW	N	24 1/4	24	+ 1/4	+ 1.04	35 3/4	21 3/8	5	13,945	338,166
MCA	MCA	N	22 3/8	20 7/8	+ 1 1/2	+ 7.18	34 1/4	18 1/2	8	8,379	187,480
MGM	MGM	N	12 1/2	12 5/8	- 1/8	- .99	24	7 5/8	8	5,918	73,975
TELE-TAPE**	O		1/4	1/4		.00	1 3/4	1/4		2,190	547
TELETRONICS INTL.*	O		4	4 1/4	- 1/4	- 5.88	10 1/2	2 1/2	8	943	3,772
TRANSAMERICA	TA	N	9 3/4	9 5/8	+ 1/8	+ 1.29	17 5/8	6 1/8	8	66,354	646,951
20TH CENTURY-FOX	TF	N	6	5 7/8	+ 1/8	+ 2.12	12 3/8	5	6	8,557	51,342
WALTER READE**	WALT	O	3/8	1/2	- 1/8	- 25.00	1 3/8	1/8		2,203	826
WARNER	WCI	N	14 7/8	14 3/4	+ 1/8	+ .84	39 1/8	9	6	15,064	224,077
WRATHER**	WCO	A	6 1/8	6 1/4	- 1/8	- 2.00	16 5/8	3 7/8		2,229	13,652
Service										TOTAL	163,486
8800 INC.	O		13 3/8	13 1/8	+ 1/4	+ 1.90	17 7/8	10	6	2,513	33,611
COMSAT	CQ	N	36 1/2	32 1/2	+ 4	+ 12.30	64 1/2	32 1/2	12	10,000	365,000
CREATIVE MANAGEMENT	CMA	A	5 1/2	6	- 1/2	- 8.33	9 1/2	3	6	1,016	5,588
DOYLE DANE BERNBACH	DOYL	O	11	10 1/4	+ 3/4	+ 7.31	23 1/2	8 1/2	6	1,799	19,789
ELKINS INSTITUTE**	ELKN	O				.00	1 1/4	1/2		1,897	1,185
FOOTE CONE & BOLDING	FCB	N	9	9 1/8	- 1/8	- 1.36	13 3/8	8 1/8	7	2,129	19,161
GREY ADVERTISING	GREY	O	7 7/8	7 1/2	+ 3/8	+ 5.00	17 1/4	7 1/2	4	1,264	9,954
INTERPUBLIC GROUP	IPG	N	10 1/2	10 3/4	- 1/4	- 2.32	25 3/8	9 3/4	3	2,464	25,872
MARVIN JOSEPHSON	MRVN	O	8	7 3/4	+ 1/4	+ 3.22	18 1/2	6 3/4	5	957	7,656
MCCAFFREY & MCCALL*	O		8 3/4	8 5/8	+ 1/8	+ 1.44	10 3/4	5	4	585	5,118
MCI COMMUNICATIONS+	MCIC	O	4 1/4	4 3/8	- 1/8	- 2.85	8 7/8	3 3/4		12,825	54,506
MOVIELAB**	MOV	A	1 1/8	3/4	+ 3/8	+ 50.00	1 7/8	1/2		1,407	1,582
MPO VIDEOELECTRONICS**	MPO	A	2 1/2	2 3/8	+ 1/8	+ 5.26	4 7/8	2		540	1,350
NEEDHAM, HARPER	NDHMA	O		5 1/2		.00	26 1/4	5	3	917	5,043
A. C. NIELSEN	NIELB	O	20 1/2	20 1/2		.00	40 1/2	19 3/4	18	10,598	217,259
OGILVY & MATHER	OGIL	O	13 1/2	12 3/4	+ 3/4	+ 5.88	32 1/2	12 3/4	5	1,777	23,989
PKL CO.*	PKL	O	1	1 1/4	- 1/4	- 20.00	3	1/4	2	818	818
J. WALTER THOMPSON	JWT	N	10 3/4	11	- 1/4	- 2.27	24 3/4	8 1/4	5	2,625	28,218
UNIVERSAL COMM.*	O		1	3/4	+ 1/4	+ 33.33	12 1/2	1/2	2	715	715
WELLS, RICH, GREENE	WRG	N	8 3/4	8 3/4		.00	21 1/8	7 1/2	4	1,623	14,201
Electronics										TOTAL	58,469
ADMIRAL	AOL	N	12 1/4	12 1/4		.00	18	7 1/4	6	5,863	71,821
AMPEX	APX	N	4 1/8	4	+ 1/8	+ 3.12	6 7/8	3 1/8	9	10,878	44,871
CCA ELECTRONICS*	CCAE	O				.00	3	7/8	1	881	770
COMU, INC.	COH	A	3 3/8	3 3/8		.00	7 7/8	2 5/8	6	1,542	5,204
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 5/8		.00	2 7/8	1 3/8	10	2,372	3,854
CONRAC	CAX	N	16 5/8	14 1/2	+ 2 1/8	+ 14.65	31 7/8	13 1/4	8	1,261	20,964
GENERAL ELECTRIC	GE	N	56 1/2	53 7/8	+ 2 5/8	+ 4.87	75 7/8	53 7/8	18	182,368	10,302,662
GRASS VALLEY GROUP	GVG	A	10 3/4	10 3/8	+ 3/8	+ 3.61	16	5 1/2	13	1,501	16,135
HARRIS-INTERTYPE	HI	N	28 1/8	28 1/4	- 1/8	- .44	49 1/4	24 1/2	10	6,227	175,134
INTERNATIONAL VIDEO	IVCP	O	5 3/4	6	- 1/4	- 4.16	14 3/4	3 3/4	14	2,741	15,760
MAGNAVOX	MAG	N	8 1/4	8	+ 1/4	+ 3.12	29 5/8	6 1/4	17	17,806	146,899
3M	MMM	N	71 1/2	71 1/4	+ 1/4	+ .35	91 5/8	71 1/4	27	113,054	8,083,361
MOTOROLA	MOT	N	46	42 5/8	+ 3 3/8	+ 7.91	68 3/4	41 1/4	16	27,740	1,276,040
OAK INDUSTRIES	OEN	N	11 1/4	9 3/4	+ 1 1/2	+ 15.38	20 1/2	9 1/2	5	1,639	18,438

Stock symbol	Exch.	Closing Wed. Feb. 20	Closing Wed. Feb. 13	Net change In week	% change In week	1973-1974 High	1973-1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
RCA	N	18 1/2	18 5/8	- 1/8	- .67	39 1/8	16 1/2	8	74,515	1,378,527
RSC INDUSTRIES	A	1 3/8	1 1/2	- 1/8	- 8.33	2 1/2	1 1/8	9	3,458	4,754
SONY CORP.	N	26	25 1/4	+ 3/4	+ 2.97	57 1/4	21 1/4	20	66,250	1,722,500
TEKTRONIX	N	35 5/8	34 5/8	+ 1	+ 2.88	56 5/8	29 7/8	15	8,179	291,376
TELECOM**	O	2 3/4	2 3/4		.00	4 3/4	1 1/2		1,050	2,887
TELEPRO INDUSTRIES*	O				.00	6	1 1/4	38	475	2,850
VARIAN ASSOCIATES	VAR	10 3/8	10 3/8		.00	19 1/2	9 5/8	10	6,617	68,651
WESTINGHOUSE	WX	21 7/8	21 1/8	+ 3/4	+ 3.55	47 3/8	21 1/8	12	88,595	1,938,015
ZENITH	ZE	27 7/8	28	- 1/8	- .44	56	25	9	18,888	526,503
TOTAL									646,848	26,191,434
GRAND TOTAL									1,371,734	40,054,688

Standard & Poor's Industrial Average

104.14 101.23 +2.19

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				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Admiral Corp.	year 12/31	522,588,000	+ 11.5%	11,139,000	- 27.7%	1.91	468,763,000	15,413,000	2.85
John Blair & Co.	year 12/31	75,889,000	+ 5.1%	3,189,000	- 3.1%	1.31	72,192,000	3,292,000	1.27
Burnup & Sims Inc.	9 mo. 1/31	91,745,900	+ 46.1%	5,539,100	+ 56.1%	.66	62,812,800	3,548,800	.44
Communications Satellite Corp.	year 12/31	119,291,000	+ 12.6%	36,299,000	+ 45.4%	3.63	105,965,000	24,967,000	2.50
Conrac Corp.	year 12/31	69,089,000	+ 18.5%	2,829,000	+ 18.7%	2.11	58,329,000	2,384,000	1.76
Gray Communications Systems Inc. .	6 mo. 12/31	4,417,073	+ 5.6%	358,479	+ 6.7%	.75	4,182,833	335,812	.71
Post Corp.	year 12/31	17,992,094	+ 5.6%	1,979,750	+ 2.9%	2.19	17,035,590	1,923,295	2.05
Starr Broadcasting Group Inc.	6 mo. 12/31	14,407,376	+ 34.1%	988,110	+ 8.7%	.88	10,741,489	909,202	.80
Storer Broadcasting Co.	year 12/31	96,138,000	+ 0.6%	12,389,000	- 50.9%	2.61	95,528,000	25,255,000	5.32
UA-Columbia Cablevision Inc.	3 mo. 12/31	3,147,000	+ 98.4%	190,000	+ 30.1%	.11	1,586,000	146,000	.14

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Media



Cooper



Henley

Sheldon Cooper, manager of programing, WGN Continental group stations, Chicago, and **Robert B. Henley**, manager of programing, WGN(AM) Chicago, appointed acting station managers of WGN-TV and WGN, respectively.

Dean Woodring, station manager, KGW(AM) Portland, Ore., named general manager KREM-AM-FM-TV Spokane, Wash.,

all King Broadcasting Co. properties. He succeeds **Gene Wilkins**, who resigns to enter public relations.

Robert J. McBride, communications director, WJBK-TV Detroit, named station manager.

M. Dale Larsen, general manager, KTVH-TV Wichita, Kan., elected president.

Ralph Petti, former VP-station manager, KFI(AM) Los Angeles, appointed VP-general manager KUGN(AM) Eugene, Ore.

Brian A. Higgins, station manager, WSMW-TV Worcester, Mass., appointed general manager.

Larry W. Edwards, regional manager, WNAX(AM) Yankton, S.D., named general manager.

Les Thimmig, formerly product editor,



McBride

instructional media division, Demco Educational Corp., Madison, Wis., appointed advertising/promotion associate of Broad Street Communications Corp.'s WELI(AM) New Haven, Conn., and Covenant Cable TV Inc. (systems in Millville, N.J., Greensburg, Pa., and Port Huron, Mich.), also owned by Broad Street.

Helen M. Brown, deputy director of CBS Foundation, appointed executive director. **Charles T. Bates**, secretary and general attorney, CBS Inc., elected secretary of CBS Foundation.

Eugene McGuire, manager, business affairs, WKYC-TV Cleveland, named director, employee relations, WRC-TV Washington.

John L. Lisanti, advertising and promotion director, WNEW-TV New York, named director of advertising, WCVB-TV Boston.

Jan F. Zinman, director of broadcast services, United Fund of Philadelphia, named audience promotion manager, WJZ-TV Baltimore.



Schneider

Expanding. Robert Schneider, general sales manager, Outlet Co.'s WJAR-TV Providence, R.I., appointed to newly created post, director of national sales for Outlet's broadcast division. Announcement is first move in expansion and restructuring of firm's sales organization. Other changes will include establishing national sales coordinator posts at each of Outlet's seven radio and television stations and opening of New York sales office by midyear.

Ed Brady, announcer, KAKE-TV Wichita, Kan., named promotion manager.

James A. Rapp, managing editor, *New Orleans Daily Record*, named director of development, WYES-TV New Orleans.

Richard Wright, acting promotion manager, WSFA-TV Montgomery, Ala., named promotion manager.

Zeke Allison, marketing executive, Allegheny Beverage Corp., Baltimore, named director of public relations, WANT(AM) Richmond, Va.

Janet R. Sutphen, promotion director, WWOK(AM) Miami, named director of public affairs and promotion, WLCY-AM-FM Tampa, Fla.

Broadcast Advertising

Robert B. Hance III, national sales manager, WPIX(TV) New York, appointed national sales manager, WNEW-TV New York.

John D. Frey, with NBC Spot Sales, New York, named Western sales manager, KNBC(TV) Los Angeles. **R. Desmond Phelan**, with NBC Spot Sales, New York, named manager, national sales, KNBC.

Martin R. Bowen, VP, McCaffrey & McCall Inc., New York, appointed senior VP.

Alan Honig, creative supervisor, Marschalk Co., New York, named VP.

John Blumenthal, creative supervisor, McCann-Erickson, New York, elected senior VP, and **Robert L. Turner**, manager of M-E's spot buying operation, Media Investment Service, elected VP.

Alun Jones, senior VP-business manager, J. Walter Thompson Co., New York, named senior VP-finance, replacing **Howard Brundage**, who continues as director of JWT and will also be financial consultant.

Donald J. Bratrude, VP-operations manager, Campbell-Ewald Co., Chicago, appointed senior VP-creative director of agency's multiproducts accounts.

Howard S. Shepard, research director, KHJ-TV Los Angeles, joins Clinton E. Frank there as VP-media director.

Lawrence F. Wiken, media supervisor, Tracy-Locke Advertising, Dallas, named associate media director.

Roy A. Muro, VP-controller, Vitt Media

International Inc., New York, elected assistant treasurer and assistant secretary.

John R. Jones, manager, Metro TV Sales, Los Angeles, elected VP.

Chet Redpath, with sales staff, Avco Radio Sales, Detroit, appointed sales manager.

Rod Barker, sales manager, KRLD(AM) Dallas, named general sales manager, WFAA(AM)-KZEW(FM) Dallas.

Nancy Law, with sales staff, KOWL(AM) South Lake Tahoe, Calif., appointed sales manager.

Dave Landon, with sales staff, WAME(AM) Charlotte, N.C., named local sales manager, WROQ(FM) Charlotte.

Richard Warner, with sales staff, WKCM(AM) Hawesville, Ky., named sales manager.

Jim Long, with sales staff, KUDL-AM-FM Fairway, Kan., appointed sales manager there.

Bob Gould, with sales staff, WCFL(AM) Chicago, named assistant sales manager.

James E. Whaley, general manager, WKOT(AM) Kingston, N.Y., resigns to head own advertising and PR firm, James E. Whaley Inc., Hyde Park, N.Y.

Ronald Goodwin, art director, Hicks & Greist, New York, named executive art director, Chester Gore Co., also in New York.

Joy Golden, associate creative director, Norman Craig & Kummel, New York, named co-creative director.

Thomas J. Reilly and **Robert D. Richter**, creative supervisors, Needham, Harper & Steers, Chicago, named associate creative directors.

Programing



Andrews

William P. Andrews, northwestern division manager, Viacom Enterprises, San Francisco, named VP-domestic syndication, Viacom, New York, succeeding **Henry A. Gillespie**, recently appointed senior VP-marketing for firm (BROADCASTING, Feb. 11).

Joel N. Hornstock, administrator, operating budgets, NBC-TV, West Coast, named manager, operating budgets, and **James W. Moore**, administrator, technical operations, appointed manager, program budgets.



Smith

W. Len Smith, manager, MCA-TV (Canada), appointed director of Canadian sales, Warner Bros. Television, Toronto.

Stu Samuels, national programming editor, *TV Guide*, named publicity manager, Warner Bros. Television, Burbank, Calif.

Building a board. Imminent is a White House announcement of two more candidates for the Public Broadcasting's 15-member board of directors. As expected ("Closed Circuit," Jan. 21), the Republican seat vacated by former CPB Chairman Thomas Curtis would go to Dr. Durwood Varner, president of University of Nebraska. A new name is that of Virginia Duncan, former producer at noncommercial KQED-TV San Francisco, to fill the unexpired term of Democrat Theodore Braun, who left last year. Irving Kristol (also Democrat) already has been renominated to finish the term of former director Sol Haas. All three have been undergoing FBI checks for several weeks. Five more vacancies on the board are expected to be filled shortly with the White House reportedly having some 30 names from which to choose.

Roger A. Skolnik, program manager, WIND(AM) Chicago, named program manager, KDKA(AM) Pittsburgh.

Gary Price, program director, WDAI(FM) Chicago, joins WCFL(AM) Chicago, in same position.

Ted Cramer, program director, KCKN(AM) Kansas City, Kan., joins WWOK(AM) Miami, as program director/operations manager.

Joseph Ferguson, formerly with KFOX(AM) Long Beach, Calif., appointed program director, KPOK(FM) Portland, Ore.

Pete Gabriel, announcer, KUDL(AM) Fairway, Kan., appointed program director.

Bob Young, announcer, WGAC(AM) Augusta, Ga., named program director.

Skip Nelson, announcer, KWMT(AM) Fort Dodge, Iowa, named program director.

Martin Fern, VP-general counsel, Spectrum Financial Cos., San Francisco, appointed director of business affairs, MGM Television, Culver City, Calif.

Linda Allen, writer/producer, WCBS-TV New York, named executive producer.

Mark Meyer, assistant production director, KPRC(AM) Houston, named production director, KVOC(AM) Casper, Wyo.

Jamie McWilliams, sports reporter, WBNS-TV Columbus, Ohio, named sports director, WSPA-TV Spartanburg, S.C.

Broadcast Journalism

Tony LaMonica, formerly with news department, KHOW(AM) Denver, named news director, KFMB-AM-FM San Diego.

Stan Bohrmann, reporter, KMOX-TV St. Louis, joins KABC-TV Los Angeles as field reporter.

Ron Magers, announcer, KPIX(TV) San Francisco, joins KSTP-TV Minneapolis-St. Paul, as anchorman.

David L. Smith, reporter, KQTV(TV) St. Joseph, Mo., named chief photographer/reporter.

Rich Gonzales, correspondent, KKTV(TV) Colorado Springs, joins news staff, KWGN(TV) Denver.

Equipment & Engineering



Barton

Lowell L. Barton, VP-engineering and planning, Central region, Continental Telephone Co., named VP-turnkey systems division, Jerold Electronics, Horsham, Pa.

Roger A. Williams, assistant group controller, Oak Industries Inc., Crystal Lake, Ill., appointed controller, Oak Communications group and CATV equipment division.

Sherman B. Weiner, VP-advanced development, Stromberg-Carlson Corp., Rochester, N.Y., named VP-engineering, Lynch Communication System Inc., Reno.

Cable

Teleprompter Corp., New York, has named five new district sales managers, all sales managers formerly associated with Sammons Communications Corp., Dallas. They are, **Harvey L. Johnson**, for Danbury, Conn., and **Ventnor, N.J.**; **Monty J. Montez** for El Paso; **Robert D. Rose** for Seattle; **Jack Uger** for San Bernardino, Calif., and **Duane E. Wagenheim** for Florence, Ala.

Allied Fields

Elmer Lower, ABC News president, is serving as adjunct professor of broadcast journalism, Hunter College (CUNY), for 15 weekly seminars in broadcast journalism.

Nancy Ann Nord, former attorney with FCC's Broadcast Bureau, and most recently attorney with U.S. Chamber of Commerce, named director of consumer affairs for U.S. C of C.

Daniel M. Lerner, general manager, WIFM(FM) Philadelphia, leaves station to establish consultant firm, Daniel M. Lerner Associates, Fort Washington, Pa.

For the Record®

As compiled by BROADCASTING Feb. 11 through Feb. 15 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. HAA—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

Actions on motions

■ Administrative Law Judge Thomas B. Fitzpatrick in Corpus Christi, Tex. (U-Anchor Broadcasting and Telecorpus Inc.), TV proceeding, set certain procedural dates; cancelled hearing scheduled for March 25 and rescheduled for May 30 (Docs. 19915-6). Action Feb. 11.

■ Administrative Law Judge Jay A. Kyle in Homewood and Birmingham, Ala. (Chapman Radio and Television Co. and Birmingham Broadcasting Co.), TV proceeding, denied petition by Chapman Radio and Television Co. for summary judgment holding Birmingham Broadcasting Co. in default for failure to prosecute its application, since good cause was not shown, and certain character qualification issue must be resolved on basis of record evidence (Docs. 15461, 16761). Action Feb. 7.

Designated for hearing

■ Pittsburgh — Broadcast Bureau designated for hearing mutually exclusive applications of Commercial Radio Institute Inc. and Western Pennsylvania Christian Broadcasting Co. for new UHF to operate on ch. 22 in Pittsburgh (BPCT-4612, BPCT-4673). Action Feb. 13.

Existing TV stations

Final actions

■ KPLR-TV St. Louis—Broadcast Bureau rescinded grant of renewal of license. Action Feb. 12.

■ WBRE-TV Wilkes-Barre-Scranton, Pa.—FCC denied waiver request of prime-time-access rule by WBRE-TV Inc., licensee, for off-network program *Hogan's Heroes* to be presented from 7:00 to 7:30 p.m. Monday through Friday. Action Feb. 13.

Actions on motions

■ Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV Inc. [WLCY-TV]), TV proceeding, denied petition by Channel Nine of Orlando, licensee of WFTV(TV) Orlando, Fla., to

replace intervenor. Mid-Florida Television Corp., for lack of good cause required by rules to seek late intervention (Doc. 19627). Action Feb. 5.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, on request of Western extended dates for filing proposed and reply findings of fact to April 15 and April 29, respectively (Docs. 19519, 19581). Action Feb. 12.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX] and Forum Communications Inc.), TV proceeding, granted motion by Forum to submit opposition to request for official notice contained in proposed findings and conclusions filed by WPIX; denied opposition by WPIX (Docs. 18711-2). Action Feb. 11.

Other actions

■ Chief, Broadcast Bureau, in response to request by National Association of Broadcasters, extended dates for filing comments and reply comments to April 15 and May 15, respectively, in matter of amendment of rules regarding special signals with vertical blanking interval of video television broadcast signal (Doc. 19907, RM-2182). Dates for filing comments and reply comments were previously March 1 and April 1, respectively. Action Feb. 12.

■ FCC granted Bill Burrud Productions Inc. waiver of off-network restriction of prime-time-access rule to permit presentation of 22 off-network programs in *Animal World* series for period ending with start of new network season in September. Action Feb. 13.

■ FCC amended rules to permit originating station to make required station identification announcement for satellite station during any period in which satellite is simultaneously rebroadcasting program of parent station. In addition, new

rules require each announcement to identify channel or frequency on which each station was broadcasting. Action Feb. 13.

New AM stations

Final action

■ Agana, Guam—Magof Inc. Broadcast Bureau granted 720 khz, 5 kw. (BP-19265) P.O. address: c/o Donald C. Brown, 3123 Hollywood Drive, Oakland, Calif. 94611. Estimated construction cost \$52,746; first year operating cost \$101,920. Revenue none. Principals: Donald C. Brown, president (50%), A. T. Bordallo (49.9%), et al. Mr. Brown is engineer with United States Navy in San Francisco. Mr. Bordallo is president and major stockholder of Bordallo Consolidated Inc., insurance and tobacco firm, and Bordallo Consolidated (Realty) Inc., both in Agana. Action Feb. 8.

Actions on motions

■ Administrative Law Judge Herbert Sharfman in Wallingford and Ridgefield, both Connecticut (Quinnipiac Valley Service Inc. and Radio Ridgefield Inc.), AM proceeding, denied motion by Westport Broadcasting Co. to postpone scheduled hearing, dismissed motion by Radio Ridgefield for extension of time to file opposition to second motion to dismiss petition of Westport Broadcasting (Docs. 19686-7). Actions Feb. 2 and 8.

■ Administrative Law Judge Herbert Sharfman in Milton, Fla. (Jimmie H. Howell, et al.), AM proceeding, granted petition by Aaron J. Wells to amend application to show additional efforts to ascertain community needs (to extent that it is addressed to possible disqualifying issue) and on condition that amendment cannot be used by Wells to gain comparative advantage over other applicants (Docs. 19882-5). Action Feb. 7.

**NOTE
NEW
ADDRESS**

**EDWIN TORNBERG
& COMPANY, INC.**

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

Washington—5530 Wisconsin Ave., Washington, D.C. 20015
301-652-3766
West Coast—P.O. Box 218, Carmel Valley, Calif. 93924
408-375-3164

Other action

■ Review board in Pine Castle-Sky Lake, Fla., AM proceeding, scheduled oral argument for March 12 on exceptions and briefs to initial decision released March 2, 1973, which granted application of Hymen Lake for new class II AM to operate on 1190 khz, 250 w.D at Sky Lake and Pine Castle, Fla. (Doc. 19432). Action Feb. 13.

Existing AM stations

Applications

■ WYWY Barbourville, Ky.—Seeks CP to change trans. site to north side of Charcoal Road, 0.2 miles west of Artemus Pike, Barbourville. Ann. Feb. 13.

■ KMMAM Butler, Mo.—Seeks CP to increase tower height to accommodate FM ant. Ann. Feb. 13.

Final actions

■ KLOA Ridgecrest, Calif. — Broadcast Bureau granted CP to move trans. site to 2 miles, West Ridgecrest Boulevard. Ridgecrest; condition (BP-19600). Action Feb. 8.

■ KDOM Salinas, Calif.—Broadcast Bureau granted mod. of license covering change in corporate name to Forrest Cal-Central Corp. (BML-2494). Action Feb. 6.

■ KDOM Salinas, Calif.—Broadcast Bureau granted mod. of license to change corporate name to Monterey Peninsula Communications Inc. (BML-2501). Action Feb. 6.

■ WTIC Hartford, Conn.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from Broadcast House, 3 Constitution Plaza, Hartford (BRC-3685). Action Feb. 12.

■ WRHC Coral Gables, Fla.—Broadcast Bureau granted mod. of license to change corporate name to Radiocentro Broadcasting Co. (BML-2496). Action Feb. 6.

■ WQQT Savannah, Ga.—Broadcast Bureau granted mod. of license covering change in corporate name to WQQT Inc. (BML-2493). Action Feb. 6.

■ KPUA Hilo, Hawaii—Broadcast Bureau redesignated main studio location as 58 Manaloana Place, Hilo; remote control permitted from main studio location (BRC-3693). Action Feb. 6.

■ KSEI Pocatello, Idaho—Broadcast Bureau granted mod. of license covering change in corporate name to KSEI Broadcasters Inc. (BML-2499). Action Feb. 6.

■ KFLA Scott City, Kan.—Broadcast Bureau granted CVP to install new aux. trans. (BP-19586). Action Feb. 12.

■ WYRE Annapolis, Md.—FCC admonished Radio Chesapeake Inc., licensee, for broadcasting misleading promotional announcements for "The Last Contest," syndicated contest in which single prize package is awarded to person calling "secret telephone number" at station after number is announced. Commission said that based on its field investigation it appears that licensee knew that information contained in promotional announcement was false. Action Feb. 13.

■ WFRB Frostburg, Md.—Broadcast Bureau granted CP to install new aux. trans. to be operated by remote control from main studio location (BP-19593). Action Feb. 12.

■ WEIM Fitchburg, Mass.—Broadcast Bureau granted mod. of license covering change in corporate name to Knight Communications Corp. (BML-2502). Action Feb. 6.

■ WDBC Escanaba, Mich. — Broadcast Bureau granted mod. of license to operate trans. by remote control from 606 Ludington Street, Escanaba (BRC-3689). Action Feb. 12.

■ WLOX Biloxi, Miss.—Broadcast Bureau granted CP to install new aux. trans. (BP-19591). Action Feb. 12.

■ WNJR Newark, N.J.—FCC denied application by WNJR Radio Co., interim permittee of WNJR, for review of July 30, 1973 ruling of FCC executive director granting request of City of Newark to inspect WNJR's annual financial report. Action Feb. 13.

■ WMVO Mt. Vernon, Ohio—Broadcast Bureau granted CP to increase value of MEOVs (BP-19572). Action Feb. 6.

■ WKBN Youngstown, Ohio—Broadcast Bureau granted CP to install new aux. trans. to be operated by remote control from main studio location, daytime only (BP-19592). Action Feb. 12.

■ KPNW Eugene, Ore.—Broadcast Bureau granted mod. of license to operate trans. by remote control from 1345 Olive Street, Eugene (BRC-3666). Action Feb. 6.

■ WLIK Newport, Tenn.—Broadcast Bureau granted CP to install new aux. trans. to be operated by remote control from main studio location (BP-19575). Action Feb. 6.

■ WPHB Philipsburg, Pa.—Broadcast Bureau granted CP to install new aux. trans. to be operated by remote control from main studio location (BP-19576). Action Feb. 6.

■ WOFE Rockwood, Tenn. — Broadcast Bureau granted CP to install new aux. trans. to be operated by remote control from main studio location (BP-19577). Action Feb. 6.

■ KIBL Beeville, Tex.—Broadcast Bureau granted CP to increase height of tower to 331.5 ft. to accommodate FM ant. (BP-19570). Action Feb. 6.

■ KRZI Waco, Tex.—Broadcast Bureau granted mod. of license covering change in corporate name to KRZI Radio Inc. (BML-2495). Action Feb. 6.

■ WEET, Richmond, Va.—Broadcast Bureau granted CP to change trans. site to adjacent to abandoned Parnell Airport, 1000 ft. south of Transport Street, Richmond; delete remote control point; change to DA; increase power and change type trans. (BP-19516). Action Feb. 6.

■ KBES Bellevue, Wash.—FCC granted application by Bellevue/Eastside Radio Ltd. to increase daytime power of KBES from 1 kw to 5 kw, DA-N, U (BP-18308). Grant was made subject to condition that KBES take appropriate measures to insure that 5 kw operation does not cause adverse interference with KIXI Seattle. Action Feb. 13.

■ KALE Richland, Wash.—Broadcast Bureau granted mod. of license covering move of main studio location and remote control point outside corporate city limits to 218 West Kennewick Avenue, Kennewick, Wash.; waived rules to extent of permitting relocation of main studio beyond corporate limits of Richland, effective upon notification to commission that programing has commenced from new studio; Richland station identification to be continued (BML-2491). Action Feb. 6.

■ WNNO Wisconsin Dells, Wis.—Broadcast Bureau granted CP to increase tower height to 250 ft. (BP-19573). Action Feb. 6.

Initial decision

■ Harlan, Ky.—Administrative Law Judge Byron E. Harrison in initial decision proposed grant of application of Eastern Broadcasting Co. for 1470 khz, 1 kw-D, P.O. address Ivy Street, Harlan 40831 (Doc. 19614). Estimated construction cost \$17,700; first-year operating cost \$36,000; revenue \$42,000. Principals: Harold P. and Donald G. Parsons (each 50%). Messrs. Parsons have real estate and other business interests in Harlan. In same decision renewal of WHLN(AM) Harlan, party to proceedings (Doc. 19615), was proposed. Action Feb. 6.

Action on motion

■ Administrative Law Judge David I. Kraushaar in Richmond, Va. and Sanford, N.C. (WGOW Inc. [WGOW] and Crest Broadcasting Corp. [WEYE]), AM renewal proceeding, received in evidence certain exhibit submitted by WGOW (Docs. 19757-8). Action Feb. 12.

Other action

■ Review board in Charleston, W. Va., AM proceeding, scheduled oral argument on exceptions and briefs to initial decision released Aug. 24, 1973, which proposed grant of the application of Capitol Broadcasting Corp. to modify facilities of WCAW Charleston (680 khz, 250 w, 10 kw-LS, DA-N, U) to 680 khz, 250 w, 50 kw-LS, DA-2, U (Doc. 19580). Action Feb. 8.

Fines

■ WXXX Hattiesburg, Miss.—FCC ordered Triple X Broadcasting Co., licensee to forfeit \$2,500 for repeated violation of rules by operating station with power in excess of that authorized during daytime hours from Aug. 27 through Sept. 30, 1971, and by operating with excess power during presunrise hours from Aug. 11 through Sept. 30, 1971. Action Feb. 13.

■ KAMI Cozad, Neb.—Broadcast Bureau ordered licensee to forfeit \$200 for repeated violation of rules by failing to make equipment performance measurements available as required. Action Feb. 7.

■ KYNG Coos Bay, Ore.—FCC reduced \$2,000 forfeiture assessed against Pacific Western Broadcasters Inc., licensee, ordered to forfeit \$1,000 for repeated violation of rules by operating with excessive daytime power during period from Feb. 11 through April 15, 1971. Action Feb. 13.

■ WKPA New Kensington and WYDD(FM) Pittsburgh, both Pennsylvania—Administrative Law Judge Lenore G. Ehrig, initial decision, ordered Gateway Broadcasting Enterprises Inc., licensee of WKPA and WYDD(FM), to forfeit \$10,000 for knowingly engaging in fraudulent billing practices in violation of rules (Doc. 19452). Action Feb. 14.

■ WAJR AM-FM Morgantown, W. Va.—FCC ordered West Virginia Radio Corp., licensee, to forfeit \$1,000 for repeated violation of rules by operating stations without properly licensed radio operator on duty at least twice daily either at trans. or remote control during period of Aug. through Oct. 5, 1971. Action Feb. 13.

Call letter applications

■ WWSD Monticello, Fla.—Seeks WTBM.

■ WYNZ Ypsilanti, Mich.—Seeks WYFC.

■ WZRK Oil City, Pa.—Seeks WNZE.

New FM stations

Applications

■ San Luis Obispo, Calif.—Community Broadcasting Inc. Seeks 90.1 mhz, 3.89 kw. HAAT 1441 ft. P.O. address Box 95, San Luis Obispo, 93401. Estimated construction cost \$4,500; first-year operating cost \$10,000; revenue none. Principals: Stephen Earl Urbani is president of nonprofit Community Broadcasting Inc. Ann. Jan. 28.

■ Woodland Hills, Calif.—Los Angeles Pierce College Seeks 89.5 mhz, TPO 10 w. P.O. address 6201 Winnetka Avenue, Woodland Hills, 91364. Estimated construction cost \$8,956; first-year operating cost \$1,000; revenue none. Principals: Edward Liston is president of Los Angeles Pierce College. Ann. Feb. 5.

■ *Fort Valley, Ga.—Apostolic Council of Churches Inc. Seeks 106.3 mhz, 3 kw. HAAT 106.6 ft. P.O. address 309 Pearl Street, Fort Valley 31030. Estimated construction cost \$10,000; first-year operating cost \$733; revenue \$10,428. Principals: Charles R. Cobb is chief operator of nonprofit Apostolic Council of Churches Inc. Ann. Feb. 8.

■ Flint, Mich.—WAMM Inc. Seeks 92.7 mhz, 3 kw. HAAT 300 ft. P.O. address 1223 South Grand Traverse Street, Flint 48502. Estimated construction cost \$48,853; first-year operating cost \$78,000; revenue \$52,000. Principals: Neal Mason, president, et al. (100%). WAMM Inc. is licensee of WAMM(AM) Flint. Ann. Jan. 28.

■ Newton, Miss.—Robert L. Tatum. Seeks 106.3 mhz, 3 kw. HAAT 158 ft. P.O. address 110 South Main Street, Newton 39345. Estimated construction cost \$20,400; first-year operating cost \$12,000; revenue \$24,000. Principal: Mr. Tatum (100%) also owns WBKN(AM) Newton. Ann. Feb. 1.

Start authorized

■ WMQT(FM) Ishpeming, Mich.—Authorized program operation on 107.1 mhz, 540 w, HAAT 630 ft. Ann. Feb. 4.

Final actions

■ Scarborough, Me.—Greater Portland Radio Inc. Broadcast Bureau granted 106.3 mhz, 3 kw. HAAT 300 ft. (BPH-8619). P.O. address Box 607, Scarborough 04074. Estimated construction cost \$47,415; first-year operating cost \$33,600; revenue \$80,000. Principals: John W. and Marjorie Bride (together 80%). Brides also own WMBA(AM) Ambridge, Pa. and WJAB(AM) Westbrook, Me. Action Feb. 4.

■ Sidney, Neb.—KSID Radio Inc. Broadcast Bureau granted 95.3 mhz, 3 kw. HAAT 54 ft. (BPH-8681). P.O. address Box 37, Sidney 69162. Estimated construction cost \$21,100; first-year operating cost \$2,400; revenue \$118,000 (combined with KSID(AM) Sidney). Principals: David W. Young, president, et al. (100%). KSID Radio owns KSID(AM) Sidney. Action Feb. 8.

■ Roanoke Rapids, N.C.—Halifax County Broadcasting Inc. Broadcast Bureau granted 102.3 mhz, 3 kw. HAAT 297 ft. (BPH-8710). P.O. address Route 2, Box 18, Ahoskie, N.C. 27910. Estimated construction cost \$18,231; first-year operating cost \$35,000; revenue \$50,000. Principals: William G. Pruden, William E. Tayloe, Cecil L. McCoy (each 33⅓%). Mr. Pruden is sales manager with WRCS-AM-FM Ahoskie, N.C. Mr. Tayloe has interest in retail furniture and hardware business and Mr. McCoy owns car dealership, both Aulander, N.C. Action Feb. 6.

■ Johnstown, Pa.—Community Broadcasters Inc. Broadcast Bureau granted 92.1 mhz, 1.995 kw. HAAT 359 ft. (BPH-8456). P.O. address 104 Hunter Hill Drive, Hagerstown, Md. 21740. Estimated construction cost \$30,115.50; first-year operating cost \$46,154.16; revenue \$80,000. Principal: W. Ronald Smith, president (100%). Mr. Smith is sales representative with WHAG-TV Hagerstown. Action Jan. 8.

■ Summerville, S.C.—Brothers Broadcasting Corp. Broadcast Bureau granted 93.5 mhz, 3 kw. HAAT 280 ft. (BPH-8642). P.O. address 1717 Wappoo Road, Charleston, S.C. 29407. Estimated construction cost \$71,692; first-year operating cost \$30,200; revenue \$85,000. Principals: Kenneth A. Goodman (33%), D. Ward Wilson and John Pembroke (each 20.75%), Arnold S. Goldstein (10%) et al. Mr. Goodman is announcer with WPAL(AM) Charleston, S.C. Other principals have various business and professional interests in Charleston. Action Feb. 5.

Actions on motions

■ Administrative Law Judge Jay A. Kyle in Arkadelphia, Ark. (Great Southwest Media Corp. and Arkadelphia Broadcasting Co.), FM proceeding, denied petition by Arkansas Television Co., licensee of KTHV(TV), Little Rock, Ark., to intervene, since good cause was not shown for intervention (Docs. 19892, 19894). Action Feb. 7.

■ Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation), FM educational proceeding, granted petition by Pacifica to amend application to reflect filing of application to make changes in technical facilities of its Houston station (Doc. 18634). Action Feb. 7.

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Summary of broadcasting According to the FCC, as of Jan. 31, 1974

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,375	3	17	4,398	52	4,450
Commercial FM	2,447	0	80	2,507	145	2,652
Commercial TV-VHF	505	1	7	513	7	520
Commercial TV-UHF	191	0	0	194	38	243
Total commercial TV	696	1	10	707	45	763
Educational FM	615	0	29	644	91	735
Educational TV-VHF	88	0	3	91	4	96
Educational TV-UHF	128	0	14	142	1	144
Total educational TV	216	0	17	233	5	240

* Special temporary authorization

Other actions

■ Review board in Sun City, Ariz. granted application of Sun City Broadcasting Corp. for new FM on 106.3 mhz, 3 kw. HAAT 87.13 ft. (Doc. 19088). P.O. address Box 55, Sun City 85351. Estimated construction cost \$5,159 (equipment to be leased); first-year operating cost \$26,058; revenue \$35,000. Principals: Russell C. Lash and Frederick L. Madeira (each 50%). Mr. Lash owns car dealership in Carlisle, Pa. and Mr. Madeira is salesman with Mutual Life Insurance Co. in Harrisburg, Pa. Decision by the Review Board (Doc. 19088). Competing application of Alvin L. Korngold for new FM at Sun City, was denied (Doc. 19087). Action Feb. 1.

■ Review board in Bloomington, Ind., FM proceeding, granted motion by Indiana Communications Inc. for extension of time through Feb. 27 within which to file oppositions to motion to file further motion to add issues and further motion filed by Bloomington Media Corp. to add issues (Docs. 19813-5). Proceeding involves competing applications of Henderson Broadcasting Co., Indiana Communications and Bloomington Media for new FM on ch. 244 (96.7 mhz) at Bloomington. Action Feb. 12.

Call letter applications

■ KYOR Inc., Blythe, Calif.—Seeks KYOR-FM.
■ WCVL Inc., Crawfordsville, Ind.—Seeks WLFQ-FM.
■ J. W. Furr, Aberdeen, Miss.—Seeks WHAY(FM).
■ *Brick Township Board of Education, Brick Town, N.J.—Seeks *WBGD(FM).
■ Duncan Broadcasting Co., Duncan, Okla.—Seeks KRHD-FM.
■ Woodward Broadcasting Co., Woodward, Okla.—Seeks KSIW-FM.
■ Collins Broadcasting Co., Waupun, Wis.—Seeks WLKE-FM.

Call letter actions

■ *Fairfield University, Fairfield, Conn.—Granted *WVOF(FM).
■ Pioneer Broadcasting Co., Vevay, Ind.—Granted WMGH(FM).
■ *Calvary Christian College, Paris, Ohio—Granted *WMCN(FM).
■ *Pennsylvania State University, Lehman, Pa.—Granted *WPSI(FM).
■ Southern Utah Broadcasting Co., Cedar City, Utah—Granted KSUB-FM.

Existing FM stations

Final actions

■ WWWB-FM Jasper, Ala.—Broadcast Bureau granted CP to change trans. location to west of Southern Railroad tracks, north and northeast of Town Creek, Jasper; install new trans. and ant.; ERP 39 kw; ant. height 104 ft.; remote control permitted (BPH-8769). Action Feb. 12.
■ KOSE-FM Osceola, Ark.—Broadcast Bureau granted CP to change transmission line and ERP to 14.5 kw; condition (BPH-8767). Action Feb. 7.
■ KDIG(FM) San Diego—Broadcast Bureau granted CP to replace expired permit (BPH-8773). Action Feb. 7.
■ KYMS(FM) Santa Ana, Calif.—Broadcast Bureau granted CP to install new trans. (BPH-8780). Action Feb. 12.
■ WGTB-FM Washington—Broadcast Bureau granted CP to install new aux. trans. at main trans. location, to be operated on 90.1 mhz, ch. 211, ERP 2.25 kw and ant. height 440 ft., for aux. purposes only (BPED-1760). Action Feb. 8.
■ WZAT(FM) Savannah, Ga.—FCC admonished Weis Broadcasting Co., licensee, for broadcasting misleading promotional announcements for "The Last Contest," syndicated contest in which single

prize package is awarded to person calling "secret telephone number" at station after number is announced. In letter of admonition to WZAT, commission said that based on its field investigation it appears that licensee knew that information contained in promotional announcement was false. Action Feb. 13.

■ WBKR-FM Owensboro, Ky.—Broadcast Bureau granted CP to change ERP to 77 kw (BPH-8772). Action Feb. 7.

■ WJMN(FM) Versailles, Ky.—Broadcast Bureau granted CP to install new ant.; change transmission line (BPH-8764). Action Feb. 7.

■ WROR-FM Boston—Broadcast Bureau granted CP to install a new alt. main trans. (BPH-8765). Action Feb. 7.

■ KKSS(FM) St. Louis—Broadcast Bureau granted CP to change transmission line (BPH-8758). Action Feb. 8.

■ WCLN-FM Newport, N.H.—FCC ordered Eastminster Broadcasting Corp., licensee, to show cause why its license should not be modified to specify operation on ch. 269A instead of ch. 285A (if commission should find it in public interest to assign ch. 287 to Plymouth, N.H. and to substitute ch. 269A for ch. 285A at Newport (Doc. 19540). Action Feb. 13.

■ WECZ(FM) Charlotte, N.C.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 104.7 mhz; ERP 5.8 kw (horiz.), 5.3 kw (vert.); ant. height 1,230 ft.; remote control permitted (BPH-8790). Action Feb. 12.

■ WNCO-FM Ashland, Ohio—Broadcast Bureau granted CP to change ERP to 50 kw (BPH-8763). Action Feb. 7.

■ WEZ(FM) Bethlehem, Pa.—Broadcast Bureau granted CP to install new ant.; ERP 11 kw; ant. height 630 ft. (BPH-8750). Action Feb. 5.

■ WREC-FM Memphis—Broadcast Bureau granted license covering changes; redescribe studio location and remote control as Sheraton Peabody hotel, Memphis (BLH-5877). Action Feb. 12.

■ KNFM(FM) Midland, Tex.—Broadcast Bureau granted CP to install new ant.; ERP 100 kw (BPH-8778). Action Feb. 12.

■ WCWM(FM) Williamsburg, Va.—Broadcast Bureau granted CP to redescribe trans. location to Phi Beta Kappa Hall, sub-roof, College of William and Mary, Williamsburg; operate by remote control from main studio in Phi Beta Kappa Hall; change ERP to 77 w and change transmission line; ant. height 125 ft. (BPED-1756). Action Feb. 8.

■ WMAD-FM Middleton, Wis.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location, to be operated on 106.3 mhz, ch. 292; ERP 1.20 kw; ant. height 380 ft.; for aux. purposes only; condition (BPH-8770). Action Feb. 8.

Call letter applications

■ WDJR(FM) Oil City, Pa.—Seeks WNZE-FM.
■ KESY(FM) Galveston, Tex.—Seeks KUFO(FM).

Call letter actions

■ KOSE-FM Osceola, Ark.—Granted KRFO(FM).
■ WVSL-FM Slidell, La.—Granted WXEL(FM).
■ WABK-FM Gardiner, Me.—Granted WKME(FM).

Modification of CP's, all stations

■ *KOHL(FM) Fremont, Calif.—Broadcast Bureau granted mod. of CP to make changes in ant. system and in transmission line (BMPED-1071). Action Feb. 6.

■ KFAC-FM Los Angeles—Broadcast Bureau granted mod. of CP to change transmission line; ERP 39 kw; ant. height 2910 ft. (BMPH-13990). Action Feb. 6.

■ KDAR(FM) Oxnard, Calif.—Broadcast Bureau granted mod. of CP for new FM to extend completion time to July 4 (BMPH-13968). Action Feb. 8.

■ KRON-FM San Francisco—Broadcast Bureau granted mod. of CP for main trans. and for aux. trans. to extend completion time for changes to April 5 (BMPH-13982, BMPH-13983). Action Feb. 8.

■ *WGCT(FM) Guilford, Conn.—Broadcast Bureau granted mod. of CP for new educational FM to extend completion time to May 24, subject to condition that status reports on construction progress and equipment orders be submitted monthly (BMPED-1068). Action Feb. 8.

■ *WAFG(FM) Ft. Lauderdale, Fla.—Broadcast Bureau granted mod. of CP to extend completion time for new educational FM to April 30 (BMPED-1066). Action Feb. 8.

■ *WABE(FM) Atlanta—Broadcast Bureau granted mod. of CP to extend completion time for changes to May 16 (BMPED-1070). Action Feb. 8.

■ WSLG Gonzales, La.—Broadcast Bureau granted mod. of CP to decrease the tower height to 493 ft. (BMP-13735). Action Feb. 6.

■ WKME(AM) Gardiner, Me.—Broadcast Bureau granted mod. of CP to extend completion time for new FM to May 4 (BMPH-13992). Action Feb. 8.

■ *WZBC(FM) Newton, Mass.—Broadcast Bureau granted mod. of CP to change trans. location to Cheverus Hall, Boston College Campus, 140 Commonwealth Avenue, Newton, Mass.; change trans. and ant.; make change in ant. system (BMPED-1075). Action Feb. 6.

■ WKBB(FM) West Point, Miss.—Broadcast Bureau granted mod. of CP to change transmission; change ant.; ERP 3 kw; ant. height 175 ft. (BMPH-13991). Action Feb. 6.

■ K02HH Goldfield and Tonopah, both Nevada—Broadcast Bureau granted mod. of CP for VHF translator to change frequency from ch-2, 54-60 mhz, to ch. 9, 186-192 mhz (rebroadcasting programs of KORK-TV Las Vegas), change type of trans., make changes in ant. system and change call sign to K09LR (BMPPTV-796). Action Jan. 21.

■ W56AC Jamestown, N.Y.—Broadcast Bureau granted mod. of CP for UHF translator to change frequency from ch. 56, 722-728 mhz, type of trans., increase output power to 1 kw, make changes in ant. system; to operate on ch. 26, 542-548 mhz, rebroadcasting programs of WNED-TV Buffalo, N.Y. and change call sign to W26AA (BMPPTV-767). Action Feb. 1.

■ *KWAX(FM) Eugene, Ore.—Broadcast Bureau granted mod. of CP to change ant.; change ant. system; change transmission line (BMPED-1072). Action Feb. 6.

■ *WYEP-FM Pittsburgh—Broadcast Bureau granted mod. of CP to change trans.; change ant. (BMPED-1073). Action Feb. 6.

■ *WVIA-FM Scranton, Pa.—Broadcast Bureau granted mod. of CP to extend completion time for changes to May 24 (BMPED-1067). Action Feb. 8.

■ *WQOX(FM) Memphis—Broadcast Bureau granted mod. of CP to extend completion time for new educational FM to June 23 (BMPED-1074). Action Feb. 8.

■ *KTOY(FM) Tacoma, Wash.—Broadcast Bureau granted mod. of CP to extend time for completion and for changes to April 14 (BMPED-1069). Action Feb. 8.

■ WNNO-FM Wisconsin Dells, Wis.—Broadcast Bureau granted mod. of CP to change studio location to 721 Superior Street, Wisconsin Dells; operate by remote control from proposed studio site; change trans.; change ant.; make changes in ant. system (increase height); change transmission line; change ERP to 2.60 kw; ant. height 320 ft. (BMPH-13915); granted mod. of CP to extend time for completion date for new FM to May 31 (BMPH-13986). Action Feb. 7.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: *KVST-TV Los Angeles, to Aug. 11 (BMPET-813); KPTOTV) Pocatello, Idaho, to Aug. 11 (BMPCT-7518); *WVIA-TV Scranton, Pa., to Aug. 11 (BMPET-810); *WIPM-TV Mayaguez, Puerto Rico, to Aug. 11 (BMPET-814). Action Feb. 11.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WQUH(FM) DeFuniak Springs, Fla., to April 30 (BMPH-13988); WIGL(FM) Miami, to June 14 (BMPH-13984); WKES(FM) St. Petersburg, Fla., to April 28 (BMPH-13972); WKJR-FM Muskegon Heights, Mich., to April 23 (BMPH-13994); WKLF-FM Cloquet, Minn., to Aug. 1 (BMPH-13985); WKBB(FM) West Point, Miss., to June 30 (BMPH-13973); KETX-FM Livingston, Tex., to June 12 (BMPH-13967); WNOR-FM Norfolk, Va., to May 13 (BMPH-13987) and WSWV-FM Pennington Gap, Va., to July 17 (BMPH-13969). Action Feb. 11.

Translator actions

■ K07LH Ganado, Ariz.—Broadcast Bureau granted CP for new VHF translator to operate on ch. 7 rebroadcasting programs of KOAI Flagstaff, Ariz. (BPTTV-4916). Action Feb. 1.

■ **K63AF** Las Animas and rural areas, Colo.—Broadcast Bureau granted CP for UHF translator to operate on ch. 63 by rebroadcasting programs of KOAA-TV Pueblo, Colo. (BPTT-2522). Action Jan. 11.

■ **K53AA** Lamar and rural areas, Colo.—Broadcast Bureau granted CP for UHF translator to operate on ch. 53 by rebroadcasting programs of KOAA-TV Pueblo, Colo. (BPTT-2531). Action Jan. 11.

■ **K05FK** Driggs, Idaho—Broadcast Bureau granted CP for new VHF translator to operate on ch. 5 rebroadcasting programs of KIFI-TV Idaho Falls, Idaho (BPTT-4908). Action Feb. 1.

■ **K67AG** Cuba, N.M.—Broadcast Bureau granted CP for new UHF translator to operate on ch. 67 rebroadcasting programs of KGGM-TV Albuquerque, N.M. (BPTT-2535). Action Feb. 1.

■ **K10IU** Silver City, N.M.—Broadcast Bureau granted CP for UHF translator to operate on ch. 10 rebroadcasting programs of KDBC-TV El Paso (BPTT-4669). Action Jan. 29.

Ownership changes

Applications

■ **WKRW(AM)** Cartersville, Ga.—Seeks transfer of control Bartow Radio Corp. from J. R. Cullins, J. C. Nelson and R. D. Ruff (together 75.5% before, none after) to Don H. Kordecki (24.5% before, 50% after) and Donald S. Ruff (none before, 50% after). Consideration: \$57,000. Principals: Mr. Kordecki is manager and Donald S. Ruff is sales manager of WKRW. Ann. Feb. 4.

■ **WFMM-FM** Baltimore—Seeks assignment of license from Commercial Radio Institute Inc. to Nationwide Communications Inc. for \$950,000. Sellers: Julian S. Smith, president, et al. (100%). Mr. Smith also has interest WBFF-TV, Baltimore and pending application for new television station in Pittsburgh. Buyers: Dean W. Jeffers is general board chairman and Wendell Weller is board chairman of Nationwide Communications which also owns WRFD(AM)-WNCF-FM Columbus-Worthington, WGAR(AM)-WNCN-FM Cleveland, all Ohio; WATETV Knoxville, Tenn.; WXEX-TV Petersburg and WLEE(AM) Richmond, both Virginia. Ann. Feb. 4.

■ **KBMS(FM)** Billings, Mont.—Seeks assignment of CP from KBMY Broadcasting Co. to Communications Investment Corp. for \$6,706. Sellers: Howard L. and Stanley Enstrom (together 100%). Messrs. Enstrom own KBMY(AM) Billings. Buyers: George C. and Wilda Gene Hatch (together 100%). Hatch's also have interest in KALL-AM-FM Salt Lake City; KGH(AM) Billings; KGEM(AM) Boise, Idaho and KUTV-TV Salt Lake City. Ann. Feb. 4.

■ **WIXZ(AM)** McKeesport, Pa.—Seeks assignment of license from WWZ Co. to Renda Broadcasting Corp. for \$892,000. Sellers: Norman Wain, Robert Weiss and Joseph Zingale (together 100%). Mr. Zingale owns CP for new UHF in Cleveland. Buyer: Anthony F. Renda (100%). Mr. Renda has interest in WOHI(AM)-WRTS(FM) East Liverpool, Ohio. Ann. Feb. 4.

Actions

■ **KERR(FM)** Salinas, Calif.—Broadcast Bureau granted assignment of license from Lloyd M. Marks to Jeco Inc. for \$30,000 (BPH-8404). Buyers: Jeco Inc. is licensee of KCTV(AM) Salinas. Principals: James Coyle, president and general manager, et al. Action Feb. 13.

■ **KSAY(AM)** San Francisco—FCC granted assignment of license from KSAY Broadcasting Co. to San Francisco Wireless Talking Machine Co. for \$1.18 million (BAL-7911). Sellers: Grant Wrathall, president, et al. Buyers: Pacific FM Inc. Principals of Pacific, owner of KIOI(FM) San Francisco, are James J. Gabbert, president (51%), Gary M. Gielow and John S. Wickett, vice presidents (each 24.5%). Petition by Community Coalition for Media Change of San Francisco Bay area to deny application was denied. Action Feb. 13.

■ **KASL(AM)** New Castle, Wyo.—Broadcast Bureau granted assignment of license from Castle Radio Inc. to Nodok Inc. for \$80,000 (BAL-7925). Sellers: Orin G. Geesey, president, et al. Mr. Geesey is 50% owner of KMER(AM) Kemmerer, Wyo. and KVNS(AM) Ogden, Utah. Buyers: William D. McCracken (37.5%), et al. Mr. McCracken has interest in Frontier Broadcasting, licensee of KFBC-AM-FM Cheyenne, Wyo. and operator of cable TV in Cheyenne. He also has interest in KVRs(AM) Rock Springs, Wyo. Action Feb. 8.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Feb. 13 (stations listed are TV signals proposed for carriage):

■ **Bisbee CATV**, 99 Bisbee Road, Bisbee, Ariz. 85603 proposes for Bisbee (CAC-3548) and Cochise county (CAC-3549), both Arizona, to add KTVK, KOOL-TV, KAET, KTAR-TV and KPAZ-TV, all Phoenix.

■ **Central California Communications Corp.**, Box 1651, Salina, Calif. 93901 proposes for Monterey

county unincorporated areas surrounding Salinas, Calif. (CAC-3550), KTVU Oakland, KGSC-TV and KNTV, both San Jose, KRON-TV, KPX, KGO-TV and KQED, all San Francisco, KSBW-TV Salinas and KMST Monterey, all California.

■ **Paris Cable T.V. Inc.**, Paris, Ky. 40361 proposes for Bourbon county unincorporated areas, Ky. (CAC-3537), to add WKPC-TV Louisville, Ky.

■ **Alden CATV Inc.**, State Bank Building, Hillsdale, Mich. 49242 proposes for Plymouth, Mich. (CAC-3557), WJBK-TV, WKBD-TV, WWJ-TV, WXON, WXYZ-TV and WTWS, all Detroit; CKLW-TV Windsor, Ont.; WKAR-TV East Lansing, Mich.; WGN-TV and WSNS, both Chicago.

■ **Community Cable Television**, 128 East Michigan Avenue, Paw Paw, Mich. 49079 proposes for Paw Paw (CAC-3546) and Lawton (CAC-3547), both Michigan, WKZO-TV Kalamazoo, WGVG, WOTV and WZZM-TV, all Grand Rapids, WUHQ-TV Battle Creek and WKAR-TV East Lansing, all Michigan; WSJV Elkhart, WNDU-TV and WSBT-TV, both South Bend, both Indiana; WGN-TV, WSNS, WELD-TV and WTTW, all Chicago.

■ **Vicksburg Video Inc.**, Box 1276, 2845 Clay Street, Vicksburg, Miss. 39180 proposes for Vicksburg, Miss. (CAC-3538), to add KTVT Fort Worth and KHTV Houston.

■ **Schenectady Cablevision Inc.**, 1 Gulf & Western Plaza, New York 10023 proposes for Rotterdam (CAC-3552), Colonie (CAC-3553), Glenville (CAC-3554), Niskayuna (CAC-3555) and Scotia (CAC-3556), all New York, to delete WNEW New York and add WPIX-TV New York.

■ **Elizabeth City Video Inc.**, Box 9, Kill Devil Hills, N.C. 27948 proposes for Pasquotank county unincorporated areas, N.C. (CAC-3529), WAVY-TV and WYAH-TV, both Portsmouth, WVEC-TV Hampton and WTAR-TV Norfolk, all Virginia; WITN-TV Washington, WNCN-TV Greenville and WUND-TV Columbia, all North Carolina.

■ **K & K Cable T.V. Inc.**, 4th Street and Second Avenue, Devils Lake, N.D. 58301 proposes for Devils Lake, N.D. (CAC-3531), requests certification of existing operations and to add CBY Brandon, Manitoba.

■ **Blue Ridge Cable Television Inc.**, 471 Delaware Avenue, Palmerton, Pa. 18071 proposes for Penn Forest township, Pa. (CAC-3539), WNEP-TV and WDAU-TV, both Scranton, WBRE-TV Wilkes-Barre, WLVT-TV Allentown, KYW-TV, WPVI-TV, WCAU-TV and WPHL-TV, all Philadelphia, all Pennsylvania; WOR-TV and WPIX-TV, both New York.

■ **Tele-Media Co. of Lake Erie**, 274 East Main Road, Conneaut, Ohio 44030 proposes for West Unity, Ohio (CAC-3534), WTOL-TV, WSPD-TV, WDHO-TV and WGTG-TV, all Toledo, Ohio; WANE-TV, WPTA and WKJL-TV, all Fort Wayne, Ind.; WBGU-TV, WJBK-TV, WKLV-TV Windsor, Ont. and WXYZ-TV, all Detroit; WXIX-TV Newport, Ky.; WTTV-Bloomington, Ind.; WUHQ-TV Battle Creek, WOTV Grand Rapids, WKZO-TV Kalamazoo, WILX-TV Onondaga and WJIM-TV Lansing, all Michigan; WNDU-TV and WSBT-TV, both South Bend and WSJV Elkhart, both Indiana.

■ **Twin County Trans Video Inc.**, R.D. #4, Allentown, Pa. 18103 amended for Fountain Hill (CAC-3381), Freemansburg (CAC-3382), Hanover township (Lehigh county) (CAC-3383), Hanover township (Northampton county) (CAC-3384), Heidelberg township (CAC-3385), Hellertown (CAC-3386), Lehigh township (CAC-3387), Lower Macungie (CAC-3388), Lower Saucon township (CAC-3389), Moore township (CAC-3390), North Catasauqua (CAC-3391), Northampton (CAC-3392), North Whitehall (CAC-3393), Salisbury township (CAC-3394), Allen township (CAC-3372), Allentown (CAC-3373), Bath (CAC-3374), Bethlehem township (CAC-3375), Bethlehem (CAC-3376), Catasauqua (CAC-3377), Chapmans (CAC-3378), Coplay (CAC-3379), East Allen township (CAC-3380), South Whitehall (CAC-3395), Upper Macungie (CAC-3396), Upper Saucon township (CAC-3397), Whitehall township (CAC-3398), Bushkill township (CAC-3423), Upper Nazareth township (CAC-3424), Plainfield township (CAC-3425), Pen Argyl borough (CAC-3426) and Wind Gap borough (CAC-3427), all Pennsylvania, to add WLVT Bethlehem, Pa.

■ **Kenedy Cable Co.**, Box 986, Port Lavaca, Tex. 77979 proposes for Kenedy, Tex. (CAC-3530), WOAI-TV, KENS-TV, KSAT-TV, KLBN and KWEX-TV, all San Antonio, KIII, KZTV and KRIS-TV, all Corpus Christi and KTBC-TV Austin, all Texas.

■ **Keyser Television Co.**, 51 North Main Street, Keyser, W. Va. 26726 proposes for Keyser (CAC-3532) and McCoole, Md. (CAC-3533), to add WWVU-TV Morgantown, W. Va. via translator W48AA.

Final actions

■ **CATV Bureau** granted following operators of cable television systems certificates of compliance: See Mor Cable TV of New Madrid, Inc., Marston, Mo. (CAC-2964); Cablevision Systems Inc., Springfield, Ky. (CAC-2995); Noble Cable TV Inc., Kendallville, Ind. (CAC-3003); American Video of Deerfield Beach Inc., Deerfield Beach, Fla. (CAC-3021); Manistee TV Cable Inc., Manistee (CAC-3054),

Manistee township (CAC-3055) and Filer township (CAC-3056), all Michigan; Cablevision of Stroud, Stroud, Okla. (CAC-3075); Southern Monterey County T.V. Cable Inc., Soledad (CAC-3079) and Gonzales (CAC-3080), both California; Beacom Inc., Breckenridge, Colo. (CAC-3096); Tele-Media Company of Mercer County, Coldwater village, Ohio (CAC-3104); Florida Video Inc., Perry, Fla. (CAC-3105); Microwave TV Inc., Jesup, Ga. (CAC-3109); Cumberland Valley Cable Co. Inc., Antrim township, Pa. (CAC-3111); Albany CATV Services, Albany, Mo. (CAC-3125); Tele-Media Co. of Lake Erie, Bryan, Ohio (CAC-3133); Hoosier Hills Cable Co., Mitchell (CAC-3134) and Paoli (CAC-3136), both Indiana; Rantoul CATV Co., Rantoul, Ill. (CAC-2735); Red Oak, Tenn. (CAC-2400); Complexable Inc., Eastlake, Ohio (CAC-2441); Destin TV Cable Co., Destin, Fla. (CAC-2465); New Freedom Cable TV, New Freedom borough, Pa. (CAC-2468); Littleton TV Cable Systems, Plymouth (CAC-2488) and Ashland (CAC-2489), both New Hampshire; LVO Cable of Shreveport-Bossier City, Bossier City, La. (CAC-2512); Jefferson Cable TV, Jefferson borough, Pa. (CAC-2522); Hubbard Cable TV Inc., Hubbard, Ohio (CAC-2682); Berks TV Cable Co., Wyomissing borough, Pa. (CAC-2712); Greenfield Cable Television, Greenfield, Ind. (CAC-3138); Centre Video Corp. of Ohio, Brilliant (CAC-3142), Mingo Junction (CAC-3143) and Steubenville township (CAC-3144), all Ohio; Centre Video Corp. of West Virginia Inc., Follansbee (CAC-3145) and specified portions of Brooke county (CAC-3146), both West Virginia; Shrewsbury Cable TV, Shrewsbury, Pa. (CAC-1591); Granville Cablevision Inc., Middle Granville, N.Y. (CAC-1653); Storer Cable TV Inc., Ojai (CAC-1698), Ventura county (CAC-1699), Santa Paula (CAC-1700) and unincorporated areas of Ventura county (CAC-1701), all California; Stewartstown Cable TV, Stewartstown borough, Pa. (CAC-1902); Communicable of Palatka, Palatka, Fla. (CAC-1933); Vacationland Cablevision Inc., Baraboo, Wis. (CAC-2145); Greater Lawrence Community Antenna Inc., Lawrence, Mass. (CAC-2148); Fayetteville Cablevision, Spring Lake, N.C. (CAC-2163); Warner Cable of Akron Inc., Akron (CAC-2309); Barberton (CAC-2310), Cuyahoga Falls (CAC-2311), Stow (CAC-2312) and Tallmadge (CAC-2313), all Ohio; Telecommunications Inc., Mountain Lakes borough (CAC-2366) and Parsippany-Troy Hills (CAC-2367), all New Jersey; Complexable Inc., Willoughby Hills, Ohio (CAC-2388); Alden CATV Inc., Dowagiac, Mich. (CAC-2956); Stehle's Trailer Sales, Paint township, Pa. (CAC-2720); Television Signal Service, Glenwood, Ark. (CAC-2740); Elmira Video, Big Flats, N.Y. (CAC-2751); Jamestown Clear TV Inc., Oaks, N.D. (CAC-2849); Badger CATV, Tomah, Wis. (CAC-2891); Jeff Davis Cable TV Inc., Jennings, La. (CAC-2892); Telecommunications Inc., Mt. Olive, N.J. (CAC-2902); See-Mor Cable TV of New Madrid Inc., New Madrid (CAC-2961), Howardville (CAC-2962) and Lilbourn (CAC-2963), all Missouri. Actions Feb. 8, 12, 13 and 14.

■ **Leesburg and Lake County, Fla.**—FCC granted petitions by Leesburg Cablevision Inc., for STA to continue carriage of WTOG St. Petersburg, Fla., on its systems at Leesburg and certain areas of Lake County, located in Orlando-Daytona Beach, Fla. market, pending authorization for permanent carriage. Action Feb. 13.

■ **Milford and Hopedale, both Mass.**—FCC authorized Greater Milford Cable Antenna TV Inc. to carry WGBH-TV, WGBX-TV, WBZ-TV, WCVB-TV, WNAC-TV and WSBK-TV, all Boston, WSBE-TV, WJAR-TV, WPRI-TV and WTEV, all Providence, R.I.; WKBG-TV Cambridge and WSMW-TV Worcester, both Massachusetts, on new cable systems proposed for Milford and Hopedale (CAC-1153-4). Action Feb. 13.

■ **Platte county, Mo.**—FCC authorized Platte County Communications Co. to carry KBMA-TV, KMBC-TV, WDAF-TV, KCMO-TV and KCPT, all Kansas City, KQTV, St. Joseph, KDNL-TV and KPLR-TV, both St. Louis, all Missouri; WIBW-TV, KTWW and KTBS, all Topeka, Kan. on system located in Kansas City, Mo. television market (CAC-1511). Action Feb. 13.

■ **Albuquerque and Santa Fe, both New Mexico**—FCC denied petitions by Spanish International Communications Corp., licensee of KMEX-TV Los Angeles, for reconsideration of commission's actions granting cable TV authorizations to General Communications and Entertainment for system at Albuquerque and to Santa Fe Cablevision Co. for system at Santa Fe. Spanish International objected to systems' carriage of XEPM-TV Juarez, Mex. Action Feb. 13.

■ **Irving, Tex.**—FCC authorized Total Communications of Irving Inc. to carry KDFW-TV, WFAA-TV, KERA-TV, KXTX-TV and KDTV, all Dallas, KTVT Fort Worth, KHTV Houston and KBMA-TV Kansas City, Mo., on its proposed 26-channel cable system at Irving (CAC-1574). Action Feb. 13.

Other action

■ **FCC** amended cable television rules and regulations which require petitions, applications and related pleadings to be accompanied by affidavits. New rules, which become effective Feb. 27, require that certificate of service, rather than affidavit, accompany petitions for special relief and applications for certificates of compliance in cable television proceedings. Action Feb. 13.

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.

RADIO

Help Wanted Management

Assistant to the president of broadcasting group. Sales, research and promotion minded person needed to fill vacancy caused by movement of former assistant to station manager. If you have received your degree in the last five years and have some sales experience, you may be the one we are looking for. \$20,000 income plus incentive. Send resume to Box B-71, BROADCASTING.

Vice president/general manager. Profitable Michigan AM/FM station in competitive market. Billing approximately \$600,000 per year. Salespeople with management potential will be considered. Ownership possibilities. \$24,000 salary, excellent bonus arrangement, automobile, life and health insurance and country club membership. Submit confidential resume to Owner. Box B-72, BROADCASTING.

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.

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.

Northern Ontario Radio/TV complex is looking for a sales person with good experience who is looking for a good step into sales management and a chance at station management. Forward application to: Box B-188, BROADCASTING.

Aggressive, retail salespeople that can earn over \$20,000 first year. Wide open situation in ideal Southern California market. No "paper gunnen," floaters, or "radio retrade" need apply. If you're good, sell yourself now, write: Chester Coleman, General Manager, KEWE/Stereo 96, Camarillo-Oxnard, CA 93010—An E.O.E. Station.

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.

Central Florida FM station needs experienced salesperson to develop into management. We offer the best commission—draw—bonus arrangement in the industry. 25% Comm. Enjoy Disney World and all of Central Florida. Do you qualify? WDCM, Box 799, Leesburg, FL 32748. 904-787-2790.

Help Wanted Sales Continued

Country music station with "Numbers" expanding. Group operator. Prerequisites: Drive, creativity, ethics. Draw \$200 weekly. Opportunity. Sales Manager's slot Open Confidential. G. M., WKOP, Binghamton, NY.

Experienced salesperson needed for Evansville, Indiana market. Draw, Commission and Car Allowance. Excellent Fringe Benefits. Contact WROZ Radio, Evansville, IN, 812-422-4171.

Negotiable Five-Figure guarantee for experienced salesperson ready to become sales manager. Send full particulars to General Manager, WTWA, Box 591, Thomson, GA 30824.

Small Market Radio Chain needs time salesperson with capabilities of advancing to General Manager in immediate future. Write Bill Vogel, Vogel Communications, P.O. Box 1439, Murfreesboro, TN 37130.

Help Wanted Announcers

Jocks, Top 40, production, news and resume. New English language AM. Sunny San Juan, Puerto Rico. Write Box B-52, 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.

SKW Contemporary New England Station wants experienced, imaginative, creative PD. Box B-137, BROADCASTING.

Staff Announcer needed by leading adult music station. Continuous music format. Good wages, stability, new facilities & equipment. Equal Opportunity Employer. Box B-162, BROADCASTING.

New England SKW offers stepping stone to right ambitious, creative personality jock willing to assume programing leadership. Box B-181, BROADCASTING.

Middle size Northern Ontario Market needs a top announcer for mid-morning or afternoon shift. Right person will be paid top dollar for top job. Send resume to: Box B-186, BROADCASTING.

Leading contemporary country station would like to contact interested 1st ticket holders for a possible 12 midnight-5 am shift. Good conditions, pay and security. Box B-197, BROADCASTING.

SW Desert station. 1st phone announcer with news or sales background. Experience required. Equal Opportunity Employer. Box B-200, BROADCASTING.

Jock with 1st phone needed for Central Virginia full timer. 7-midnight air shift, plus production. Send tape and resume to Don Martin, WCHV, P.O. Box 5387, Charlottesville, VA 22903.

Experienced announcers for interesting professional small market station. Applicants from area preferred. EOE. WINI, Murphysboro, IL, 618-684-2128.

Country music station with "numbers" planning major expansion. Ground floor opportunity. Audition tape, covering letter, resume to P. D., WKOP, 34 Chenango Street, Binghamton, NY. Confidential.

If you can handle top-rated, adult MOR format, have several years experience, are interested in moving up to a fine midwest major station, I'm looking for you. Send tape and resume to William J. Struyk, Program Director, WOOD AM/FM, 120 College, S.E., Grand Rapids, MI 49502.

Jock who wants to sell, needed for both at profitable, contemporary FM in midwest market of 150,000. State Capital—Good Company. Box 3166, Springfield, IL 62708.

Help Wanted Technical

West Coast phreque progressive FM rock and roll radio needs you. Immediate opening for first phone assistant engineer. Heavy studio and transmitter maintenance, light production, excellent pay. Equal opportunity employer. Reply Box B-128, BROADCASTING.

Chief Engineer, Midwest. AM-FM Stereo with automation. Immediate opening for experienced person. Opportunity for growth. EOE. Send resume to Box B-167, BROADCASTING.

Immediate opening experienced broadcast engineer to assume duties of chief AM/FM/Stereo knowledgeable automation and solid state electronics. Need good technician, good maintenance. Call or write Samuel Youse, General Manager, WGSA/WIOV, Ephrata, PA 17522. 717-733-2226.

Help Wanted Technical Continued

Chief engineer, presently lacking challenge and opportunity, who wants to take initiative with expanding radio organization. Must know sound! Must know, or be able to learn automation, microwave. Expansion will bring greater responsibility, and greater compensation. Call: 309-234-9167, Rockies.

Move up to beautiful Door County, Wisconsin. Experienced Chief Engineer needed to handle AM, FM, SCA and do general maintenance at studio and transmitters. Call: Ed Allen, Jr., 414-743-4411.

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.

Major Market Sports/Talk. We wanted Howard Cosell but he's not available. Therefore, if you are astute and can handle 3 hours of daily drive-time sports calls and commentary send resume and salary requirements to Box B-179, BROADCASTING.

Aggressive Area news operation needs good writing and delivery. Send tape and complete resume. KLSS & KSMN, Box 1446, Mason City, IA 50401.

Wish to work hard for an exceptional radio company? Aggressive, able to dig and love news? Send tape and resume to: Al Kahn, WAGR, P.O. Box 1056, Lumberton, NC.

WFUN in Miami has an immediate opening for an experienced, aggressive newscaster. Writing ability and news sense just as important as delivery. Send tape and resume to: News Director, WFUN, 6101 Sunset Drive, Miami, 33143. An equal opportunity employer.

Help Wanted Programing Production, Others

Medium size Canadian market is in need of two copy writers for Radio and/or TV. Good experience necessary. Box B-187, BROADCASTING.

Wanted professional program director for black-oriented station, a professional who can pull an air shift and knows what new sound of contemporary soul is all about. Must have a proven track record in the rating book. Salary is wide open for the right person. Send recent resume, photograph, and salary requirements. Box B-201, BROADCASTING.

Rocket City of America—Full time CW station has immediate opening for experienced production manager-air personality that is willing to relocate and become a part of our growing community. Excellent earnings for person with exceptional qualifications. Contact Carl Swafford, PD, WBHP, P.O. Box 547, Huntsville, AL 35804, 205-534-3521.

Moonlighters—We need someone in every town. Easy, extra income. Katz, 1280-C Sawmill, Yonkers, NY 10710.

Situations Wanted Management

General Manager with 13 years experience, programming, sales and management. Self-starter, proven record. Can inspire and motivate people. Looking for challenge. Box B-132, BROADCASTING.

Experienced broadcaster, successful management background, has \$25,000 to invest for part ownership, or partnership in acquisition of radio station. Currently in New England. Prefer East. Box B-148, BROADCASTING.

Sales Manager at well known major market FM'er wants GM position. All markets considered. With current station five years. Nine years experience. B.S. Degree R-TV All phases. Knowledge of FCC Rules. Box B-175, BROADCASTING.

Operating cost too high or profits too low? Staff lacking training cohesiveness and leadership? Ratings low and share of market dollars slipping? I can solve your problems with direct local control, A consultant/general manager who builds and trains for your future. Better efficiency and increased sales will pay my fee. Just finishing station who's 3rd quarter sales were \$28,532.70 with cash flow of \$26,636.90. My 4th quarter sales were \$46,587.92 with cash flow of \$47,850.71. Operating cost for 4th quarter under \$20,000. For confidential personal contact, write Box B-192, BROADCASTING.

Situations Wanted Management Continued

Six years as a medium market general manager plus an MBA degree make me the right man to run your major market station. 34, family. Box B-206, BROADCASTING.

I'm ready for the challenges of a general manager in a good medium market. BA communications, presently a successful, profit oriented GM in a small eastern market. Married, 30. Interested in career opportunity. Box B-208, BROADCASTING.

Aggressive, young agency account executive wants move back to radio as your General Manager. Small or medium market preferred. Degree, 3 years at large agency, 6 years as medium market sales manager. Married, 32. Let's talk. Box B-210, BROADCASTING.

Top biller at a top 50 market station desires to expand career as your major market sales manager. BA, married, 11 years in the business, 7 in sales. Box B-212, BROADCASTING.

Small market radio sales is my thing, and I do well! Currently number one on a five person staff. Need move as your small market sales manager. 5 years in radio, 3 in sales. 26, degree. Box B-214, BROADCASTING.

True motivator wants step into a solid, growing career as your general sales manager. 27, BS, married, 2 years as rep, 2 at an agency, 3 in radio sales. Box B-216, BROADCASTING.

No energy crisis with this G.M. 10 years experience, last 7 1/2 years same employer in top ten market. Honest, dedicated, oriented in sales and programming. Phone 312-456-0872.

Here is an experienced young pro seeking a station to (re)italize. Experienced in rural, medium and major markets. Ready to increase your sales, economize your operation and build your ratings thru superior salesmanship and programming. Good track record. Strong on community relations. M.L., Box 1278, Colton, CA 92324.

Situations Wanted Sales

Well rounded radio professional with strong copy, production, and sales skills seeks position with well equipped, well managed station. Dollar opportunities important, but primary is need to fully utilize and continue to develop present capabilities. Box B-21, BROADCASTING.

National sales rep, in second year for a major New York based rep firm, seeks new challenge. Five years experience in local/national sales, plus a B.S. in radio-television/marketing. Young, aggressive and a hard worker. Seeking a national sales manager's position, or will work up to that title from an excellent local agency list. Prefer major California, South Florida or Texas markets. Excellent references. Resume available on request. Now, let me sell myself to you. Box B-190, BROADCASTING.

I am seeking a high paying challenge. I have 8 years of sales and management experience. I am currently in a top 25 market. Box B-194, BROADCASTING.

Mature, experienced salesman/salesmanager 13 years experience. Call after 5:00 P.M. 614-451-0553 or John Osborne, 1098-B Weybridge Road, Columbus, OH.

Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, BROADCASTING.

Experienced sports announcer, excellent play-by-play. Box B-158, BROADCASTING.

Roll a seven, creative young DJ, tight board, imaginative delivery with nose for news looking for first break, ready, willing, able. Box B-182, BROADCASTING.

Experienced DJ, 4 years, none commercial. 3rd endorsed, college grad. Want any commercial position. Box B-184, BROADCASTING.

Announcer with first phone. Experienced with contemporary and country formats. Also wish to gain sales experience. Phone 301-460-4712. Box B-202, BROADCASTING.

First phone. Personality jock who has a true "voice with a smile." 3 years experience. 29 and single. Leave message at 414-475-1974.

Conn. School of Broadcasting grad. with 4 years sales experience. 3rd phone, looking for combination job. John Reynolds, 203-235-6756. 683 Broad St., Meriden, CT 06450.

Moving to LA for important reasons other than professional. Want to stay in progressive radio. Air check and production: Bruce Garraway, PD, WOWI, 713 Colonial Ave., Norfolk, VA 23507. 804-622-4600.

Situations Wanted Announcers Continued

College grad. with professional training, seeks start. Good voice, 3rd phone. Format and relocation no problem. Ted Riley, 607 Laverock Rd., Glenside, PA 19038. Tel. 215-884-7044.

Want small market, young, some experience, third phone endorsed. Good attitude and can take direction. Chris Parks, Second Floor, 726 Chestnut Street, Philadelphia, PA 19106.

Deejay, authoritative newscaster. College, experienced, creative, versatile. Aggressive salesman, tight board, third endorsed. Bill Barone, 34 Monroe Pl., Apt. 5-D, Brooklyn, NY. 212-MA4-1791, ext. 34.

Personality Jock-of-all-Trades: Creative copy, sharp production (to match with), perceptive MD vast musical savvy. Dedicated, dependable! Relocate. 3rd endorsed. 516-665-1024. Gary Damon, 22 West Lane, Bayshore, NY 11706.

3rd endorsed. Experienced. Tight board, good production. Any format, any shift. Good reader, college grad. Currently employed but want change. Call Ken Bator, 313-293-4172, or write 31292 Schoenherr, Warren, MI 48093.

Give me lifel I've been at this automated station seven months too long! Tight board. Clean production. Lower Michigan, Ohio, Indiana. I'm ready! Tim Gwozdz, 206 N. Center, Gaylord, MI 49735. 517-732-9729.

First, with experience. Desires Top 40/Rock position. Prefer Western U.S. Willing to learn. Dave Claspink, 1014 High St., Fredericktown, MO 63645. 314-783-3103. After 5 p.m. CDT.

Tight production, contemporary in small to medium market, third endorsed, excellent references, resume, tape upon request. Jim Worsley, 44 Walter Avenue, Hicksville, L.I., NY 11717.

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.

Cookin' Top 40 PD-DJ, 5 1/2 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.

Creative DJ-talker. Employed, top-forty, middle market. Good voice, smooth, fast board; 3rd endorsed. Background includes sales, music, production. Intelligent, co-operative self-starter. Aircheck available. Steve Darwin, 133-07 231 St., Laurelton, NY; 212-527-0378 or 212-740-2278.

Experienced announcer, creative, humorous, hard working, dedicated, will relocate. Bob Berry, 140 Danube-Apt. C, Fairfield, OH 513-874-2372.

Three Years Top-40. All times. Past year PD in medium market. Production. First Phone. Versatile. Seeking announcing in medium or major. Eddie 316-227-2868.

Talented Top 40 Cooker. 2 years experience, college grad, 3rd. Seeks small-medium rocker or contemporary 301-653-1716.

Licensed Top 40 Personality seeking afternoon drive slot in a large medium or medium size market with real pros. Call 502-684-5993 or write 702 Shelborn Dr., Owensboro, KY, 42301.

Situations Wanted Technical

First phone, AM-FM-TV. 28 years experience. Well versed on solid state, desires maintenance. Box B-131, BROADCASTING.

Situations Wanted News

Experienced Personality/Sportscaster. Major Market, MOR announcer and major university, play by play man with TV experience. Married. Looking for stable position in either or both. Box B-166, BROADCASTING.

Need a woman on your news team? Experienced newswoman is looking. College grad, third endorsed, will travel anywhere. Frances Merzbach, 79 Bonnell Street, Flemington, NJ. 201-782-0023.

TELEVISION

Help Wanted Management

Fast growing group owner seeking two general managers. One experienced in small or medium market, and one seasoned assistant general manager or station manager ready to move to general manager. Both should submit documented proof of successful past experience on the job plus evidence that you have a trained replacement on your staff. Please send picture with application. An equal opportunity employer. Box B-164, BROADCASTING.

Business Manager "Group" needs television business manager. Accounting degree plus managerial experience and expertise on basic requirements. Reply Box B-174, BROADCASTING.

Help Wanted Sales

Aggressive, mature salesperson for WTCN TV, Twin Cities. Nation's No. 1 independent. Earnings to \$35,000. Top fringe benefits including profit sharing, retirement and medical. Call Jim Wiley, 612-927-8881.

Help Wanted Technical

Tired of snow? We need a good, management oriented Chief Engineer in Gulf Coast resort city where weather and fishing is good year round. Excellent station and equipment. Send complete resume to Box B-135, BROADCASTING.

Chief Engineer for Network affiliated UHF in Southeast—with heavy production schedule. RCA equipped. Must be strong on maintenance. Equal opportunity employer. Send resume and salary requirement to Box B-170, BROADCASTING.

FCC first class licensed engineer only. Must have tech. knowledge. VTR-color-film chains and cameras operations. An Equal Opportunity Employer. Box B-183, BROADCASTING.

Director television engineering. Major broadcasting network seeks a Director of Television Engineering. Candidate should have a minimum of 5-10 years experience in all areas of television operations and engineering plus supervisory experience. Position located in the Midwest. An Equal Opportunity Employer M/F. Please submit resumes including salary history and requirements in confidence to: Box B-196, 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.

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

Strong Weekend Anchor Person also capable of handling general assignment. Send resume, salary requirements, picture, to: Box B-161, 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.

Reporter/Photographer. Send pic, resume, and VTR to News Director, Box 470, Rockford, IL 61105.

Texas TV station looking for weathercaster/news-person. Meteorology degree not necessary, just great air appearance and a lot of common sense. Excellent climate and security. Call News Director, 512-968-3131.

Help Wanted Programing, Production, Others

South Fla. station now accepting applications for photographers. Journalistic background and 1 yr. minimum of 16mm TV newsfilm 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.

Director for Midwest Color Production Studio, Industrial and Commercial. Must have commercial and switching experience. Good salary, benefits. Box B-136, BROADCASTING.

Promotion & Advertising Mgr. Top 40 network affiliate. Seeking knowledgeable and experienced Promotion and Advertising Manager. Must be able to produce the best on-air promotion campaigns. Should also be knowledgeable in print and sales service. Equal opportunity employer. Send letter and resume immediately to Box B-149, BROADCASTING.

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

Desire relocation. Twenty years experience in television. Worked with station, group, nat'l rep., program sales, et al. Consider any position and location. Box B-129, BROADCASTING.

Situations Wanted Management Continued

General manager, started in programming, ended up in sales. Know the best and worst of both. 39, currently GM in medium market. Box 8-207, BROADCASTING.

Sales manager, marketing degree and two years management experience. Look at my track record, then show me a challenge and the chance to make big money. Let's talk! Box 8-209, BROADCASTING.

Situations Wanted Announcer

Children's programming producer-host. Quality format for older kids. Sales, announcer, PR experience. West or Southwest. Box B-185, BROADCASTING.

Let's trade. Versatile announcer, experienced in news, sports, production, continuity, for five figures in top 60. Box B-193, BROADCASTING.

Situations Wanted Technical

Three years experienced studio engineer, switcher/director, first phone. Box B-125, BROADCASTING.

Experienced chief engineer with good supervisory capabilities. A working administrator, BSEE, now making \$15,000. Box B-217, BROADCASTING.

Situations Wanted News

Feature reporter/photographer, air experience. Four years television, newspaper. BS journalism, 23, married. References, resume, tape. Box B-87, BROADCASTING.

Meteorological Personality: A good solid weathercast doesn't have to be boring . . . mine isn't. 33 years old and ready to move up. Box B-133, BROADCASTING.

Anchorman—Experienced in reporting, writing, performing. Preparing and delivering editorials. Interviews, talkshow moderator. Box B-177, BROADCASTING.

Weathercaster. 3 years top 20 market. 27, degree in speech communications, emphasis on broadcast management. VTR. Require \$12,000. Box B-198, BROADCASTING.

"Update your news"—News director, anchor man with the look and delivery of today desires position. Excellent references and video tape upon request. Box B-199, BROADCASTING.

Conservative Commentator: Nationally syndicated columnist wants to do radio/TV comment. Witty, incisive, topical, hard-hitting. Box 1522, Washington, DC 20013.

Young Newsman - Photographer, wants to learn. Aggressive and hard working. Mass communications degree. Capitol Experience. Call 904-878-3489 after 6 p.m.

Situations Wanted Programing, Production, Others

Money Back Guarantee. If I can't increase your ratings within one year, I will return half my salary. My record in program and film buying for both commercial and public television stations will tell you why I am confident I can deliver. Box B-178, BROADCASTING.

Executive producer looking for opportunity to do bigger and better things. Impressive list of credits, 37 years old with 10 years experience. Box B-211, BROADCASTING.

Program manager, 34 with 5 years experience in top 50 market. Ready for greater challenge. Production and promotion background, degree. Current income 16.5K. Box B-213, BROADCASTING.

Promotion manager with both independent and affiliate experience. Creative, excellent administrative abilities. I can make your station look super! Box B-215, BROADCASTING.

TV News Producer-Writer seeks position with major market network affiliate. Experience: 5 years in Top 5 market. Will relocate. 617-744-0466. Homer Cilley, 2 River St., Salem, MA 01970.

CABLE

Help Wanted Management

Recent college graduates can move quickly into system management with expanding CATV company. Training program assures rapid advancement for marketing, research and promotion oriented individuals. Call Fred Harms, Management Consultant at 312-693-6171.

WANTED TO BUY EQUIPMENT

1000 feet of 3 1/8" transmission line in 20 foot sections either flanged or universal for use on Channel 7. E. M. Tink, c/o KWWL-TV, 500 East 4th St., Waterloo, IA 50703.

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.

Small college seeks donation of used TV studio equipment in working condition. Reply: Communications, Elizabethtown College, Elizabethtown, PA 17022.

FOR SALE EQUIPMENT

Transmitters: RCA TT6-AL, GE TF3B amplifier, RCA TT5, good condition. Box B-38, BROADCASTING.

G.R. 916 AL R.F. Bridge, like new, \$625.00. Box B-156, BROADCASTING.

Shain/Young 8 Channel Solid State Console. New May 1973. Gotta Sell. KCCR, 605-224-7381.

Color, B/W equipment for sale. 2—G.E. 250 color cameras, Conrac RNC-9, Tektronix 529 monitors. 2—Commercial Electronics 270 high sensitivity, low light level color cameras, Telemation TSG-2000 color sync gen, Viscount 7V3FE special effects switcher, RCA TP-77 slide projector, Alma 8x7 color production switcher. 3—Marconi Mark IV b/w I.O. cameras, sync gen, monitor, support gear. All in good condition, no junk! Contact: Jerry Plimmans, KQED-TV, 1011 Bryant Street, San Francisco, CA 94103.

TK 41 Camera with zoom lens. 300 ft. cable reasonable offer . . . WATU-TV, Seventh & Reynolds Streets, Augusta, GA 30902.

Complete Masley remote control system, type WRC 10T. Complete with all sampling units. Excellent condition. WKOK, Sunbury, PA 171 286-5838.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BECO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

Used transmission line, 4 years old, 500' of 6 1/8" Universal line, 50 ohm; excellent condition together with elbows and hangers. Call or write: Tower Erection, Inc., P.O. Box 188, Menomonee Falls, WI 53051. 414-353-9300.

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.

Heliast-reflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Make superb black and white pictures with the GE PE-29 41/2 image orthon 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.

ARRI 16M Agenieus, mags, motor, power pack, pod W. Miller head. Uher complete sync sound outfit reasonable priced. Cromwell Enterprises, 3412 Prytania, New Orleans 70115, 504-891-2891.

Make offer on 14 bay (V & H) CCA FM antenna and approximately 350 feet of 1 1/2 co-ax, both four (4) years old, now on the air. Available 90-120 days. Call 813-251-1861.

TR-4 leband colorized with editing. Century lights, dimmer, Sennheiser microphones. SoundDesign, Box 921, Beverly Hills 90213. 213-276-2726.

FM Di-Plexer. 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.

G.E. PE-250 Color Studio Camera for sale, complete with 9" Conrac, 529 scope, 100 ft. of camera cable, in excellent working condition. Call Al Petzke, C.E. 1-815-963-5413.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

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.

Contemporary Religious Broadcast Service Free. AM-FM, small markets, educational. Station Letterhead. Starlight, Box 465, Warwick, NY 10990.

Biographies on 625 Rock Groups. Free sample: Write Rock 810's Unltd. Box 978, Beloit, WI 53511.

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 7523, Little Rock, AR 72207.

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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 "Test-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. at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston***, 3518 Travis.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in New Orleans***, 2940 Canal.

Elkins in Oklahoma City, 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.

FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute (formerly Elkins Institute), 3443 N. Central Ave., Chicago, IL 60634. 312-286-0210.

Broadcasting Engineering. F.C.C. license. Home study. Free brochure. GTI, 5540 Hollywood Bv, 10A, Hollywood, CA 90028.

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Buying Another Station! Sales Manager moving up! Creates an opening for an aggressive, creative, cooperative sales manager for 6-person department. \$25,000 range.

Send resume and other pertinent information to George Lipper, GM, KOTH/KFMD, Dubuque, IA 52001.

Situations Wanted Management

General Sales Manager

Under 40, strong on P.R. and promotion looking for a radio or TV station on or near the West Coast. 18 years exp. in every size market. Super track record. Now employed in another media earning 30K plus.

Box B-146, BROADCASTING

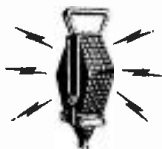
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Proven Management and Sales in major suburban markets. Creative, innovative. Now with Consulting and Research Firm. Seek return to active broadcast. Meet at NAB in Houston or prior.

BOX B-195, BROADCASTING

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Kansas Midwestern School of Broadcasting



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Available now for stations in the mid-west, men and women with thorough professional training in radio programming, news, sports play-by-play, commercial productions, and sales.

For auditions, and resumes, write to:

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WICHITA, KS 67213**

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Top 10 Market: P.D., Sales-Programming Coordinator, Account Executive—all at WPGC Wash., D.C. 5 years. Available March 1st. Strong track record at WPGC; Chicago & Kansas City. All formats. Wishes to return to programming in top 25 markets, will consider chain P.D. in smaller markets.

"big" Wilson
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TELEVISION Help Wanted Management

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We're looking for three of the best sales managers in the broadcasting industry. If your personal and professional profile matches the guidelines we've established for these key positions, we'd like to hear from you.

- Strong local and national sales experience.
- Highly motivated. Your career history should show continuous growth and increasing responsibility.
- Achievement oriented. You must be able to document a record of success in meeting significant sales challenges.
- High management calibre. You should be an aggressive communicator and leader, able to establish and meet meaningful goals, able to work smoothly as part of a skilled management team.

Please send a comprehensive resume, including compensation history, to:

Mr. Joseph J. Sullivan, Jr.
Director of Sales
Corinthian Broadcasting Corporation
280 Park Avenue
New York, New York 10017

All contacts will be held in strict confidence.

The Corinthian Television Stations are KHOU-TV Houston, KOTV Tulsa, KXTV Sacramento, WANE-TV Ft. Wayne, and WISH-TV Indianapolis. All are CBS affiliates. Corinthian also owns and operates the TVS Television Network. Corinthian Broadcasting Corporation is a member of the Dun & Bradstreet Group.

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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:

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GRADUATE METEOROLOGIST

For medium midwest markets salary competitive with the United States weather bureau. Will present daily radio and TV weather casts.

Box B-160, BROADCASTING

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- CHARGE-A-TRADE offers an opportunity to a sales minded, astute businessman to become its local marketing associate. The investment is moderate and there are no franchise or license fees.
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- CHARGE-A-TRADE members trade their products or services for what would otherwise be cash purchases. THEY NEVER NEED CASH.
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- CIRCUIT DEVELOPMENT ENGINEER
- TELEVISION SYSTEMS ENGINEER
- TECHNICAL WRITER

The Grass Valley Group, Inc., a leading manufacturer of professional television studio equipment, has positions available in the following categories:

CIRCUIT DEVELOPMENT ENGINEER

A BSEE degree and a thorough understanding of the latest solid state circuit techniques and devices are basic requirements. The engineer must be able to perform all the tasks necessary for the development of new products to completion with minimum direction.

TELEVISION SYSTEMS ENGINEER

Must have thorough working knowledge of television systems from both a technical and an operational viewpoint. Experience in television broadcasting required, BSEE degree desired.

TECHNICAL WRITER

The position requires a person capable of assuming complete responsibility for preparation of technical instruction manuals. Knowledge of television systems and experience with commercial electronic products highly desirable.

Company benefits include excellent salary and the opportunity for advancement. The plant is located in the Sierra Nevada foothills approximately 50 miles northeast of Sacramento near the rural communities of Grass Valley and Nevada City.

Send resume, including salary history, in strict confidence to William L. Rorden.

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Grass Valley, California 95945



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Wanted To Buy Stations

Thinking of Selling?

Let's talk. Have up to \$150,000 available for AM or FM; profitable or with potential; prefer N.Y., PA, OH, IN, IL, MO, OK, TX, AZ. All replies STRICTLY CONFIDENTIAL.

Box B-189, BROADCASTING

For Sale Stations

FOR SALE

Broadcasting School in Top 10 Market. Excellent potential. Details.

Box B-191, BROADCASTING

For Sale Stations Continued

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Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
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Full-time power AM in medium Northeast market. Asking price of \$525M, includes attractive real estate. 10-year payout after 29% down payment. Contact Bob Kime! in our Vermont office at P.O. Box 2, St. Albans 05478, or by phone at 802-524-5983.

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CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

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.

Situations Wanted News

SPORTS DIRECTOR

Strong air—a flair for the different—proven multi-network and major market experience. I can produce—available immediately.

Box B-147, BROADCASTING

QUIT MESSIN' AROUND!

Get that News to your people. Get that News, accurately, personably and warmly. Get BUDDY CLYDE while he's still available. VTR., B10, yours for a fast call or letter:
430 Naples Street
San Francisco, CA
415-584-2429
YOU'LL LIKE WHAT YOU SEE!
(Unless you're the competition.)

SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 388-9545

ILLINOIS	Small	FM	155M	Terms	PLAINS	Small	FM	170M	Terms
EAST	Metro	Profitable	825M	Cash	SE	Small	AM/FM	200M	Terms
GULF	Major	Fulltime	2MM	Cash	WEST	Metro	AM/FM	1,200M	29%



CHAPMAN ASSOCIATES®
business brokerage service

Atlanta—Chicago—Detroit—Dallas
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

Profile

The low visibility of a highly involved broadcaster: Roger Berk

Throughout its history, broadcasting has had its share of headliners. Yet for every person who has carved a place in history through his association with the medium, there are scores of individuals, too preoccupied with the day-to-day business of keeping a station on the air, to seek out personal prominence. Roger Berk is one of them.

It would be inappropriate, however, to categorize Mr. Berk's lengthy broadcast career as stereotypical. While industry-wide recognition has evaded him—perhaps by his own choice—Mr. Berk might justifiably be noted by his peers as one whose efforts exemplify many of their collective frustrations and satisfactions over the years.

In his 34 years as a broadcaster, Mr. Berk has experienced the trauma of trying to introduce a new AM station in a two-station market. He has established an FM facility at a time when that service was in a stage of precarious adolescence. He has built a television station—and a UHF at that—during an era when his fellow radio operators looked on that medium as either an alien threat or a one-way ticket to bankruptcy. He has prevailed and prevailed well.

At 50, Mr. Berk heads Group One Broadcasting, a growing chain that presently has nine stations in its portfolio and is actively seeking further acquisitions. He still resides in his native Akron, Ohio, where the company has its headquarters. While others in similar executive levels may engage in extensive travel on behalf of less local broadcast interests, Mr. Berk prefers to remain in Akron, tending to the needs of that company. "I've really stayed out of the industry," he acknowledges. "I'm too busy here."

This is not to suggest that Roger Berk is aloof to the issues confronting the industry. He would like to see action in Congress on the license-renewal issue—"so we know where we stand"—as much as any other broadcaster. He finds the FCC's radio re-regulation effort proceeding an equally just cause. ("I think too many rules have just grown out of television into radio"). He remains concerned with the plight of UHF broadcasting—which is one issue in which he has not resisted becoming involved politically. (Mr. Berk was one of the organizers of the All Channel Television Society and served on the FCC task force that sought to rectify some of the problems faced by that medium.) He's also had a confrontation with a dissident citizen group—the result of a blanket renewal challenge filed against all Akron broadcast facilities—and has resolved it. He maintains that



Roger George Berk—president, Group One Broadcasting Co., Akron, Ohio; b. March 30, 1923, Akron; Harvard University, 1941-42; U.S. Air Force, 1942-46; discharged as sergeant; BA, Harvard, 1947; joined Summit Radio Corp. (current Group One subsidiary and licensee of WAKR-AM-TV and WAEZ[FM]) as vice president, general manager, 1947; president, Group One, 1964-present; m. Marilyn Miller, June 25, 1950; children: Roger Jr., 19; Ellen, 17; Robert, 15.

one of his biggest headaches is "trying to keep up with all the regulations." Yet, Mr. Berk does not regard any of those circumstances as his most pressing concern. That status, he says, is reserved for "keeping up with the trends, changing as things change and trying to give the people what they want."

It would not be inaccurate to say that broadcasting is in Roger Berk's blood. He is the son of the late S. Bernard Berk, who put WAKR(AM) Akron on the air in 1940. Group One remains essentially a family operation. The Berk clan holds a controlling interest in the firm (55%, the remainder being owned by the *Akron Beacon-Journal*). Mr. Berk's mother, Viola, still plays an active role in the operation. His son, Roger Jr., pulls duty at the firm's KLZ-FM Denver when he isn't busy with studies at that city's university.

"I really started in broadcasting from the ground up," chortles Mr. Berk, referring to his first real job in the medium—digging post holes for WAKR's antenna tower. It took the elder Berk three years to win federal authorization to construct the facility, due mainly to resistance from Akron's two existing radio stations. (A ruling by the U.S. Court of Appeals was required to finally get the project off the ground.) By the time Mr. Berk had completed studies at Harvard and a wartime stint in the Air Corps, WAKR was the top-rated station in the market. Returning to Akron in 1947, he was assigned to oversee the development of WAKR's sister FM station, WAEZ.

He also was personally involved in putting WAKR-TV on the air, again no trifling accomplishment. "In those days, if nobody filed a competing application against you in a month, you got it." Allen Simmons, then head of WADZ(AM) Akron, filed after 29 days. The commission's TV freeze kept WAKR-TV (for which ch. 7 had originally been requested) in limbo until 1953. By that time, the Cleveland stations had a lock on the available VHF frequencies. Messrs. Berk and Simmons were left to choose between channel 49 and 65, and only the lower frequency was considered operable. They flipped a coin; Mr. Berk won. WAKR-TV has since been moved to ch. 23.

WAKR(AM), still the flagship station of the Group One chain, has not gone without noteworthy achievements over the years. It was one of the first radio stations to implement a working news staff, in 1940. It was among the initial stations to break away from the network dominated concept of radio—it went top-40 in 1953, soon after the McLendon and Storz interests started tinkering with that format. Among its list of coveted alumni is a fast-talking announcer from the Ohio countryside named Alan Freed. The late Mr. Freed got his break at WAKR in 1947, six years before he moved to New York and gave a name to the music now known as rock and roll.

Mr. Berk's broadcast turf has expanded extensively since then. Since purchasing WONE-AM-FM (now WONE-WTUE) Dayton, Ohio, in 1964, the year in which Group One was founded, the firm has invested \$5.5 million in broadcast acquisitions and twice that amount in facilities improvements. It has subsequently added KBOX(AM)-KTLC(FM) Dallas (in 1966) and acquired KLZ-AM-FM Denver from Time-Life (in 1971).

Throughout the growth period, Mr. Berk has stressed community service as "the cornerstone of our operations." An ongoing campaign at the Dayton stations to inspire community pride verifies that proclamation.

A year ago, Mr. Berk recalls, Dayton was an archetype of public noninvolvement. "There was too much apathy and negativity in the city. People had just given up." In response to that situation, WONE-WTUE implemented a program called *Good Things Happen in the Miami Valley*. The stations set up community meetings. They implored residents to become active in civic projects. They encouraged citizens to come on the air with news of laudable happenings in the area. "It really got the city thinking positively," Mr. Berk maintains. "Now even our competitors have picked up on the project." For the Group One president, facilitating such developments is what broadcasting is all about.

Editorials

Who's image?

Another hard-nosed decision has come down from a panel of the National Advertising Review Board, advertising's self-regulatory arm. In this one the panel held that a series of Fram oil-filter commercials were "not literally true" and misled "at least some viewers . . . to some degree." The difficulty with this conclusion is that the panel reached it after agreeing that the thrust of the commercials was valid and that "the bulk" of their viewers were not misled (*Broadcasting*, Feb. 18).

If that were all there were to it, the ruling could be swallowed only by those who believe that all viewers — and listeners and readers and skywriting watchers, too, for that matter — are hopelessly stupid. It can be justified, if at all, only on the ground that, as the panel suggested, advertising has a credibility problem and cannot afford to aggravate it. In short, the panel could not clear the Fram commercials without encouraging — or seeming to encourage — further erosion of advertising's credibility.

We do not argue with that point. But it is still a distasteful decision, because it turns less on what Fram did than on what the panel members felt they had to do. What they did, of course, should shore up NARB's credibility no less than advertising's, for it shows again that the NARB is not a whitewash dispenser. That is good, but we hope that future panels will not feel compelled to be hard-nosed simply to show that they can be.

An impotent FCC?

As sorrowfully predicted, the FCC finds itself with a bare legal quorum of four members. Chairman Dean Burch is still a qualified commissioner but one whose vote might be subject to challenge now that the White House has announced his appointment as counselor to President Nixon.

Unless there are swift moves, the FCC could find itself in a regulatory straitjacket. Expected Senate confirmation of the nomination of James H. Quello would restore the seven-man FCC to the five-man agency it has been since the year's end. But there remain unfilled the post held by H. Rex Lee, for which there are formidable candidates, and the one being opened with the Burch lateral move, for which there are few announced aspirants.

That isn't all. The FCC dean, Robert E. Lee, winds up his seven-year term on June 30. He is a Republican well known to the President. Like Chairman Burch, he has been controversial. The two have often disagreed. Like the chairman, he has been diligent. On balance it would seem he deserves reappointment. Confirmation should be swift. This administration needs to make appointments that won't stir up the preponderantly Democratic Senate.

West Coast feed

Another Sarnoff — Thomas W. — is becoming an imposing figure in the over-all affairs of NBC.

Operating from his Los Angeles base as staff executive vice president, the youngest (47) of the three sons of the late General David Sarnoff is moving into greater prominence, not so much by plan as by the march of events. His oldest brother, Robert P., is chairman of RCA, which numbers among its subsidiaries NBC.

Tom Sarnoff, an electrical engineer as well as a graduate of Stanford's Graduate School of Business Administration, inherited many of the talents of his distinguished father. He elected not to stand in his brother's light at NBC head-

quarters and carved out his niche on the West Coast some 25 years ago.

As incumbent president of the National Academy of Television Arts and Sciences he has just restructured the Emmy Awards by reducing categories to manageable limits, a move bound to win the plaudits of those who have been involved in these unprofessional performances of the performing profession.

In the reorganization of the top echelon at NBC, to become effective April 1, two West Coast trained executives move into key posts. Succeeding Julian Goodman, who becomes chairman of the NBC board, is Herbert S. Schlosser, former West Coast vice president, and now president of NBC-TV. Mr. Schlosser's successor will be Robert T. Howard, who had been general manager of KNBC (TV) Los Angeles.

Prime-time excess

At the conference of the National Association of Television Program Executives last week there was a clamor for a stay in the FCC's modifications of its prime-time access rules, and there are signs that the clamorers may be accommodated. The FCC representatives on the scene got a first-hand view of the confusion their handiwork in the network access matter has generated.

The FCC should never have gone into this exercise in the first place, but now that it has been meddling with schedules, and progressively more with content, for nearly four years it may be in too deeply to get all the way out. It should, however, get out of content altogether and as far out of scheduling as it can.

If there is to be a limit on the number of hours the government will let an affiliate take from a network in the evening, let the limit be set for one and all. The minute the FCC began issuing waivers for some programs and denying them for others, it was in the business of program review. When, in its latest modifications, it established exemptions for a weekly half hour of "good" programming, it put itself squarely in the program vice president's chair. Its usurpation was further emphasized by a decision of two weeks ago that *Animal World* is worthy of waiver but *Hogan's Heroes* is not.

If there are to be stays in FCC actions, let them start with that sort of value judgment.



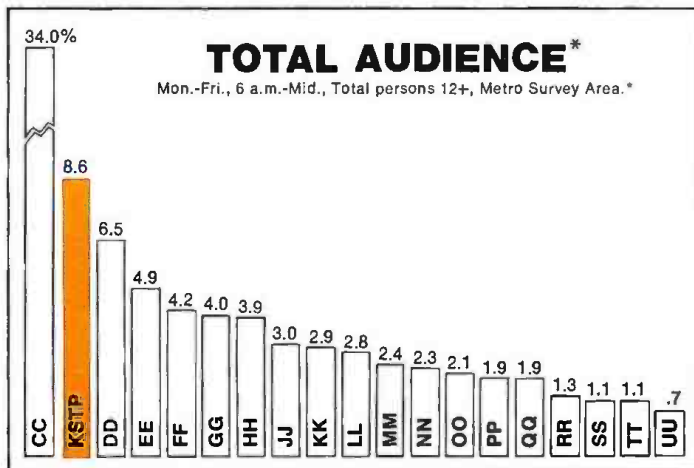
Drawn for *Broadcasting* by Jack Schmidt

"... I thought you guys would like to know that I've got 10 inches of your 'partly cloudy' in my driveway . . ."

Look who's now No. 1

They said it couldn't be done — reaching the unique position of *number twone* (pronounced "twun") in the market — but there we are! Right at the top, thanks to our new on-air talent and all new programming. We're more ready than ever to help you reach the expanding young adult

audience through our exciting new environment. We're the No. 1 music station. We're No. 1 or No. 2 in various time segments with the dynamic 18-34 group, as shown below, and No. 2 in total weekday audience. Put them all together and we're number twone! So get it on! 15! KSTP!



*Source: ARB, Oct.-Nov. 1973, MSA.

M&W, 18-34, M-F*

8-10 A.M.

- | | |
|----------------|--------------|
| 1. Station CC | 30.7% |
| 2. KSTP | 10.7% |

10 A.M.-3 P.M.

- | | |
|----------------|--------------|
| 1. Station CC | 14.1% |
| 2. KSTP | 12.2% |

3-7 P.M.

- | | |
|----------------|--------------|
| 1. KSTP | 14.2% |
| 2. Station CC | 13.8% |

7 P.M.-MID

- | | |
|----------------|--------------|
| 1. KSTP | 16.5% |
| 2. Station CC | 9.3% |

KSTP 15
The Music Station

25 Years of responsible broadcasting in Dayton, Ohio

**We were Dayton's first television station in 1949.
Today, on our 25th Anniversary, we're still first.**

On our 25th Anniversary, WHIO-TV is proud of its Number 1 ranking in the Dayton market. Today, of all the CBS affiliated stations in the nation's top 50 markets, WHIO-TV has the largest metro share of audience for both their Total News at 6 and at 11 PM.*

We are equally proud of the fact that we have one of the nation's most respected, most trusted and most watched news teams.

*Source: ARB Studies for November, 1973. Detailed statement on request.

WHIO Television



A Communications Service of
Cox Broadcasting Corporation

Represented by TeleRep

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

COX BROADCASTING CORPORATION STATIONS: WHIO AM-FM-TV Dayton. WSB AM-FM-TV Atlanta. WSOC AM-FM-TV Charlotte. KFI-AM Los Angeles. WIOD AM. WAIA FM Miami. WHIC-TV Pittsburgh. KTVU San Francisco-Oakland