

Supreme Court gives cable an edge on copyright
Packing up for Houston with the NAB

Broadcasting Mar 11

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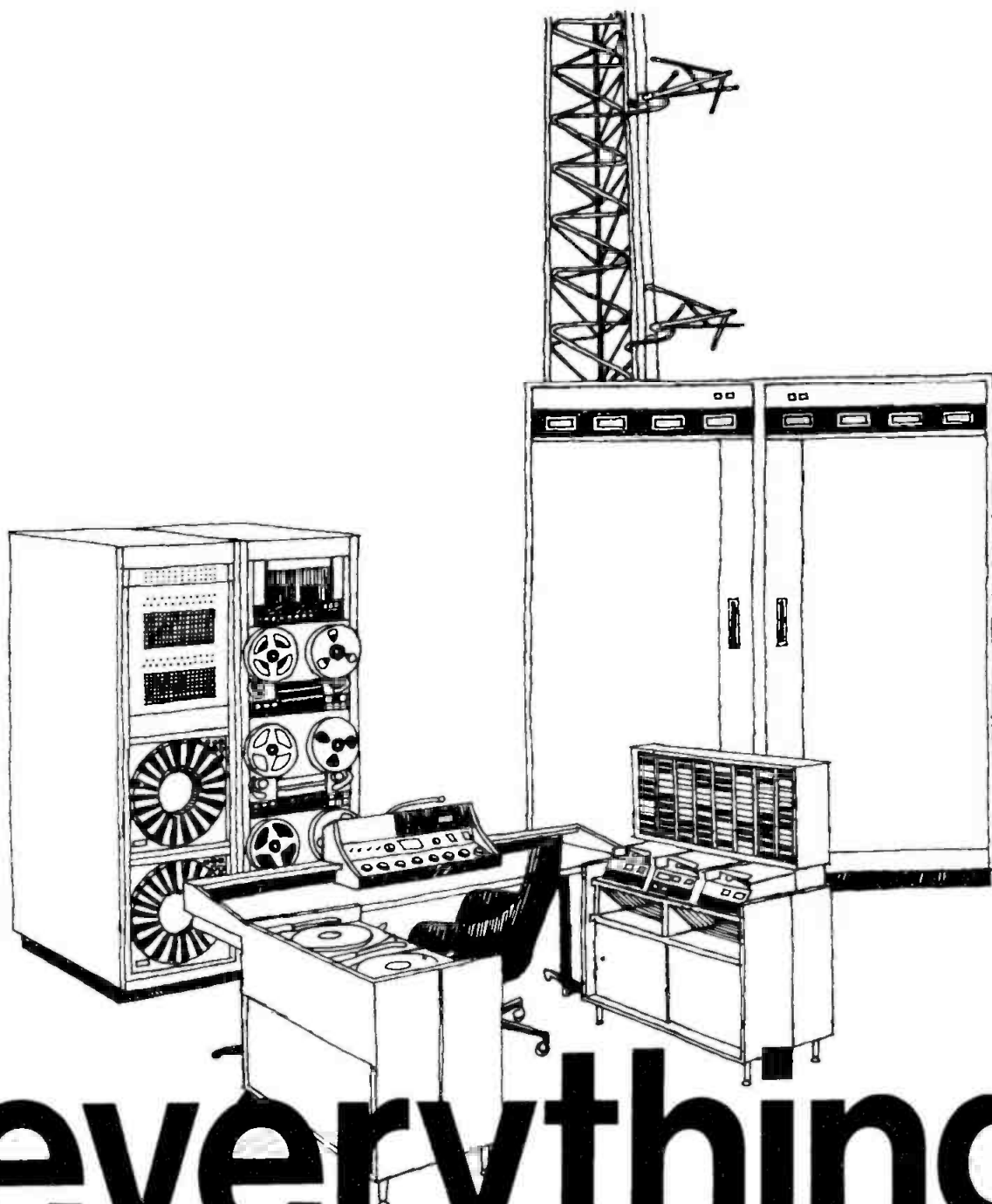


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Renewal retooling. License renewal bill reported out of House Commerce Committee last week (see page 22) could reach floor by first week in April. Bill is on Majority Whip John McFall's (D-Calif.) list of legislation to be expedited. That promises prompt Rules Committee action to get it to floor once committee report is written — probably by end of this week or early next. Though shepherds of bill are reluctant to amend it on floor, broadcast interests are expected to push for small language change in section requiring negotiations with citizen groups.

Provision directs FCC to set up procedures for "good faith negotiations" during license term. CBS and other operators are worried that "negotiations" could be construed to mean genuine horse-trading with "anyone who walks in the door," as one official said. There is less opposition to codified "discussion or access to management" rule — but "negotiations," with all its labor law connotations, is just too strong, they are saying.

Nixon and NAB. Format for President's news conference at annual convention of National Association of Broadcasters in Houston March 19 (8 to possibly 9 p.m. EDT on national networks) was blueprinted last week. Questioning will be done by members of Radio Television News Directors Association invited for occasion. Jesse Jones Auditorium is too vast to permit questioning from audience so RTNDA newsmen will be on stage with Mr. Nixon.

Leaky box office. Pay cable entrepreneurs, now resigned to long wait before FCC action on liberalization of antisiphoning rules, are having trouble holding on to what they have. Problem of piracy — households discovering how to tap pay service free of charge — is major problem. Venturers continue to experience hardware difficulties. Dore Schary's Theatrevision, for instance, has closed down its only pay operation — on Storer's Sarasota, Fla., cable system — largely due to converter deficiencies. Reportedly, piracy was extensive on system. Problem could cause operators to move away from per-program pay concept and into full-time pay channels, where signals can be more effectively scrambled.

Homecoming. One of first formal appearances by Julian Goodman after he assumes chairmanship of board of NBC will be before national meeting of Associated Press Broadcasters Association in Kansas City, Mo., May 31. Mr. Goodman, reared in journalism, moves from NBC's presidency to chairmanship on April 1. Mr. Goodman has often argued for full First Amendment protection for broadcast media, and it's presumed he'll use AP platform to discuss that subject in light of recent court and regulatory rulings.

Comparative criteria now. Though new license-renewal legislation, if passed, and quantitative program standards, if adopted by FCC, would govern future hearings involving rival applicants for same facility, FCC today (March 11) is scheduled to consider interim policy to handle several comparative cases now before it. As one of last official acts before returning to private practice tomorrow (see page 26), General Counsel John W. Pettit will propose standards to

be applied to cases now on hand.

In Pettit formula, integration of ownership and management would not be factor; diversification of media ownership would be, but only if incumbent had acquired new property since previous renewal. Key would be incumbent's performance. If superior, it would be decisive. If average, it would be judged in context with other services in market and economic resources. Challenger's promises would be tested for potential economic support.

TVB under study. Select study committee evaluating Television Bureau of Advertising and its future direction, structure and probable manpower needs has summoned expert help from outside. McKinsey & Co., New York, management consulting firm, has been retained. Seven-member committee, headed by Marvin L. Shapiro of Westinghouse Broadcasting, was created by TVB board last November, after board voted down plan to bring in heir apparent and ease President Norman E. Cash into early retirement (*Broadcasting*, Dec. 3, 1973, et seq.).

No longer cool. FCC Commissioner Robert E. Lee, who after 21 years on job wants reappointment, has unleashed friends who can help him. Word that White House was thinking of picking someone else when Lee term ends June 30 provoked spate of calls from broadcasters and old friends on Capitol Hill. At first Mr. Lee told well wishers to cool it. That, however, was before word got out that Dean Burch, who moved last week from FCC chairmanship to White House where he presumably is in position to influence FCC nominations, was among those favoring new occupant in Lee seat ("Closed Circuit," March 4). Now Mr. Lee is discouraging no call to White House.

That other Lee seat (H. Rex Lee) on FCC was still vacant, though nomination of Luther Holcomb, Texas Democrat, was still expected. As wait went on, there were signs that consumer types might stir up trouble for him. They've been checking his record at Equal Employment Opportunity Commission, where he's vice chairman, and are saying they are not impressed.

Short-term. Latest FCC vacancy — created by Dean Burch's transfer to White House — has lost some of its glamour in crucible of politics. Unexpired portion of Burch term runs until June 30, 1976 — election year. Ordinarily Burch replacement could expect renomination for new full seven-year term too, but Democratic Senate will deep-freeze any GOP nomination in anticipation of November 1976 victory. Communications Act specifies not more than four of seven-member FCC can be of same political affiliation, and Democrats obviously would opt for one of their own to make majority as well as chairmanship.

Shortening the list. Group W's Television Advertising Representatives, after 14 years of representing Group W and limited list of other TV stations, has decided times require change. As soon as independently owned stations on its list find other reps, TVAR will confine its representation to Group W's five. That means five others are in market for new representation: Post Newsweek's WTOP-TV Washington, WJXT(TV) Jacksonville, Fla., and WPLG-TV Miami, and Jefferson-Pilot's WBTV(TV) Charlotte, N. C., and WWBT(TV) Richmond, Va.

Top of the Week

Cablemen prevail. *The cable-copyright ball now rests in the hands of Senator McClellan and his Copyright Committee, as the Supreme Court backs Teleprompter in its infringement battle with CBS. While forthcoming legislation should render ruling meaningless in long run, action is seen as stiff shot in arm for cable's bargaining position on Hill.* Page 21.

Another step. *National Association of Broadcasters fails in attempt to have fifth year added to proposed license term, as renewal bill clears House Commerce Committee. Democrats' efforts to amend legislation in direction unfavorable to industry are beaten back.* Page 22.

Cost of recovery. *FCC's entire procedure for recovering its expenses from those it regulates is thrown into question by Supreme Court. Ruling in favor of plaintiff National Cable Television Association, court claims agency hasn't specified value of its regulation, precludes fee schedule designed to recover 100% of commission costs.* Page 23.

Looking back. *Dean Burch's administration of FCC is now history. His numerous accomplishments during four-plus years of stewardship notwithstanding, Mr. Burch will perhaps be best remembered for the fierce independence with which he approached the job. Broadcasting takes a retrospective look at those years, the man and his legacy.* Page 26.

Shunned. *New Jersey, one of nation's most densely populated states, remains one of few not having commercial VHF television station licensed within its boundaries. Group of state's citizens deplores that condition, is seeking relief from FCC.* Page 33.

On tap in Houston. *President Nixon's decision to attend next week's NAB convention sets stage for what is expected to be a most political gathering. Some 6,000 broadcasters will be on hand for festivities, which might not be very festive if predictions of transportation problems come true. Broadcasting offers 30 pages of agenda, exhibitor rosters and other bits and pieces in anticipation.* Page 46.

Teacher. *With \$7.5-million of S. I. Newhouse money, Syracuse University has built what is being touted as one of most extensive broadcast education facilities in nation. The wraps come off in May.* Page 77.

On their own. *Having found it unfeasible to lure commercial cable venture onto their pastoral turf, citizens of rural Trempealeau county, Wis., are taking matters into their own hands. Result could be nation's first cable cooperative.* Page 79.

Bugs. *Senate committee reviewing Federal Trade Commission activities hears much about what's wrong with children's TV from consumer representatives but a vigorous defense of de-regulation from the other side.* Page 82.

Jovial journalism. *CBS's Mike Wallace journeys to San Francisco to examine nature of a local TV news war. He finds that jokers are wild.* Page 84.

Justice. *Supreme Court Justice William O. Douglas wanted no part of cameras and mikes during University of Texas address — until a local station, a district judge and the First and Fourteenth Amendments intervened.* Page 85.

Ascending. *Teleprompter's Supreme Court copyright victory spelled good news for cable stocks on Wall Street, although advances were smaller than anticipated.* Page 90.

Shy. *Joe Epperson prefers company of transmitters and antennas over an audience of admiring peers, but he'll see more of the latter next week, when he receives NAB's annual engineering award.* Page 107.

FCC will suspend fee schedule; McClellan asks helping hand on cable; Wiley to concentrate on administration

FCC is expected to withdraw its newly adopted fee schedule and to suspend fees it is collecting from members of regulated industries under existing schedule until it decides what its collecting powers are in light of Supreme Court decision issued last week overturning annual fees on cable systems.

FCC's new chairman, Richard E. Wiley, broke what Senator William Proxmire (D-Wis.) appeared to take as bad news in hearing of senator's appropriation subcommittee on President Nixon's budget request of \$46.8 million for commission for fiscal year 1975. Chairman Wiley said commission will consider fee-schedule matter at special meeting today (March 11).

Senator John L. McClellan (D-Ark.), present as chairman of parent appropriations committee, had some hard-nosed comments for copyright holders as result of second Supreme Court decision issued same day — that cable television systems are not liable for copyright payments under present copyright law (see page 21). Senator said that decision settles question as to present law; as for future, "as matter of equity and justice, copyright owners are entitled to some fees from cable — but not what they get from broadcasters — much, much less." He said he will proceed "expeditiously" with copyright bill (S. 1361) that provides for cable-TV liability which is pending before copyrights subcommittee that he heads.

But he asked for commission's help in one aspect of cable-copyright issue — cable carriage of sports events from distant stations. Commission is considering proposed rule covering such service, and Senator McClellan, noting it is complicated issue, said "maybe we can pass it on to you . . . maybe we can coordinate our activities." Senator Proxmire also expressed interest in matter, asserting that "free marketplace ought to be allowed to determine what [sports events are] available; the fan ought to have as many options as possible." For his part, Chairman Wiley said he would welcome congressional guidance, expressed doubt that commission could be concerned with economic impact of cable-TV sports carriage on local box office; he thought its concern is limited to impact on broadcaster and to need to "track congressional legislation."

Senator Proxmire, in discussing impact of high court's fee schedule decision, urged commission to be "conservative" in interpreting it. Although opinion dealt specifically with annual fees imposed on cable television systems, Chairman Wiley indicated he thought it applied as well to broadcasters' annual fees and, possibly, to all fees charged. He also said that additional legislation may be necessary if Congress wants commission to continue collecting fees — and Senator Proxmire indicated it did. Newly adopted fee schedule, which was to become effective on May 1, is designed to recover 92% of costs; present one, about 70%.

Throughout hearing on Thursday, Chairman Wiley indicated he hopes to make efficiency one of hallmarks of his administration. He turned aside several opportunities to request more funds for commission; said that although commission had put in budget request of \$48.2 million for fiscal 1975, which would have given it 70 more positions than provided for in President's budget, commission will have difficulty hiring and training 220 new employees authorized by Congress late last year. Besides people, he said, if commission is to reduce its backlogs, it needs to modernize its rules, methods and procedures, and equipment. "Administration of the agency is one of the areas in which I am most interested and one in which I intend to concentrate a substantial portion of my personal efforts as chairman," he said.



Closest thing to official changing of guard at FCC was ceremony last Thursday in which Mr. Burch handed Mr. Wiley gavel plus President's letter naming him to job on Friday. Later, new chairman (l) greeted well-wishers as old chairman said farewells.

Wiley takes over at the FCC as Burch is sworn in at White House

Chairmanship of FCC changed hands Friday (March 8), as Dean Burch abruptly moved up departure date six days. Richard E. Wiley, his successor, performed first official act as chairman in appearing before Senate Appropriations Subcommittee hearing on President Nixon's \$46.8 million budget request for commission in fiscal year 1975.

Mr. Burch also moved into new job on Friday. He was sworn in as counselor to President with cabinet rank, with Supreme Court Justice William H. Rehnquist administering oath in ceremony in President Nixon's oval office. President, members of his cabinet and Arizona congressional delegation, Mr. Wiley and members of Mr. Burch's family were in attendance. President said Mr. Burch will have general range of duties, particularly in area of relationship of White House and other executive branch offices with administrative agencies and in advising on political matters.

Mr. Burch had planned to remain in FCC chairmanship until March 14, and in meantime try to push through to adoption number of important items, including rules on pay cable. He held to that view even after heated confrontation with Senator John O. Pastore (D-R. I.), chairman of Senate Communications Subcommittee, who along with other members of Congress had urged him to defer action on major policy matters until commission had full complement. Commission now has three vacancies (*Broadcasting*, March 4).

Commission did not attempt to act on major broadcasting matters in last meeting under Mr. Burch. And Chairman Wiley told Senate Appropriations Subcommittee on Friday that they will not be brought up for vote until commission is at least close to full strength.

Mr. Burch, in his position in White House, is expected to try to speed up process of making FCC nominations. First job in that regard would involve nomination of Luther Holcomb, vice chairman of U. S. Equal Employment Commission, said to have been settled on by White House weeks ago but to be awaiting final FBI check on Mr. Holcomb's background.

How-to rules on energy advertising

Right of energy-industry advertisers to present their views in so-called "advocacy" advertising is advanced in statement being issued today (March 11) by Edwin D. Etherington, chairman of National Advertising Review Board. But Mr. Etherington stressed that advocacy advertising should adhere to "high standards of truth and accuracy to avoid adding to public confusion." He added that panel of five NARB members recommended following broad principles applicable to any national advertiser but of special importance to energy advertisers:

1. If any advertiser has vested interest in public policy

position implied or expressed in advertisement, that fact should be made clear.

2. If advertiser refers to any research data, source of such information should be stated in copy.

3. If preparing advertising copy or visualizations relating to public policy question, advertiser should try not only to be factual but also to avoid being accusatory or inflammatory.

Nixon's campaign-reform law includes suspension of equal time

President Nixon intends to ask Congress for campaign-reform legislation that will include provision aimed at assuring candidates of greater legal recourse than they now enjoy against "slandorous" attacks in media. He will also renew proposal for repeal of equal time provision of Communications Act as it applies to candidates for President and Vice President and Senate and House.

President, who expects to send proposed bill to Congress in about two weeks, outlined his ideas on Friday in message to Congress and in radio address.

Message, which asserts that "electoral process needs reform and ... the accountability of candidates must be more uniformly enforced," dealt largely with financing aspects of campaigns. Contribution to presidential primary and general elections would be \$15,000; to congressional primary and general elections, \$3,000.

Presidential aide Bryce Harlow, in response to questions while briefing reporters on message, said provision calling for legislation to protect candidates against reckless attacks is not intended to "injure press." Further, he said, President was not author of proposal, that is was suggested to him, and evolved out of months of consideration.

President said his proposal for repeal of equal time law for all federal elections would reduce campaign expenditures by allowing radio and television flexibility to provide free coverage to major candidates, and in process aid citizens reach "sound judgments on election day."

UN-type broadcast set-up urged for Congress

Consensus emerging from joint congressional committee hearings into improving Capitol Hill's media access and communications abilities suggests setting up United Nations-type system for covering floors of both houses. NBC President Julian Goodman and Public Broadcasting Service President Hartford Gunn both endorsed idea of setting up such service, if Congress decides to open chambers to cameras, at hearings (March 7). UN operates its own TV-radio system, supplying feeds, both live and taped, to subscriber news organizations. Broadcast executives said they were satisfied with integrity of that operation and, assuredly, would trust similar, congressionally run system.

Advocates of televised floor coverage won support of important figure in fight, Senate Majority Whip Robert Byrd (D-W. Va.). Senator Byrd traveled to House side of Hill last week to strongly back "government in the sunshine" push. TV coverage is "vital, necessary and imperative contribution to the system," he said.

In Brief

Houston blues. Officially, National Association of Broadcasters is saying attendance at March 17-20 convention is expected to be 5% below attendance last year (see page 46), but as of last Friday advance registrations were down more than 10% below this point in 1973 — 3,300 compared with 3,800.

Another try for CPA. Yet another bill setting up strong Consumer Protection Agency — with free-ranging authority to argue cause of consumers before federal agencies and

courts — was passed out to House Government Operations Committee last Thursday. Bill (H. R. 13163) is sponsored by Chairman Chet Holifield (D-Calif.) and would establish agency under executive branch, require agencies to supply CPA with information it requests — within existing agency rules and law — and to notify Consumer Protection office of any pending actions “which may substantially affect the interests of consumers.” Teeth of proposed law are in provisions giving CPA right to enter into agency and U. S. Court proceedings (it is precluded from intervening at state of local level), right to request agency proceedings on matters of consumer interest, right to go to court if agency refuses, right to petition agency for reconsideration on actions in which it did not originally take part and right to appeal that agency decision, too. National Association of Broadcasters is pushing for exemption of license renewal process from CPA scrutiny. NAB Spokesman said he believed Senate-version of CPA bill (S. 707) sponsored by Senator Abraham Ribicoff (D-Conn.) — will exempt renewal from outside purview. Holifield bill is scheduled for full committee mark-up this Thursday (March 14).

Goodnewsville. N. Y. New York Mayor Abraham Beame is expected to announce this week formation of “communications council” to work with city’s TV and radio stations to promote “positive” reporting and programming. After address March 5 to International Radio and Television Society, in which he urged media “to stress the positive assets of our cities,” Mr. Beame told *Broadcasting* a council would be forthcoming with purpose of helping media “talk up New York. The media tends to cover the minuses and not the plusses,” he said. Mayor’s press secretary Sidney Frigand is in charge of council details.

Closed circuit. Small broadcast microphone, of hand-held variety, was found hidden above ceiling tiles of newsroom at headquarters of Mutual Broadcasting System in Washington March 1 by electricians installing new intercom system. Cord dead-ended in network’s control room, was not connected to any broadcast or recording device at time of discovery. Microphone was above desk of newsman Del Sharbutt, but network official said all conversations in newsroom could have been monitored from position. Federal Bureau of Investigation agents interrogated network personnel in offices, at week’s end said investigation was continuing.

By another name. Harris-Intertype Corp., Cleveland, will become Harris Corp. on May 15 if stockholders approve. Change recognizes company’s expansion from printing equipment into TV-radio (Gate’s Radio division) and other electronics products which now account for over half of total sales.

Empty bar. Feverish revision of scripts for next season’s *Gunsmoke* was under way at end of last week to write Miss Kitty out of series in which character has been featured in all of CBS-TV program’s 19 years. Amanda Blake, who played role from beginning, quit last Tuesday, week before shooting was to start (March 13) on next season’s episodes. Miss Blake said she no longer wanted to commute from Phoenix home to Hollywood studio. John Mantley, executive producer, said first of four scripts on hand had been rewritten to eliminate scenes in Long Branch saloon, that Kitty role would be eliminated.

Over hurdle. Way has apparently been cleared for group broadcaster and newspaper owner Tribune Co. to go public. Federal court in Chicago upheld authority of trustees of McCormick-Patterson trust, who hold 53% of company’s stock, to vote shares for proposed bylaw changes leading to public offering when trust expires next year. Two beneficiaries of trust, who opposed bylaws changes on ground they would result in decreasing value of stock, said they will file for stay of ruling and, if necessary, appeal it. Tribune Co. stations are WGN-AM-TV Chicago, KDAL-AM-TV Duluth, Minn., KWGN-TV Denver; WPIX-FM-TV New York and WICC(AM) Bridgeport, Conn. Its newspapers include *Chicago Tribune* and *New York Daily News*.

Late Fates. Dale Smith, assistant general manager and general sales manager of WSB-TV Atlanta, named station manager, reporting to Don Heald, general manager. Alvin L. Smith, VP-general manager, WDXB(AM) Chattanooga, elected VP-general manager, Covenant Broadcasting Corp., New Orleans — WGSO(AM) and WQUE(FM). He succeeds James B. Luck, who was elected to new post of VP-sales and marketing, Covenant Cable TV Inc., New Orleans. Harry D. Trigg, for past 16 years program manager for NBC’s WMAQ-TV Chicago, and president of National Association of Television Program Executives, will join WGN-TV Chicago as program manager March 25. Robert T. (Bud) Donnelly, midwest division manager, Viacom Enterprises, Chicago, named to new post of manager, western division of Viacom, Los Angeles. Godfrey W. Herweg, radio sales manager, Chicago office of Avery-Knodel, named VP and director of radio sales for rep firm, succeeding William F. Abbott, resigned. He will continue to be based in Chicago. Ronald J. Potts, account executive, A-K, promoted to New York radio sales manager. Dennis R. Israel, NBC Radio Division VP, named VP-general manager of Hertz Corp. car and commercial leasing division. Burton B. LaDow, general manager, KTVK-TV Phoenix, named to two-year term on TV code review board of National Association of Broadcasters. (For earlier reports, see “Fates & Fortunes,” page 67.)

Headliner



Seymour

Stephen D. Seymour, general manager, WJZ-TV Baltimore, elected president, Television Advertising Representatives, Westinghouse Broadcasting’s national and regional sales representative headquartered in New York, replacing Kenneth T. MacDonald, whose new duties at Westinghouse will be announced later this month. Replacing Mr. Seymour at group’s WJZ-TV is Joel A. Segall, former general sales manager of Westinghouse’s KPIX(TV) San Francisco.

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Vice-Pres., Sales, BECK-ROSS COMMUNICATIONS, Babylon, N.Y.

wins the radio rep-rating contest... & Wins \$1000⁰⁰

The national "rep-rating" survey, where time-buying agency people rated 22 radio representatives, is completed.

In a separate contest, sponsored by Alan Torbet Associates and announced Feb. 4 before the national survey was tabulated, you

were invited to guess the outcome of the agency survey. Contestants tried to pick the Top-10 radio reps in the order they would finish in the agency survey. Entry deadline was Feb. 18 before the survey was released. Results are shown below:

The National Agency Survey of Radio Representatives:

932 questionnaires were mailed to agency radio-buying personnel in the 7 major advertising areas of the U.S. by a New York Certified Public Accounting-firm.

They asked the 932 agency people, from their personal experience, to rate each of 22 radio reps based upon their sales ability, knowledge of their stations and markets, accuracy of information, integrity, promptness, overall service and general performance. Alan Torbet Associates' current report of 932 agency people active in buying spot-radio was provided to the CPA firm as a current mailing list for use as the sample.

426 completed questionnaires were returned to the CPA firm by the agency people (45.7% return). They rated the radio reps as *Excellent* (scored as 3 points); or *Good* (2 points); or *Fair* (1 point); or *Poor* or *Not Acquainted* or blank (0 points).

The total points for each rep, from the 426 returns tabulated by the CPA firm, comprise the "rating" of reps at right.

Before the survey was tabulated, two radio reps agreed to participate in the cost of the survey and receive the results. One other rep subscribed following the report. Alan Torbet Associates was the initiating subscriber.

Survey covered all 22 radio reps which own and operate offices in 5 or more principle advertising centers and is subject to limitations of survey methodology. The ranking of representatives only reflects the attitudes of the 426 agency respondents. No further conclusion is intended or implied. Details of methodology with qualifying comments in CPA's certified report, available upon request.

Certain radio reps included in this survey did not sponsor, participate in or condone this survey and report. Of these, Avery-Knodel, Bernard Howard, Century National Sales and HR/Stone requested a note specifically indicating their disapproval of the survey, its methodology and report. Their request that they not be listed has been honored.

James Champlin's \$1,000

Winning Contest Entry: (5 out of 10 correct)

- | | |
|-----------------------|-------------------------|
| #1 Katz Radio | #6 Metro Radio Sales |
| #2 Blair Radio | #7 CBS Radio Spot Sales |
| #3 McGavren-Guild | #8 Name Withheld** |
| #4 Robert Eastman | #9 Christal Co. |
| #5 Alan Torbet Assoc. | #10 Jack Masla Co. |

(Contest judged by Margolin, Lowenstein & Goldwyn, certified public accountants, N.Y.)

TOP 10 Radio Reps

Listed alphabetically, as tabulated by the CPA firm from the 426 completed and returned agency questionnaires—

TOP 5 (alphabetically)

Blair Radio*
Robert E. Eastman Co.
Katz Radio
McGavren-Guild
Alan Torbet Assoc.

SECOND 5 (alphabetically)

Buckley Radio Sales
CBS Radio Spot Sales
Name Withheld**
Major Market Radio
Jack Masla & Co.

The Top-5 point scores were extremely close, at 879, 872, 859, 834 and 766. To list them numerically would overemphasize statistically insignificant differences. They are thus listed alphabetically as a group.

The Second-5 reps were also quite close but at a different level, with scores of 632, 596, 595, 581 and 550. The remaining 12 reps scored from 531 to 273.

When weighted to correlate with spot-radio billings originating from each of the 7 surveyed areas, the same reps are in the Top-5. In the Second-5, Metro Radio Sales is added and Jack Masla Co. is deleted.

*Requested note that firm is non-subscriber.

**Name withheld by request of rep.

M&H

PEOPLE MAKE IT

Roy Meyer

BSJ, MSJ Northwestern University 1961. News writer, WLS-Radio. Reporter, Editorial Writer, WITI-TV (1964-68). News Director and Commentator, WMBD-AM-TV, Peoria. News Director, WSPD-TV 1969-1971. News Director, WAVE-TV. Joined McHugh and Hoffman in January 1974.

Steve Fentress

BSJ, MSJ Northwestern University. Fellow, Columbia University. Twenty-seven years in Radio-TV News. WGN-TV, Assistant News Director. KMOX-TV, News Director. Senior Producer, KNBC News Service. Executive Producer, NBC News West Coast. NBC Network News Producer.

Jack Bowen

University of Michigan, Political Science Major. 1955 joined Marketing and Advertising Department, Campbell-Ewald, Detroit. Executive Assistant Radio-TV Director, then VP and Assistant Media Director, Chevrolet Account. 1968-1970, McHugh and Hoffman Account Executive. 1970-1973, President, Bailey, Dardourff and Bowen, Inc. (political advertising and analysis).

Pete Hoffman

Dartmouth, Sociology and English. 1954 joined Campbell-Ewald to organize and develop TV-Radio research section. 1957-1962, Radio-TV Department Account Executive (duties, Program Planning and negotiations for Chevrolet, General Motors, United Motors and Firestone. Coordinator of all Radio-TV research. Resigned in 1962, to form McHugh and Hoffman, Inc.

Phil McHugh

Notre Dame, Journalism. 1938 joined CBS Radio Network, (ten years, starting in research, later Associate Network Program Director, Network Program Director, involved with all types of programming. Assigned to CBS News as Network Program Director during the reign of Paul White). 1950, established the Radio-TV Department at Tracy-Locke Advertising, Dallas. 1954, Campbell-Ewald, Detroit, Vice President and Head of Radio-TV Department. Purchased and supervised all network programs, among them the Dinah Shore and Bob Hope Chevy Shows, Eyewitness to History, High Adventure, Danny Kaye, My Three Sons, Route 66 and Bonanza. Used depth research techniques to examine attitudes toward both programming and commercials. February 1962, organized McHugh and Hoffman, Inc.

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Rocco Famighetti, *senior editor*.
John M. Dempsey, *assistant editor*.
Leslie Fuller, *staff writer*.

Winfield R. Levi, *general sales manager*.
David Berlyn, *Eastern sales manager*.
Stan Soifer, *sales manager—programming*.
Susan Yang, Harriette Weinberg, *advertising assistants*.

HOLLYWOOD: 1680 North Vine
Street, 90028. Phone: 213-463-3148.
Earl B. Abrams, *senior editor*.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *assistant*.

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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Open Mike

Postal semantics

EDITOR: Smack dab on the cover of BROADCASTING appears the word "Newspaper." Tsk. Tsk. After all that has been done between the covers of BROADCASTING to promote electronic media, shame on you.—Curtiss M. Henson, *general sales manager, KTW(AM) Seattle*.

(In the lingo of the U.S. Postal Service, BROADCASTING is a "newspaper" entitled to preferential—that is, first class—treatment by that organization's fleet-footed couriers. In an experiment to remind the Postal Service of that fact, and hopefully to speed delivery of the magazine, that designation now appears in the left-hand margin, alongside the mailing label, on the front cover.)

In demand

EDITOR: Here in the north country of extreme upstate New York, where unanticipated snow and temperatures as low as 40 below are not uncommon, Jack Schmidt's cartoon in the Feb. 25 BROADCASTING has particular relevance. If it is not already spoken for, might we request the original for posting in our studios?—Richard D. Hutto, *director of broadcasting and general manager, WSLU(FM) Canton, N.Y. (St. Lawrence University)*.

EDITOR: In your Feb. 25 issue you carried an extremely appropriate cartoon by Jack Schmidt, reminding all of us of one of our graphic artists [who is] constantly giving his own weather reports and tries to update the official weather reports with what he thinks the weather should be from past experiences. Would it be possible to obtain the original drawing?—Kenneth F. Mrozinski, *television producer-director, U.S. Army Engineer School, Fort Belvoir, Va.*

(Mr. Hutto wins by a day under BROADCASTING's first-come, first-served policy. Engineer Mrozinski will receive a photo copy.)



"I thought you guys would like to know that I've got 10 inches of your 'partly cloudy' in my driveway."

Let the sunshine in

EDITOR: We agree with the suggestion of J. T. Snowden Jr. ["Open Mike," Feb. 11] that radio and TV announcers eliminate the negative in weather reports. We have been doing this for the past three years at KXTC(FM) Glendale-Phoenix, Ariz. Instead of the negative "10% chance of rain today," KXTC says, "The probability of clear skies is 90% today, 80% tonight and 90% tomorrow."—Dick Gilbert, *president, KXTC*.

WCVB-TV Boston leads broadcasting into the triax era...

with Norelco digital cameras all the way.



"Our five PC-100A cameras function beautifully, producing unsurpassed color pictures. We've built a small van around our portable PCP-90B to add to its utility in taping or microwaving live news day in and day out. The three Norelco film chains and audio systems perform flawlessly, as do our Norelco remote-controlled, parallel, redundant transmitters."



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President
WCVB-TV Boston.

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says WCVB-TV Director of Engineering Steve de Satnick. "We just don't have lag problems any more, even at low light levels."

Rock-like stability, operational economy, and crisp, faithful pictures are vitally important to WCVB-TV with its 51 hours of local programming every week.

You, too, can enjoy the advantages of the Norelco tri-axial era. For complete details, ask your Philips Broadcast representative, or write. (Or ask Dr. Beranek, or Steve de Satnick!)



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Herbert B. Leonard
Executive
in charge of production

Emanuel L. Wolf
President



Datebook®

■ Indicates new or revised listing.

This week

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

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

March 11-14—Electronic Industries Association annual spring conference. Shoreham hotel, 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. Washington.

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 13-15—Howard University School of Communications,** as part of "National Communications for Freedom Week," holds annual Black Careers in Communications Conference along with sessions on community resource development, professional resource development and Black Students Communications Service. HU Cramton auditorium and Mayflower 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. Holiday Inn-Vanderbilt, Nashville.

■ **March 14—MPO Videotronics Inc.** annual stockholders meeting. 222 East 44th Street, New York.

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 Schlatter, 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. Doubletree 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—Society of Broadcast Engineers 10th annual meeting. Rica hotel, Houston.

March 17-20—National Association of Broadcasters 52d annual convention. Albert Thomas Convention and Exhibit Center, Houston. (See special report and agenda, page 46)

Also in March

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

March 18—Hollywood Radio and Television Society International broadcasting awards presentation dinner. Century Plaza hotel, Los Angeles.

March 18—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 25—Extended deadline for comments on FCC's proposed rulemaking providing one-hour earlier sign-on time for daytime AM stations in response to adoption of year-round daylight saving time.

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

March 26—General Tire & Rubber Co. annual stockholders meeting. One General Street, Akron, Ohio.

March 28-29—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 Promotions in Today's Economy." Plaza hotel, New York.

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

March 30—Utah Broadcasters Association—Brigham

Our dayparts are all personality plus.

Plus persuasion. It begins with Mike Paulin whose zany chatter and cheerful music format has been waking up Northern Michigan listeners for 10 years from 6 A.M. to 10 A.M.

Then from 10 A.M. to 2 P.M. Lyle Kelly keeps 'em going with the MOR format, highlighted by his half-hour ad column of the air, TELL 'N SELL.

And Bill Carroll's music and features are presented with people in mind and he gives it to them from 2 P.M. to 7 P.M.

Terry Wunderlin continues the persuasion nightly with Country and Western and current hits from 7 P.M. to 12 midnight.

Combined with local, regional and CBS news and features, all offer a friendly setting for your message.

Plus ratings. 52.5%* total share of audience—all dayparts for the MOR stations that cover 20 counties of Cadillac country.

*National Radio Research. Three-County Survey (Wexford, Missaukee, Osceola), October 1971.



6 A.M. - 10 A.M.
Mike Paulin



10 A.M. - 2 P.M.
Lyle Kelly



2 P.M. - 7 P.M.
Bill Carroll



7 P.M. - 12 M.
Terry Wunderlin



The Folger Nations

RADIO
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WWSB Grand Rapids
WWSB Holland
WWSB Jackson
WWSB Lansing
WWSB Marquette
WWSB Muskegon
WWSB Niles
WWSB Okemos
WWSB Oshtemo
WWSB Port Huron
WWSB St. Ignace
WWSB Traverse City
WWSB Warren
WWSB Zeeland
TELEVISION
WWSB-TV Grand Rapids
WWSB-TV Kalamazoo
WWSB-TV Battle Creek
WWSB-TV Holland
WWSB-TV Jackson
WWSB-TV Lansing
WWSB-TV Marquette
WWSB-TV Muskegon
WWSB-TV Niles
WWSB-TV Okemos
WWSB-TV Oshtemo
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WWSB-TV Warren
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WWAM/WKJF(FM)

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Larry Jones

George Beattie

Jack Finlayson

Bev Trentz

Dick Smith

Warren Nelson

Not pictured:

Harley Rautmann

Larry Gress

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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—*Florida Association of Broadcasters* 16th annual broadcasting day. Reitz Union, Florida State University, Tallahassee.

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 Stations Inc.* board meeting. 1 Rockefeller Plaza, New York.

April 4-5—*Association of National Advertisers* business/industrial/professional marketing symposium. Westchester country club, Rye, N.Y.

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 15—*Deadline Club*, New York chapter of

Sigma Delta Chi, deadline for entries in United Nations award competition. Awards are offered for distinguished coverage of UN during 1973. Contact: Deadline Club Awards, William P. Mullane Jr., Room 506, 195 Broadway, New York 10007.

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

April 17-18—*Oregon Association of Broadcasters* board meeting. Salem, Ore.

April 17-19—*Minnesota Broadcasters Association* spring meeting. Ramada Inn, St. Paul.

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

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

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

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

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

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

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

April 21-22—*American Association of Advertising Agencies* Southwest council meeting. New Orleans.

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. Luncheon speaker: Wally Briscoe, NCTA. Palmer House, Chicago.

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

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

April 22—*Associated Press* annual meeting. Featured

We admit it The Reuter News Report is not for everybody

Because the Reuter News Report doesn't try to cover everything. It concentrates on quality rather than quantity.

So if your station wants just one news service to take care of all its needs, please forget about us.

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OR CALL: (212) 582-4030

or visit our hospitality suite 1530 at Shamrock Hilton, Houston, during the NAB Convention from March 17-20

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 16-18—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

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.

Oct. 27-30—*Association of National Advertisers* annual meeting. The Homestead, Hot Springs, Va.

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.

(No. 3 in a series)

1. At NATPE, we screened the new, zing-y, tuneful RALPH EDWARDS pilot of NAME THAT TUNE for the NBC O&O station management teams. One screening—the only one we made—and bingo! one order. All *five* NBC O&O's ordered NAME THAT TUNE for their Fall 1974 access schedules. (No other five-station O&O sale was made at NATPE!)

Bulletin! Group W has ordered NAME THAT TUNE for all five of its stations!*

2. NBC-TV has just ordered a daytime network version pilot of NAME THAT TUNE. (And that's only because our sensational access MC, TOM KENNEDY, is network-exclusive to ABC, with *Split Second*.)

(Of 100-plus shows available and offered at NATPE, no other has a daytime network pilot deal!!)

Which confirms what we know. We have the hottest property ever for access. Its network prime-time audience record proves it—22.5 average rating . . . 42 average share for its full five-year run on CBS-TV, at 7:30 PM—the very access ½ hour you're programming!

And, wait til you screen the fun-filled . . . suspenseful . . . tantalizing . . . musical pilot. NAME THAT TUNE will hit in access BIG, because its unique ingredient, music, is universally appealing. You'll be the next reason we want to shout "Fantastic!"

Call us. The presentation's ready. The sensational pilot's ready. Our bag is packed. We have plenty of order forms. See you soon.

* All sales information as of Feb. 27th

**This is Sandy Frank
on the **HOTLINE****

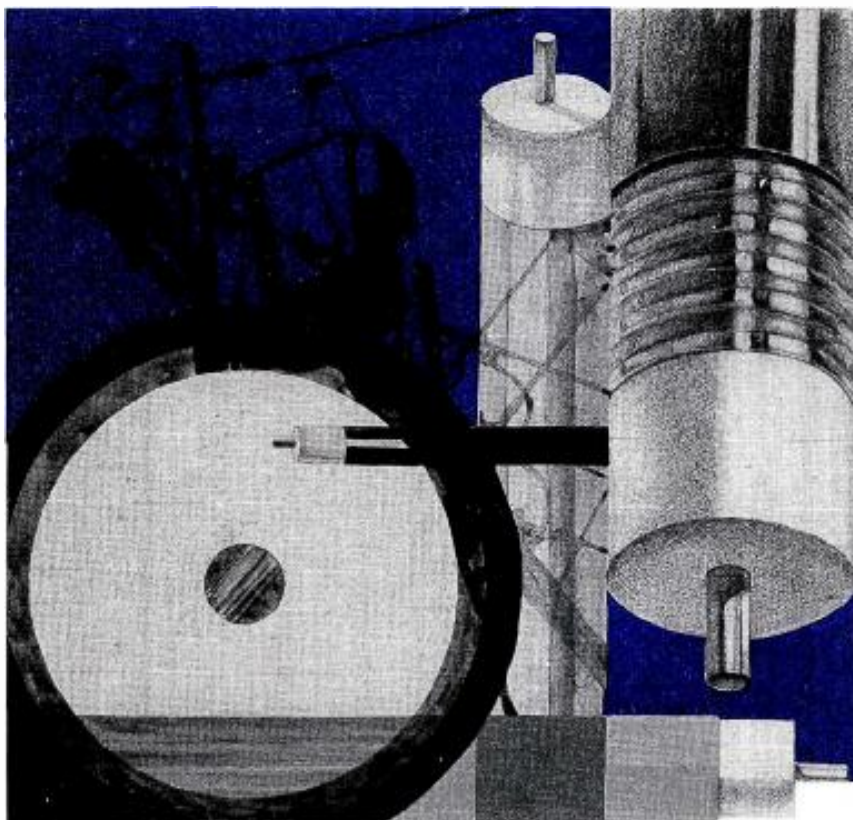
with the hottest news I've ever had for you!

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Long-term signal stability, superior physical and mechanical properties, low-loss return—whatever you need most in a cable, Comm/Scope makes it:

New PARAMETER-I™ Coaxial Cable with all the electricals you've been looking for in a strong, rugged, easy-to-handle coaxial. Guaranteed for five full years.

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Comm/Scope Company

Division of Superior Continental Corporation

speaker: Vice President Gerald Ford. New York.

April 22-23—*State Broadcaster Association presidents conference*. Ramada Inn, Rosslyn, Va. Executive secretaries of state associations meet April 22 at National Association of Broadcasters building, Washington.

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

■ April 25-26—*University of Wisconsin Extension, UW School of Journalism and Mass Communication and Wisconsin Advertising Clubs advertising conference*: "Government, You and Advertising." Speakers: Gerald Thain, Federal Trade Commission, William Ewen, National Advertising Review Board, Nancy Buck, American Advertising Federation. Ramada Inn, Waukesha, Wis.

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

April 26—Extended deadline for filing 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.

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 Montreux" contest for light entertainment television programming. Montreux, Switzerland.

May

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

May 2-4—*Kansas Association of Broadcasters convention*. Dodge City.

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

May 3-5—*Alabama Associated Press Broadcasters Association annual meeting*. Olympic Spa, Dothan, Ala.

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

May 3-5—*Illinois News Broadcasters Association spring convention*. Holiday Inn East, Springfield.

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

■ May 5-8—*Association of National Advertisers financial management workshop*. The Wigwam, Phoenix.

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 14-15—*CBS-TV affiliates' annual meeting*. Century Plaza hotel, Los Angeles.

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

■ May 16-18—*American Association of Advertising Agencies annual meeting*. Greenbrier, White Sulphur Springs, W. Va.

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

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

May 19-21—*NBC-TV affiliates' annual meeting*. Century Plaza hotel, Los Angeles.

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 As-*



2 + 4 = Ignition!... Lift-off!

TREASURE HUNT is launched into second-season orbit!

TREASURE HUNT is committed to second-year production!

TREASURE HUNT has made it, and has it made! Of the dozens of new season "hopefuls" for the 1973-74 season, only *one*, TREASURE HUNT, is a *new access* hit! It joins that small handful of sure-fire audience-boosters . . . *Deal*, *Price*, and *Squares* . . . and will be a *solid* time-period winner for any station in 1974-75.

To start the new season sales* off with a blast, CBS' owned stations in New York and Los Angeles have just re-ordered. (They *had* to, with the gang-busters numbers HUNT attracts in both markets.)

And, the latest booster in the Group W renewal for its stations in Pittsburgh . . . Baltimore . . . San Francisco and Philadelphia!

HUNT zoomed from the start into great ratings in market after market, and with each subsequent local rating report, seems to be climbing. It's the show of the season, and for *next* season too.

If you haven't renewed or bought HUNT yet, we urge you to, fast!

Want to hitch a ride on an audience rocket? Grab on to TREASURE HUNT. It will boost your numbers into orbit!

Sandy Frank Film Syndication, Inc.

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AT THE CONVENTION:
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* All sales information as of Feb. 27th

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Are you doing a story on the energy crisis that involves property/casualty insurance? Be sure you have all the facts. Call this new tollfree Insurance/Energy Hot Number. Monday through Friday, 9 AM-7 PM Eastern Time. From anywhere in the continental U.S., except New York State. Call 212-233-7650 collect anytime in New York State. The same number after hours from other areas.

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& INSURANCE**

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sociation national convention. Alameda Plaza hotel, Kansas City, Mo.

June

June 1-5—American Advertising Federation annual convention. Speaker: Lewis A. Engman, Federal Trade Commission chairman.

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 6-9—Missouri Broadcasters Association spring meeting. Drury Inn, Springfield, Mo.

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 13—Association of National Advertisers/Radio Advertising Bureau radio workshop. Plaza hotel, New York.

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

June 15-18—Georgia Association of Broadcasters annual convention. Jekyll Island, Ga.

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 7-8—South Carolina Broadcasters Association summer convention. Landmark Inn, Myrtle Beach, S.C.

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.

Monday Memo®

A broadcast advertising commentary from Bill Cameron, director of programing, J. Walter Thompson, New York

The right show at the right time for JWT

Few traditional gray-flannel suits were seen in the screening rooms of J. Walter Thompson when an audience of rock notables, most in casual clothes and long hair, assembled recently for an invitational screening of *Speakeasy*, JWT's latest venture into syndicated television production.

This series grew out of our belief that advertisers and their agencies should be active in program origination and production, rather than merely accept whatever networks or stations may offer. It seems to us that this kind of involvement by advertisers and agencies not only provides alternatives in program selection but focuses the attention of the marketing community on program content and quality.

Speakeasy was one of the multitude of program concepts assessed each year by the Thompson programing departments in New York and Hollywood. Because we buy many specials (30 last season) on behalf of our clients, we are a prime port of call for scripts, treatments, presentations and rough-cut films. In 1973 we heard and catalogued over 800 proposals. Our constant exposure to everything available in the market has allowed us to develop expertise in criticizing and judging what ideas—dramatic, documentary, animated or variety—are likely to achieve the greatest audiences for our clients.

For those specials JWT recommends, we are active throughout all stages of formulation — production personnel, script development and casting. Once the special is purchased, a member of JWT's programing group will follow daily all phases of production until the special is telecast.

To date this season, four of the 10 highest rated specials and eight of the top 30 were fully sponsored by JWT clients.

The same procedure applies to *Speakeasy*, developed in association with Michael L. White and Lanny Lambert. In view of the success of the *In Concert* genre of late-night programs, we concluded that a natural extension of that theme would be a 60-minute talk and entertainment series. It would be a show



William E. Cameron joined J. Walter Thompson in 1970 as an account representative. He was named assistant to the director of programing in the media department the following year. In August 1973, he assumed the post of director of programing. Prior to his association with JWT, he spent three years with Knox Reeves Advertising in Minneapolis. He has also worked in radio, TV and films as a disk jockey, newsman and actor.

featuring rock-talk and spontaneous performances by today's young musical superstars, a format appealing to young people and a highly desirable target for many products of JWT clients.

With *Speakeasy* we hope to attract high-calibre performers who would be willing to talk with their musical colleagues in an informal, easy-going atmosphere, occasionally augmented with song to illustrate a point. Drawing on past experience in overseeing production of both specials and syndicated series, we emphasized the assembly of top-flight talent to produce the *Speakeasy* pilot through our production arm, JWT Productions.

The pilot, taped early in December, was directed by Don Mischer, winner of an Emmy Award for public broadcasting's

The Great American Dream Machine, and who has also directed some of the *In Concert* and *Rock Concert* programs. Guests included Waylon Jennings, noted country-and-western performer; Peter Yarrow of Peter, Paul and Mary; Grace Slick of the Jefferson Airplane, and Dr. John and James Taylor, two of today's most innovative male singers. The host is Chip Monck, a multifaceted rock personality, whose experience ranges from managing production at the Woodstock festival and the last Rolling Stones tour to arranging concerts for stars such as Barbra Streisand and John Lennon.

Our pilot experience bore out our hopes that, once assembled, our guests, enthused by rapping with each other on topics of personal interest, might wish to perform. In this first session, James Taylor, accompanied by Dr. John, sang "Let It All Fall Down," written by James Taylor, which had never before been performed in public or recorded. Then, at the close of the taping, our host moved downstage to join all five guests around the studio piano to sing Bob Dylan's "I Shall Be Released."

Almost 200 representatives of record companies and rock publishers filled our four major screening rooms at the pilot screening. They saw top personalities from America's rock culture performing informally on camera, discussing their interests, hobbies and lifestyles, as well as their music. The following week a similar audience in Los Angeles viewed the pilot. The preview audience's applause and comments lead us to believe that *Speakeasy* is on the right track.

Speakeasy first aired last Dec. 30 from 9 to 10 p.m. on WNEW-TV in New York and on Jan. 5 from 11 p.m. to 12 midnight in Los Angeles on KTTV-TV, providing a showcase for the project.

And J. Walter Thompson executives showed the special to station officials attending the National Association of Television Program Executives conference in Los Angeles last month. The reaction by stations was highly enthusiastic. The result: We have decided to produce 13 new one-hour episodes of *Speakeasy* for telecast on stations starting May 1. We'll be offering 13 new and 13 repeat segments on a barter advertising basis.

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Media

Cable and copyright: Now it's all up to Congress

Supreme Court overturns earlier decision in CBS-Teleprompter suit that held that CATV systems are liable under present law for imported programs; ruling gives cable good field position for getting 'reasonable' fees written into new law by McClellan subcommittee

Any lingering hopes on the part of broadcasters and copyright owners that the 1909 Copyright Act could provide them with a more effective means of dealing with cable television systems than anything Congress might deliver in the current session disappeared last week. The U.S. Supreme Court, in a 6-to-3 decision, held that, regardless of the sophistication of the cable system involved and the distance from which it imports its signals, the act does not apply to broadcast programs the system picks up and retransmits to its subscribers.

The decision represented a sweeping success for Teleprompter Corp., the largest cable company in the country, in its 10-year battle with CBS and three program-production companies that claimed copyright infringement by Teleprompter systems. And it left broadcasters and copyright owners with nowhere to turn but the Senate Subcommittee on Copyrights, where the cable industry's hand, already strong, is now strengthened.

The copyright decision was one of two victories the cable industry won at the Supreme Court last week. The other was an opinion overturning the basis on which the FCC determines the annual fees it charges cable systems and, presumably, broadcasters (see page 23).

The copyright case had been appealed to the high court by Teleprompter, after the U.S. Court of Appeals for the Second Circuit in New York held that a system's importation of "distant" signals into a community constituted a "performance for which copyright payment must be made" (BROADCASTING, March 12, 1973).

The high court majority, in an opinion written by Justice Potter Stewart, overruled that decision. The only element of the appeals-court decision upheld was that

rejecting another CBS contention that the new sophistication of cable systems—their origination programming, sale of commercials and interconnection with other cable TV systems—transforms them into a "broadcast function" and makes them liable for copyright payment.

Justice Stewart's opinion took note of the shifts in business and commercial relationships resulting from the emergence of the cable television business in recent years. But he said that "detailed regulation of these relationships, and any ultimate resolution of the many sensitive and important problems in this field, must be left to Congress." He noted that neither broadcasting nor cable television was contemplated in 1909, when the present copyright law was enacted.

Justice William O. Douglas, in a dissenting opinion in which Chief Justice Warren E. Burger joined, also referred to the need for congressional action. But that was the only point on which he came close to agreeing with the majority. He accused it of "rampant judicial activism," and at times his opinion sounded like the more unrestrained comments of some broadcasters regarding cable systems: Cable systems obtain copyright material

*Justice Stewart,
writing for the majority:*

"The reception and rechanneling of these signals for simultaneous viewing is essentially a viewer function, irrespective of the distance between the broadcasting station and the ultimate viewer."

"not pursuant to a license from the owner of the copyright but by theft" and engage in "acts of piracy" that are "flagrant violations of the Copyright Act."

Justice Harry A. Blackmun, in a separate dissenting opinion, said that if he had been on the court when it ruled in favor of the cable television industry in the first cable-copyright case (Fortnightly, in 1968), which involved two relatively primitive cable systems in West Virginia that merely relayed local signals, he would have held that the systems were liable for copyright payment. But with the decision on the books that they were not, he said, he agrees with Justice Douglas that the court should leave any modification to Congress.

Copyright legislation affecting cable has been before Congress in one form or another since before the Fortnightly case was argued in the Supreme Court. And a Senate Copyright Subcommittee aide last week saw the court's opinion as providing support for the position of Subcommittee Chairman John L. McClellan (D-Ark.) that there should be copyright legislation that applies to cable and that Congress should establish the initial rates to insure their "reasonableness."

The question of "reasonableness" has been the principal hangup delaying action on the present bill (S. 1361) for more than a year. Copyright owners do not feel the fee schedule included in the bill is reasonable, and have insisted on a clause providing for arbitration of the fees—in accordance with the consensus agreement cable operators, broadcasters and copyright owners reached in November 1971 in clearing the way to commission adoption of its new cable television rules. And the cable industry is siding with Senator McClellan in his determination to write the initial fees into law.

Teleprompter's chairman and chief executive officer, Jack Kent Cooke, in commenting on the Supreme Court's opinion, said the company was "tremendously pleased by this vindication of our position." He noted that the imposition of fees would, "of course, have had to be paid by the CATV subscriber." But his prepared statement said nothing about the pending legislation, which fed speculation that the cable industry, now free of the 1909 Act, is not interested in a new copyright law that would apply to it.

However, David Foster, president of National Cable Television Association, expressed agreement with the court's position that "the issue of future copyright liability for cable systems must be resolved by Congress." He also said NCTA "will continue to work for passage of a fair and reasonable copyright bill."

The copyright owners were making the best of the situation last week. Jack Valenti, president of the Motion Picture Association of America and leading spokesman for the copyright owners, said he did not see the Teleprompter decision having any effect on the legislation; the decision, he said, dealt only with allegations of copyright infringement in the past. And he is concerned with legislation for the future—"It's insanity to go along with the 1909 act," he said.

The National Association of Broadcasters, through its president, Vincent Wasilewski, said it was not in agreement with the Supreme Court's opinion. But NAB does agree with the court majority and Justice Douglas that Congress should adopt copyright legislation—and "as soon

*Justice Douglas,
opposing the majority:*

"A CATV that builds an antenna to pick up telecasts in Area B and then transmits them by cable to Area A is reproducing the copyright work not pursuant to a license from the owner of the copyright but by theft."

as possible." Furthermore, Mr. Wasilewski said, "it is imperative that the FCC stand fast and not erode its rules with regard to pay cable, nonduplication protection and distant signals"—which at this point are "the only protection the public has against the ultimate destruction of the locally oriented free over-the-air television system."

CBS also endorsed the court's call for legislation. It said Congress should "respond promptly . . . by expediting legislation making cable television subject to the normal application of copyright law, thus guaranteeing rights set forth in the United States Constitution."

Neither Broadcast Music Inc. nor the American Society of Composers, Authors and Publishers, both of which expect eventually to collect from CATV systems for use of their music, had any formal comment on the court's decision.

BMI officials had announced that they would start a campaign early this year to license CATV operators, while ASCAP officials had said they would wait until after the court acted (BROADCASTING, Dec. 10, 1973, et seq.). It was not clear what course either would pursue in light of the court's ruling, although it seemed clear enough that, like other copyright owners, their bargaining positions had been weakened and they were looking to Congress for support.

Neither has issued CATV music licenses in the conventional sense. However, sources at both organizations said a few cable operators have obtained permission if not licenses to play their music—presumably at nominal fees or gratis—while regular licenses are being developed. One source suggested the ruling, by making payments nonmandatory, would "make it very difficult for [cable operators] who want to pay to do so."

One ASCAP source said the decision's "only bright spot, if you can call it that," is that it came early enough in the congressional term to allow hope for enactment of copyright legislation during this session. Over-all, however, he thought it "an unhappy decision."

Senator McClellan will try to move the bill out of his subcommittee this month. However, even if the bill reaches the Senate floor before the end of April, chances of House action in the current

session appear dim in view of the preoccupation of the House Judiciary Committee, which will handle the bill, with impeachment proceedings.

Conceivably, Senator McClellan's own timetable may be slowed down. He had said last month that he was awaiting FCC action on proposals to adopt rules governing cable systems' importation of sports programming from distant stations. Then-FCC Chairman Dean Burch had promised action before his departure from the commission; but he left last week without the promised commission action having been taken.

The high court's opinion was a major disappointment to CBS, which had been confident that the sophisticated nature of the Teleprompter systems and their use of distant signals would lead the court to conclude that the systems were akin to broadcasters and therefore subject, as are broadcasters, to copyright fees.

But Justice Stewart said that although the new functions undertaken by cable systems since the Fortnightly decision might enable them to compete more effectively with broadcasters, these functions are "extraneous" to a determination of copyright infringement liability. In none of the functions, he said, is there "any nexus with the defendants' reception and rechanneling of the broadcasters' copyrighted material."

And a cable system does not, "for copyright purposes, alter the function it performs for its subscribers" when it imports signals that could not normally be received with current technology in the community, he said. "When a television broadcaster transmits a program, it has made public for simultaneous viewing and hearing the contents of that program. The privilege of receiving the broadcast electronic signals and of converting them into the sights and sounds of the program inheres in all members of the public who have the means of doing so. The reception and rechanneling of these signals for simultaneous viewing is essentially a viewer function, irrespective of the distance between the broadcasting station and the ultimate viewer."

Justice Stewart also found no merit to the argument that the importation of distant signals should entail copyright liability because of the deleterious impact they have on the economics and market structure of copyright licensing. "By extending the range of viewability of a broadcast program," he said, a cable system does not interfere in any traditional sense with the copyright owners' means "of extracting recompense" for their work. The expanded market provided by cable systems, he said, produces a larger base on which the broadcaster will calculate the compensation he pays for the use of the copyrighted material.

Justice Stewart noted in a footnote that copyright holders contend they will suffer economically if the license-free use of distant-signal importation is allowed. But, he added, no precise findings of fact were made on that point. In any case, he said, although securing compensation for copyright holders was an essential purpose of the Copyright Act, "freezing existing economic arrangements was not."

House unit votes out a four-year license bill

NAB push to get longer term fails; still in are court-of-review section and ban on FCC consideration of multimedia ownerships in renewals

After narrowly defeating an amendment that would have extended the term of broadcast licenses from three to five years, the House Commerce Committee last week approved the four-year renewal bill that its Communications Subcommittee had passed the week before (BROADCASTING, March 4). There were signs the bill would reach the floor in weeks.

Bob Eckhardt (D-Tex.) introduced an amendment that would have softened the language of a provision that would preclude the FCC from considering media crossownerships and multiple station ownership in renewing a license. As Mr. Eckhardt saw it, the section "requires the commission to outlaw such ownership across the board or never consider it in renewing a license again. I can see some situations where crossownership would not be such a bad thing and others where it might be considered a monopoly." His amendment, introduced last Tuesday, would have required the FCC to come up with "uniform conditions" concerning concentration of ownership and management configuration before considering these factors in renewals. Mr. Eckhardt said he wanted to offer the FCC "flexibility" in drawing those rules.

But a broadcaster lobbying effort persuaded the Houston liberal to withdraw his amendment in exchange for the promise of language in the committee report that would support his position.

A less serious challenge to the bill as reported out of the Communications Subcommittee came from Michigan Democrat John Dingell. Mr. Dingell's objections two weeks ago to speedy consideration of the renewal bill effectively delayed full committee action until last week.

Mr. Dingell was overwhelmingly defeated in his efforts to get the "court of review" section excised from the legislation. That portion says that appeals of FCC license decisions would be moved from the District of Columbia Court of Appeals to the appeals circuit in which the facility is located. "Broadcasters want this section because they feel that the district courts around the country don't have the expertise to deal with these matters," he argued. "And the probability is that you're not moving it any closer to the home of the litigant." For instance, an appeal involving a Detroit station would be heard in Cincinnati, where the court of appeals for that district is located, Mr. Dingell pointed out.

"There's nothing in the law that makes

the District of Columbia court experts on this," Representative Lou Frey (R-Fla.), a member of the Communications Subcommittee, replied.

"And the backlog of cases is greater in Washington than anywhere else," the chairman of the Communications Subcommittee, Torbert Macdonald (D-Mass.), added. The amendment was then turned down by a nearly unanimous voice vote.

But it was the five-year amendment, introduced by one of the bill's sponsors, Representative James Broyhill (R-N.C.), that provided the only real threat to the chances of the compromise legislation getting through the full committee intact. Mr. Broyhill introduced the amendment, he said, because of the expense—to small market broadcasters especially—involved in filing for renewal. A longer license term would lighten that burden, Mr. Broyhill felt.

But the chairman and members of the subcommittee stood behind the four-year compromise and defeated the amendment 17-14. Republican Commerce members provided the strongest support for a five-year term with only GOP subcommittee members [Representatives Clarence Brown (Ohio), Frey and James Collins (Tex.)], joined by William Roy of Kansas, voting with the majority.

There was dissension even among the NAB staff about going for the vote on a five-year term. With the subcommittee set against it—and the precedent of committee defeat possibly a detrimental factor in any conference between the House and Senate on the renewal bill—some officials at the NAB were advising against the move. But the five-year advocates won out—and backed by pressure from small and medium market broadcasters to get as much time as possible between renewals—the NAB went to the committee for the vote and lost.

The next legislative step for H.R. 12993 is the House Rules Committee, which will decide when the bill will go to the floor and under what guidelines it will be debated and amended. The com-

mittee report—to which many legislators and broadcasters are looking for supportive and definitive language on critical sections of the bill—must be written before the bill comes up before Rules. And that report may not be completed until this week.

Even as the Commerce Committee was finishing its mark-up last Wednesday, opposition to the bill from some broadcasters was beginning to emerge. Freshman Representative William Armstrong (R-Colo.), also the owner of KOSI(AM) Aurora, Colo., and KOSI-FM Denver, was stumping to have the bill changed or killed. Mr. Armstrong took strong exception to two sections of the bill in a letter to BROADCASTING, the NAB and other broadcasters. First, Mr. Armstrong wants language in the bill that will promise "renewal in the event that prior service is satisfactory." And he would like to see the negotiation section—which stipulates that the FCC draw up procedures to encourage "good faith" negotiations between licensees and citizens groups during the license term—taken out. CBS Washington Vice President Richard Jencks objected to that same portion of the bill two weeks ago.

"The result would be endless negotiations with all kinds of persons or groups on a vast range of subjects," Mr. Armstrong said in his letter, "including a lot of things broadcasters have previously thought to be their own private business. . . . Prolonged negotiations will be a heavy burden."

But the biggest sticking point for him was what he said was a lack of protection for the incumbent licensee. "As far as the bill goes, H.R. 12993 says nothing about giving preference to the incumbent licensees. So we're really risking our licenses on hints in the committee report or legislative history created in floor debate. What really terrorizes most broadcasters, especially the medium and smaller stations, is the cost and uncertainty of fighting a legal battle that might last for years."

But real hopes for such a provision

to protect the incumbent from challenge seem slim. It was just such a provision in an earlier subcommittee draft of the renewal bill that led Lionel Van Deerlin (D-Calif.) to introduce an amendment that would throw a license open to comparative hearings if a challenger offered "clearly superior" service (BROADCASTING, Oct. 15, 1973). The Van Deerlin amendment was such an anathema to broadcasters that the bill was in effect tabled for five months.

Both Mr. Van Deerlin and Chairman Macdonald have made it clear that they will not back a law that "locks in a licensee in perpetuity." And Mr. Macdonald will serve as floor manager of the bill in the House.

Supreme Court sends FCC fees back to square one

Ruling on annual cable schedule—which it says is too high—court throws all fees into question

The FCC's entire system of imposing fees on those it regulates—its scale and rationale—was thrown into doubt last week by a decision of the U.S. Supreme Court. Less than a week after the commission had issued a new schedule substantially increasing charges to all the services it regulates (BROADCASTING, March 4), the court held that the agency is charging too much, at least in terms of annual fees, and that it is illegal for it to try to recover 100% of its costs. An FCC official said the opinion will require a complete rethinking of the FCC charges.

The court's order came in an appeal brought by the National Cable Television Association against an FCC order, issued in 1970, levying a 30-cents-per-subscriber annual fee on all cable systems. That fee was raised to 35 cents in the new schedule released two weeks ago.

NCTA had argued that the commission



Legislative liaison. The Pennsylvania Association of Broadcasters held its annual dinner with members of Congress last Tuesday (March 5), and seized the occasion to honor actress Shirley Jones of ABC-TV's *Partridge Family* and the late baseball star, Roberto Clemente of the Pittsburgh Pirates. In the photo at left, Senator Richard Schweiker (R-Pa.) leans across the table to congratulate Mrs. Clemente. In the background (standing) are Vincent

Wasilewski, president of the National Association of Broadcasters (l) in conversation with Pennsylvania Governor Milton Shapp. Seated: Pat Wasilewski and Leonard Swanson, general manager of WII-C-TV Pittsburgh. In the photo at right, Miss Jones receives her award from Harris Lipetz, general manager of WPBZ-AM-FM Lock Haven and president of the PAB. Between them is Pennsylvania Lieutenant Governor Ernest Kline.

had not established the "value to the recipient" in determining the 30-cent fee, as required by the law authorizing the imposition of fees. And the court, in a 5-to-2 decision, with two judges not participating, agreed. Not only that, it asserted that value to the recipient is the only standard the commission can consider and that it precludes the recovery of 100% of an agency's costs.

Justice William O. Douglas, who wrote the opinion for the majority, said that if the other criteria in the fee-authorizing statute—public policy or interest served—were read literally, they would authorize the commission to impose tax levies requiring cable systems and broadcasters to pay not only the benefits they received but also the protective services the commission provides the public.

"It is not enough to figure the total cost (direct and indirect) to the commission for operating a CATV unit of supervision and then to contrive a formula that reimburses the commission for that amount," Justice Douglas wrote. "Certainly some of the costs incurred to the benefit of the public, unless the entire regulatory scheme is a failure which we refuse to assume."

The commission, which first established fees for those it regulates in 1963, has since then been raising costs of doing business with it, citing Congress's directive to become as self-sustaining as possible. In December 1972, it proposed a new schedule of fees that was designed to produce 100% return of its costs.

However, when the schedule was adopted, the commission said the schedule was pared down to recover 92%—or a total of \$40.8 million—with the remaining 8% said to represent services benefiting the public (BROADCASTING, March 4). The services were provided by the Broadcast Bureau, which is programmed to recover \$13,653,000 of its \$14,043,000 costs, and the Safety and Special Radio Services Bureau, which is expected to recover \$12,910,000 of its \$16,179,000 costs. The Cable Television Bureau is geared to recover slightly more than 100% of its costs—\$3,064,000 as against \$3,059,000 in costs.

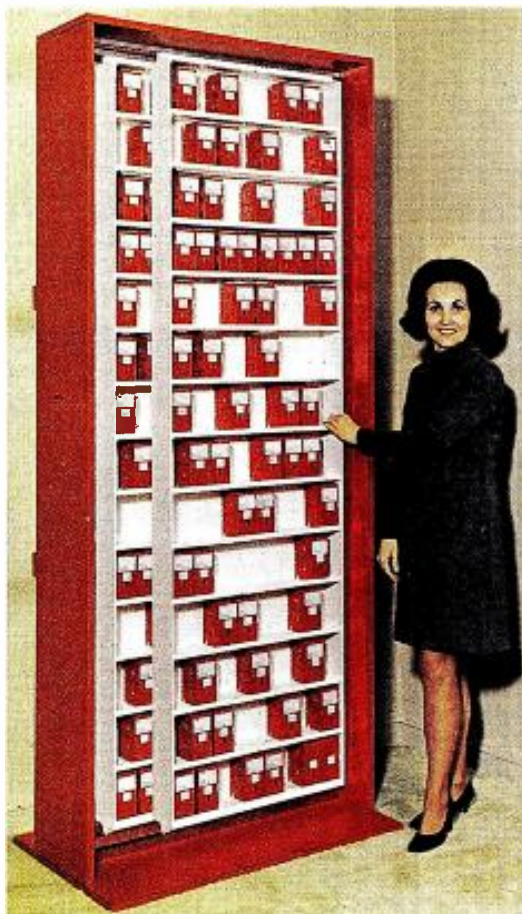
One commission attorney, after a hasty review of the court's opinion, said, "It looks like we'll have to redo the fee schedule on the basis of value to the recipient." And "the net effect," he added, "will be lower fees." He was referring to broadcasters' as well as cable television annual fees, but said the "refiguring" might also apply to the various other fees.

But one thing that seemed sure was that the court had handed the commission an extremely difficult job. "How do you determine value to the recipient?" the attorney wondered. "How do you determine how much is service to the public?"

The commission's 1970 order had originally been appealed by the National Association of Broadcasters as well as NCTA. The NAB dropped out after the U.S. Court of Appeals for the Fifth Circuit,

in New Orleans, affirmed the commission's order. The high court agreed to review the case because of an apparent conflict between the fifth circuit court's decision and one handed down by the U.S. Court of Appeals in Washington in a case involving the Federal Power Commission. The FPC lost its case in the appeals court, and the high court last week affirmed that decision. It held that the FPC fees on electric utility and gas companies did not constitute, as required by law, a reasonable charge on "identifiable" recipients for a measurable unit of service from which the recipients derive "a special benefit."

Justice Thurgood Marshall, in a separate opinion in which Justice William Brennan joined, concurred in the FPC case but dissented in the case involving the NCTA. He said he did not believe annual fees are authorized by statute under any conditions. But he added that if the court's majority prevails, he feels the standards it enunciated in the NCTA case are wrong—that value to the recipient is not the only criterion that may be considered by a government agency in determining fees. The statute, he added, says that the fee "must be 'fair and equitable taking into consideration direct and indirect cost to the government, value to the recipient, public policy or interest served, and other pertinent facts.'" Justice Marshall said that is "a perfectly clear and intelligible standard" that should be considered.



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Going back over Burch: Now-departed FCC chairman, whatever else his accomplishments, was his own man

On the afternoon of Friday, March 1, then-FCC Chairman Dean Burch put his dwindling band of colleagues—four commissioners—on notice that the commission would proceed full tilt in what was to be the last two weeks of his administration on the major items he had scheduled, with proposed adoption of pay-cable policy leading all the rest. He had just returned from a heated confrontation on Capitol Hill with Senator John O. Pastore (D-R.I.), chairman of the Senate Commerce Committee's Subcommittee on Communications, who had asked him to defer action on pay cable and other critical policy issues until the commission was back up to full strength. Mr. Burch's answer was a flat, hard no; the commission would proceed (BROADCASTING, March 4).

But on Monday, the plans had changed. Mr. Burch had moved up his date for departure for his new job, counselor to the President, to March 6 (later that was moved back one day); the hot items would be put over to the administration of Mr. Burch's successor as chairman, Commissioner Richard E. Wiley, and, presumably, the arrival of replacements to fill the three (including Mr. Burch's) empty commission seats.

It was not the kind of note on which Dean Burch would have chosen to leave. But it does illuminate some of the qualities for which he will be remembered—deep feeling, temper, fierce independence and, at bottom, pragmatism.

Mr. Burch's aides said the change in plans was simply a result of White House insistence that Mr. Burch was needed "now" rather than a week later. But others at the commission saw it as recognition on Mr. Burch's part that angering important members of Congress was a poor way to start a White House job that would involve liaison with Congress—nor would it be helpful to the commission in its future dealings with Congress. For Senator Pastore was not alone in his request; Senators Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, and Howard Baker (R-Tenn.), ranking minority member of the Communications Subcommittee, had joined in it. And Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, had made a similar request of the commission. (Some and presumably all of these key members of Congress had been visited recently by broadcast-industry representatives making the argument that the pres-

ently bobtailed commission should not act on policy issues which new members would almost immediately be responsible to implement and administer. Mr. Burch's awareness of such visits contributed to his irritation.)

There are some FCC watchers who say the mixture of qualities Mr. Burch demonstrated in the episode with Senator Pastore—combined with a high degree of intelligence and a bundle of nervous energy—added up to the best FCC chairman ever. Senator Pastore, before (and presumably despite) the Friday confrontation, placed him in the same category he did Newton N. Minow—high praise indeed, considering the regard in which the senator has always held President Kennedy's first FCC chairman. But whether Mr. Burch was the best or not—and there are those who would argue the negative, pointing to an apparent weakness in administration, and to an inability, for all of his strength, to dispose of items he considered important, even at times to command a majority on such issues—Mr. Burch will be remembered as an uncommon man.

For in a town and at a time when reputations are being ruined by the score, Dean Burch has emerged, after four years and four months as FCC chairman, with a reputation not only intact but burnished to a fairly high gloss. Those who have watched him believe he has demonstrated that the simple virtues of honesty, intelligence and toughmindedness can bring their own rewards. To Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, Dean Burch is "a man of integrity, of thoughtfulness; he is his own man."

That was not the kind of mark many thought Dean Burch would leave when, in August 1969, President Nixon announced he was asking him to give up his law practice, and the comfortable life that went with it in Tucson, Ariz., to succeed Rosel Hyde. Many in the industries regulated by the FCC seemed to picture Mr. Burch as a two-gun reactionary. He had been an aide to Mr. Conservative, Senator Barry Goldwater (R-Ariz.), in his Senate office, was Mr. Goldwater's choice to run the Republican National Committee when the senator, in 1964, was the

party's presidential nominee, and, after the election debacle that November, was kicked out of that job by those in the party who thought he was too conservative.

To some broadcasters, at least, this was what the industry needed—a muscular conservative who could keep Nicholas Johnson in line. His conservatism seemed a guarantee he would be reasonable on broadcasting matters. There were others, though, who were concerned, fearful that, like many conservatives, Mr. Burch would regard the networks as too liberal, particularly in view of the clashes he had with their news operations while running the Goldwater campaign, and attempt to do something about them.

Both groups were wrong.

Network officials and Democratic members of Congress feel that Mr. Burch was generally fair in matters concerning broadcast news operations, and demonstrated a healthy regard for the First Amendment. Except for the slip, in the first days of his chairmanship, when he telephoned officials at each of the networks with a request for transcripts of commentaries with which they wrapped up their respective coverage of a presidential speech, he has avoided charges of partisanship. (And at least some network officials now seem ready to accept without further challenge his protestations that, in making the calls, he was not acting as part of a "cabal" out to intimidate the networks but was simply taking what he regarded as the shortest route to finding out the basis of the controversy the commentaries had sparked. His calls to the networks were disclosed immediately after former Vice President Spiro T. Agnew's Des Moines, Iowa, speech castigating the media for alleged anti-Nixon bias—the first shot in the administration's antimedia campaign.) Senator Pastore admits to some surprise at the manner in which Mr. Burch performed, in view of his background. "He was very independent-minded," the senator said, noting that the former chairman had not hesitated to express his differences with Clay T. Whitehead, director of the Office of Telecommunications Policy and, presumably, the White House spokesman on communications policy matters. Former

Empty chairs at FCC. The old order began changing with a vengeance at the FCC last week. When Dean Burch left the chairman's office to become counselor to the President, he took three of his staff—Charles Lichenstein, his special assistant, who will be his deputy; Jennifer Fitzgerald, his confidential assistant; and Kay Neuenhahn, a secretary.

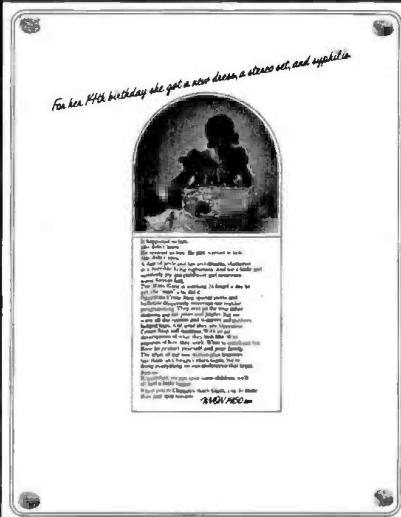
General Counsel John Pettit also left, as scheduled, to return to the law firm he left to join the commission in January 1972, Hamel, Park, McCabe and Saunders. And he took to the firm with him Tony Thompson, who had been legal assistant to the chairman.

The new chairman, Richard E. Wiley, thus has a way to go in building his personal staff, but he has already begun. He picked Lawrence W. Sechrest III, who has been on the general counsel's staff for two years, as an aide, though the title remains to be selected. Dorothy Basso will continue as confidential assistant to Mr. Wiley. And Werner K. Hartenberger, who has been his legal assistant, will remain in that capacity for at least the time being. James Hobson, who was a special assistant to Mr. Pettit, will move up to the chairman's office on temporary duty.

But beyond his personal staff, Chairman Wiley faces the task of filling a number of key spots in the commission staff—beginning with the general counsel's job. The office of plans and policy is without a director; and a half dozen bureaus and offices are without deputy chiefs.

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Commissioner Kenneth A. Cox, a liberal Democrat who served with Mr. Burch, has described the experience as a pleasant surprise—"He was smart and fair."

Broadcasters who welcomed Mr. Burch as a conservative were wrong because he did not regard conservatism as the functional equivalent of being pro-broadcasting. He was, for instance, sympathetic to land-mobile radio's claim of need for access to UHF spectrum space. And, although the idea of stripping a broadcast station of its license filled him with dread—the prospect of another WHDH case haunted him (BROADCASTING, Feb. 25)—he knew that a new day in broadcasting had arrived with the development of the citizen movement, and he tried to shape the commission's institutions accordingly; the commission's license-renewal procedures were designed to provide a formal place in them for community groups, and he established as a regular practice commission meetings with groups seeking the same kind of eye-to-eye contact with commissioners that representatives of the regulated industries experience.

But if Mr. Burch had an ideological pole star, it was competition. AT&T knows this, from Mr. Burch's activism in introducing competition into the common-carrier field. (The emergence of specialized common carriers is a historic development that, incidentally, has aided broadcasters looking for cheaper broadcast-transmission service than the Bell Systems would provide.) Broadcasters became painfully aware of Mr. Burch's

It was not the kind of note on which Dean Burch would have chosen to leave. But it does illustrate some of the qualities for which he will be remembered—deep feeling, temper, fierce independence and, at bottom, pragmatism.

feelings about the virtues of competition through the commission's efforts to free cable television of some of the shackles previous commissions felt were necessary to the preservation of broadcasting. (David Foster, president of the National Cable Television Association, credits Mr. Burch with recognizing "the long-range communications potential of cable.") Cable operators themselves, although they welcomed the competition being forced on broadcasters, became uneasy when the commission began expressing interest in the well-being of those trying to make a go of the new multipoint distribution service—a potential competitor of cable television, at least to a limited degree. Indeed, the former chairman's commitment to competition seemed to come full circle in the commission's vote on domestic communications satellite policy; in part because he felt the restrictions the

majority wanted to impose on AT&T's ability to compete in the news service were too restrictive. (He was also concerned about the restrictions imposed on Comsat).

His presence in the minority in that vote—although he managed on reconsideration of the issue to work out a compromise position acceptable to all the commissioners—indicates some of the difficulties he had as chairman. For FCC commissioners are presidential appointees, free to exercise whatever degree of independence they wish. And rounding up majorities was not always within Mr. Burch's power. He failed, early in his chairmanship, to stop the commission's momentum toward adoption of the prime-time access rule; and he was unable, late in his chairmanship, to persuade a majority to repeal it, so was forced to settle for a modification he felt was less bad. He was unable to count more than one vote besides his own—Commissioner (now Chairman) Wiley's—for his proposal to conduct an inquiry and rule-making aimed at divorcing television networks from production of entertainment programming and the rental of production facilities to other producers.

And one of the most controversial proposals that he backed—to break up the crossownership of broadcast and newspaper holdings in the same market—was dormant almost four years after it was issued, until the Justice Department began filing petitions to deny the renewal applications of newspaper-owned stations on

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antitrust grounds. And then the action taken, last month, was to schedule an oral argument on the issue in June. Commission officials say Mr. Burch probably felt lack of support for the measure was so apparent that the commission's time might better be spent on other matters.

But crossownership is not the only issue raised but not resolved during the Burch chairmanship. At the National Association of Broadcasters convention in Chicago in 1971, Mr. Burch called for an inquiry into the fairness doctrine, one that would seek to clear away some of the confusion in which he felt the doctrine had become wrapped as a result of hundreds of commission rulings and court decisions issued since it was enunciated in 1949. But the issue was not a high-priority item, possibly because Mr. Burch was losing all taste for the doctrine itself; increasingly in recent months he questioned its constitutionality. So the conclusion of the inquiry will occur under Chairman Wiley—who in any event had led the staff effort in analyzing the issues and preparing recommendations.

It will be left to the Wiley administration, also, to conclude the inquiry and rulemaking issued in connection with children's television programing. Mr. Burch had made the cause of improving—or at least “doing something” about—children's programing a personal one early in his chairmanship, after being visited by representatives of Action for Children's Television. A small staff was assembled for work in the area, and documents for presentation to the commissioner were finally prepared in recent weeks, but the project had not been regarded as one of great urgency, and time ran out—at least as far as the Burch administration is concerned.

(His feeling that children's programing was not all that it might be was not the only bias with which Mr. Burch entered the chairmanship and which he thought, at least initially, it might serve the public interest to act on. The other was his opposition to what he considered obscenity in broadcasting. His concern on that score seemed to fade over the years, until last year, when he took the heat of members of Congress worried about topless radio and what they felt was the possible appearance of X-rated movies on television and cable television. The commission instituted an investigation into alleged obscenity in broadcasting and cablecasting, and Mr. Burch lashed out at topless radio in his speech at the NAB convention in Washington last year. The result was the final disappearance of topless radio—and a lingering question in the minds of some observers about the quality of Mr. Burch's devotion to the First Amendment.)

The abandonment of plans to act on some of these items is a function of the need to apportion a decreasing amount of time among an increasing number of items in the various areas that are part of the commission's responsibility. Furthermore, running the commission is never easy, at best; pounding on the desk, as Harry Truman once remarked about the Presidency, does not necessarily produce results. Documents take time to

prepare, and commission members are not always on hand to vote—or prepared to vote if they are on hand.

But more than that, the commission in recent months seems almost literally to be falling apart. In part, that is the fault of the Watergate-burdened White House, which is moving with no more than glacial speed in filling vacancies at the commission, and of the Senate Commerce Committee, which refuses to act on the confirmation of the one nomination that has been made—that of James H. Quello—until it knows who the other nominees will be and whether they meet the test of consumer orientation. But in part, too, it is Mr. Burch's fault. At least half a dozen key staff jobs have been vacant for months; the Broadcast Bureau has been without a deputy chief since June 1972.

So Mr. Burch did not turn over to Chairman Wiley a commission whose affairs are very much in order. But in the long sweep of history, tidiness does not count for much. What some FCC watchers think will count for more is that Dean Burch shook up the agency, moved it a bit in new directions, and demonstrated that brains and independence are not out of style in Washington, D.C. ■ LZ

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Tomentose Broadcasting Co. to Joaquin Esteves, Baptista Vierira and Joe C. Ross for \$250,000. Lorenzo Milam owns selling firm. Mr. Esteves has worked at several radio stations as Portuguese-language announcer. Mr. Rosa is real estate broker in Santa Clara county, Calif. Mr. Vierira is contractor in San Jose, Calif., area. KTAO is on 95.3 mhz with 250 w and antenna 860 feet above average terrain. Broker: William A. Exline Inc., San Rafael, Calif.

▪ WSWG-AM-FM Greenwood, Miss.: Sold by Leflore Broadcasting Co. to Cotton Center Broadcasting Co. for \$220,000. Charles D. Saunders is president of Leflore, which also owns WXXX(AM) Hattiesburg, Miss., and KRCL-FM Helena, Ark. Cotton Center President Aubrey E. Irby also owns KZAK-AM-FM Tyler, Tex. WSWG is daytimer on 1540 khz with 1 kw-directional. WSWG-FM operates on 99.1 mhz with 100 kw and antenna 220 feet above average terrain. Broker: George Moore & Associates, Dallas.

▪ WHSB(FM) Alpena, Mich.: Sold by Huron Shores Broadcasting Corp. to Alpine Broadcasting Co. for \$150,000. Harvey A. Klann is president of Huron Shores, which retains WHAK(AM) Rogers City, Mich. John D. DeGroot heads buying firm, which also has interest in WWRM(FM) Gaylord, Mich. WHSB operates on 107.7 mhz with 98 kw and antenna 420 feet above average terrain. Broker: Chapman Associates.

▪ KHOT(AM) Madera, Calif.: Sold by Glomor Music Broadcasters Inc. to 2588 Newport Corp. for \$128,400. Principals of selling firm are Gloria L. Moran, its president, Bobbie L. Moran and Richard E. Huntoon. Ray Kandel is president of 2588 Newport, owner of KTUC(AM)-KFMM(FM) Tucson, Ariz., and KYVA(AM)-KGLT(FM) Gallup, N.M. KHOT is daytimer on 1250 khz with 500 w. Broker: Blackburn & Co.

FCC bats two-for-two in San Antonio, Tex.

**Court upholds KSAT-TV renewal
two weeks after WOAI-TV affirmation**

The FCC's renewal of the Outlet Co.'s KSAT-TV San Antonio, Tex., has been affirmed by the U.S. Court of Appeals in Washington. The court issued no opinion in rejecting an appeal by the Bilingual Bicultural Coalition of Mass Media.

The coalition, opposing KSAT-TV's renewal for the three-year period beginning Aug. 1, 1971, had alleged that the station failed to ascertain the needs and interests of its service area, particularly those of Mexican-Americans, and had not provided programming designed for the Mexican-American community. The coalition also accused the station of bias in its news coverage of the Mexican-American community, and of discriminating against Mexican-Americans in employment.

The commission rejected the allegations in November 1972, concluding that

the coalition had not raised substantial or material questions of fact warranting denial of the renewal application. The court's opinion affirming the commission decision followed by two weeks a unanimous court judgment upholding the commission in rejecting the same citizen group's petition to deny the renewal application of WOAI-TV San Antonio (BROADCASTING, Feb. 18).

New Jersey feels left out of TV, asks the FCC for VHF channels

State says it's shortchanged by its UHF-only allocations and underserved by neighboring V's in New York and Philadelphia

A coalition of New Jersey officials, organizations and residents who feel the state—one of the most densely populated in the nation—has been denied the kind of television service other states enjoy, went to the FCC last week with a petition for relief. The group wants one or more commercial VHF channels assigned to the state, even if that means moving stations from New York and/or Philadelphia into New Jersey.

The New Jersey Coalition for Fair Broadcasting — composed of political leaders such as Senator Harrison Williams (D-N.J.) and Newark Mayor Kenneth Gibson, and church groups, labor organizations and state and local chambers of commerce—asked the commission to hold hearings on the request, either in New Jersey or in Washington. And it asked that the commission conduct the hearing en banc or through a designated commissioner.

The coalition said the assignment of VHF channels is New Jersey's last, best hope of obtaining the kind of service available to every other state in the union except Delaware, the only other state without its own VHF channel. Channel 13 is assigned to Newark, but since 1961 it has been operated as a noncommercial frequency by WNET(TV) whose studios are in New York—and whose focus of attention, the coalition says, is New York.

Although eight UHF stations are operating in the state, four are noncommercial. One commercial—WCMC-TV (ch. 40) Wildwood—with an estimated weekly circulation of 4,800 households, is considered by advertisers to be a true New Jersey market station. WXTV (ch. 41) Paterson and WNJU (ch. 47) Linden are listed in the New York market (and both are Spanish-language stations), while WKBS (ch. 48) Burlington was authorized by the commission to identify itself as Burlington-Philadelphia. An application has been granted for a station on channel 68 Newark, but the station has not yet been built; and of the six remaining New Jersey TV assignments—all UHF—none has been licensed.

The coalition said that the state, with

its seven million residents, its own distinct problems and "extreme racial, ethnic and economic diversity," is served by stations in New York and Philadelphia that are concerned with problems and interests of those areas and not with those of the sections of New Jersey that are within their coverage areas.

The coalition in 1972 reached agreements with six New York stations, which pledged to provide more coverage of New Jersey's affairs than they had been providing (BROADCASTING, Oct. 16, 1972). However, the coalition said in its petition that its monitoring of four of the stations—WCBS-TV, WNBC-TV, WABC-TV and WNEW—for the week of July 2-6, 1973, showed little improvement. Accordingly, it said "these agreements cannot be an adequate and complete answer to New Jersey's television service problems."

The coalition also monitored Philadelphia's three commercial VHF stations KYW-TV, WCAU-TV and WPVI-TV—and found them "inadequate" also in terms of serving New Jersey's interests, although their performance was rated better than that of the New York stations. The coalition said 5% of the New York stations' news coverage related to New Jersey, while 13% of the Philadelphia stations' coverage did. But New Jersey, the coalition noted, makes up about 25% of the Philadelphia stations' service area.

Reallocation of existing commercial VHF stations to New Jersey was one of three suggestions the coalition offered as a means of alleviating the problem it described. The coalition noted that if the commission is to carry out the mandate of the Communications Act to distribute television frequencies equitably, it "must examine the relative needs of New Jersey, New York and Pennsylvania. Sandwiched between two major states that have commercial VHF service," the coalition added, "New Jersey has been overshadowed by them in television service directed to local needs."

The coalition also suggested dropping in VHF channels at short spacing. It noted that the commission has a policy against short-spacing VHF assignments. But, the coalition said, the commission has also indicated that short spacing of VHF channels will be permitted for "those relatively few cases where the urgency for quick relief is so great that it clearly outweighs the preferred course of directing further expansion into the UHF band."

A third option the coalition suggested was amending the table of television channel assignments to provide for hyphenated assignments of New York and Philadelphia stations to New Jersey communities as well.

And if the commission were to provide for hyphenated commercial VHF service to the southern and northern parts of the state, the coalition said, it should require that "the main studios be located in the New Jersey city." That is essential if New Jersey is to be provided the programing which permits "local self expression and appreciates its distinctive identity and needs."

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FCC changes mind on NCSA plans

'Donations' for running PSA's make those spots commercials, commission rules in banning them

Since 1962 the FCC has granted waivers of its sponsorship identification rules to permit state broadcasters' associations to operate so-called noncommercial sustaining announcement plans (NCSA). But now the commission says an inquiry has shown that such waivers can no longer be justified and that it will cease granting them on March 1, 1975. Some associa-

tions are expressing concern that the commission's action will hamper their activities, as well as put a damper on the efforts of nonprofit organizations.

Under the NCSA arrangement, many state associations receive donations from nonprofit groups whose public service announcements the associations process and distribute to member stations. The commission has ruled that such spots must be announced and logged as sponsored unless a waiver is granted. And, it has granted waivers conditioned on state associations not discriminating between groups that make donations and those that do not. The associations were to take action to dispel any belief to the contrary. The waivers were also condi-

tioned on only a limited number of state association executives—rather than all or most of the member stations—knowing which organizations contribute to the plan.

The commission said last week that its inquiry has shown that some contributors were being given preferential treatment and that in some cases associations were, in effect, serving as advertising agencies in collecting funds from nonprofit organizations, which sponsored announcements broadcast on their behalf. The commission also found that most of the donations were used by many state associations for their general operating expenses, rather than in assisting nonprofit groups.

"It is difficult, if not impossible, to conceal from member stations the identity of groups making contributions, and . . . there is obvious difficulty in treating noncontributors in exactly the same manner as contributors," the commission found.

It said "there also is obviously a human temptation on the part of officials of the state associations to give a quid pro quo to contributors, since they are in many cases contributing one half or more of the funds used by the association for general operating expenses."

The commission said that a licensee's acceptance of public-service announcements must be based on the public interest and that it now believes "that continued grant of waivers . . . for NCSA and similar plans will tend to interfere with implementation of this policy. . . ."

Ted Griffin, executive vice president of the Missouri Broadcasters Association, said the commission's decision would very likely kill MBA's NCSA plan, now in its third year. He pointed out that many stations would be reluctant to have to log as commercial material what they have been running as public service. If that is the case, he said, nonprofit groups would discontinue their contributions to MBA, forcing the association to curtail or discontinue its PSA processing service. He also said contributions by nonprofit groups helped MBA open a full-time office and aid its annual minority workshop providing broadcasting training for blacks.

Ron Grisham (KTUV-TV Boise), executive secretary of the Idaho Broadcasters Association, agreed that NCSA plans would be eliminated. IBA is only in its second year of the plan, he said, and does not heavily depend upon contributions. But he said some of the money is used for scholarships, while other funds go for association operating expenses.

It's a "simple matter of economics," according to Howard Smiley, president and executive secretary of the California Broadcasters Association, who said the FCC order would curtail PSA production and distribution service and eliminate payments for speakers at CBA meetings.

Jerry Holley (WIBW-TV Topeka), president of the Kansas Association of Broadcasters, said the FCC order may necessitate a dues increase and force curtailment or cancellation of every non-essential program.



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Justice's formula to pick targets comes to light in WCCO petition

It says crossownership control of 80% of local advertising market is economically and socially wrong

Executives of Midwest Radio-Television Inc. and their lawyers had a here-we-go-again feeling when the company's WCCO-AM-FM-TV Minneapolis turned out to be the latest target of the Department of Justice's campaign to break up concentrations of media control that the department feels are excessive (BROADCASTING, March 4).

Four years ago Midwest was defending itself in an FCC proceeding against charges that it had an undue concentration of control in the Minneapolis-St. Paul area and had used its newspaper connections to obtain broadcast rights to sporting events. And Midwest won renewal for its stations without the hearing that had been pending (BROADCASTING, July 20, 1970).

Last week, a spokesman for the company expressed confidence in the same result in the contest with Justice. He said he was "surprised" Midwest was picked as a target in view of the commission's "recent findings."

The commission, in an order reversing an earlier decision to set the stations' renewal applications for hearing, said the abuse-of-power charge had been resolved in Midwest's favor. But it said that the concentration-of-control issue would be more appropriately dealt with in a general rulemaking proceeding.

That is the position the commission has taken repeatedly in cases in which concentration of control of media is alleged. And it is one the department is now challenging in view of the commission's failure to resolve the rulemaking involved—one that would prohibit crossownership of co-located media—four years after it was issued.

Midwest's problems four years ago were triggered by charges leveled by Garfield Clark, manager of KSTP(AM) St. Paul. Midwest's defense before the commission included a seven-volume pleading running more than 1,000 pages.

The Justice filing indicates that the campaign against media controlling at least 80% of local advertising revenue will continue, Justice Department officials pointed out that the Midwest case is similar to cases filed on Jan. 2. One involved the renewal applications of Cowles Communications Inc.'s KRNT-AM-FM-TV Des Moines, Iowa; the other, Pulitzer Publishing Co.'s KSD-AM-TV and Newhouse Broadcasting Corp.'s KTVI(TV), all St. Louis (BROADCASTING, Jan. 7). Earlier, it had filed an informal complaint against the renewals of the *Milwaukee Journal* stations, WTMJ-AM-FM-TV (BROADCASTING, Dec. 19, 1973).

The Minneapolis stations are 47% owned by the publisher of the *Minne-*

apolis Star and Tribune and 53% by Mid-Continent Radio-TV Inc. Mid-Continent, in turn, is half owned by Northwest Publications Inc., publisher of the *St. Paul Dispatch* and *Pioneer-Press*. Justice, in its petition, said these newspapers and the stations collectively accounted in 1972 for \$71,627,643 in local advertising—84% of the total \$84,442,169 generated in the Twin Cities.

"We see no way the commission can avoid considering whether renewing Midwest's licenses would not tend to preserve in Minneapolis-St. Paul a degree of media concentration repugnant to anti-trust principles, inconsistent with the best use of the airwaves, and therefore, inimical to rather than promotive of the public interest," Justice said in its petition.

And the department made it clear its

concern goes beyond the economic aspects of concentrations of control. Although there is no "rule of thumb" for converting advertising revenues "into quantified information power," it said, "there can be no doubt that a monopoly share of the former implies socially unhealthy power in the latter." The shares enjoyed by the broadcast properties and newspapers involved in the Midwest case, the department added, "go far beyond simply showing injury to competition; they suffice to show monopoly."

Media Briefs

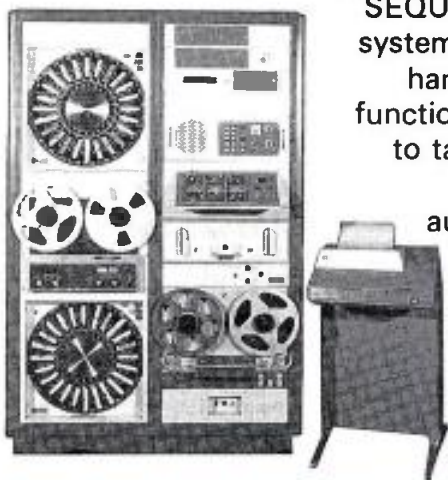
Pay boost turned down. With elections less than eight months away, the Senate voted last week to deny pay hike for

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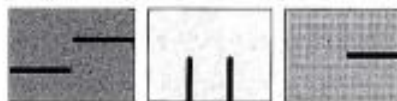
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itself and most high-level executive and judiciary officials. Salary increase was introduced by the President and would have added \$9,000 to the pay checks of such as FCC commissioners over three-year period. (BROADCASTING, Feb. 25). Senate earlier rejected compromise measure from Senator Ted Stevens (R-Ala.) that would have raised salaries just 5.5%. As proposed, congressmen and the commissioners would have gotten a 24% pay hike over three years.

New affiliate. KRZY(AM) Albuquerque, N.M., joins CBS Radio. Station, full time on 1450 khz, is owned by Burroughs Broadcasting.

Abbreviated license term. FCC has granted license renewal of WVKY(AM) Louisville, Ky., but only until April 1, 1975. It admonished station for running version of "Jackpot Bowling" contest in which announcers predetermined outcome. Station's general manager admitted instructing announcers to cause listeners to lose contest in order to control number of winners. Commission pointed out such rigged contests can bring fine of \$10,000 or one year in prison, or both. Short-term renewal, it said, would allow earlier review of station's operation.

Help solicited. Senate leaders Mike Mansfield (D-Mont.) and Hugh Scott (R-Pa.) have asked three commercial television networks and Educational Broadcasting Corp. to air spot encouraging citizens to use the campaign contribution check-off form on tax returns. Spot was produced by League of Women Voters and features Gregory Peck. In a letter to the broadcasters, senators asked that spot be aired in prime time and that it be done quickly since campaign ends April 15, deadline for filing tax returns.

Completed. Jefferson-Pilot Broadcasting Co., Charlotte, N.C. group station owner, completed acquisition of WQXI (AM) Atlanta, WQXI-FM Smyrna, Ga., and KIMN(AM) Denver from Pacific and Southern Broadcasting Co. for \$15 million, as approved by FCC (BROADCASTING, Jan. 14). Transfer took place Feb. 28. Sales were spin-off preliminary to proposed merger of Pacific and Southern and Combined Communications Corp., also approved by FCC but since scheduled for submission to new vote of stockholders (BROADCASTING, Feb. 18).

Speak up. FCC has invited comments on whether special rules are necessary to establish guidelines for public access to television automatic program logs. Comments are due April 12, replies by April 22. Commission's new rules on public inspection of written TV logs went into effect March 1. They permit access to logs for two-year period, less 45 days, unless good cause for refusal is shown.

Committees picked for pro-UHF project

A joint effort by commercial and non-commercial broadcasters to find ways to elevate the status of UHF telecasting is gathering steam. The Public Broadcasting Service, which is administering the effort,



Pioneer. Spencer W. Kimball, president of the Church of Jesus Christ of Latter-day Saints and chairman of KSL Inc., which the church owns, was on hand to accept the Broadcast Pioneers' Mike Award to KSL(AM) Salt Lake City at the Pioneers' annual awards dinner in New York last Tuesday (March 5). Mr. Kimball is shown accepting the award from Edwin W. Pfeiffer (l) of WPRI-TV Providence, R.I., and president of the Broadcasters Foundation, the pioneers educational and charitable arm, as Senator Frank Moss (D-Utah) and Utah Governor Calvin Rampton (r) look on. Rosel H. Hyde, former FCC chairman, presented to president Arch L. Madsen of Bonneville International, the church's broadcasting subsidiary, a certified copy of the original license for KSL's predecessor, KZN, dated April 21, 1922, and a copy of KSL's first license, dated March 24, 1925. Among other dais guests was Mrs. Earl Glade, widow of the early station manager called "the father of KSL." A double mixed quartet from the Mormon Tabernacle Choir, a KSL and network radio feature for the last 45 years, provided entertainment for the 250 Pioneers and guests at the dinner. The award is presented annually to a station chosen for "distinguished contributions to the art of broadcasting and in recognition of dedicated adherence to quality, integrity and responsibility in programming and management."

last week announced memberships of two of four planned committees.

The effort began last month with a preliminary meeting in Washington attended by representatives of both commercial and noncommercial interests (BROADCASTING, March 4). It was the idea of Kaiser Broadcasting Corp. President Richard Block. Kaiser operates six commercial UHF stations.

Named to the project's steering committee last week were: Mr. Block; Tom Bolger, NBC-affiliated WMTV(TV) Madison, Wis.; Dr. Richard Breitenfeld Jr., Maryland Center for Public Broadcasting; Betty Cope, noncommercial WVIZ(TV) Cleveland; Art Dorfner, ABC-affiliated WDHO(TV) Toledo, Ohio; Keith Fischer, Corporation for Public Broadcasting; PBS President Hartford Gunn; Earl Hickerson, CBS-affiliated WCBE(TV) Rockford, Ill.; Dr. James Loper, noncommercial KCET(TV) Los Angeles; Dr. Harold Niven,

National Association of Broadcasters and Jack Wayman, Electronic Industries Association's Consumer Electronics Group. FCC Commissioner Robert E. Lee, the leading advocate of UHF on the commission, has agreed to serve as an observer.

Members of the research committee include: Allen R. Cooper, PBS's new director of programing research; Mary McKenna, Metromedia Inc.; Philip Rubin, CPB; Diane Sass, Kaiser Broadcasting, and Dan Wells, PBS.

Engineering and public information committees are still to be named.

CPB funding bill due for rough sledding

Public broadcasting vows fight against OTP measure that falls short of ceiling industry wants

Sources on Capitol Hill and at the White House are now saying that the Office of Telecommunications Policy's long-range funding bill for the Corporation for Public Broadcasting will be introduced in Congress before the end of the month. Speedy hearings on the legislation are promised in the Senate, where Communications Subcommittee Chairman John Pastore (D-R.I.) has vowed to expedite consideration.

A battle in Congress between the administration and public broadcasting representatives is virtually assured since the OTP bill, which is now undergoing administrative clearance by the Office of Management and Budget, proposes federal funding ceilings for CPB only half as large as those proposed and considered necessary by the industry. In its present form, the bill sets a maximum ceiling of \$100 million after five years. The schedule calls for a ceiling of \$70 million in fiscal 1976, \$80 million in 1977, \$90 million in 1978, \$95 million in 1979 and \$100 million in 1980. The bill also would require that a fixed percentage of the federal funds be allocated directly to the stations—a provision not favored by the industry. Under the proposed legislation, 40% of the CPB money would be allocated to the stations at the \$70-\$90 million funding level, 45% at the \$95-million level, and 50% at \$100 million.

In order to obtain the full recommended federal allocations, public broadcasters would have to match each federal dollar with \$2.50, collected from other sources. This provision of the bill is also disliked by the industry. But contrary to preliminary reactions from public broadcasting sources, the medium now seems prepared to accept OTP's matching-formula concept. It is clearly a compromise. Further, the administration has stated it will not negotiate further on the point. Under the proposal drafted by an industry committee headed by CPB board member Joseph Hughes last summer, the matching formula would be \$2 for every federal dollar. (The Hughes report, which has been universally endorsed by public broadcasting, also called for a \$200-million ceiling.)

The CPB board of directors, meeting

two weeks ago in Boston, voted to endorse the provision. At the same time, the board declared that the proposed \$100-million ceiling should be "vigorously" opposed in Congress.

Senator Pastore, speaking at a Public Broadcasting Service membership meeting last January (BROADCASTING, Jan. 28), promised to hold hearings "within a matter of weeks" after the OTP bill is introduced in Congress. On the House side, the situation is more clouded. Congressman Torbert Macdonald's (D-Mass.) Communications Subcommittee has been bogged down in energy-related matters, and it is uncertain as to when the subcommittee will turn its attentions to the funding matter.

Getting ready for fall. The schedule of the regional membership meetings of the National Association of Broadcasters was announced last week. The six meetings are two-day affairs that will run from late October through mid-November. The dates and places: (Northeast) Oct. 21-22, Waldorf-Astoria, New York; (Southeast) Oct. 28-29, Hyatt Regency, Atlanta; (Midwest) Oct. 30-31, Hyatt Regency (O'Hare Airport) Chicago; (Southwest) Nov. 13-14, Fairmont hotel, Dallas; (Rocky Mountain) Nov. 18-19, Brown Palace, Denver; (West) Nov. 20-21, Sands hotel, Las Vegas.

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PUBLIC NOTICE

PLEASE TAKE NOTICE, that pursuant to a Resolution of the Town Board of the Town of Fayette, Seneca County, New York, adopted on the 14th day of February, 1974, the Town Board of the Town of Fayette, Seneca County, New York, hereby solicits and invites all interested persons to apply for a franchise to provide cable television service to the residents of the Town of Fayette, New York.

(a) The area for which a franchise is proposed to be awarded is the Town of Fayette, Seneca County, New York.

(b) The type of system desired is as follows: A twelve (12) channel system providing viewers with the following channels: Channel 5 WNEW New York Independent; Channel 3 WSYR Syracuse NBC; Channel 9 WOR New York Independent; Channel 5 WHEN Syracuse CBS; Channel 8 WROC Rochester ABC; Channel 9 WNYW Syracuse ABC; Channel 10 WHEC Rochester CBS; Channel 13 WOKR Rochester ABC; Channel 11 WPIX New York Independent; Channel 24 WCNY Syracuse (educational); and, two (2) channels available either for FM, Financial Report, Sports Review and/or background music 24 hours per day and/or local access programming.

(c) Applications for the franchise shall be submitted, in writing, to the Town Clerk of the Town of Fayette, New York, on or before the 9th day of May, 1974. All applications shall be notarized and shall contain, with respect to technical ability, financial condition and character of applicant, at least all items specified in the rules of the Commission on Cable Television of the State of New York, Part E, Franchising Procedure, Paragraph E. 3. Applications when received will be available for public inspection during normal business hours at the Office of the Town Clerk, Fayette, New York.

(d) All persons interested in additional information concerning the proposed award may contact Thelma I. Sisson, Town Clerk, R.D. 2, Box 43, Seneca Falls, New York 13148, Telephone 1-315-549-8775.



In the dark. WHK(AM) Cleveland doesn't like winter daylight saving time. Moreover, it's doing something about it. Within days after the Jan. 6 start of DST and heeding protests of area parents against the clock juggling, WHK began a series of editorials. Cited were the fear and dangers of winter DST plus statistics rebutting claims of energy conservation. Station said its campaign prompted state lawmakers in its area to submit resolutions to the Ohio legislature urging repeal of DST. When hearing came up in February, WHK and dozens of volunteers organized this busload of people to travel to Columbus (at the station's expense) to testify. The agricultural and environment committee heard them and, on the same day, approved the anti-DST resolution.

FCC raps WYSP(FM) on bogus billing

WYSP(FM) Philadelphia has been notified by the FCC that it faces a possible fine of \$10,000 for fraudulent billing practices and other violations. The station is a subsidiary of San Juan Racing Association, which owns other stations in Miami, Atlanta, Washington and Cleveland. WYSP said that billing violations were accidental—that the station's traffic director failed to inform the bookkeeper of advertisements that had been bumped in order to avoid heavy commercial schedules during rating periods.

A field investigation of WYSP also revealed incorrect entries and unauthorized corrections in the station's program logs, the FCC said. And in a separate action, the station was admonished for a contest allegedly rigged by the station's former manager. Although the commission said there was insufficient evidence to prove the contest a fraud, it noted that the management of WYSP had been "seriously derelict" in its contest supervision.

Denver stations unite on career presentations

In a joint venture aimed at educating Colorado youth to a variety of career possibilities, Denver area broadcasters are joining with representatives of other fields in "Expo 74," a career-planning fair for junior high school students.

The communications cluster, a portion of the fair devoted to broadcasting, newspapers, magazines and advertising, will present the industry as a whole to those attending through presentations and a look at jobs actually being performed.

Participating broadcasters—including 15 radio and four TV stations—will utilize radio and TV studios with broadcast capabilities to demonstrate broadcast op-

erations. The studios will also serve as communications centers for the fair.

Local coalition renews attack on WBNS-TV

Media control, discrimination charges again raised in court argument

The Columbus Broadcasting Coalition last week went to the U.S. Court of Appeals for the District of Columbia Circuit to argue its case that the FCC should reverse its 1970 grant of a license renewal to WBNS-TV Columbus, Ohio, and hold a hearing on the matter.

The coalition had asked the commission to defer WBNS-TV's renewal application for the 1973-1976 period until it received judicial review of the 1970 grant, but the commission denied that request.

In court last week the coalition charged the Wolfe family, owners of WBNS-TV, have a concentration of control in the Columbus area because they also own WBNS-AM-FM, as well as the *Columbus Dispatch* and have "operating control" of the *Citizens Journal*.

The FCC is deferring to its multiple-ownership rulemaking, the coalition charged, and this tactic to refuse to consider its specific allegations is a "shell game."

The commission poses a "Catch-22 situation" it said, by requiring that there must be substantial evidence before a hearing can be held. Yet, it said, there is no way to prove its case without pretrial discovery and a hearing.

The FCC replied in court that the commission "is not uninterested" in the coalition's charges and in fact waived its rules to hear "a plethora" of its arguments. But, it said, the concentration-of-control issue is a complex one and is better handled in an over-all rulemaking. Oral argument in that rulemaking is scheduled for June.

PBS draws up list of candidates for program co-op

Public-affairs shows dominate choices of stations that will be sharing costs; closed-circuit briefing set this week

What kind of national programing interests public television stations? Traditionally, the answer has been whatever the Public Broadcasting Service offers. Now that the stations may be financing a good chunk of those programs with their own funds, the stations are holding to the same line, but are becoming more selective.

Asked by PBS two weeks ago to specify which national programs they would be willing to help finance if the proposed National Station Cooperative becomes a reality, the 244 public television stations opted largely for tried-and-true offerings—the shows now on the PBS interconnection, with a particularly strong emphasis on public affairs.

PBS's programing and finance committees had sent a catalogue of some 180 programs produced or proposed for national distribution to the stations, asking that each program be ranked on a scale of one to five, according to preference. From the returns, the PBS committees last week were able to release a list of 82 programs that will be considered for inclusion in the program co-op. The co-op, which still needs the approval of the PSB executive committee and boards, will be financed by the stations and by a national trust administered by PBS and funded largely by money from the Ford Foundation. PBS hopes the project will be operational by next fall.

The stations will be given a detailed look at the plan this week when PBS officials address them over closed-circuit television. The developmental plan will culminate in a major meeting this June in Washington, where station executives will hammer out details for the system ("Closed Circuit," March 4).

Of the 15 program classifications in the PBS list released last week, public affairs programing represented the largest category. Included are several current shows in serious financial straits, such as WGBH-TV Boston's *The Advocates*, William F. Buckley Jr.'s *Firing Line* and several Washington-oriented series produced by WETA-TV Washington-affiliated National Public Affairs Center for Television.

The list also includes three black-oriented series that presently lack sufficient funding to be included in the PBS interconnection: WNET-TV New York's *Black Journal* and *Soul* as well as WHYY-TV Philadelphia's *Black Perspective on the News*. None of these programs is now carried by PBS. The current lack of any black series on PBS has prompted a group of black leaders organized by *Black Journal* Executive Producer Tony

Brown and known as the Corporation for Blacks in Public Broadcasting to demand a substantial cut in public broadcasting's federal appropriations, representation on existing industry decision-making bodies, and it has threatened to challenge individual stations' license renewals at the FCC.

In the PBS list is an offering that should please women activists who have been making similar charges. The program, *Woman*, is being developed by WNET(TV) Buffalo, N.Y.

The Children's Television Workshop, which is reported to be having financial problems, would also benefit from the co-op. Its two popular programs, *Sesame Street* and *The Electric Company*, were included in the stations' choices. Also

endorsed were the other two major children's shows currently transmitted by PBS, WGBH-TV's *Zoom* and Family Communications Inc.'s long-running *Mr. Rogers' Neighborhood*.

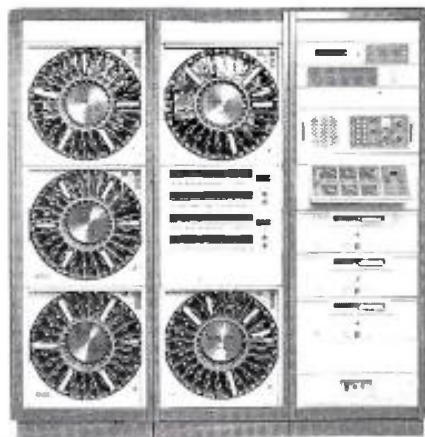
Howard goes for third

Howard University School of Communications will hold its third annual Black Careers in Communications Conference March 13-15. The event will draw media recruiters and job seekers from across the nation in an attempt to bring together blacks qualified for mass media jobs and prospective employers from communications industry. Some 100 firms have registered, representing TV, radio, print, ad-

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vertising, and the communications arts and sciences. A computer matching technique will pair employers with qualified applicants. Keynote speaker for the March 14 luncheon at Washington's Mayflower hotel will be FCC Commissioner Benjamin Hooks; Rev. Jesse Jackson is slated to address awards banquet Friday evening, also at the Mayflower. During the three-day career conference, workshops will be offered on such topics as black journalists, special programming for blacks, TV and radio news reporting, and cable TV. Registration for the conference will be at Howard's Cramton auditorium, with the interviewing and workshops at the Mayflower.

**A view from the bridge:
Duffy suggests changes in
children's TV ratings,
sees shortcomings in
Nielsen overnights**

ABC-TV Network President James E. Duffy lauded the TV networks last week for reducing violence and clutter in children's programs and developing outstanding specials, prime entertainment shows and news and documentary productions. But that praise was tempered by his admission that problem areas still exist, chiefly, he said, in the practice of weekly audience ratings for children's programs and the new Nielsen overnight ratings service.

In a talk before the Philadelphia Television-Radio Ad Club last Tuesday (March 5), Mr. Duffy renewed a suggestion that emerged from the ABC Children's Programming Workshop in New York three years ago with a call for the possible elimination of weekly audience ratings for children's programs.

The highly competitive nature of Saturday morning programming is the root of the television industry's problem, he said. While the chief concern during those periods should be for the welfare of the children, each network is instead concerned with outrating the competition.

"I would suggest that we once again look at the feasibility of special industry in-depth measurement not only of circulation but of attitude toward children's programming, including commercial content, on a once-a-quarter basis," Mr. Duffy said. "I am convinced that such an industry-wide move would not only upgrade the quality of children's programming, but receive the enthusiasm of commercial endorsement."

Turning to the new Nielsen national overnights, Mr. Duffy said ABC subscribed to the service last fall because Nielsen had promised to improve its national audience sampling base.

"But alas, even this initial gun misfired," Mr. Duffy stated. "We came to find that Nielsen did not increase its sample size, based, so they informed us, on economic ground. That is, they found that other subscribers would not bear the cost of the service itself."

**TV and the young
to take center stage
at Kennedy Center**

International festival in Washington, under sponsorship of ACT, to offer perspective on children's programming; Ralph Nader to be keynote speaker

A look at what's happening in programming for the young around the world as well as an examination of children's programming issues will take place in the International Festival of Children's Television March 31-April 2 at the Kennedy Center in Washington. Sponsor will be Action for Children's Television, Newtonville, Mass.

The symposium, which will bring together filmmakers, educators and television producers and programmers, present and evaluate quality children's fare from around the world in an attempt to encourage excellence in programming for the young, according to Peggy Charren, president of ACT. The symposium will offer a forum for the exchange of ideas and approaches, she also noted.

Opening night will feature a collage presentation of TV programs from Norway, Mexico, France, England, Venezuela, Czechoslovakia, Canada, Sweden, Japan, African nations and the U.S. in a program titled "An Extraordinary Evening with Children's Television." Full-length versions of these programs will be available for viewing in a special viewing area at the center.

Monday morning (April 1) will be devoted to a session on special programming needs for children with a look at programming for the handicapped, programming for ethnic and racial groups, instructional programming and consumer education for children. Speakers will include Ray Hubbard, vice president of programming for Post-Newsweek stations; Gordon Berry, consultant to CBS-TV on children's programming; Tadakatsu Seguro, director of NHK Japan's New York center; Rene Cardenas, executive director, Bilingual Children's TV Inc.; David Hudgson, producer, Thames Television, London, and Joan Gussow, nutritionist and educator, Columbia University.

Afternoon workshops will bring together television producers, educators and experts in the four areas for an in-depth look at those topics.

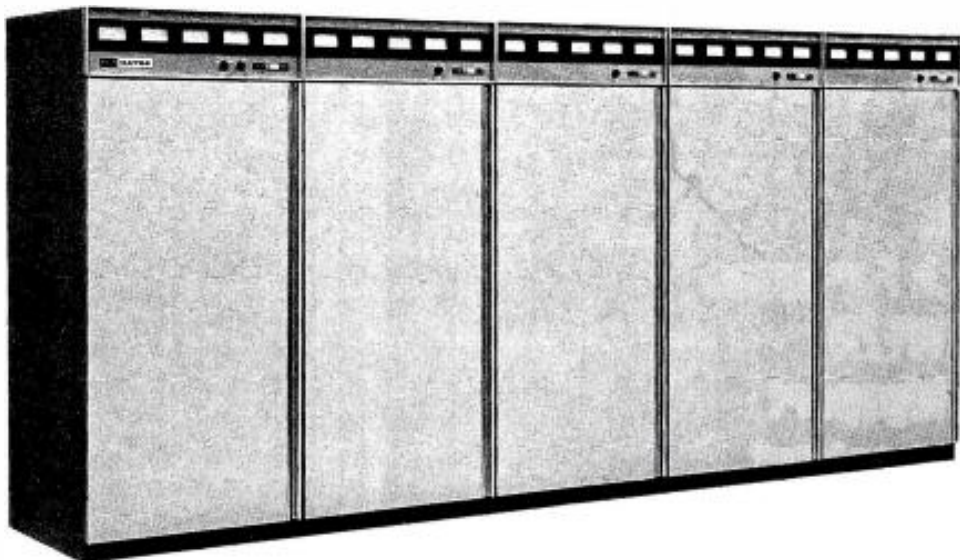
A reception and dinner follow Monday evening with Ralph Nader scheduled to speak.

Tuesday morning a panel of broadcasters and program managers will focus on "Creative Approaches to Syndication and Distribution of Children's TV Shows." Participants will include: Squire Rushnell, vice president-children's programming, ABC-TV; Kenneth A. Cox, former FCC commissioner and now attorney with Haley, Bader & Potts, Washington; Richard Block, president, Kaiser Broadcasting; Richard Burdick, vice president-creative services, WCVB-TV Boston; William Dilday, general manager, WLBT(TV) Jackson, Miss., and Wynn Nathan, vice president, Time-Life Films, New York.

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NBC-TV programmers make a triple splash

Network is again runner-up to CBS
in Nielsens, unveils summer line-up,
gets Meredith to forsake Cosell

ABC-TV, which moved into second place behind CBS-TV on the strength of a fast start during the first four weeks of the second season (BROADCASTING, Feb. 18), has been sandbagged by a mid-February resurgence of NBC-TV. Over the past three weeks (Feb. 11-March 3), CBS came up with a 21.3 National Nielsen rating, good for first place, but NBC finished a strong second (with a 20.7 rating) and ABC managed only an 18.3 rating. Over-all season-to-date Nielsens (Sept. 10, 1973-March 3, 1974) show CBS as the clear leader with a 21.3 rating, NBC in second place with a 19.0 and ABC third with a 17.8.

NBC built its mid-February recovery on a recent string of surprisingly high-rated movies, led by the made-for-TV "A Case of Rape" (BROADCASTING, March 4), but also including four theatrical movies: "The Great Escape," "20,000 Leagues Under the Sea," "The Wizard of Oz" and "The Scalphunters"; plus the continued strength of the regularly scheduled *Sanford and Son*, *Colombo* and *McCloud*.

In the most recent week of National Nielsens (Feb. 25-March 3), NBC won three nights (Monday, Friday and Sunday) and CBS took three (Wednesday, Thursday and Saturday).

NBC also became the first network on the street with its summer schedule. The singer-composer Mac Davis will headline a new variety hour, which will replace *The Flip Wilson Show* (already canceled) for eight weeks, beginning July 11 (Thursday, 8-9 p.m., NYT). And another new variety hour, *Comedy Store*, will replace *Music Country USA* (which probably won't return, due to ratings anemia), for a total of 10 weeks, beginning June 6 (Thursday, 10-11 p.m.). *Comedy Store's* executive producer is Greg Garrison.

In addition, NBC will move its *Monday Night at the Movies* to Fridays (9-11 p.m.), beginning May 31, to make way for a new round of 15 Monday major league baseball games. And, in the final move on NBC's summer chessboard, *The Brian Keith Show*, which the network now telecasts on Fridays at 9:30 p.m., will be pushed up an hour, to serve as lead-in for the Friday movies.

One of the "occasional guest celebrities" on NBC's Monday baseball will be Don Meredith, who left a spot on ABC's Monday-night pro-football games to sign "a long-term, exclusive agreement" with NBC. The deal was announced last Wednesday (March 6). Mr. Meredith will not only cover baseball and pro football on NBC, according to Herb Schlosser, president of the network, but will also appear as an actor in regular series and made-for-TV movies and do "guest appearances on our variety and talk shows."

ABC sources said that "we'll be taking

our time" in seeking out a replacement for Mr. Meredith on Monday-night football. These sources denied reports that Joe Namath, the New York Jets' quarterback, is under consideration for the job. With Mr. Meredith on ABC-TV pro football were Howard Cosell and Frank Gifford.

'Wide World of Sports' runs away with the race

ABC takes the latest Nielsen trophy;
CBS and NBC hope to pull alongside
as hockey, basketball playoffs begin

In the five weeks it has been on the network, ABC-TV's new Sunday edition of *Wide World of Sports* has done twice as well in the ratings as National Basketball Association games on CBS and almost tripled the numbers NBC is averaging for its telecasts of National Hockey League hockey.

In season-to-date (Jan. 6-Feb. 10) national Nielsens, the Sunday *Wide World* has averaged a 14.8 rating (based on an average clearance of 173 affiliates, for a 95% coverage), compared to basketball's 7.2 rating (191 affiliates, 92% coverage) and hockey's 5.1 rating (179 affiliates, 94% coverage).

These ratings are not, however, based on head-to-head competition. In most weeks, only the first half-hour of the 90-minute *Wide World* overlaps basketball and hockey.

A CBS spokesman predicted that the NBA playoff games, which get under way later this month, will siphon off some of the *Wide World* audience. And in line with the expected jump in ratings, CBS is raising the rate-card price from \$28,000 a minute (for regular-season games) to \$38,000 a minute (for Saturday-afternoon playoff games), \$44,000 a minute (Sunday-afternoon playoffs), \$60,000 a minute (prime-time playoffs), \$52,000 a minute (Sunday-afternoon championship games) and \$70,000 a minute (prime-time championship games). CBS is in the first year of a \$27-million, three-year contract with the NBA.

NBC sources say they expect that the NHL playoff games will nudge their ratings up. NBC's regular-season hockey games cost a sponsor \$15,000 a minute, with weekend-afternoon playoff games tabbed at \$18,000 a minute and prime-time playoffs set at \$40,000 a minute. NBC is on the second year of a reported \$8-million, three-year contract.

ABC charges sponsors a flat \$33,000 for a minute in the Sunday *Wide World*, which will end its current season with the April 14 program.

90% clearance for MGM

MGM Family Theater's second offering, "Knights of the Round Table," a two-hour feature movie starring Robert Taylor, Ava Gardner and Mel Ferrer, was cleared by 146 TV stations covering 91% of the country for March 10 broadcast (5:30-7:30 p.m.). This is the second

Family Theater offering this year; the first was "The Yearling," broadcast Sept. 9 in 145 TV markets, which received a 15.8 rating and a 40 share, according to MGM officials. The third presentation this year will be "Tom Thumb" starring Russ Tamblyn, Peter Sellers and Terry Thomas, for April 21 broadcast.

Half of 16 minutes in the two-hour show is reserved by MGM with General Foods (Benton & Bowles) as the major sponsor. The remaining eight minutes is available to stations for sale to local sponsors.

Other features that are to be shown on the three-per-year schedule are "Wonderful World of Brothers Grimm," "Lili," "Sleeping Beauty," "Peter Rabbit," "Glass Slipper" and "National Velvet."

'Dark Shadows' suit filed

ABC and Worldvision Enterprises have been sued by Dan Curtis Productions, Los Angeles, in an antitrust class action Mr. Curtis's *Dark Shadow* series, carried on ABC-TV daytime from 1966 to 1971.

Mr. Curtis claimed in a complaint filed in the U.S. District Court in New York that it was the practice of all three networks in the 1960's to compel a independent producers to agree to certain terms, including assignment of syndication rights, before consenting to exhibit shows. It said the assignment of such rights was "exaction," a practice outlawed by anti-trust laws. Curtis argued that such agreements tended to give networks monopolistic power. It asked the court for treble damages on the \$1 million loss it is claiming.

The plaintiff said that ABC assigned the domestic and international syndication rights to *Dark Shadows* to ABC Films, then the syndication division of ABC. ABC Films was sold in early 1973, under an FCC divestiture order, to a group of its key executives and renamed Worldvision.

(In 1970, the FCC told the three networks to divest themselves of program syndication activity. All three have complied.)

Both ABC and Worldvision declined comment last week on the suit.

Double teaming

For years, Iowa television stations feverishly competed for broadcast rights to the State High School Boys Basketball Championships, considered one of the hottest sports spectacles in Iowa. That was the condition until the Iowa Broadcasters Association and the Iowa High School Athletic Association came up with a hands-across-the-court idea to make the telecasters happy and insure statewide coverage of the annual tournament. The IBA has been designated as producer for the 16-game competition. An executive producer (this year it's William F. Turner, KCAU-TV Sioux City, and president of IBA) is designated and a one-shot TV production committee set up. The committee arranges for equipment, play-by-play and color announcers,

telephone lines and handles partial sponsorships on a number of the stations. After the tournament, outstanding bills are split by the participating stations—seven so far for 1974.

Still no link to violence

Psychologists who experimented for CBS in 1971 expand on findings in new book and again conclude: No reason yet to put blame on TV

All that talk about television violence leading to real-life violence may be a bum rap.

That, in effect, is one of the conclusions of a new book by Dr. Stanley Milgram, noted sociopsychologist, and Dr. R. Lance Shotland, Dr. Milgram's associate in the field experiments that the book describes.

The now well-known experiments involved the broadcast of a 1971 episode in CBS-TV's prime-time *Medical Center* series with three different endings in three different cities, to see whether or to what extent viewers might, under different circumstances, imitate incidents of antisocial behavior incorporated in the program. The book does not add a great deal to the detailed report and conclusions that Dr. Milgram presented orally to the psychology section of the New York Academy of Sciences almost two years ago (BROADCASTING, May 22, 1972). But it does make its points more formally. For instance:

"It is possible that people have been entirely too glib in discussing the negative social consequences of the depiction of television violence. Personally, the investigators find the constant depiction of violence on television repugnant. But that is quite different from saying it leads to antisocial behavior among its viewers. We have not been able to find evidence for this; for if television is on trial, the judgment of this investigation must be the Scottish verdict: Not proven."

Drs. Milgram and Shotland concede that factors not involved in these experiments might produce different results; that, for instance, TV violence may have a cumulative, long-term impact on viewer behavior. But, they continue, "it seemed to us logical to start with a single program; if we could have demonstrated imitative effects in this single program, we could without equivocation have concluded that television stimulates antisocial behavior. That we did not find an effect does not exclude this possibility. We believe that future inquiry should direct itself to the long-range effects of television, of many programs, over a period of time."

The 183-page book, "Television and Antisocial Behavior," is published by Academic Press, New York and London. CBS underwrote the experiments at a cost reportedly close to \$500,000 but had no say-so over them or the interpretation of their findings. Drs. Milgram and Shotland say they "regard this, not as the fulfillment of television obligations to society, but as a firm precedent, on which future investigation shall move ahead."

Program Briefs

Paulson loses again. U.S. appeals court has upheld 1972 FCC ruling that comedian Pat Paulson's appearances as entertainer in 1972 when he also was avowed candidate for Republican nomination for presidency constituted use of broadcasting under equal-time provisions of Section 315. Ninth circuit three-judge panel held that Section 315 of Communications Act applies even for non-political appearances by TV entertainer when he is legally qualified candidate. Mr. Paulson argued FCC was inflexible in applying Section 315 to him and that it ran counter to his rights as citizen to be candidate for office. He claimed it cost him \$6,000 plus unmeasurable rerun payments when he was cancelled out of two NBC shows as well as job as host of Walt Disney segment. His 30-second appearance in NBC *Saturday Night Movie* Feb. 5, 1972, ("Where Were You When the Lights Went Out?") forced that network to provide exactly that amount of time to two other candidates for Republican nomination. Appeal was argued last December.

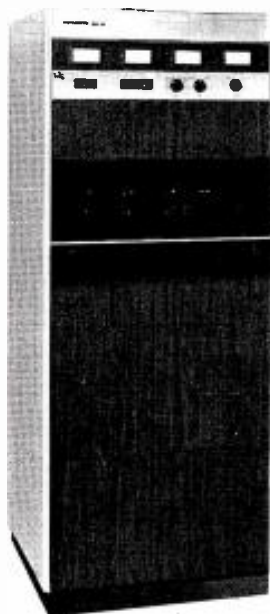
'Broadway' melodies. Syndicast Services, New York, has produced and placed on 35 TV stations one-hour musical special, *Broadway, My Street*, for telecasting in April 9-20 period. Bristol-Myers Co., through Grey Advertising, both New York, is principal barter advertiser for *Broadway*, which stars Florence Henderson and features Jerry Orbach, the cast of "Grease" and Virginia Capers and Jon Rubenstein.

Sweet tune. NBC-owned stations have bought Ralph Edwards Productions' *Name That Tune*, new half-hour TV series distributed by Station Syndication Inc. (Sandy Frank Co.), New York, for showing in prime access time next fall on five stations. Agreement also calls for development of pilot of *Tune* by Edwards for daytime strip with different host to be carried on NBC-TV. Tom Kennedy is in access version.

Fifteen for five. Directors Guild of America, Los Angeles, has nominated 15 directors for five awards to be made March 16 at DGA annual banquet there. Among 15 nominations, 10 represent CBS shows, four ABC and one NBC. Nominated in comedy: Hal Cooper, *Maude* (CBS); Gene Reynolds, "Deal Me Out" episode in *M*A*S*H* (CBS); Jay Sandrich, "Lou's First Date is 80-Years Old" episode of *Mary Tyler Moore Show* (CBS). Dramatic series: Charles S. Dublin, "Knockover" episode of *Kojak* (CBS); Harry Harris, "The Journey" episode of *The Waltons* (CBS); Jerry Thorp, "Eye for An Eye" episode of *Kung Fu* (ABC). Musical-variety: Art Fisher, *Sonny & Cher Comedy Hour* (CBS); Davie Powers, *Carol Burnett Show* (CBS). Documentaries: Dennis Azzarella, "The Killer Instinct" episode of *Primal Man* (ABC); Arthur Bloom, *60 Minutes* (CBS); Alvin R. Mifelow, *JFK—A Time to Remember* (ABC). Specials: Robert Butler, *Blue Knight*, (NBC); Anthony Harvey, *Glass Mena-*

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gerie (ABC); Joseph Sargent, "Marcus-Nelson Murders" (CBS).

NATRA honors. National Association of Television and Radio Artists was to hold its first annual "Excellence in Communications" awards dinner at New York Hilton Saturday (March 9). To be honored: FCC Commissioner Benjamin Hooks, Children's Television Workshop President Joan Ganz Cooney, composer-musician Isaac Hayes, satirist Dick Gregory and disk jockey William (Boyz) Brown. Posthumous award was to be conferred on Michele Clark, CBS News correspondent killed in 1972 plane crash. Public Broadcasting System's *Soul* was to be given award for program excellence.

'Manipulating'. ABC charged Motion Picture Association of America with "classic example of manipulating statistics to support preconceived but erroneous conclusions." Network made accusation in reply to supplemental filing by MPAA on pay-cable question. In effort to persuade FCC to relax two-year rule to five years, MPAA statistically "proved" that average feature film reaches TV in 60.5 months. ABC contends that two to three years is more accurate interpretation of statistics.

BBC's 'Crusoe'. BBC announced last week that two-hour TV adaptation of "Robinson Crusoe" will be its first production in cooperative programming venture with NBC. Earlier NBC had said its first presentation will be two and one-half hour version of Arthur Miller's "After the Fall." Both specials will be carried during 1974-75 season.

C&W from Hollywood... Altfeatures Inc., Los Angeles, was to begin production March 9 of *Palomino Country*, country-and-western music series for radio, starring country singer Sue Thompson and co-hosted by Jay Lawrence, KLAC(AM) Los Angeles personality. Hour show, scheduled for 52 segments, will be taped before live audience at Palomino Club, North Hollywood, Calif. First guest was to be long-time country artist and *Grand Ole Opry* star, Ernest Tubbs. Series, to be syndicated through London Wavelengths, New York, has Sheldon I. Altfield as executive producer; Paul Werth as director, and Shirley Palmer as producer.

Help for handicapped. Public Broadcasting Service started its experimental program to test system of captioning shows for deaf audiences when 12 PBS-affiliated TV stations received March 3 transmission of public television's *Religious America* series complete with encoded captions. System, through which captions could only be viewed on TV receivers equipped with special decoding device, is being funded by Department of Health, Education and Welfare. During experiment, which runs through this June, hard-of-hearing persons are being invited to view programs at selected PBS stations and offer comment. Results will be tabulated by Washington's Galludet College. Two systems are being tested, one developed by National Bureau of Standards and one by Hazeltine Research

Corp. with help from PBS engineers. Purpose of experiment is to measure effectiveness of both systems for possible general broadcast use.

Going national. Home International Television, Los Angeles, reports it has sold half-hour children's series, *Jabberwocky*, to Mattel Inc., Hawthorne, Calif., and Nabisco Inc., New York, for showing on barter basis in top 100 markets, starting in fall. Agency is Ogilvy & Mather, Los Angeles and New York. *Jabberwocky* is produced by WCVB-TV Boston and has been on air locally for a number of years.

California history. Vidistrib Inc., Los Angeles, reports availability of *Big Sur—The Dream and The Enigma*, hour special tracing history of that California area. Doug McClure narrates program and interviews well-known residents. Program was produced by Black Lion Productions Ltd.

Spotlight on WFL. Hour TV special on founding of World Football League is being produced by Laurel Productions of Pennsylvania. Material will be inserted in show *The Birth of a League*, up to July 18, starting date of new pro league. Director is George Romero who last year handled Laurel specials on O. J. Simpson, Franco Harris and Willie Stargell. Producer is Richard Rubenstein. 247 Fort Pitt Boulevard, Pittsburgh 15222; 127 West 79th Street, New York 10024.

Dance and talk. Big G Productions, black independent TV program producer, has two one-hour series available, *The Real Side*, comedy teen dance program, *All of It* talk variety show. 16521 Wyoming Ave., Detroit, Mich. 48221

Reorganization. Videotape Producers Association has restructured organization and will be headed by international and national chairman of board. Mort Dubin, who was VPA's first president, will hold both posts. In addition, there will be three regional presidents—in New York, Los Angeles and Canada—instead of one.

New to TV. Cinerama Inc.'s library of feature films, not previously licensed for TV showings, will be distributed to TV by American International Television, New York and Beverly Hills. More than 50 films are in library including such titles as "Hammersmith Is Out," "Ben," "Willard," "Pay Day," "The Trojan Women" and "The Statue."

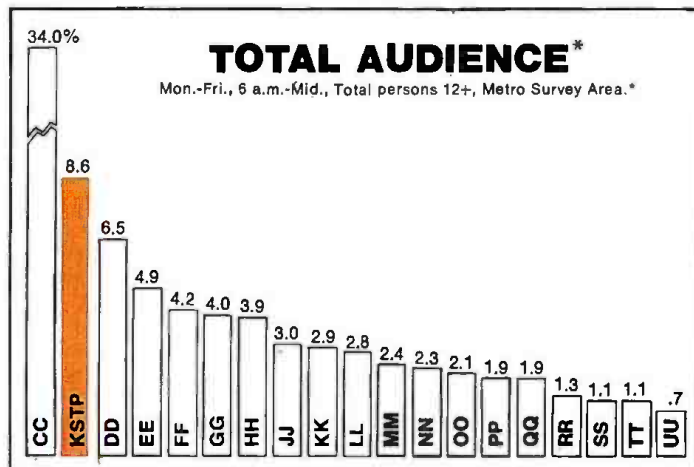
Religious perspective. Sacred Heart Program, St. Louis religious programmers, offers new five-minute radio program *Contact*. Thirty-two programs in series cover religious aspects of today's social problems by varied speakers. *Contact* available from *Sacred Heart program, department B-74, 3900 Westminster Place, St. Louis 63108.*

By George. National Telefilm Associates, Los Angeles, is offering new, first-run comedy adventure series of *George*, in 26 half-hours. Marshall Thompson is star, creator and co-producer of show about misadventures of 250-pound St. Bernard.

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*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%

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Special Report

Nixon will lead small parade of politicians at NAB's 52d

Convention agenda boasts President, Senate Majority Leader Mansfield, Texas Senator Bentsen; technical side more down-to-earth than dramatic

The National Association of Broadcasters staff is hoping that the appearance of President Nixon at its 52d annual convention in Houston next week will boost sagging attendance. Before the announcement that the President would appear before the convention next Tuesday night, registration was running about 5% off last year's record attendance.

Still, 6,000 broadcasters make a pretty big crowd. And that big a crowd is bound to draw a politician or two. And if this year's convention schedule is marked with a single outstanding feature, it is political talk.

Leading the way is, of course, the President. Though the format of his appearance had not completely taken shape at press time, it seems certain that Mr. Nixon will open with a short statement and then take questions from "a representative sampling of the broadcasters of America," as an NAB advance man put it. The NAB was not sure who would be selecting the participants in the Q and A. The select questioners will be given positions on the stage of the Jones hall. The news conference will be held at 7 p.m. central time. NBC News Washington bureau chief, Frank Jordan, will produce the pooled live coverage.

Mr. Nixon is expected to arrive at convention headquarters some time on Tuesday. The Houston appearance will be one of three the President is making in the Midwest in what appears to be a determined effort to make himself more accessible to the media, and to shatter the image of an isolated President. He will appear before the Executives Club in Chicago on Friday, and on Saturday he will be in Nashville to attend the first performance of WSM(AM) Nashville's *Grand Ole Opry* in the newly constructed Opry House.

The President will spend Tuesday night in Houston. But the NAB was tightlipped on where the presidential entourage of 70 people would be staying.

Senator Lloyd Bentsen (D-Tex.) will address the convention at a Monday

Victim. The geographic hardships encountered by the National Association of Broadcasters with its Houston convention site resulted last week in another convention institution falling by the wayside. TelCom Associates President Herb Jacobs, television's perennial oddsmaker, announced that the company's annual forecast breakfast—for 20 years a popular convention attraction—will not take place this year. For two decades, Mr. Jacobs has used the convention as a showplace for his acumen for predicting the hits and misses of the networks' forthcoming fall season. At last year's NAB gathering in Washington, the breakfast took place but Mr. Jacobs's forecasts didn't, due to the fact that the networks' fall schedules hadn't been revealed by convention time. This year, still without his main attraction, Mr. Jacobs decided that the transportation problems in Houston would make it impractical to hold the affair at its usual early hour.

luncheon. Senator Bentsen—"a good friend of the Texas broadcasters and an excellent speaker," as described by an NAB staffer—is considered among the unannounced 1976 presidential hopefuls.

And Mike Mansfield, the Senate majority leader, who speaks to the convention the day after Mr. Nixon, may very well have impeachment on his mind. Mr. Mansfield has announced procedural plans for trying the President if the House votes out a bill of impeachment. The Montana Democrat has not decided on whether or not to open the Senate trial, if it happens, to TV cameras, as some of his colleagues have suggested. "But if he makes up his mind before [the convention], Houston would be a nice place to announce it," a Mansfield aide said.

The convention will see a freshly minted FCC chairman—Richard E. Wiley. Chairman Wiley, who succeeded Dean Burch on March 8, will address the Tuesday luncheon.

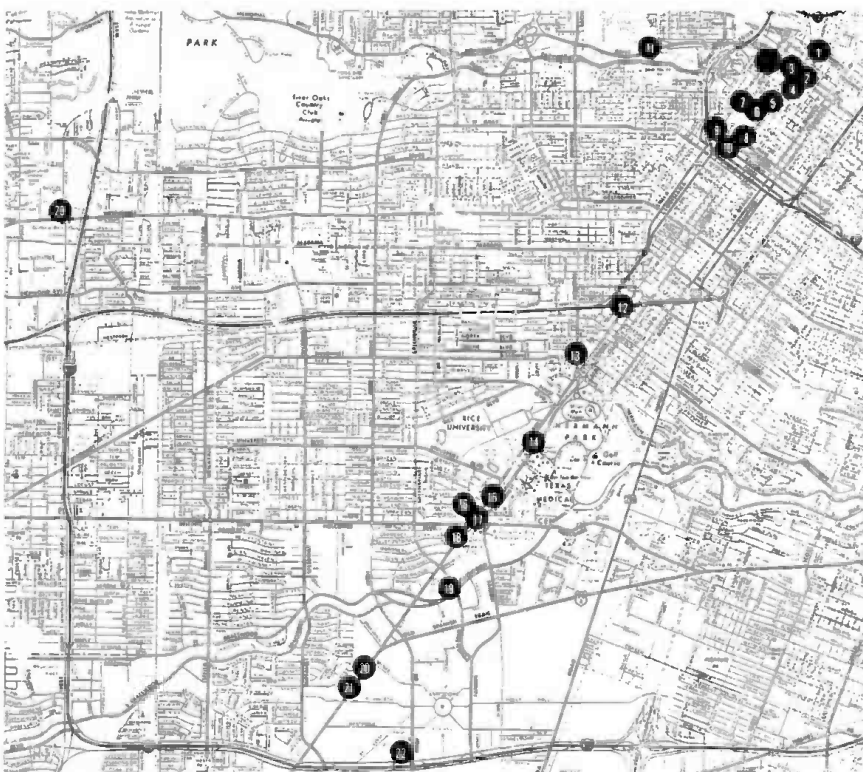
Aside from the politicians there is the technical side of the NAB convention, with some 150 manufacturers exhibiting their wares over about 67,000 square feet of space in the Albert Thomas Convention and Exhibit Center and plunking down \$6 a square foot—that's over \$400,000—for the privilege.

Broadcasters are likely to see few innovations in gear for radio. For television, though, convention goers will find a spate of hand-held color cameras as those devices grow ever smaller through improved technology.

Highlights of the 28th annual NAB Engineering Conference will include presentation of the engineering award to Joseph B. Epperson, vice president for engineering of Scripps-Howard Broadcasting Co. (see also "Profile," page 107), an address by Lieutenant Commander Robert L. Crippen, NASA astronaut. There will also be an engineering luncheon address by Dr. Leonard Reiffel, chairman of In-terand Corp.

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Reprinted from *Broadcasting*, Dec 3, 1973

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

Busing: NAB's answer to a long-distance convention

The NAB has plans to quell one of the biggest fears of the members about the Houston convention — transportation. Conventioneers will be spread out over 23 hotels in the city, some more than 30 minutes from the convention center. So, the association has arranged for special bus service. Buses will run over seven designated routes during the convention and will be identified by a yellow card on the windshield marked "NAB shuttle bus."

■ Route I runs between the convention center and the Astroworld, Marriott, Ramada and Roadrunner hotels at 15-minute intervals.

■ Route II services the Holiday inn—Main, Plaza, Shamrock, Tideland's, Tides II, Towers and Warwick hotels on a 15-minute schedule.

■ Route III buses go to the Continental Houston, Lamar and Sheraton Lincoln every 15 minutes.

■ Route IV services the Holiday Inn—Downtown, Hyatt Regency, Savoy and Whitehall hotels every 15 minutes.

■ Route V will shuttle those staying at the Holiday Inn—Civic Center every 15 minutes.

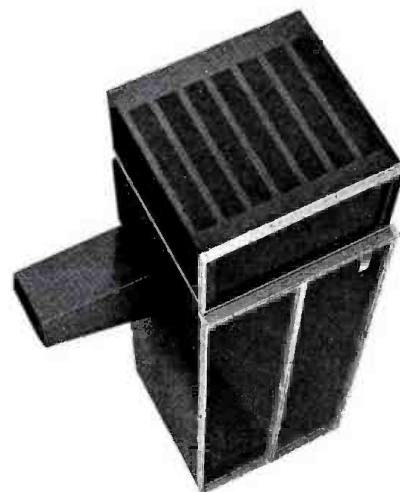
■ Route VI is the bus for Houston Oaks convention goers and will run every 30 minutes.

■ Route VII is the "Shamrock Express," running at 10-minute intervals, which will shuttle members to and from TV and radio programing suites which are, for the most part, housed in that hotel. The "Shamrock Express" will operate all four days from 10 a.m. to 10 p.m. All other bus routes operate from 9 a.m. to 8 p.m. on Sunday, 7 a.m. to 7 p.m. on Monday and Tuesday and from 7 a.m. to 5 p.m. on Wednesday.

For those who will be waiting for buses, it should be noted that the Houston weather is expected to be warm—the temperature went up to 80 there late last week—with more than a good possibility of rain some time during the four-day convention.

Coverage. *Broadcasting* magazine will have its editorial and sales headquarters in Houston's Hyatt Regency hotel during the NAB convention. On hand: John Andre, Rufe Crater, Ed James, Win Levi, Maury Long, Dan Rudy, Mike Shain, Larry Taishoff, Sol Taishoff, Don West, Dave Whitcombe and Len Zeidenberg.

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The official agenda for the 52d annual NAB convention

Registration: Convention registration desk, in the lobby of the Albert Thomas Convention and Exhibition Center, will be open: Saturday, March 16, 9 a.m.-5 p.m.; Sunday, March 17, 8 a.m.-6 p.m.; Monday, March 18, 9 a.m.-5 p.m.; Tuesday, March 19, 9 a.m.-5 p.m.; Wednesday, March 20, 9 a.m.-5 p.m.

Equipment exhibit hours: Sunday, March 17, 10 a.m.-7 p.m.; Monday, March 18, 9 a.m.-6 p.m.; Tuesday, March 19, 9 a.m.-6 p.m.; Wednesday, March 20, 9 a.m.-5 p.m.

Monday, March 18

Early bird workshops

Radio sales. Room 204, West Hall, 8:30-10 a.m. A "How To" session to help organize—or reorganize—sales departments for efficient operations. Setting goals and motivating people are among topics covered, along with training, prospecting among advertisers and effective sales meetings. Presented by: Carleton Loucks, senior vice president, Radio Advertising Bureau.

Legal. Room 106, West Hall, 8:30-10 a.m. A discussion of the FCC's new renewal procedures and recent interpretations of its program-length commercial policies. Panelists: John B. Summers, NAB general counsel; Richard Shiben, chief, FCC renewal branch; Arthur Ginsburg, chief, FCC complaints branch.

Pensions and profit-sharing plans. Room 110, West Hall, 8:30-10 a.m. A session to answer broadcasters questions about starting pension or profit-sharing plan. Panelists: John Vine, Covington & Burling, Washington; Edward C. Thompson, Connecticut General Life; Donald B. Warshauer, First City National Bank of Houston; George Kelly, NAB's insurance consultant.

Radio promotion. Room 109, West Hall, 8:30-10 a.m. A panel presentation with audience participation on such subjects as use of a station in promotion, imaginative and effective announcements, management involvement and the commuter computer. Moderator: John Furman, Cox Broadcasting, Atlanta, and president, Broadcast Promotion Association. Panelists: Mike Costello, WIOD (AM)-WAIA-FM Miami; Enda Herbst, KCGR(AM) Cedar Rapids, Iowa; Boyd Seghers, WGN(AM) Chicago; Elmo Ellis, WSB(AM) Atlanta; Jerry Wishnow, WBZ(AM) Boston.

Television news. Room 102, West Hall, 8:30-10 a.m. The regulatory climate for broadcast news. News consultants. New techniques and equipment for the newsroom. Moderator: Bos Johnson, WSAZ-TV Huntington, W. Va., and president, Radio Television News Directors Association. Panelists: Ray Miller, KPRC-TV Houston; Larry Scharff, Pierson, Ball & Dowd, Washington; Chuck Cyberski, KDUB-TV Dubuque, Iowa; Van Gordon Sauter, WBBM-TV Chicago.

Relations with citizens groups. Room 114, West Hall, 8:30-10 a.m. A panel discussion of problems involved in relations with citizens and other community groups. Do's and don'ts dealing with complaints and handling negotiations. Moderator: Elbert Sampson, NAB coordinator of public affairs. Panelists: Ernie Fears, WMAL (AM) Washington; James McCuller, National Black Media Coalition, Washington; Edward Hayes, Citizens Communications Center, Washington.

Research. Room 108, West Hall, 8:30-10 a.m. "Research—Is it Worth Doing?" Participants tell how research has helped improve their stations' services . . . how it can mean more than ratings and community needs ascertainment. Moderator: John Dimling, NAB vice president, research. Panelists: Murray Green, WNCN-FM Cleveland; H. Ray McGuire, WALA-TV Mobile, Ala.

Management assemblies

Opening general assembly (Joint session with engineers). Jesse Jones Hall, 10:30-noon. Music by North Texas State University Lab Band. Presiding: Harold Krelstein, Plough Broadcasting Co., Memphis, convention co-chairman. Invocation: Dr. Paul Stevens, Radio/Television Commission, Southern Baptist Convention. Presentation of Colors: Air Force Color Guard. Address: Vincent T. Wasilewski, president, NAB. *Presentation of NAB Distinguished*

Service Award to: Richard W. Chapin, Stuart Enterprises. Remarks: Mr. Chapin.

Management luncheon. Sam Houston Coliseum, 12:30-2 p.m. Presiding: Wilson Wearn, Multimedia Broadcasting Co., Greenville, S.C., convention co-chairman. Invocation: Rev. Kenny Sweeney, president, UNDA-USA, Indianapolis. Introduction: Mr. Wasilewski. Address: Senator Lloyd M. Bentsen (D-Tex.).

Television assembly. Jones Hall, 2:10-2:30 p.m. Presiding: Robert Wright, WTOK-TV Meridian, Miss., chairman, NAB TV board. *Television board nominations:* Ballot box will be open from 2:30-6 p.m. Monday and from 9 a.m. to 5 p.m. Tuesday in the registration area, Convention Center, East Hall.

Joint radio-TV assembly. Jones Hall, 2:30-4 p.m. Presiding: Andrew M. Ockershausen, Washington Star Stations, Washington, chairman, NAB board of directors. How to win friends and work effectively with Congress. Moderator: Grover Cobb, NAB senior executive vice president. Participants: Representative Lionel Van Deerlin (D-Calif.); Representative Clarence Brown (R-Ohio); Representative Barbara Jordan (D-Tex.); Representative John McCollister (R-Neb.).

Television conference. Jones Hall, 4-5:15 p.m. Presiding: Wilson Wearn, convention co-chairman. Program conference '74: television programming for the future. Moderator: Herb Jacobs, chairman, Telcom Associates Inc. Panelists: Robert Howard, president, NBC-TV; Elmer Lower, president, ABC News; John Mitchell, president, Screen Gems; Roger Rice, vice president, Cox Broadcasting and chairman of INTV; Robert King, executive vice president for TV Capital Cities Communications.

Tuesday, March 19

Early bird workshops

Government relations. Room 114, West Hall, 8-9:30 a.m. "The Art of Practical Politics". A session that stresses the importance of grass roots activities with emphasis on working on Capitol Hill and back in the community. Moderator: Donald P. Zelfang, NAB vice president for government relations. Panelists: Eugene S. Cowen, ABC vice president, Washington; Roy Elson, NAB vice president, government relations; George Gray, Avco vice president, Washington; William Carlisle, NAB vice president, government relations; Victor E. Ferrall Jr., Koteen & Burt, Washington.

Broadcast editorials. Room 108, West Hall, 8-9:30 a.m. The "How and Why" of editorializing. A film presentation on the "Anatomy of a Broadcast Editorial." Case histories of successful broadcast editorial campaigns. Moderator: Peter Kohler, WCBS-TV New York. Panelists: James Johnson, KHOL-TV Kearney, Neb.; Richard Hughes, WPIX-TV New York; Bryson Rash, WRC-TV Washington.

American Women in Radio and Television. Room 109, West Hall, 8-9:30 a.m. "You've Come a Long Way, Maybe." AWRT's new research questionnaire shows women can assume increasingly responsible roles in broadcasting. Learn how to put this power to work. Moderator: Jane Cohen, WRC-TV Washington. Panelists: Freida Day, WIND(AM) Chicago; Patricia Nealin, WGN(AM) Chicago; Lois Siegal Schwartz, Washington attorney.

Labor relations. Room 110, West Hall, 8-9:30 a.m. Coping with the threat of an employee work stoppage; a discussion of contingency operations planning and implementation, and pressures on advertisers and revenues under strike conditions. Moderator: Ron Irion, NAB director of broadcast management. Panelists: Robert Pantell, Metromedia, Minneapolis; Carl Jaquint, WNYS-TV Syracuse, N.Y.; Robert Haythorne, Kirkland & Ellis, Chicago; Richard Hotvedt, Morgan, Lewis & Bockius, Washington.

Radio sales. Room 204, West Hall, 8-9:30 a.m. (See Monday's program for details.)

Legal. Room 106, West Hall, 8-9:30 a.m. (See Monday's program for details.)

Television news. Room 102, West Hall, 8-9:30 a.m. (See Monday's program for details.)

Management assemblies

Radio management conference. Jones Hall, 9:45-noon. Presiding: Clint Formby, KPAN(AM) Hereford, Tex., chairman, NAB radio board. Meet your new radio directors, conducted by Mr. Formby.

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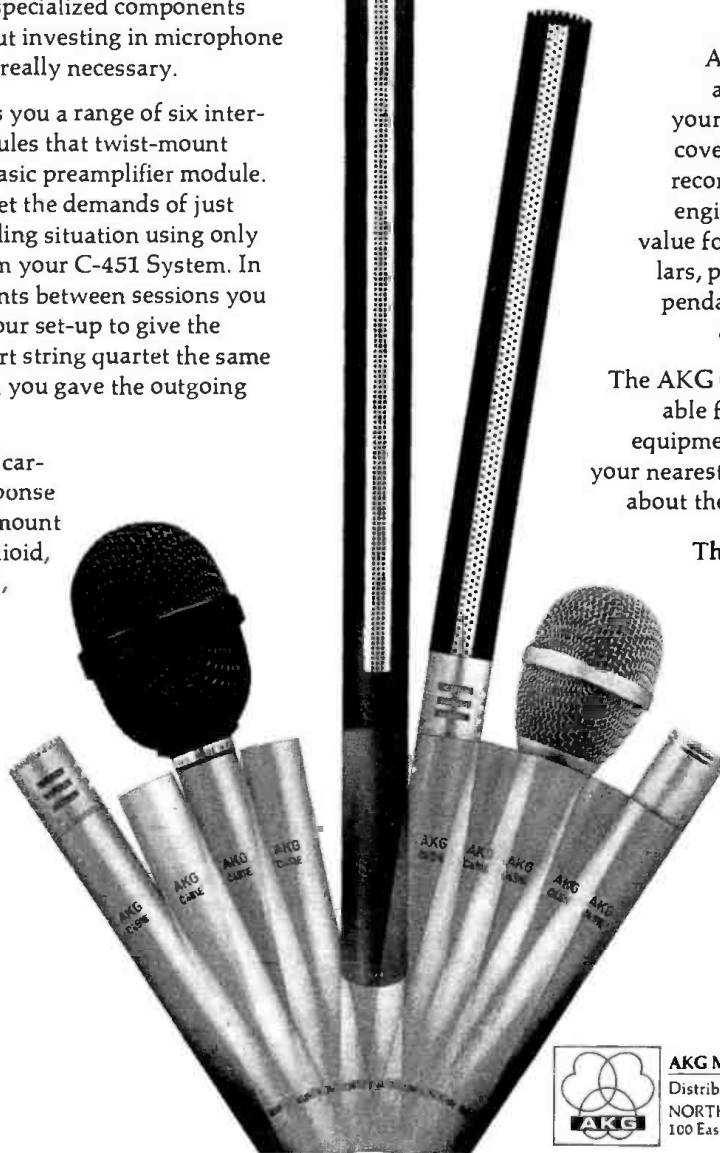
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Radio Information Office report: Charley Jones, NAB's RIO director. *Radio Advertising Bureau presentation.* Miles David, president; Robert H. Alter, executive vice president; Carleton Louckes, senior vice president.

Radio programming . . . future shock. Jack Thayer, Nationwide Communications, Columbus, Ohio.

Secondary markets television program. Room 114, West Hall. Presiding: William F. Turner, KCAU-TV Sioux City, Iowa, chairman, NAB secondary market television committee. Broadcasting pro's lead the way in with T/A. Dr. Herb True, South Bend, Ind.

Promoting your television station. Program and sales promotion ideas for your market with a realistic budget. Moderator: John Furman, Cox Broadcasting Corp., Atlanta, and president, Broadcasters Promotion Association. Panelists: Guy Bailey, WCPO-TV Cincinnati; Lynn Grasz, KOLN-TV Lincoln, Neb.; Boyd Seghers, WGN-TV Chicago; Howard Wry, WHNB-TV West Hartford, Conn.

The case for computers. Room 107, West Hall. The use of computers in engineering, programing, accounting, sales—and the potential pitfalls. (Television delegates join the TV Engineering Conference at 11 a.m. for this session.)

Management luncheon. Sam Houston Coliseum, 12:30-2 p.m. Presiding: Harold Krelstein, Plough Broadcasting Co., Memphis, convention co-chairman. Invocation: to be announced. Introduction: Vincent T. Wasilewski, president, NAB. Address: Richard Wiley, chairman, FCC.

Exhibit time. To permit visits to the NAB broadcast exhibits Tuesday afternoon, no sessions are scheduled during that time period.

Meeting with President Nixon. Jones Hall, 7 p.m.

Wednesday, March 20

Early bird workshops

Financial management. Room 110, West Hall, 8-9:30 a.m. "Beating the Profit Squeeze." A presentation by the Institute of Broadcasting Financial Management on cutting costs and improving cash flow in the face of an energy-induced recession. Moderator: Paul Freas, Evening Star Broadcasting, Washington. Panelists: Harold Poole, Gilmore Broadcasting, Harrisonburg, Va.; Fred Cige, Metro-media, New York; Ablah Church, Storer Broadcasting, Miami.

Radio sales. Room 204, West Hall, 8-9:30 a.m. (See Monday's program for details.)

Legal. Room 106, West Hall, 8-9:30 a.m. (See Monday's program for details.)

Government relations. Room 114, West Hall, 8-9:30 a.m. (See Tuesday's program for details.)

Broadcast editorials. Room 108, West Hall, 8-9:30 a.m. (See Tuesday's program for details.)

Radio promotion. Room 109, West Hall, 8-9:30 a.m. (See Monday's program for details.)

Management assemblies

Small market radio session. Room 107, West Hall, 9:45 a.m.-noon. Presiding: Harold Krelstein, Plough Broadcasting, Memphis, co-chairman, convention committee.

The FCC inspector. A mock field inspection based on the most frequent citations and the latest FCC rule changes. Inspector: Jim Moren, NAB regional manager and former FCC field inspection chief. Station manager: Frank Balch, WJOY(AM) Burlington, Vt. Chief Engineer: Eldon Kanago, KICD(AM) Spencer, Iowa.

Meet your new small market committeemen. Clint Formby, KPAN(AM) Hereford, Tex., chairman, NAB radio board.

Small market radio and the FCC. A discussion of the FCC's relationship with small market broadcasters, with time for questions and answers. Moderator: Richard E. Wiley, FCC chairman. FCC panel: Wallace Johnson, chief, Broadcast Bureau; Harold Kassens, assistant chief; Richard J. Shiben, chief, renewal branch; Arthur L. Ginsburg, chief, complaints branch.

Television management conference. Jones Hall, 9:45 a.m.-noon. Presiding: Wilson Wearn, Multimedia Broadcasting Co., Greenville, S.C., convention co-chairman.

National Academy of Television Arts and Sciences. Presentation

of national awards for community services.

Jerry Lewis—a tribute to television. Jerry Lewis.

Local children's television. An exchange for ideas—future direction and development. Robert Gordon, WCPO-TV Cincinnati; Roger Fransecky, University of Cincinnati; Robert Gillespie, General Foods Corp., White Plains, N.Y.; Harold Niven, NAB vice president, planning and development; Bob Keeshan (Captain Kangaroo), CBS-TV New York.

Commercial television in the decade ahead. Pay TV: Meeting the Siphoning Threat: Willard Walbridge, chairman, NAB pay TV committee; Eamon Brennan, Hill & Knowlton; Robert Resor, executive director, NAB pay TV committee. CATV and the Cities: Kevin White, mayor of Boston; The Television Market: Norman E. (Pete) Cash, president, Television Bureau of Advertising. A Look Ahead: Roy Danish, director, Television Information Office.

Convention luncheon. Sam Houston Coliseum, 12:30 p.m.-adjournment. (Joint session with engineers.) Presiding: Wilson Wearn, Multimedia Broadcasting Co., Greenville, S.C., convention co-chairman. Invocation: To be announced. Introduction of speaker: Vincent T. Wasilewski, president, NAB. Address: Senator Mike Mansfield (D-Mont.), Senate majority leader.

Related convention activities

(Not a part of the official NAB convention program)

Thursday, March 14

9:00 a.m. American Forces Radio and Television Workshop. Trinity and Cougar rooms, Rice hotel.

Friday, March 15

8:00 a.m. Broadcast Education Association board of directors meeting. French salon, Sheraton Lincoln.

9:00 a.m. American Forces Radio and Television Workshop. Trinity and Cougar rooms, Rice hotel.

10:00 a.m. Broadcast Education Association registration. Bayou room, Sheraton Lincoln.

8:00 p.m. BEA workshops. Sheraton Lincoln.

Saturday, March 16

8:30 a.m. BEA seminars. Sheraton Lincoln.

9:00 a.m. American Forces Radio and Television workshop. Trinity and Cougar rooms, Rice hotel.

10:30 a.m. BEA general session. West ballroom, Sheraton Lincoln.

12:00 noon. BEA luncheon. East ballroom, Sheraton Lincoln.

2:00 p.m. Association of Maximum Service Telecasters board of directors meeting. Sandalwood suite, Hyatt Regency.

2:30 p.m. BEA general session. West ballroom, Sheraton Lincoln.

Sunday, March 17

7:30 a.m. BEA breakfast. East ballroom, Sheraton Lincoln.

9:00 a.m. BEA general session. West ballroom, Sheraton Lincoln.

9:00 a.m. ABC Radio affiliates breakfast and meeting. Imperial ballroom, Hyatt Regency.

10:00 a.m. Broadcast Music Inc. board of directors meeting. Houston Oaks.

10:30 a.m. ABC Television affiliates association meeting. Consort I, Houston Oaks.

11:00 a.m. ABC Radio affiliates advisory board meeting. Hyatt Regency.

12:00 noon. BEA luncheon. East ballroom, Sheraton Lincoln.

12:00 noon. Society of Broadcast Engineers luncheon and board of directors meeting. Stinson room, Rice hotel.

2:00 p.m. AMST annual membership meeting. Crystal Forest, Hyatt Regency.

2:00 p.m. Mutual Broadcasting System affiliates meeting and reception. Crystal ballroom, Rice hotel.

2:30 p.m. Society of Broadcast Engineers membership meeting. Colorado room, Rice hotel.

4:00 p.m. ABC Radio affiliates reception. Imperial ballroom, Hyatt Regency.

5:30 p.m. AMST board of directors meeting. Sandalwood suite, Hyatt Regency.

Tuesday, March 19

2:00 p.m. All Industry Radio Music Licensing Committee. Gold room, Rice hotel.

Engineering conference agenda begins on page 53.

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What's up at the NAB for the engineers

Following is the agenda for the engineering conference, including abstracts of technical papers to be presented at the engineering assemblies.

Monday, March 18

Engineering conference luncheon. West hall. 12:30 p.m. Presiding: R. LaVerne Pointer, director, broadcast engineering, ABC, New York. Invocation: Dr. Paul Stevens, Radio and Television Commission, Southern Baptist Convention, Fort Worth. Speaker: Lieutenant Commander Robert L. Crippen, NASA astronaut, Johnson Space Center, Houston.

Engineering assembly. Room 201, Convention Center. 2:30-5 p.m. Presiding: Russell B. Pope, KHSL-TV Chico, Calif. Coordinator: William C. Hunter, WHAS-AM-FM-TV Louisville, Ky.

Opening of engineering conference. 2:30-2:35 p.m. Vincent T. Wasilewski, president, National Association of Broadcasters. Washington.

Report of Engineering Advisory Committee activities. 2:40-2:50 p.m. Robert W. Flinders (McGraw-Hill Broadcasting, Indianapolis), chairman, NAB Engineering Advisory Committee. Over the past several years, the NAB Engineering Advisory Committee has been confronted with a multitude of technical problems of varying degrees of magnitude. The areas of concern have dealt with such diversified subjects as television and land mobile allocations; operator licensing, AM/FM/TV transmission characteristics, remote control, the efficient use of the spectrum and the restructuring of the commission's technical rules and regulations. This report will cover the most important aspects of the committee's deliberations during the past year.

Joint Committee for Intersociety Coordination reports. 2:55-3:20 p.m. Ad Hoc Committee on Television Broadcast Ancillary Signals, Robert A. O'Connor (CBS-TV, New York), chairman. The TV program signal contains the potential for accommodating many special broadcast-related ancillary signals "piggybacked" along with it. Techniques have been developed and are in use, and others are under investigation, which add such signals within the horizontal blanking interval, the vertical blanking interval, the program audio signal and the program video signal. Such signals can be used to provide a variety of functions, including test, reference, cue, control, program identification, automatic logging, program captioning and new services to the home viewer. The JCIC AHCTBAS has been charged with an over-all systematic study of this subject and this paper reviews the work that the committee has done to date, and describes investigations currently underway. Committee for Study of Television Sound, Daniel R. Wells (Public Broadcasting Service, Washington), chairman. The Joint Committee on Intersociety Coordination (JCIC) formed an Ad Hoc Committee for the Study of Television Sound

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(AHCSTS). The organizational meeting was held in April 1973. The purpose of the AHCSTS is to examine the entire television system from original production to the sound heard in the home, to identify areas of possible improvement and to assign to appropriate organizations specific questions for resolution. The committee is studying categories that include studio production, film, video tape, intercity distribution, over-the-air broadcasting, cable television, the home receiver and the application of state-of-the-art techniques.

The VIR signal and its status. 3:25-3:40 p.m. Bernard D. Loughlin (Hazeltine Corp., Greentown, N.Y.), chairman, Electronic Industries Association Broadcast Television Systems Committee. The vertical interval reference (VIR) signal, as described in EIA Television Systems Bulletin No. 1, is intended to be an ever-present program-reference signal whose proper use will reduce undesired variations in color between different programs, program segments, and different channels. The purpose of this brief report is to both describe the signal and review the precise intent of the signal—which has not always been correctly understood. In addition, this report will mention the status of the petition to the FCC for rulemaking, and discuss some recent experiences with automatic correction equipment.

FCC/industry technical panel. 3:45-5:00

p.m. James D. Parker (CBS-TV, New York), moderator. Panel: Wallace E. Johnson, chief, Broadcast Bureau, FCC; Harold L. Kassens, assistant chief, Broadcast Bureau; Neal McNaughton, chief, rules and standards, FCC; Dick Monroe, Westinghouse Broadcasting, New York; Al Chismark, Meredith Corp., Syracuse, N.Y.; Dan Smith, Capital Cities Communications, Philadelphia. A highlight to the Broadcast Engineering Conference has always been the exchange of ideas and information between the FCC's staff and the conferees. To facilitate this exchange of information, a panel session consisting of three commission and three industry representatives has been scheduled for presentation. The panel will attempt to answer all technical questions related to broadcasting and will also engage in a discussion of the fundamental philosophy from which the present FCC technical rules were adopted.

Tuesday, March 19

Radio technical session. Room 201, Convention Center, 9 a.m. to 12 noon. Presiding: Eldon Kanago, KICD-AM-FM Spencer, Iowa. Coordinator: Leslie S. Learned, Mutual Broadcasting, New York.

A corrector for stereo phase shift. 9:00-9:25 a.m. Ronald Eigenmann, Visual Elec-

tronics Corp., New York. FM broadcasters have long complained about tape machines or telephone lines which slightly shift their left channel with respect to their right channel. Although their stereo reception is not affected, the monaural listener gets reception with the high frequencies noticeably reduced, because the mono-sum results in reduction in the highs rather than an addition. A compact low-cost unit will be described which compares the left and right channels, detects common mode material which has been shifted in phase and automatically and dynamically phase-shifts the leading signal to put it in phase with the lagging signal. This results in a monaural signal with the highs restored, but it produces no reduction of the stereo effect.

A new approach to AM modulation monitoring using digital displays. 9:25-9:50 a.m. Kenneth M. Frank, senior design engineer, McMartin Industries, Omaha. The paper will describe a device that provides for real number-numeric indication of both positive and negative peak modulation of an AM broadcast signal. The method of high speed sampling of the input signal and analog-to-digital conversion of the signal will be described. The numeric displays and independently settable positive and negative peak flashers will also be described. The device provides for BCD logging outputs, to log both negative and positive modulation percentages. Carrier shift and its effect on the indicating of positive and negative

The main men at the engineers' conference (more pictures on following pages) . . .



J. B. Epperson
Scripps-Howard



William Honeycutt
KDFW-TV



William Glenn
CBS Labs



Hart Sweeney
Eastman Kodak



Ray Johnson
KMED-AM-TV



Hans Schmid
ABC



John Bowman
WMAL(AM)



William A. Howard
NBC



Bernard Loughlin
Hazeltine Corp.



Robert Flanders
McGraw-Hill



Vincent Rocco
CBS



Russell Pope
KHSL-TV



Kenneth Frank
McMartin



Harold Kassens
FCC



Brian Cox
Harris-Intertype



John Battlison
WWWE(AM)



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peak modulation will be discussed and a method will be described that allows accurate real-number indication of modulation percentage even in the presence of carrier shift. Circuitry is provided to include alarm indication or shutdown of the associated transmitter in the presence of overmodulation.

Architectural considerations in broadcast radio facility design. 9:50-10:15 a.m. Eric Small, broadcast audio consultant, New York, and Justin Henshell, A.I.A., New York. Architectural considerations in radio stations will be looked at from two points of view: that of a broadcast engineer and that of an architect experienced in broadcast facilities design. Typical questions of broadcast engineers and managers will be explored. These will include such things as the role of the architect, flexibility for format change, acoustic considerations, security and the problems of construction. Examples of actual jobs will be provided. The emphasis will be on the need to fit the environment to people rather than the other way around and to provide a facility that can support the often complex technical requirements of a radio station.

A short broadcast antenna for restricted height locations. 10:15-10:40 a.m. H. A. Ray, Continental Electronics Manufacturing, Dallas. A new concept in low-height transmitting antennas is described for use in congested areas and where airport restrictions make applications for broadcasting

stations difficult. The Paran (perimeter current antenna) spreads its current toward the perimeter of the site and thereby optimizes both efficiency and bandwidth for very low radiating structures. The theory of design is given along with measured data from installed systems. Use of the Paran in directional antenna arrays is discussed as well as the ground system requirements for compliance with FCC rules and regulations.

Enhancing AM signal coverage through improved modulation techniques. 10:40-11:05 a.m. Brian Cox, lead engineer, transmitter design, Gates Radio, Quincy, Ill. This paper discusses the stringent requirements imposed on modern-day AM transmitters by the highly processed program content, and how these requirements are met by improved modulation techniques. Results of comparative tests between old and new modulation methods involving square and clipped waves and pulses will be illustrated with slides. These tests prove that to achieve maximum loudness from a transmitter with minimum distortion, the transmitter must be capable of passing square waves, have low distortion, good frequency response and exhibit very linear characteristics of modulation excursions from 100% negative to 125% positive peaks. A transmitter designed with these characteristics will assure the broadcaster of the loudest possible signal with low distortion when using program processing equipment such

as fast-attack limiters.

A good directional antenna proof is a cardiogram. 11:05-11:30 a.m. Dr. John H. Battison, director of engineering, WWWE-AM) Cleveland. A DA proof is not to be undertaken lightly just because the FCC says so. It is the physical examination of the operating radio station. A properly made DA proof shows the state of the radiating system and the efficiency of the operation, in addition to many other highly important details. Comparison with previous year's proof will reveal gradual deterioration and give early warning, in many cases, of insidious cancer-like effects on the system. But it must be done properly and honestly if it is to be useful to the station, and to comply with the FCC's requirements. The days of the "hotel-room proof" are long over. For one thing it is dishonest, for another it does not help the operation and does not give the information it is supposed to. And, finally, you're in for a great deal of trouble if you don't do it properly.

Maintenance considered—magnetic tape heads. 11:30 a.m.-12:00 noon. Frank Zeman, Minneapolis Magnetics, Minneapolis. The use of magnetic tape as the preferred medium for audio work in broadcasting is continually increasing. The critical component which can make or break the quality of a station's signal is the tape head. What makes a tape head "professional"? What are the characteristics of a head nearing



Ronald Eigenmann
Visual Electronics



LeRoy Bellwood
KGTV(TV)



Howard Shephard
Central Dynamics



Charles Magee
Westinghouse



L. Reiffel
Interand



R. Crippen
NASA



William Hunter
WHAS-AM-FM-TV



Bert Dann
IVC



Blair Benson
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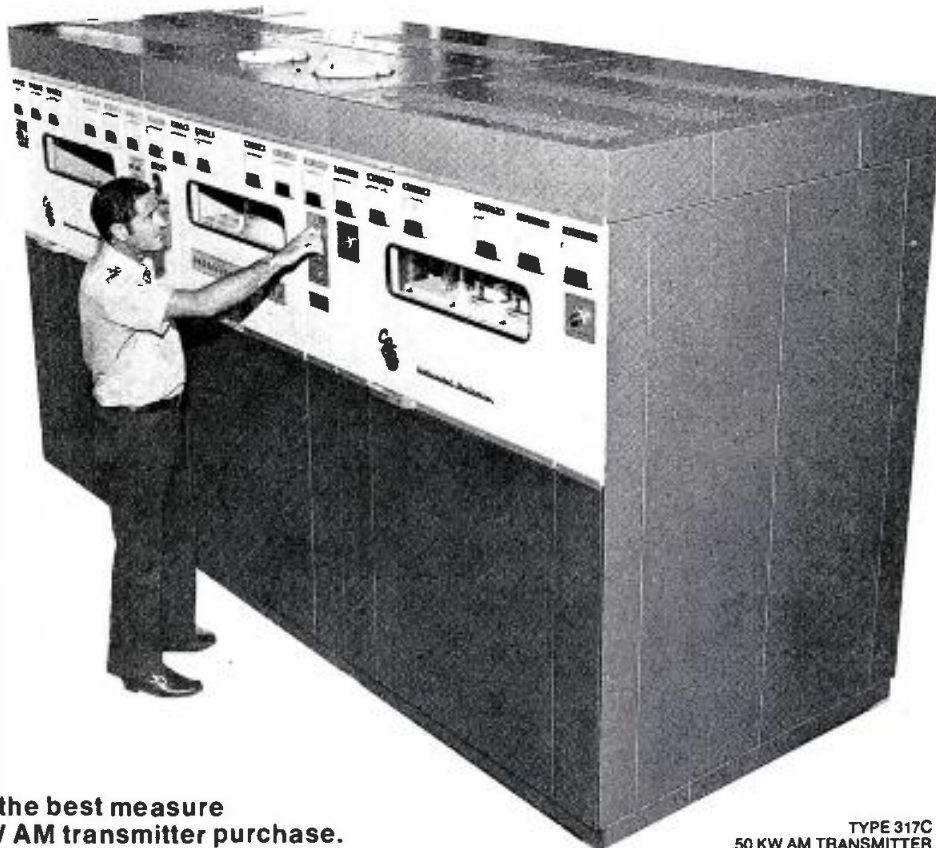


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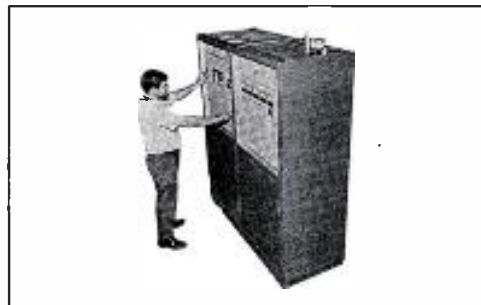
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the end of its useful life? A description of how a professional head is made, how it should be installed and aligned, together with the routine maintenance required for top performance are the topics covered by this paper.

Television technical session. Room 107, Convention Center. Presiding: William B. Honeycutt, KDFW(TV) Dallas. Coordinator: James D. Parker, CBS TV, New York.

Super 8—a local recording medium. 9:00-9:25 a.m. Hart Sweeney, Eastman Kodak, Rochester, N.Y. There has long been a need in smaller stations for a simple, portable and relatively inexpensive means for originating local news and documentaries in full color. The expressed interest in the use of super 8 film as a local recording medium has helped to stimulate work in this area. These new developments afford significant cost reductions in equipment, materials and labor and will be of particular interest to stations not currently able to support a full program of current events recording in color. This paper will describe the latest developments looking toward filling these needs.

A new method of cyclorama lighting. 9:25-9:50 a.m. Dr. William E. Glenn, director of research, CBS Laboratories, Stamford, Conn., and Salvatore J. Bonsignore, staff lighting consultant, CBS-TV Television Network, New York. A new cyclorama lighting

system is described that provides significant power savings, a more uniform light distribution and greater color saturation. This technique uses fluorescent light sources with specially chosen phosphor and trimming filters to provide three independently controlled primary colors that match the primaries used in studio cameras very closely. The design of the reflector optics used to achieve the uniform distribution at high efficiency will be described. The light distribution, degree of color saturation and power savings will be presented.

Video recorders for broadcast use (panel). 9:50-10:35 a.m. Moderator: Edward H. Herlihy, director of technical services, Kaiser Broadcasting, Boston. Panelists: Charles Anderson, product planner, Ampex, Redwood City, Calif.; Bert H. Dann, manager, advanced engineering, International Video, Sunnyvale, Calif.; A. C. Luther, chief engineer, broadcast systems, RCA, Camden, N.J. For many years the broadcasting industry has relied solely on video-tape recording equipment designed on the quadruplex (four head) principle. Within recent years other systems of video recording have evolved which could have a substantial impact upon the broadcasting system. This panel, composed of three experts in the field of magnetic recording and moderated by a station representative, will discuss in detail the feasibility and practicality of utilizing the new generation of video recorders for broadcast use.

Progress reports of the JCIC ad hoc color television study committee by K. Blair Benson, Goldmark Communications, Stamford, Conn.; optimizing color fidelity with present-day phosphors by matrixing by Leroy E. DeMarsh, Eastman Kodak, Rochester, N.Y.; progress report of the broadcasters' task force on matrix compensation for phosphors by Frank Davidoff, CBS-TV, New York. 10:35-11 a.m. The ad hoc committee was organized in 1968 by the Society of Motion Picture and TV Engineers, under the authorization of the Joint Committee on Intersociety Coordination representing EIA, Institute of Electrical and Electronics Engineers, NAB, National Cable Television Association, and SMPTE in an effort to determine the cause of objectionable deviations in color as viewed on the home receiver and to recommend corrective action to be undertaken by the industry. This report is in three parts: The first is an overview by Mr. Benson, the chairman, of the committee activities since the previous presentation to the NAB a year ago. The second by Mr. DeMarsh, chairman of the Subcommittee on system colorimetry, is the discussion of one important investigation into means for the improvement in consistency and fidelity of color displays by matrix correction for present-day phosphors differences. The third, by Mr. Davidoff, chairman of the broadcasters' task force, is a report on its progress in investigating the practicability and means of implement-



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Daniel Smith
Capital Cities



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Consultant



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Frank Flemming
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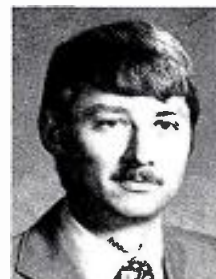
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ing the matrix approach in broadcasting operations.

The use of computers in the total television broadcast facility. 11:00 a.m.-12:00 noon. Moderator: William B. Honeycutt, director of engineering, KDFW(TV) Dallas. Panelists: George Beattie, Kaman Sciences/BCS, Colorado Springs; A. B. Ettlinger, Grass Valley Group, Grass Valley, Calif.; Ray Johnson, KMED-TV Medford, Ore.; C. H. Magee, Westinghouse Broadcasting, New York; H. A. Shephard, Central Dynamics, Northvale, N.J.; James C. Ziegler, Data Communications Corp., Memphis. Considerable interest has been expressed in recent months concerning the use of computers in the total television broadcast facility. This panel will consist of internationally recognized experts in the areas of station management, engineering, hardware and software supplies. This panel will be structured to answer virtually all questions on the employment and utilization of computers for the total control and operation of a television broadcast facility. Strong emphasis will be placed on orienting this discussion toward station management.

Engineering conference luncheon. West hall. 12:30 p.m. Presiding: LeRoy Bellwood (KGTV[TV] San Diego, Calif.), chairman, NAB Broadcast Engineering Conference Committee. Invocation: The Rev. Maurice T. Fox, Radio & Television Communications Office, Archdiocese of Washington. Presentation of 1974 Engineering Award to Joseph B. Epperson, vice president for engineering, Scripps-Howard Broadcasting, Cleveland, presented by George W. Bartlett, vice president for engineering, NAB. Re-

marks: Mr. Epperson. Speaker: Dr. Leonard Relffel, chairman, Interand Corp., Chicago: "The Technology of the Future, Circa 2000 A.D."

Wednesday, March 20

Engineering assembly. Room 201, Convention Center. 9 a.m.-12 noon. Presiding: Frank L. Flemming, NBC-TV, New York. Coordinator: John W. Bowman, WMAL-AM-FM-TV Washington.

Audio, the step child of TV broadcasting: a review of principles. 9:00-9:25 a.m. Hans Schmid, ABC, New York. The audio performance of a TV broadcasting plan is determined by the EIA recommendation for audio facilities for radio broadcasting (EIA RS-219). Although this standard and its predecessor EIA TR-105 have been around for the last 20 years, there still is some confusion of terminology among broadcast equipment manufacturers, carrier systems personnel and broadcasters themselves. One of the more serious confusions exists in the proper use of dBm's and/or VU's to express the level of an audio signal. Hand in hand with the confusion about VU's goes the problem of signal handling capability of, let's say the output of an audio console, and it is the purpose of this paper to demonstrate and hopefully clear up these confusing issues.

TV remote control: its present status and future goals. 9:25-9:50 a.m. Malcom M. Burleson, Burleson Associates, Washington. Remote control is now a definite and regu-

lar method of operating many television station transmitters. The results of a recent and extensive survey covering 509 stations will be given, including many important conditions determining their decision to go remote. Some of these are (1) engineers' and managers' responsibility; (2) equipment availability; (3) installation conditions, and (4) trial and regular operation. How important is automatic logging? Is age of the transmitter plant a strong factor in reliability of the operation? Does a remoted operation have significant effects on either engineering or production personnel? Is a remote station a happy station? Also, in respect to the FCC rules: new applications, time required to authorize, field inspection of remote stations, plus possible rule changes.

TV transmitting systems for unattended operation. 9:50-10:15 a.m. T. M. Gluyas, government and commercial systems, RCA, Gibbsboro, N.J. It is only a small step forward from modern television transmitters to a system suitable for unattended operation. Such a system can be assembled from current generation transmitters, off-the-shelf terminal products and in some cases, circuit additions for automatic modulation control. Automatic control of power output, blanking level and reference white level is a basic requirement. Beyond that, a great deal of flexibility exists in how far to go in providing other automatic features such as: transmitter adjustments or switching to alternate subsystems based on electronic surveillance or signal levels and picture quality, and parameter logging as a maintenance and reliability aid.

NBC election returns. 10:15-10:40 a.m. William A. Howard, senior engineer, technical development, NBC-TV, New York. Due to the importance placed on the election returns in the United States for news coverage, NBC is able to update vote count information on air display boards within seconds after the information becomes available. The five air display boards that are computer controlled are the presidential popular vote, presidential by state, gubernatorial by state and congressional races by state. Because of an extensive vote-count collecting network that processes the information by specially programmed computers, NBC is able to predict winners on all races at a very early time. This paper will describe the over-all system used by NBC on election returns with special emphasis on the interface equipment between the computers and the NBC display boards.

Digital television techniques. 10:40-11:05 a.m. Dr. Leonard S. Golding, Comsat, Washington. In the past few years, interest throughout the world has been increasing in the use of digital television and sound program techniques for use both in the studio and for transmission purposes. In this paper the fundamental principles in digital signal processing will be discussed, as well as the advantages and disadvantages when compared with present methods. Emphasis will be placed on the differences between analog and digital techniques. Some current applications of digital techniques will be illustrated. Based on current research and development efforts in the digital area possible future applications of digital television methods will be discussed.

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and their impact on national and international broadcast television operations considered.

A new receiving antenna system for TV remote pickup. 11:05-11:30 a.m. Vincent E. Rocco, manager, relay systems, CBS-TV, New York. A new microwave receiving antenna system is described which provides significant manpower savings and is completely unattended. This system makes use of wide beam, high gain microwave horn antennas, capable of being remotely selected depending upon the direction of the receiving signal. Each antenna responds equally well to electromagnetic waves of the four principal polarizations, i.e., vertical linear, horizontal linear, right circular and left circular. The important factors that should be considered in designing an antenna system for an unattended and remotely controlled site are discussed. Also presented is a system calculation indicating the capability of this antenna.

RF shielding AM/FM/TV studios. 11:25-12:00 noon. Aaron Shelton, WSM-AM-FM-TV Nashville. This paper will discuss the amount of RF shielding to be expected inside buildings to be used as a radio and TV broadcasting complex. Measurements at a frequency of 980 khz in representative buildings employing various forms of construction are tabulated showing the reduction of the RF field obtained inside the building. Various kinds of shielding material were tried and the amount of attenuation that these materials produced was measured and noted. Effects of radial forms of earth grounds were investigated. The necessity for use of an enclosed or shell concept for the shielded environment was established including a shell within a shell.

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(*) Indicates new product.

Equipment

Acrodyne Industries Inc. 717
21 Commerce Drive, Montgomeryville, Pa. 18936

Product: Ultra-linear 1 kw TV amplifier*, line of VHF and UHF TV translators and transmitters*, peripheral equipment. *Personnel:* N. Ostroff, J. Nagy, L. Lazar, J. Parke, M. Smith, J. Maxenchs, W. Connison, D. Traynor.

**AKG division,
North American Philips Corp. 205**
100 East 42d Street, New York 10017

Product: Professional microphones and sound reinforcement systems for recordings, radio and television broadcasting. *Personnel:* A. Brakhan, B. Miller, G. Langdon, G. Ganes, D. Speegle, J. Hancock, K. Wuborny, R. Hand, W. Kroesen, J. Sciacchitano, H. Taylor.

Alford Manufacturing Co. 801
120 Cross Street, Winchester, Mass. 02180
Product: Television broadcast antennas, ITFS transmitting antennas, FM broadcast antennas, diplexers, coaxial switches, vestigial sideband filters, RF measuring instruments. Personnel: Andrew Alford, Fred Abel, Gerald Cohen.

Allied Tower Co. 734
809 Kansas, South Houston, Tex. 77587
Product: Various tower models, Ruf-nek building. Personnel: Max Bowen, Jerry Bennett.

AMCO Engineering Co. 715
7333 West Ainslie Street, Chicago 60656
Product: Desk units, monitoring and audio-visual control consoles, poly-dimensional instrument cabinet*. Personnel: Floyd A. Johnson, Robert C. Komarek.

American Astrionics division, Technicolor Inc. 1104
291 Kalmus Drive, Costa Mesa, Calif. 92626
Product: Chromatech*. Personnel: Norman H. Vogel, Sam Noorjala.

American Data Corp. 1006
315 Wynn Drive, Huntsville, Ala. 35806
Product: ADC-900 I.C. switching system*, OBQS one-bus quad split system*, Maxi 556 production package*, microwave and baseband test equipment. Personnel: C. W. Byrd, Hal Bjorklund, Dave Spindle, Russ Trevillian, Dwight Wilcox, Paul Crowley.

American Electronic Laboratories Inc. 410
P.O. Box 552, Lansdale, Pa. 19446
Product: Complete line of AM/FM broadcast transmitters, models AM-50KD, AM-5KD*, AM-10KD, FM-12KD, FM-25KD, FM-25/25KD. Personnel: R. M. Newhook, D. Richardson, B. Bernard, N. Goldrich, L. Ribman, C. J. Fowler.

American Electronics Inc. 709
P.O. Box 903-904, St. George, S.C. 29477
Product: Model RBT-500 remote broadcast telephone. Personnel: Clarence Jones, Margaret Jones.

Ampex Corp. 202
401 Broadway, Redwood City, Calif. 94063
Product: Broadcast television recorders—open-reel, cassette and disc; broadcast color cameras, helical-scan video recorders, video production accessories, professional audio recorders for broadcast and mastering. Personnel: Charles A. Steinberg, Donald V. Kleffman, Richard Sirinsky, Frank Thompson, Frank Santucci, Bill Carpenter, Bob Huseman, John Furlong, Mark Sanders, Gill Fagerlin, Paul Hansil, Len Hase, Ken Herring, Frank Nault, Al Slater, John L. Porter, Paul J. Weber, Bruce McGilaway, Dick Antonio, Jack Becker, Charles Donahue, Bob Douglass, Bob Pellino, Arnold Schlinke, B. A. Olerich, David Chapman, Weldon Squyres, Jerry Gunnarson, Michael Ayers, Mark Satre, Collin C. Chamberlain.

Ampro Corp. 1008
2220 Maplewood Avenue, Willow Grove, Pa. 19090
Product: Audio consoles, cartridge tape equipment, slide fader consoles*. Person-

nel: Alex Meyer, Edward Mullin, Richard Cuihwik, Bud Yankowski.

Andrew Corp. 606
10500 West 153d Street, Orland Park, Ill. 60462

Product: Four-inch heliax cable and accessories*, rigid transmission line, coaxial switches, microwave antennas, elliptical wave guide. Personnel: John Pryjma, Ed Andrew, Bob Hetzler, Ernie Weber, Bill Fritz.

Angenieux Corp. of America 800
440 Merrick Rd., Oceanside, N.Y. 11572

Product: Angenieux 15-to-1 lens with electrically positioned range extenders*, 18-to-1 lens with electrically positioned range extenders* and other types of zoom lenses. Personnel: B. Angenieux, J. Moret, A. Masson, John Wallace, Ken Rice, Bern Levy, Walter David, Bob Jagemann.

Asaca Corp. of America 912
1289 Rand Road, Des Plaines, Ill. 60016

Product: Portable color TV camera system, 10:1 color TV camera with back-pack, control box. Personnel: N. Shigezaki, K. Sato, J. Nashimoto, Y. Yamashita, K. Komizawa, Y. Furuta, A. Reinberg.

Audio Devices Inc. 814
100 Research Drive, Glenbrook, Conn. 06906

Product: High-output, low-noise mastering tape* and Audiopak A-2 cartridges*. Personnel: A. P. Cunha, W. Dawson, H. Preston, R. Prescott, R. Manierre, B. Barger, E. Grant, W. Woodruff, B. Jackson, F. Ticheli, M. McCartney.

Auditronics Inc. 1007
180-B South Cooper Street, Memphis 38104
Product: Grandson, model 110*, recording/remixing audio control console; Son of 36 Grand, model 501, modular recording/remixing console. Personnel: Welton H. Jetton, Steve Sage, Bob Ward.

Belar Electronics Laboratory Inc. 719
P.O. Box 826, Devon, Pa. 19333

Product: Informer series of monitoring equipment for AM, FM, TV*; complete line of AM, FM and TV monitors and RF amplifiers. Personnel: Arno M. Meyer, Edward Chien, Robert Rulifson, John Quinn, Norman Cohen.

Berkey Colortran Inc. 106
1015 Chestnut Street, Burbank, Calif. 91502

Product: Ring-focus fresnel family, dimmer pack system, memory assisted lighting control system*, metal case for Mini-Pro kit*. Personnel: Joseph Tawil, Gene Murphy, Marion Rimmer, Jon Clayton, Moe Tawil, Tom Pincu.

Bird Electronic Corp. 910
30303 Aurora Road, Cleveland (Solon), Ohio 44139

Product: Termaline model 8890-510 7.5-kw reject loads*, heat exchanger loads, instruments for RF power measurement, RF directional Thru-line wattmeters and lab standards, RF absorption wattmeters and line terminations, 2 w to 50 kw coaxial loads and attenuators, RF power and VSWR monitors, RF power sensors for OEM transmitters. Personnel: Helen J. Bird, Tom Bonsky.



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video tape. *Personnel:* John Dale, Charles Schneider, Al Bedross, Whitie Henderson, A. Yoneda, K. Ueda, Frank Estrada, Jerry Lester.

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65 Bay Street, Boston 02125

Larkin, Tom Kitaguchi, Terry Trump.

Data Communications Corp. 523
3000 Directors Row, Memphis 38131
Product: Broadcast Industry Automation System, Data General equipment. *Personnel:* Jim McKee, Skip Sawyer.

media color monitors. *Personnel:* Jim Landy, Ed Ries, Jim Godwin, Hilding Nelson, Bill Stotesbury, Jim Wood, Alex Meyer.

Pentagon Industries Inc. 1013
4751 North Olcott, Chicago 60656

Product: High-speed cassette and tape duplicating systems. *Personnel:* John Kozin, Bill Brin.

Phelps Dodge Communications Co. 722
Route 79, Marlboro, N.J. 07746

Product: Transmission line and components. *Personnel:* E. F. Boehm, Saul Esocoff, William B. Bryson.

Philips Broadcast Equipment Corp., subsidiary, North American Philips Corp. 101
One Philips Parkway, Montvale, N.J. 07645

Product: PC-100A studio and field digital color TV camera, PCP-70B portable color camera* adaptable to control unit of all PC-70 cameras, PCP-90B digital portable camera, PC-72 camera, PCP-72 portable camera, LDH-1 color camera, PCF-20 telecine system*, TV test equipment and signal generators. *Personnel:* J. S. Auld, I. Barton, F. Bones, R. Blair, F. Bundesmann, C. Buzard, R. Cavanagh, E. Costello, R. DiCuia, T. Dunn, J. Ewansky, C. Felder, J. Glove, I. Greenberg, K. Gustafson, H. J. Hartong Jr., E. Herud, A. H. Katz, W. Keller, E. Levine, P. Loughran, F. Lydon, J. P. Maloney, L. Mason, G. Nappo, M. Overzee, R. Putman, F. Randall, S. Rauch, G. R. Tingley, J. L. Wilson, W. Wolthers, R. Wood.

Potomac Instruments Inc. 908
932 Philadelphia Avenue, Silver Spring, Md. 20910

Product: Antenna monitors, AM field strength meters, FIM-71 VHF field strength meter*, SD-31 R.F. bridge synthesizer/detector*. *Personnel:* W. H. Casson, C. C. Hall, D. G. Harry, R. H. Ellenberger.

Q-TV/Telesync 206
342 West 40th Street, New York 10018

Product: VPS-100 Videoprompter systems, front projection systems, horizontal/vertical crawls. *Personnel:* George Andros, Bob Swanson.

Quick-Set Inc. 802
3650 Woodhead Drive, Northbrook, Ill. 60062

Product: Tripods, dollies, pedestals, friction heads, cradle heads, cam-link heads, microscope stand, counter-balance pedestal. *Personnel:* George Andros, Bob Swanson.

Constantine, William Costroff, Clarence Beverage, David Solinske, Ridie DiVietro, Leon Jackson, Robert Dunkin, Walter Adams, Charles Hallinan, Gordon DuVall, William Barrv. William Moats. Howard Demosev.

Bambuti, Lester Petkofsky, Peter Worhacz.

Eastman Kodak Co. 110
343 State Street, Rochester, N.Y. 14650

Product: Model CT-500 16mm television projector; model TV-M100A Super 8 videofilm projector; VP-1 Supermatic film videoplayer; Supermatic 8 processor; Supermatic 200

radio production and on-air package. *Personnel:* G. E. McCurdy, R. Mitchell, G. Fawcett, M. Porteous, S. Maruno, J. Visser, G. Salazar.

corders and VTR film cartridge machines), control, switching and effects equipment, UHF and VHF transmitters, transmission line and antennas, audio equipment, radio transmitters, station automation equipment, complete closed-circuit systems, television mobile equipment, microwave relay equipment, two-way mobile equipment. *Personnel:* I. K. Kessler, A. F. Inglis, N. Vander Dussen, J. P. Ulasewicz, J. E. Hill, E. J. Dudley, P. Bergquist, J. H. Cassidy, J. L. Grever, H. H. Klerx, A. C. Luther, C. H. Musson, A. J. Barrett, A. M. Miller, L. Slutsky, H. R. Henken, M. G. Moon, J. A. Gimbel, G. M. Lewis, R. E. Harding, E. N. Luddy, J. L. Nickels, D. Pratt, E. C. Tracy, R. Varda, O. G. Bjerke, J. H. Butts, G. Dato, H. W. Dover, W. G. Eberhart, R. S. Emch, F. C. Fitch, D. Forbes, D. B. Freeman, C. J. Gaydos, P. J. Gibbs, R. E. Giles, W. P. Happel, E. H. Hoff, N. J. Hudak, C. Koriwchak, B. Lloyd, G. McClanathan, J. F. Morse, R. J. Newman, A. Nobo, R. C. Parkhill, L. Pinski, J. L. Preston, C. E. Raasch, J. P. Shipley, J. E. Smith, G. Thursby, F. Timberlake, R. C. Tyrrell, R. F. Varda, P. G. Walters, P. Higgenbotham, A. W. Power, L. R. Dongelewicz, H. T. Magno, C. P. Perez, R. D. Walsh, P. A. Dare, W. H. Holroyd, J. Dellssio, P. C. Berben, J. M. Boatman, I. Brown, D. F. Craddock, J. A. Elman, P. J. Foody, J. Gibson, A. R. Gibbs, F. Guillot, D. Owen, L. Scheiner, O. R. Stamat, A. Villanustre, J. A. Wilkinson, T. E. Newman, P. H. Curtis, L. E. Gilbeau, R. L. Harlow, R. J. Norton, W. West.

RCA Electronic Components 109A
415 South Fifth Street, Harrison, N.J. 07029

Product: Vidicon camera tubes, Vistacon camera tubes, beam power tubes, VHF and UHF translator/transposer tubes and cavities. *Personnel:* G. E. Ryan, E. A. Dymacek, E. J. Triano, R. M. Cahill, H. Kozicki, J. J. Kelley, C. D. Elderkin, H. M. Hambleton, G. G. Carne, T. C. Marchner, H. R. Krall, C. Rintz, R. G. Neuhauser, R. M. Bowes, F. S. Keith, L. P. DeBacker, J. E. Hillman, A. M. Durham, P. Remeta, L. Guaragna, A. K. Mallard, C. W. Bizal, E. G. Bond, J. A. Hemsley.

Recortec Inc. 711
777 Palomar Avenue, Sunnyvale, Calif. 94086

Product: Electronic video tape timer and video tape addressor*, video tape conditioner, video tape evaluator. *Personnel:* Eldon A. Corl, Jim Thompson, Lester H. Lee.

Rodelco Electronics Corp. 509
356A Comac Road, Deer Park, N.Y. 11729
Product: VHF and UHF translators. *Personnel:* Gerald Lanier, Wayne Freeman, Joseph Rodgers.

Rohde & Schwarz Sales Co. 809
P.O. Box 148, Passaic, N.J. 07055

Product: Transmitter performance measurements, video tape recorder performance testing, TV demodulator, video sweep generator and side band analyzer, tracking unit for frequency response measurements on VTR and RF links. *Personnel:* Ulrich Rohde, Thomas Mair, C. E. Barlow.

Rupert Neve Inc. 511
Berkshire Industrial Park, Bethel, Conn. 06801

Product: Radio continuity and DJ console*. *Personnel:* R. D. Titcomb, D. C. Neve, B. J. Roche, G. R. Carruthers, J. B. Marston.

Schaefer Electronics Corp. 500
75 Castilian Drive, Santa Barbara Research Park, Goleta, Calif. 93017

Product: Broadcast automation systems, studio equipment and music services. *Personnel:* Jim Cunningham, Frank Roide, Earl Bullock, Dallas Barnard, Andy McClure, Larry Goodwin, Bob Levinson, Dwight Herber, Ron Dagenais, Gordon Lund, Tom Copeland, Mike Dulaney, Glenn C. Shaw, Chester Coleman.

Scully/Metrotech Divisions, Dictaphone Corp. 521
475 Ellis Street, Mountain View, Calif. 94042

Product: Scully 280B professional recorder/reproducers, Metrotech 400L communication voice logging recorder, Metrotech P440 and 220S underground pipe and cable locators. *Personnel:* Don Smith, Homer Hull, Gerry Terdiman, Gareth Nelson, Bill Shute, Bob Feichtmeier, Ron Breen.

Shure Brothers Inc. 706
222 Hartrey Avenue, Evanston, Ill. 60204

Product: Line of professional broadcast microphones, mixers, circuitry, tone arms, disc reproducers. *Personnel:* R. W. Ponto, W. Harlan, L. Morgan, E. McDonald, J. Phelan.

Sintronic Corp. 613

705 Haverford Road, Bryn Mawr, Pa. 19010

Product: AM-1K-A 1-kw AM broadcast transmitter, DFM-1K-A 1-kw FM broadcast transmitter. *Personnel:* Arthur Singer, Richard Singer, Peter A. Tyrrell Jr., John Hayes, Eliot Baker, Fred Chassey, Claude Hill, Wayne Marcy, Fernando Perez, Richard Stanko, Jamie Rojas.

Soll Inc. 513

309 East 87th Street, New York 10028

Product: Consulting, station planning, installation of broadcast facilities, manufacturing of RF switching systems. *Personnel:* J. M. Soll, G. C. Soll.

Sparta Electronic Corp. 211

5851 Florin-Perkins Road, Sacramento, Calif. 95828

Product: "Circle of Sound" control room, "Showcase" equipment and furniture grouping, consoles, FM and AM transmitters. *Personnel:* William J. Overhauser, Jack J. Lawson, George Angelou, Alejandro Zendejas,

Jerry Gallagher, Chuck Rockhill, David W. Evans, Paul Gregg, Jay Cooke.

Stanton Magnetics Inc. 610

Terminal Drive, Plainview, N.Y. 11803

Product: Magnetic photo cartridges, dynamic headsets, turntable preamp. *Personnel:* George P. Petelin, Paul Torraca, Ray Bennett, Roland Wittenberg.

Storeel Corp. 710

4993 New Peachtree Road, Atlanta 30341

Product: Mobile storage systems for RCA cartridge and Ampex cassettes* and other storage systems for video tapes, commercials, cartoons and feature films. *Personnel:* Ruth E. Schaeffer, Frank Galvin, Paul Beaupre, Paul Evans.

Strand Century Inc. 812

20 Bushes Lane, Elmwood Park, N.J. 07407

Product: Ianiro lighting fixtures, Strand Century lighting fixtures, Dimmy lighting control system*. *Personnel:* Jeff Sessler, Terry O'Connell, Robert Schiller.

Willi Studer America Inc. 514

20 Dick Road, Depew, N.Y. 14043

Product: A67*, B62, A80/R and A80/VU professional audio tape recorders, 189-Q audio mixing console*, Studer condenser microphones*. *Personnel:* Bill Woods, D'Alton Jolly, Bruno Hochstrasser, Albert Aufleger, Fred Layn, Bill Van Doren, John Hoge, Brian Tucker, Ray Updike.

Systems Marketing Corp.-Sono Mag 111

1019 West Washington Street, Bloomington, Ill. 61701

Product: Radio automation and cartridge equipment. *Personnel:* Will Earman, W. E. Moulic, Joe Toher, Pete Charleton, Dave May, Jerry Bassett, Gene Striegel.

Systems Resources Corp. 517

223 Newtown Road, Plainview, N.Y. 11803

Product: Graphics II, remote/edit system*, Mark III titling system*. *Personnel:* Eugene Leonard, Joseph Scheuer, John Starosky, James Rosen, Lee Weissman, Gene Sudouth, Lew Radford, Herb Holzberg.

Taber Manufacturing and

Engineering Co. 515

2081 Edison Avenue, San Leandro, Calif. 94577

Product: RCA VTR audio replacement heads, existing line of audio heads. *Personnel:* William D. Taber, Clyde R. McKinney, Robert H. Kearns, Robert K. Morrison.

Broadcast Equipment Division,

Sarkes Tarzian Inc. 203

East Hillside Drive, Bloomington, Ind. 47401

Product: Digital switchers, linear chromakeyers, digital effects, Starcom data processing. *Personnel:* B. Presti, R. Adamson, A. Busch.

Tektronix Inc. 406

P.O. Box 500, Beaverton, Ore. 97005

Product: 1420 series Vectorscopes*, TV oscilloscopes. *Personnel:* Charles Rhodes,

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DELTA ELECTRONICS, Department A
5534 Port Royal Rd., Springfield, Va. 22151
703/321-9845

DELTA ELECTRONICS



Exporter: DELTA ELECTRONICS, INC.
International Division, 154 E Boston Post Rd.
Mamaroneck, N. Y. 10543. Telex 1 37327, Art Rocks

Steve Kerman, Tom Long, Joe Gayer, Jim Walcutt, Art Andersen.

Tele-Cine Inc. 909
294 East Shore Drive, Massapequa, N.Y. 11758

Product: Zoom lenses (10-1, 11-1, 30-1), pedestals, pan heads, servo systems. Personnel: Don Collins, Ernie Paczka, Hans Waegelin.

Teledyne Camera Systems 804
131 North Fifth Avenue, Arcadia, Calif.

Product: Color and black and white video tape-to-film transfer systems. Personnel: Roc Deterville, Fred Rodgers.

Telemation Inc. 414
P.O. Box 15068, Salt Lake City 84115

Product: Character generators, color telecine cameras, video disc recorders, digital encoders, digital synchronizing generators, production and routing switchers, automated graphic system, optical multiplexers, studio surveillance systems, NTSC, PAL and PAL-M television equipment. Personnel: Lyle O. Keys, Robert C. Bacon, Kenneth D. Lawson, F. Russell Ide, Vern A. Pearson, Thomas R. Meyer, F. Jerome Cudlipp, R. Dennis Frasser, Tommy Thompson, Lin Hargreaves.

Telemet Division, Geotel Inc. 902
185 Dixon Avenue, Amityville, N.Y. 11701

Product: TV transmitter sideband analyzer, precision demodulator, group delay test set, EECO editing systems, VDS titling systems, A/V routing switchers, production switchers, video test generators. Personnel: S. Hamer, K. Schwenk, R. Lawrence, W. G. Robinson, R. G. Griffiths, D. Chapman, A. Bolletino.

Fidelipac Division, Telepro Industries Inc. 805
3 Olney Avenue, Cherry Hill, N.J. 08034

Product: Fidelipac NAB automatic tape cartridges, Cart-A-Round racks, alignment cartridges, on-air light*. Personnel: Dennis W. Boardman, Roger Capello, Joseph McHugh, James Lundquist, Granville Hahn, Peter Harvey.

Telestrator Division, Interand Corp. 207
166 East Superior Street, Chicago 60611

Product: Automated animated studio card systems*, Audiografix (instant transmission of graphics via telephone)*. Personnel: Leonard Reiffel, E. Hoy McConnell, Carl Groom, Gerald Kerr.

Television Equipment Associates 204
P.O. Box 1391, Bayville, N.Y. 11709

Product: Magnetec video tape cleaner and evaluator*, Matthey video and pulse delay lines, Matthey chroma corrector, Amplivox communications headsets, Astrolite annunciator*, Link Electronics lagmeter, camera tube conditioner. Personnel: Bill Pegler, Vince Emmerson, Lee Menzies, Fred Brooks, David Mann.

Television Microtime Inc. 611
1280 Blue Hills Avenue, Bloomfield, Conn. 06002

Product: Microtime series 100 Lu-Matic EIA/CCIR monochrome time-base corrector, series 200 Chro-Matic NTSC direct color TBC, series 300 Hetrocolor TBC, series 400

PAL-M Hetrocolor TBC, series 600 Digi-Matic TBC*; series 700 velocity error corrector, VSD-30 video/sync director, SL-11 edit director, SL-12 edit corrector, SL-15 capstan servo accessory, SG-23N NTSC color sync generator module, CC-24N automatic chroma level corrector, Microtime DVP-40 dual video processor. *Personnel:* C. Robert Paulson, Joseph Stickley, Norman Into, David Acker, Robert Williams, Robert Wheeler, Robert McLean.

Telex Communications Inc. 301
9600 Aldrich Avenue, South, Minneapolis 55420

Product: Cameraman's headset*, sportscaster's headset, other broadcasting headphones and sets and tape recorders/reproducers. *Personnel:* Heinz Lanbrecht, Art Burns, Sid Kitrell.

Time & Frequency Technology Inc. 520
3000 Olcott, Santa Clara, Calif. 95051

Product: AM, FM, TV frequency modulation monitors, digit sync clock system, AM and FM modulation monitors*, stereo monitor*. *Personnel:* Joe Wu, Richard Walsworth.

Utility Tower Co. 518
P.O. Box 12027, 3200 N.W. 38th Street, Oklahoma City 73112

Product: Steel tower sections, base insulators, FAA (A/2) lighting kit. *Personnel:* C. E. Nelson, R. G. Nelson, Bud Duvall, M. N. Sholar.

United Press International 501
Product: UPI broadcast newswire, UPI Audio Network, UPITN Television Network, UPI IS&R System, UPI Unifax II, UPI Cable News Service. *Personnel:* Peter S. Willett, H. C. Thornton, Bill Ferguson, Stan Sabik, William Wilson, John Rohrback, Frank Schulz.

Varian Associates 302
611 Hansen Way, Palo Alto, Calif. 94303

Product: Eimacpower grid tubes, UHF klystrons. *Personnel:* Colin Erridge, Robert Schmidt, H. Andreasson, Jack Quinn, Bill Barkley, George Badger.

Videomax Corp. 620
154 San Lazaro Avenue, Sunnyvale, Calif. 94086

Product: Quadraplex video head rebuilding/refurbishing for all versions of RCA high band/low band headwheel panels and Ampex Mark X/Mark III head assemblies. *Personnel:* Bill Fitts, Sid McCollum, Don Prather, Allan Behr, Ted Barger, Bill Orr, Malcolm Dunn.

The Video Tape Co. 725
4212 Lankershim Boulevard, North Hollywood, Calif. 91602

Product: Reprocessed video tape, cleaning and evaluation service for quad video tape, cleaning blade for video tape machines*. *Personnel:* Keith Austin, Frances Van Paemel, Ralph B. McDaniel.

Visual Electronics Corp. 209
10 Robert Street, Clifton, N.J. 07014

Product: Rapid Q audio cartridge units*, stereo phase enhancer, custom audio systems, audio distribution amplifiers*, audio

strip modules*, video switching systems and video terminal equipment, Favag clocks. *Personnel:* J. Tharpe, C. Spicer, E. Clammer, F. Bonvouloir, N. Farr, G. Mitchell, L. Barkey, P. Magg, W. Lenz, R. DeBry, R. Eigenmann, B. Keach, R. Kehoe, F. Horton.

Vital Industries Inc. 304
3700 N.E. 53d Avenue, Gainesville, Fla. 32601

Product: All-digital video production switching system. *Personnel:* N. Donoyan, Dale Buzan, Eric King, Morrell Beavers, Robert McAll, Gary Sanderson, Joe Atkins, Charles Schultz.

Wilkinson Electronics Inc. 1004
1937 W. MacDade Boulevard, Woodlyn, Pa. 19094

Product: AM-FM transmitters, solid-state FM exciters, AM modulation monitors, audio consoles, remote amplifiers, limiting amplifiers, AGC amplifiers, distribution amplifiers, line surge protectors, silicone rectifiers, AM RF amplifiers. *Personnel:* G. P. Wilkinson, C. Wilkinson, William H. Johnson, William G. Shaw, Walter Voelker, John Ring, Carroll Cunningham.

World Video Inc. 615
Box 117, 13 East Philadelphia Avenue, Boyertown, Pa. 19512

Product: 6210 series broadcast color monitor*, CP5002 portable battery/AC color monitor*, line of CCTV color monitors, RF/video monitors. *Personnel:* Jack Taylor, Phil Steyaert, Dwight Wilcox, Herb Didier, Lew Radford, Steve Cisler, Carroll Cunningham, Mike Dyer, Irv Moscovitz, Warren Rathbun, Jerry Peloquin.

Radio programers

Alto Communications Inc. 1740 Shamrock
and The Programme Shoppe Inc.

6362 Hollywood Boulevard, Hollywood 90028

Product: Big Country, modern country format; Hot Rock, top-40 format; Olde Golde, nostalgia format; Something to Love, contemporary MOR format; Swinging Velvet, contemporary good music format; Gentle Persuasion, beautiful music format; Project: Sinatra, 12 hours of music by Frank Sinatra, and Alto library services, categorized music for station assembly with or without automation. *Personnel:* Alan Clark, William Ezell, Don Clark, Jim Hampton, John Price.

Bonneville Broadcast 18 A, Shamrock
Consultants

485 Madison Avenue, New York 10022

Product: MOR music formats ranging from beautiful music to classic MOR. *Personnel:* Marlin Taylor, Loring Fisher, Frank Murphy.

Boston Symphony Transcription Trust 1648 Shamrock

P.O. Box 288, Boston

Product: Syndicated programs of Boston Symphony, Boston Pops Orchestra and Marlboro Festival. *Personnel:* Anthony Judge, Richard White.

Century 21 1570 Shamrock
21 Turtle Creek Square, Suite H, Dallas 75219

Product: Perception '74*, top-40 ID series;

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4

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P. O. Box 38 2000 "A" St., Bellingham, WA 98225 (206) 733-8510

*Middle of the Rock**, top-40 ID series; *Gettin' Together**, contemporary MOR ID series, *Counterpoint**, soft MOR ID series. *Personnel:* Mike Eisler, Tom McIntyre, Jim Kerr, Glen Brown, Ross Charles.

Drake-Chenault Enterprises **Holiday Inn Suite 2019**
8399 Topanga Canyon Boulevard, Canoga Park, Calif. 91304

Product: XT-40*; *Hit Parade*; *Great American Country*, *Solid Gold* and *Classic Gold*. *Personnel:* Gene Chenault, Pat Shaughnessy, Bert Kleinman, Lee Bailey, Jim Kefford, Allen Collier and B. J. Gilbertson.

Kalamusic **955 Shamrock**
Industrial Bank Building, Kalamazoo, Mich. 49006

Product: Stereo good-music package. *Personnel:* William Wertz, Stephen Trivers.

Nightingale Conant Corp. **1640 Shamrock**
6677 North Lincoln Avenue, Chicago 60645

Product: *Our Changing World*. *Personnel:* Bryant Gillespie, Daniel O'Neil, Patricia DeWine.

PAMS Inc. **1318 Shamrock**
4141 Office Parkway, Dallas 75204

Product: station ID's, commercial concepts, programing services, promotional campaigns. *Personnel:* William Meeks, Dennis Meeks, Fred Hardy, Bill Stewart, Charles Meeks, Ned Land, Ron Hale.

TM Productions **1619 Shamrock**
2103 Routh Street, Dallas 75201

Product: radio and TV commercials, station ID's, good music and rock automated programing consulting services. *Personnel:* Jim Long, Ernie Winn, Ron Nickell, Jim West, Beverly Callison, Tom Parma, Jerry Atchley, Joe Levin, Alan Box, Frank Nickol, Bill Fultz, Ken Justice.

TV programers

Ted Bates **Shamrock**
1515 Broadway, New York 10036

Product: *Police Surgeon* (26), *Today's Health* (13). *Personnel:* Joel Segal, Gordon Allison, Mort Zimmerman, Bob Rosenheim, Isabel Ziegler.

Century 21 Productions **1570 Shamrock**
21 Turtle Creek Square, Suite H, Dallas 75219

Product: Video-sonics, ID breakers; *Project I*, animated ID and program introduction, *Two's Company*, channel 2 ID's, *Voices of Love*, program vignettes of life and love. *Personnel:* Mike Eisler, Tom McIntyre, Jim Kerr, Glen Brown, Ross Charles.

Sandy Frank **1678 Shamrock**
Film Syndication

635 Madison Avenue, New York 10022
Product: *New Treasure Hunt*, *New Name That Tune*. *Personnel:* Sandy Frank, Maury Shields, Don Salzman, John Murphy.

Four Star Entertainment Corp. **Shamrock 1373**

400 South Beverly Drive, Beverly Hills, Calif. 90212

Product: *The X Factor* (26), *The World of Medicine* (13), *Secrets of the Deep* (13),

Thrillseekers (52), *The Movie Scene* (various). *Personnel:* Richard Colbert, Al Sussman, John Louis, John Newland.

Larry Harmon **Shamrock 1620**
Pictures Corp.

649 North Bronson Avenue, Hollywood 90028
Product: *Bozo's Big Top* (live show franchise); *Bozo's Big Top* (130), *Bozo Cartoons* (156), *Laurel & Hardy Cartoons* (156), *Laurel & Hardy Cartoons* (39). *Personnel:* Larry Harmon, Gus Nathon.

Hughes Television Network **2004 Marriott**
1133 Avenue of the Americas, New York 10036

Product: PGA golf, ABA basketball, prime-time specials, new services. *Personnel:* Arthur Mortensen, Ray Sharp, John Koushouris, Ralph MacFarland, Dave Donnelly, Charles Shellenberger, Jack Dawson, Phil Valastro.

Nightingale Conant Corp. **1640 Shamrock**
6677 North Lincoln Avenue, Chicago 60645

Product: *Our Changing World*. *Personnel:* Bryant Gillespie, Daniel O'Neil, Patricia DeWine.

Reps

Avery-Knodel **Whitehall 1201**

Personnel: J. W. Knodel, F. Bob Kalthoff, Joe Poulin, Wally Ivy, Bill Abbott Jr., Godfrey Herweg.

John Blair **Warwick Imperial suite**

Personnel: Jack W. Fritz, Jim A. Jurlst, Steve Beard, Dick Gideon, Dick O'Donnell, Joe Rosenberg, Don Saraceno, Harry Smart, Jim Theiss, Oliver Trittler, John Boden, Frank Carter, Bob Galen, Tom Harrison, Dave Klemm, Bob Lobdell.

Buckley Radio Sales **Warwick**

Personnel: Robert V. Coppinger, Richard D. Buckley Jr., Thomas R. Blose, Jo Anne Abernathy, Samuel L. Hall Jr.

Century National Sales **Shamrock 1502**

Personnel: Peter Greenwald, Gordon Potter, Howard Grafman, George Collias, Ted Andrews.

The Christal Co. **Warwick**

Personnel: Phil Flanagan, Bob Duffy, Nick J. Verbitsky, Johnny Fouts.

Robert E. Eastman **Hyatt Regency**

Personnel: Francis Boyle, William Burton, Charles Colombo, Jerry Schubert, Steve Block, Steve Clayback, Carol Mayberry, Richard Walker, Mark Sutter, Carl Butrum, David Gneiser, David Recher, Richard Duffy.

Harrington, Righter & Parsons **Warwick**

Personnel: Jim O. Parsons Jr., John Dickinson, Jay Walters, Pete Ryan, Steven Raffel, George Pettett.

Bernard Howard & Co. **Savoy**

Personnel: Bernard Howard, Jack Davis, Bob Weiss, Bill Wagoner.

H/R Stone Inc. **Shamrock 1748**

Personnel: Peggy Stone, Saul Frischling,

Jim Alspaugh, Alan Tobkis, Dick Rawlins, Donald Probst, Ed Robbins.

H-R Television **Warwick**

Personnel: Dwight Reed Sr., Ed Shurick, Harry Wise, Al Ritter, Philip Corper, Roy Edwards, John McCorkle.

The Katz Agency **Oaks Regency suite**

Personnel: Jim Greenwald, Tod Moore, Dave Abbey, Dave Allen, Ollie Blackwell, Frank McCann, Mike Membrado, Ken Mills, Dave Rutledge, Jerry Whaley, Sal Agovino, Gordon Hastings, Bill Keyes, Tony Maisano, Don McCarty, Ken Swetz, Carole Gray.

Major Market Radio **Warwick**

Personnel: George Lindman, J. Warner Rush.

Jack Masla **Houston House 2311**

Personnel: Jack Masla, Stan Feinblatt, Rich Greener, Bud Pearse, Gene Gray, Jack Riley, Nick Imbornone, Bill Wallace.

McGavren-Guild **Warwick**

Personnel: Ellen Hulleberg, Carol Kegel, Lee Goldberg, Gary Ahrens, Fred Botwinick, Jim Fox, Monty Lang, Harvey Levin, Ellen Thompson, Tony Durpetti, Marly Ross, George Fritzinger, Ralph Connor, Bob Williams, Ed Argo, Ralph Guild, Jerry Heichman, Jack Zimmanck, Ed Carrell, and Gail Chipman (from Media Dynamics, New York).

Meeker **Whitehall 835**

Personnel: Robert Dudley, Jack Hardingham, Fin Hollinger, Howard Felger, Audrey Tanzer, Fred Bauman, John Rankervis, Eugene Gray.

MMT Sales **Whitehall, Suite 535**

Personnel: Fred Nettore, Gary Scollard.

Peters, Griffin, Woodward **Whitehall 1235**

Personnel: William G. Walters, Theodore D. VanErk, Dennis K. Gillespie, Walter Harvey, Lloyd Griffin, Jim Sefert.

Petry Television **Houston Oaks**

Personnel: Bob Muth, Martin F. Connelly, Dick Nagle, Tanya Kaminsky, Brownie Holcomb, Steve Bell, Leonard Marsh.

Pro Time Sales **Rice 760**

Personnel: Sam Brownstein, Tom Hayes, Mike Quaid, Mario Messina, Penn Watson, Mary O'Shield.

Savalli/Gates **Whitehall**

Personnel: Joseph Savalli, Carmine Patti, Jerry Gardner.

Telerep **Warwick**

Personnel: Alfred Masini, Patricia Prie, John Serrao, Tom Belviso.

Alan Torbet Associates **Whitehall 1135**

Personnel: Alan Torbet, Brock Peterson, Peter Moore, Len Sable, Bill Gilreath, Bob Allen, Lee Bell.

Adam Young **Warwick**

Personnel: Arnold Kohler, Jim Parker, Bill Wallace, Vincent Young.

Brokers

Blackburn & Co. **Sheraton Lincoln 1535**

Personnel: James Blackburn Sr., James Blackburn Jr., Joseph Sitrick, Jack V. Harvey, Hub Jackson, Wendell Doss, Roger O'Sullivan, Robert A. Marshall, Clifford M. Marshall, Colin Selph and Roy Rowan.

Chapman Associates **Shamrock 744**

Personnel: William Chapman, Paul Chapman, G. Paul Crowder, Bob McKendrick, Bob Noel, Bill Hammond.

R. C. Crisler & Co. **Rice**

Personnel: Richard Crisler, Ted Hepburn, Ed Richter and Frank Kalil.

Hamilton-Landis & Associates **Hyatt Regency**

Personnel: Ray V. Hamilton, Dan Hayslett, John H. Bone, Howard Stasen and Milton Q. Ford.

Hogan-Feldmann Inc. **Shamrock**

Personnel: Arthur Hogan, Jack Feldmann.

Keith W. Horton Co. **Sheraton Lincoln**

Personnel: Keith W. Horton, Richard Kozacko.

Larson-Walker Inc. **Rice**

Personnel: G. Bennett Larson, William L. Walker.

LaRue Media Brokers Inc. **Warwick**

Personnel: Hugh Ben LaRue, William J. Mathews, Joy Thomas.

George W. Mopre **Houston House**

Personnel: George W. Moore.

John J. Perna Jr. **Warwick**

Personnel: John J. Perna Jr.

Cecil L. Richards **Houston House Media Brokers**

Personnel: Cecil (Lud) Richards.

Richard A. Shaheen Inc. **Houston House**

Personnel: Richard A. Shaheen.

Sovran Associates **Shamrock**

Personnel: Robert Magruder.

Howard Stark **Houston Oaks**

Personnel: Howard E. Stark.

Edwin Tornberg & Co. **Astroworld**

Personnel: Edwin Tornberg, Douglas Kahle.

Networks

ABC Inc. **Hyatt Regency 941**

Personnel: Everett H. Erick, Alfred R. Schneider, Eugene S. Cowen, Hazel Hardy.

ABC Television: Walter A. Schwartz, Frederick S. Pierce, Mark Cohen, Paul Sonkin, Joseph Giaquinto, Leonard E. Maskin, Arnold Marfoglia, Leonard Feldman.

ABC Television Network: James E. Duffy, Richard L. Bee-semyer, Robert Fountain, Warren Denker, Dorothy Botts, Richard Hingel, Richard Romak, Joseph Neidzwicki, Peter Zobel,

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Joseph DeGennaro, Timothy Kearney, Mark Wagenheim, Mario Cucinott, Robert Reich, Bruce Hagerty, Stuart Ullman, Bill Sythes, David App, Charles Dionisio, Buzz Mathesius, Patricia Powers. **ABC Entertainment:** Dennis Doty, William M. Kelly. **ABC News:** Elmer Lower, William Sheehan. **ABC Owned Television Stations:** Richard A. O'Leary. **ABC Broadcast Operations and Engineering:** Julius Barnathan, Frederick J. Schuhmann, Norman H. Grant.

ABC Radio Hyatt Regency 741

Personnel: Harold L. Neal, Michael Hauptman, Charles DeBare, Allen Shaw, Edward F. McLaughlin, Robert O. Mahlman, Leo V. Collins, Howard Cosell, Richard P. McCauley, Frank Atkinson, George Davies, Michael Weinstock, Madeline DeCunzo, Wil-

liam Gilmore, William MacCallum. **ABC Radio News:** Thomas A. O'Brien, Joseph F. Keating, Dick Dressel, George T. Phillips, Peter Flannery, Charles P. Arnot.

CBS Inc., CBS/Broadcast Group, CBS-TV and CBS News Hyatt Regency 1841

Personnel: Richard W. Jencks, Frank M. Smith Jr., Carl Ward, Bruce Bryant, David White, Thomas Swafford, Robert Wood, Donald Clancy, Harry Feeney, C. Sargent Carleton, David Williams, Stanley Greene, Joseph Flaherty, Charles Chester, Charles Cappleman, Len Schammel, John Cosgrove, Tom White, Al Miranda, Marshall Davidson, Richard Hude, Sidney Kaufman.

CBS Radio Hyatt Regency 1741

Personnel: Sam Cook Digges, George J.

Arkedis, W. Thomas Dawson, Sherrill W. Taylor, Eric H. Salline, Cornelius V. S. Knox, Briggs Baugh, Harfield Weedin, Norman S. Ginsburg, Ralph Green, Jack Stuppler, Robert Cole, Neil E. Derrough, Robert B. Sherman, Steve Peppard.

Mutual Radio Net- Hyatt Regency 841 works, Mutual Broadcasting System, Mutual Black Network, Mutual Radio Sports

Personnel: John A. Hardin, C. Edward Little, Gary J. Worth, Ralph Featherstone, Jack Clements, Owen Weber, Alton Whitt, Marie G. Little, Bill Greenwood, Gerald Bentley, Donna Weber, Steve Marks, Catherine Roby.

NBC Inc., NBC-TV, Hyatt Regency 1941 NBC Radio

Personnel: Julian Goodman, David Adams, Herbert Schlosser, Donald Durgin, Robert Howard, Bob Lemon, Pete Kenney, Don Mercer, Ray O'Connell, Bill Kelley, Mal Laing, Steven Lindberg, Paul Rittenhouse, Marilyn Russell, Sherm Atwood, Ed Bertero, Bob Butler, Bob S. Daniels, Mort Dillon, Rupert Edmondson, Francis Flemming, Bill F. Flood, Steve A. Flynn, John Frishette, Bob J. Galvin, Fred Himelfarb, Bill A. Howard, Art Johnson, John Kennedy, Clair McCoy, Bob Mauster, Marty Meaney, Miguel Negri, Oden Paganuzzi, Warren Phillips, Bob Post, Charlie Savaia, Reg R. Thomas, John J. Weir, Dick C. Welsch, Oscar Wick, Rick Caro, Wilfred Prather, Ludwig Simmel, Russ C. Tornabene, Dick Kopplitz, Bob Hynes, Tom J. McManus, Syd H. Elges, Herminio Traviesas, Mike Laurence, Josh Kane, Curt Block.

National Black Regency Hyatt 1041 Network

Personnel: Eugene Jackson, Sydney Small, Del Raycee, Keith Lockhart, Sammie T. Aed.

Others

Arbitron Whitehall, Jackson suite

Personnel: Theodore F. Shaker, Robert L. Owens, William T. McClenaghan, Norman S. Hecht, John A. Fawcett, Pierre Megroz, Gerald Flesher, A. J. Aurichlo, William Shafer, Clay Braun, Douglas Grimm, Paul Kelly, Ronald Laufer, Peter Levins, James Mocar-ski, Steve Murphy, Edward Noyes, John Power, Bryce Rathbone, George Riffner, William Sheridan, Marvin Strauser, Jack Taylor, Steve Templeton, Sherm Brodey, Richard Glaspell.

Associated Press Lincoln, Galaxy Suite

Personnel: Robert Eunson, Roy Steinfert, Jerry Trapp, Jim Wessel, Joe Bradis, John Bennitt, James Mangan, Robert Hull, John Morrison, Kenneth Clark, James Farrell, Bob Shipley, James Smith, Arlan Schlagel, John Weyland, Ben Avery, Jay Bowles, Mark Thayer, Tony Rizzo, Nancy Shipley, William Greer, Tom Decola, Richard Shafer, Bob Kerr, Tony Catella, Larry Genuchi, Andy Anderson.

Media Payment Corp. Shamrock 1548

Personnel: Kenn Donnellon, Peter Kelly, Dennis Robich, Carolyn Shasky.

A. C. Nielsen Whitehall 635

Personnel: George Blechta, Dave Traylor, Paul Baard, Larry Frerk, Jim Lyons, Bill Miller, Bresci Leonard, Jim Shoemaker, Joe Matthews.

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Three views of Syracuse University's Newhouse II, latest addition to an \$11.5 million course in how to learn about broadcasting.

Equipment & Engineering

Syracuse University goes first class in Newhouse II's version of broadcast education

Syracuse University will formally dedicate in May one of the most extensive broadcast training facilities in the country. The \$7.5-million "Newhouse II," largely completed last summer, is already in partial use for the 460 undergraduate and 80 graduate students in the Syracuse TV-radio curriculum.

Newhouse II complements the \$4-million Newhouse I, completed in 1964, to house the university's journalism school. Both complexes were the gift of millionaire publisher-broadcaster S. I. Newhouse in 1961. The original \$15-million grant to the private university included some \$3.5 million in communications scholarships.

The new broadcast center "is one of the finest broadcast facilities in the country devoted exclusively to the academic area," said Lawrence M. Myers, chairman of Syracuse's TV-radio school. Dr. Myers cited Indiana, Temple and Ohio universities as having comparable facilities and added that Indiana also has its own educational TV station.

New York state law prohibits universities from operating TV stations. (The Syracuse educational station is run by the Central N.Y. Educational Council, an in-

dependent group.) Newhouse II does have its own radio station, WAER(FM).

The new building is four stories tall and has more than 72,000 square feet of floor space. The first two floors are devoted to TV, with one 5,000- and one 3,000-square-foot studio and separate sub-control rooms. The master control has film islands and video machines, including six Ampex color cameras, and two-inch, one-inch, three-quarter-inch and half-inch equipment. A mobile unit is also available.

Newhouse II's third floor holds faculty offices, teaching space, workshops, storage rooms, set shops and engineering offices. The top floor contains the university radio station, five radio studios, control rooms, and radio and TV sound studios furnished with independent audio production carrels, eight-track recording devices, and interlock facilities connected to the TV master control room. "We can shoot film and develop audio tracks upstairs and send them downstairs directly to video—the same process the networks use," Dr. Myers explained.

The Newhouse School also houses Syracuse's film department, which owns a large variety of 8 and 16 mm production equipment—a 50-station editing room, moviolas, flatbeds, preview rooms, animation tables and associated gear. The film program began officially for the 1973-74 academic year, and an increase in enrollment is anticipated for both film and broadcasting departments next year, Dr. Myers said.

Broadcasting students at Syracuse are required to absorb the historical and philosophical aspects of TV and radio as well as technical skills, he stressed. "We en-

courage the examination of the role of broadcasting in society, and a good hard look at what is being done to improve it," he said. "We also have a wide open vision to how new technical effects in this field are changing the face of broadcasting, i.e., cable, cassettes, international and satellite broadcasting."

A nine-member faculty guides broadcasting students in the production of TV and radio programs. For TV students, productions are taped and played back for critiques. Advanced students complete a series of half-hour programs offered for airing by local TV stations.

AP to revamp service with Laserphoto system

New receivers and transmitters to be furnished by Harris-Intertype division

The Associated Press has awarded a \$6.1-million contract to the Radiation Division of Harris-Intertype Corp. for the production of Laserphoto equipment to be installed at television stations, AP bureaus and in newspaper and magazine offices for delivery of high quality pictures.

AP President and General Manager Wes Gallagher said the contract covers the production of 900 receivers and 600 transmitters. Pilot production of Laserphoto machines will be at Radiation's plant in Melbourne, Fla., starting in June. In the fall, full production will be moved to a Radiation plant in Miami.

AP said the Laserphoto system uses a laser light beam and dry-silver photographic paper in the transmission of

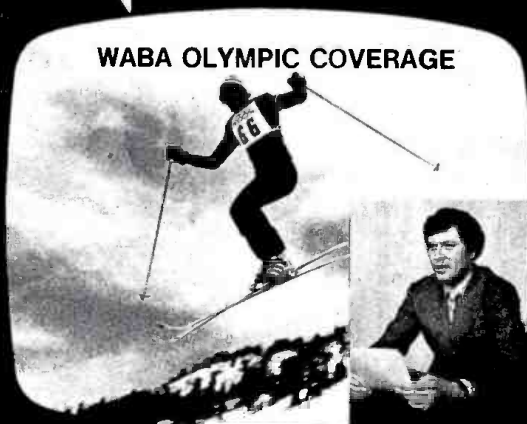


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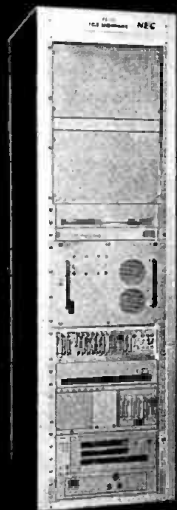


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photographs by wire, AP said it meets the high quality standards of modern printing processes by delivering photographic, not facsimile, reproduction quality.

Laserphoto was developed by the Massachusetts Institute of Technology and the AP research and development team. AP said full replacement of its present receiving and transmitting photo units in the U.S. will take about two years.

CMX Systems sold

Alabama firm buys CBS-Memorex operation that manufactured video-tape editing equipment

Orrox Corp., electronics equipment company headquartered in Opelika, Ala., has acquired CMX Systems, a joint venture of CBS and Memorex Corp. Purchase price was not disclosed, but is believed to be about \$400,000 in a cash transaction.

CMX had sales last year of \$1.3 million, anticipates \$2 million in sales this year. It employs about 35 people in Sunnyvale, Calif.

The company's primary product is a line of sophisticated, computerized video-tape editing machines. The first model marketed—to CBS Hollywood—was priced in the \$250,000-\$300,000 range. That network now has six of the units, NBC four. About 30 have been sold in all. New models, to be exhibited at the National Association of Broadcasters convention in Houston next week, range from \$100,000 down to \$35,000.

William Orr, executive vice president of the acquiring firm, said that Orrox CMX will be placed within the media products division of Orrox, based on the West Coast (in Santa Clara, Calif.). The magnetic products division will continue to report to parent company headquarters in Opelika.

Technical Briefs

Shocking news. Citing fire and electrocution hazards, Consumer Product Safety Commission said it will establish safety requirements that must be met in television set design and construction. CPSC said one study turned up 14 deaths from television-related fires and two from electrical shock during 1973. Another investigation conducted last September through CPSC area offices, reported 916 TV set-related fires with one death and number of injuries. Commission's rules will cover chassis design, materials used in making parts and improvements to reduce possibility of overheating. Public hearing has been set for April 23-24 to precede rulemaking. Brands reported to have been found with fire or shock hazards include Panasonic, Philco-Ford, Packard Bell, Montgomery Ward, Zenith, Admiral and RCA.

Gear from RCA. WEVU-TV Naples, Fla., has ordered from RCA complete transmitting facility, color TV cameras, and tape, film and audio systems from RCA. Worth is about \$1 million.

Cablecasting

CATV of, by and for the people

Rural Wisconsin group investigates possibilities of a cooperative effort to wire county's 9,500 homes

With all the talk of how difficult the cable industry is finding it to penetrate the major markets, another sizable and equally elusive segment of the population is often forgotten. They are the farmers, country dwellers and other residents whose homes are so isolated that it would be economically unfeasible to establish a cable system to serve them. Now a group of citizens in rural Trempealeau county, Wis., has formulated a plan that could solve their problem.

The idea involves the creation of a rural communications co-op, a pooling of interests not unlike the systems now in extensive use in sparsely populated areas of the country to provide telephone and electrical service. The proposal, which began to take shape 18 months ago, is based on the premise that although the cable industry has found it difficult, if not impossible, to serve rural residents, the people can achieve the same end by taking matters into their own hands.

As is often the case with projects of this nature, a lack of money is the principle obstacle. In Trempealeau county, the residents hope to solve that problem by obtaining federal aid. The Western Wisconsin Communications Cooperative, a group formed last December to actively explore the feasibility of the proposal, has applied for an initial \$1-million federal grant under the Rural Economic Assistance program, and hopes to hear from Washington within the next two months.

Gordon Meistad, head of the Trempealeau County Electrical Cooperative and motorman of the cable project, noted that his associates at the outset had to reject the profit motive as an operating philosophy. "In a rural area," he said, "it's a nip-and-tuck situation at best. So you have to go in with a premise other than profit, and that is to serve the people."

Accordingly, the cable system envisioned for Trempealeau county's 9,500 homes would be a purely cooperative effort. Each subscriber would own an equal share of the WWCC venture and would divide the costs equally.

Mr. Meistad said the project, which he estimated would take five years to complete at a cost of at least \$5 million (all of which, presumably, would come from the federal government), would be implemented in three phases. First, the 4,500 homes and schools located in towns of any appreciable size would be wired into the system. Then the homes in smaller hamlets would be added, and finally, the farms and isolated dwellings would become part of the system. Accomplishing this feat technically will be no problem, Mr. Meistad speculated,

noting that the existing electrical co-op has some 27,000 utility poles in the county from which coaxial cable could be strung. "Anybody who now receives electricity could also be plugged into the cable," Mr. Meistad said. In addition, the area telephone cooperative has expressed willingness to make its conduits available for the use of the Trempealeau cable co-op.

But there is another hitch to the system aside from the economic considerations, Mr. Meistad acknowledged. While the proposed cable co-op would be publicly owned, it would still require franchises from the individual municipalities and the county in order to become operational. "We're not going after franchises and thus tie the communities down until we know we have something," Mr. Meistad said. In the meantime, the cable group is requesting that the local governments consider the advantages of the cooperative system—which would be totally interconnected—before they grant franchises to private concerns. Of the seven incorporated towns in Trempealeau county, two already have operating cable systems.

If the other five towns choose to go the same route, Mr. Meistad said, the co-op could not function because it would lose its foundation. And without a private firm willing to take the economic risk of wiring the more isolated dwellings, those rural dwellers would remain unserved.

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Allen, O'Neal, Floyd voted to NCTA board

**Balloting is part of system
instituted two years ago**

Cable operators in three of the National Cable Television Association's nine voting districts have chosen the men who will represent them on NCTA's board of directors.

Picked for district two (Far West) was Edward Allen, president of Western Communications Inc., Walnut Creek, Calif. Mr. Allen has served on the NCTA board and executive committee previously, and is a former NCTA secretary.

From district three (South Central), the choice was Jay O'Neal, president of Comco Inc., Austin, Tex. Mr. O'Neal is a former president of the Texas CATV Association and has served on the NCTA legislative committee.

Joe Floyd, a veteran South Dakota broadcaster and cable operator, was chosen to represent district four (Midwest). He is vice president of Midcontinent Cable Systems Co., Aberdeen, S.D., and has served as president of both the South Dakota and North Central cable associations.

The choices, secured through a mail ballot (BROADCASTING, Feb. 11) complete the program NCTA instituted two years ago to establish a system of regional representation on the board to complement a number of directorships chosen at large by the general association membership.

Messrs. Allen, O'Neal and Floyd will take their seats when the board meets during the NCTA convention in Chicago next month. Still to be named to the 27-member board are seven new directors at large and one representative of NCTA's associate (equipment manufacturers) membership.

Several states ponder cable regulation

**Wisconsin, Nebraska and Arizona
have bills before legislatures;
New York assembly passes forfeiture**

State legislatures are becoming more and more interested in regulating cable television. Several proposed state cable bills were in circulation last week.

One, which provides for a system of state cable regulation in Wisconsin, cleared a significant legislative hurdle two weeks ago, but unless the bill is enacted within the next month its chances for passage are regarded as negligible.

The Wisconsin house of representatives voted to "engross" the cable bill (H.R. 638), which precludes any further amendments. However, the bill, which was introduced by Representative Ed Jackamoni and has the support of Wisconsin Governor Patrick Lucey, must clear the House by March 29, the final date of the current legislative session, and be passed on to the state senate. If this does not

occur—and cable operators in the state have mounted extensive opposition to the legislation—the bill will die.

In Nebraska, a bill that would put cable under the regulation of the state's Public Service Commission is being considered by the legislature's Miscellaneous Subjects Committee. The bill, which the state CATV association strongly opposes, was supported at a recent hearing by Senator Terry Carpenter, who introduced the measure (LB 915). "This is an opportunity to regulate it before it gets into full bloom, as it eventually will," the Scottsbluff legislator said. "We ought to start now." The Nebraska cable association maintained that CATV is not a public utility, and it cannot therefore be regulated as such by the state.

The Arizona state legislature is also considering a bill with similar provisions. Sources regarded it as unlikely that any decisive action would come during the current legislative session.

In New York, where cable is already heavily regulated at the state level, a bill now exists that would further strengthen the state's hold on cable operators. The bill, introduced by Herkimer Republican Assemblyman Peter S. Dokuchitz, cleared the state assembly two weeks ago and now stands ready for action by the senate. It would empower the New York State Commission on Cable Television to impose forfeitures of up to \$1,000 on systems that violate the state commission's regulations. No state currently has a cable-forfeiture provision in its laws. The FCC, which does have that authority, has seldom applied it to cable operators.

Cable Briefs

HBO's new arm. Home Box Office Inc. has formed new subsidiary, HBO Studio Productions Inc., to manage company's pay-cable operations center in New York City. Subsidiary will also offer studio services and facilities on a rental basis for advertising commercials and television and cable-TV productions.

Grassroots activity. *Babylon township, N.Y.:* Babylon Cable TV Corp. has been awarded nonexclusive franchise by town council. Grant augments initial cable award which went to Sterling Communications. *Little Egg Harbor township, N.J.:* Township committee granted ordinance permitting issuance of cable franchise. *Madison, Minn.:* City council granted franchise to Communications Systems Inc., Hector, Minn. *Springfield, Mass.:* Spectrum Communications Inc. has requested franchise to build \$4.5-million system in Springfield; Mayor William C. Sullivan said request will not be granted unless substantial public interest is demonstrated. *Superior, Ariz.:* Arizona Cable TV Inc. has asked Pinal (Ariz.) county board of supervisors for franchise to operate in Superior area. *Reno and Sparks, both Nevada:* Nevada Public Service Commission approved Teleprompter's request for 22.2% rate hike. Standard subscriber fee goes from \$4.95 to \$6.05 monthly. *Toledo, Ohio:* Buckeye Cablevision advised city council that it is rais-

ing basic subscriber rates from \$5 to \$5.95. *Livermore, Calif.*: City council approved TeleVue Systems Inc.'s request for \$1 rate increase, bringing monthly fee to \$6. *Jonesboro, Ark.*: UA-Columbia Cablevision was denied \$1.05 increase: fee remains \$4.95. *Hampton, N.J.*: Township committee has granted Garden State Cable Co. franchise to serve portions of municipality. *Cahokia, Ill.*: Village board granted Metro East Communications Corp., subsidiary of Communications Properties Inc., 15-year franchise. *Berne, Ind.*: Triad Cablevision, Marshall, Mich., received franchise from city council. *Nacogdoches, Tex.*: Nacogdoches Cable TV was given five-year renewal of its present franchise with city. *Austell, Ga.*: U.S. Cablevision Corp. was granted franchise by town council. *Shreveport, La.*: City closed bidding for cable franchise with five offers collected. Sixth bid from Viacom was rejected because it arrived at city hall 20 minutes past deadline. *Richland, Wash.*: City council granted Teleprompter rate increase from \$5.45 to \$6.30 and to \$6.56 after January 1975. Council earlier had denied request for \$1.50 rate hike (BROADCASTING, Feb. 25). *Willmar, Minn.*: Local judge has affirmed legality of Willmar Video Corp.'s new fee schedule. Basic subscriber rate goes to \$5.75 per month. *Portsmouth, N.H.*: Continental Cablevision has raised subscriber fees 18%, although city council has voted to explore ways to legally challenge firm's action. *Farmington, Minn.*: City council granted permission to Metro Cable Television to raise fees to \$6.50 per month.

Hanging in. While trend has been going in other direction lately, Newark, N.J., remains one major American city that desires, and is actively seeking cable system. Undaunted by Teleprompter's announcement last month that firm will not build franchised system in Newark (BROADCASTING, Feb. 25), Newark Mayor Kenneth Gibson said last week he will continue attempts to bring cable to city. Mayor Gibson said he would ask municipal council to authorize bids from other cable firms. And, in letter to Teleprompter Chairman Jack Kent Cooke, Mr. Gibson said he viewed firm's decision to pull out "with disappointment."

Constructing. Network Analysis Corp., Glen Cove, N.Y., reports that cable it designed to serve Kingston, Ont., will be completed this year. Operation will have initial subscriber potential of 24,000, cover 200 cable miles, and cost \$1.7 million. System is owned by Kingston Cable TV Ltd., partnership between Jarman Teleservices Ltd. and local interests. Jarman recently merged with Canadian Cablesystems Ltd., Toronto.

Off press. First in Cable Television Information Center's special publications series, *Local Government Uses of Cable Television*, has been published. Booklet explores various possibilities for municipal use of cable systems with emphasis on public-access channels. Report, running 66 pages, is available for \$1.50 from CTIC, 2100 M Street, N.W., Washington 20037.

Complaint clearing house. FCC's Cable Television Bureau has established Cable Complaint Service to serve cable television subscribers. Service is aimed at clearing up misunderstandings about commission's cable rules and dealing with complaints about system's quality of service. Complaints may be resolved informally, but service may also institute legal action. Service will also work with cable industry and local or state governments to develop complaint-handling procedures.

Century buys. Century Communications Corp., New Caanan, Conn., said it has purchased eighth cable system. Seller was Western States Producing Corp. Purchased system serves 10,000 subscribers in Georgia communities of Brunswick, St. Simons Island and Sea Island, and in contiguous Glynn county. Price was not disclosed. Century Communications was formed last June by President Leonard Low and Sentry Insurance group.

Transfers. GLTV Inc., pioneer cable firm in Michigan, has been sold to NBWL & Co., Detroit. Firm, formerly owned by Gilbert Clark, serves Petoskey, Harbor Springs, Bear Creek, Resort, Little Traverse and West Traverse, all Michigan. Athena Cablevision Corp. has sold its 85% interest in 11,000-subscriber system serving Corpus Christi, Tex., local group headed by William C. Cunningham. Group formerly held minority interest in operation. Neither purchase price was disclosed.

Benevolent. Suffolk Cablevision, Central Islip, N.Y., held subscription drive in which all new customers to Long Island cable system during month of February were given installation free of charge. For each new hook-up, cable firm donated \$5 to United Cerebral Palsy Fund of Suffolk county.

In bag. American Television & Communications, Denver, said it has received three new cable franchises for Seminole county, Fla., and Kimberly and Combined Locks, both Wisconsin. Company noted Florida grant brings ATC's plan to construct interconnected, 32-channel system in Central Florida closer to reality. It now holds 14 franchises in that area, with total population of nearly

500,000. Wisconsin grants enable ATC to build cable plant contiguous to its new system in Appleton, making total subscriber potential in that area more than 22,000.

In business. Data Concepts Inc., new Salt Lake City firm, is offering automated TV information system for cable use which includes newswire, weather, stocks, keyboard messages and computer data input. 80 West Truman Avenue, Salt Lake City 84115.

Deadline. Minnesota cable operators in business prior to last May 24, or under substantial construction by Feb. 1, 1974, are required to file applications for certificates of confirmation with Minnesota State Commission on Cable Communications by April 1.

Broadcast-cable fight erupts in South Dakota

Midcontinent charged with restraint of competition by cablecaster who opposes renewal of TV stations

A cable television operator last week filed a petition to deny the renewal applications of KELO-TV Sioux Falls and its satellite, KPLO-TV Reliance, both South Dakota, charging that licensee Midcontinent Broadcasting Co. is restraining cable and television competition in those areas.

Central Plains Cable TV, operator of a Mitchell, S.D., system noted in its filing that petitions to deny Midcontinent's renewal applications were filed in 1971 by the Television-Radio Improvement Association, a citizen group, and TV Signal Co. of Aberdeen, former operator of a CATV system.

The petitioners withdrew their petition when Midcontinent made certain concessions, Central Plains said, and, as a result, the original allegations have not been disposed of by the commission.

TRIA and TV Signal had charged, among other things, that Midcontinent was trying to monopolize the broadcasting and CATV markets of South Dakota in violation of the Sherman Antitrust Act, that it committed improprieties in soliciting over \$250,000 in pledges from

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viewers in the construction of KPLO-TV, improperly influenced the South Dakota State Education Television Commission for its personal benefit.

"The lapse of time has not detracted from the significance or timeliness of those petitions," Central Plains said in its current filing.

Subsequent developments that have "aggravated and compounded" the situation, it said, involve Midcontinent developing "its CATV empire . . . in a fashion to exclude other cable operators." It charged Midcontinent, which has been authorized to compete with Central Plains in furnishing CATV service to Mitchell, has succeeded in limiting independent cable systems to only five towns in the state. "Of equal anticompetitive significance," it said, is the fact that Midcontinent has prevented its TV station competition in the Sioux Falls-Mitchell area from expanding their markets through cable.

While expanding its own coverage area through cable carriage, Central Plains said, Midcontinent has not only prevented the two other area TV stations from enjoying similar benefits, but has reduced their audience size by importing Denver network affiliates on its systems.

In both Pierre and Winner, S.D., it went on, Midcontinent imported NBC and ABC affiliate signals from Denver (KELO-TV is a CBS affiliate), "confining its competitor TV stations to carriage on cable systems within their immediate service areas."

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voluminous testimony on what's wrong
but little agreement on sure cure**

If one thing was clear from the Federal Trade Commission oversight hearings, it is the lack of agreement about advertising regulation, particularly in the uncharted area of children's TV commercials. But consumer and ad industry spokesmen—who haven't had much to say publicly about that topic pending the outcome of a March 21 FTC children's ad project subcommittee meeting—outlined some of the thinking that's been going on behind the scenes.

"Unfairness" should be the test used in judging commercials aimed at children, Robert Choate, chairman of the Council on Children, Media and Merchandising, said in his prepared text for his Thursday (March 7) appearance before the Senate Commerce Consumer Subcommittee in Washington. "I hold that advocating any product to any child should be assumed an unfair business practice unless proven otherwise," he contended. But to adequately apply that unfairness test, the commission needs resources and personnel with a sufficient knowledge of children's perceptions and children's rights, he said.

To counterbalance the sophisticated marketing techniques used in children's advertising, he suggested a compensatory education program in which the FTC's Bureau of Consumer Protection would "stimulate broadcasters" to air messages informing children about the practices of the marketplace.

Problems of regulatory agency jurisdiction over the whole matter of advertising to children has been a matter of concern, particularly to consumer representatives who see children's ad regulation getting lost in the crack between the FCC and FTC or shuttled back and forth—something like a hot potato no one quite wants to grab onto.

In Mr. Choate's view, "repetition, en masse misrepresentations and nonclustering" of commercials are all problems that can be interpreted as both unfair broadcast and unfair business practices. However, he said the FCC may as well have posted over its doors "Abandon hope all ye children who enter here," and cited apparent acceptance of the status quo and recent commission appointments which have not indicated a strong commitment to children's concerns as evidence of the FCC's disregard of the subject.

With that in view, Mr. Choate urged the FCC to delegate to the FTC attention to matters that could conceivably fall within the jurisdiction of either body.

While the National Advertising Review Board has been put forth as a possible regulatory mechanism to oversee children's advertising, Mr. Choate said, con-

sumers will not accept NARB as an alternative to the FTC. Many of the present "public members" of NARB are unacceptable as consumer representatives, he said, and indicated he will push for a separate entity without "miniscule funding" in which consumers and industry are represented on a parity basis.

One final point in his testimony gave a little-seen look at the cost of consumer participation in government. Consumer groups, citing lack of funds and staff, have complained of the high cost of doing business with government. And while Mr. Choate stressed that "consumer interaction with the FTC is critical for the health of both sides," he said the cost of doing "polished work" for the FTC had reached over \$13,000 in six months.

Peggy Charren, president of Action for Children's Television, Newtonville, Mass., in her prepared remarks, urged the FTC to "resurrect [ACT's] seemingly buried petitions" and initiate rules governing the advertising of vitamins, toys and sugar products to children. (Those areas have been addressed, in one way or another, in a set of consumer proposals submitted to the FTC which both Mrs. Charren and Mr. Choate helped draft.)

A "significant first step" in controlling vitamin and drug ads, she said, would be to require warnings in television ads similar to those required in labeling urging that the product be kept out of reach of children. In toy advertising, she isolated the commercials for "Baby Alive" dolls, which, she said, can convey the impression that the doll is actually a living child. "The possible psychological devastation caused by ads like this one cannot be monitored even by the FTC," she said in calling for more stringent guidelines for toy advertisements.

Rules regulating advertising directed at children are not inconsistent with First Amendment freedoms, she continued, noting that the First Amendment "does not prohibit reasonable restrictions on advertising." ACT's intent is not to interfere with the rights of manufacturers, broadcasters or advertisers, she said. "We seek only to secure and protect the rights of our children to be safe and healthy and their freedom to learn how to make responsible choices and decisions that are based on the unclouded presentation of information."

As far as enforcement of children's advertising is concerned, she said ACT "commends" the move toward establishing the National Advertising Review Board as a voluntary watchdog, but she echoed Mr. Choate's remarks in urging that the FTC not relinquish its responsibility in that area.

ACT, which originally petitioned the FCC in 1970 to adopt strong guidelines on children's TV advertising, now apparently favors the FTC as arbiter in that area. Expressing the fear that children's television "will be relegated to an unfathomable abyss somewhere between the two regulatory agencies," Mrs. Charren said, "Now more than ever it is important for the FTC to stop the never-subsidizing tide of misleading ads directed at America's children."

Howard Bell, president of the Amer-

ican Advertising Federation, was to speak Thursday on a number of ad-related issues. The children's ad project, in which AAF is a participating member, has "provided the vehicle for a useful exchange of ideas," he said, and noted that the project "represents the first time that consumerists and industry representatives sat together at the FTC to discuss areas of interest." However, there were areas of concern that Mr. Bell pinpointed, among them: "proper representation, lack of expertise, maintaining parity of all members, and the occasional lack of dialogue among the various representatives."

In other FTC ad-related activities, he said the commission's rulemaking authority lacks certain traditional procedural legal safeguards—in particular, the right of cross examination. The process for commission adoption of a rule, in which the commission accepts a rule on the basis of staff recommendations but without input from industry or consumer members, constitutes a "procedural unfairness," he said.

In the matter of affirmative disclosure in advertising, Mr. Bell warned that the FTC must be aware of "the fundamental difference between the function of advertising and that of other forms of product communication" and that different advertising media have varying capacities for accommodating copy.

Madeleine Large, president of Families Against Censored Television, West Hartford, Conn., offered a vigorous defense of the rights of advertisers to advertise as well as the rights of parents to choose the fare their children will view.

"Whenever a knight in shining armor goes by on his white horse," she said of those who would urge reforms in children's advertising, "some other poor slob has got to walk behind him with a shovel."

"There is not one fact on record anywhere to justify action by the FTC to limit or refine advertising on children's programs," she said in her prepared text, and she struck out at ACT's claim to speak for American parents. "We are parents," she said. "We welcome the programming . . . the endless variety . . . the toys, the games, the dolls, the bicycles. . . . We welcome the competitive advertising which brings us knowledge of those choices."

The code proposed by consumer groups working on the FTC children's ad project would amount to a "plan of harassment for advertisers and viewers alike and compel full-blown censorship," she said.

Calls for a ban on sugar advertising present an unrealistic focus on one part of the body, she said, "We do not single out our teeth any more than a toe as some special part to be worshipped and adored," she said, then asked whether athletics or sneakers should be banned to protect consumers against athlete's foot. Such bans on food advertising will ultimately result in advertisers abandoning television as a major ad vehicle, she added.

Turning to the topic of corporate image advertising, she said that right was protected by the First Amendment. "We

have a right to hear the side of the oil companies if they choose to tell us," she concluded.

Cosmetic advertising was the focus of prepared remarks by Joseph A. Page, professor at the Georgetown University Law School. The FTC's record in pouncing on cosmetic industry ad abuses has been "abysmal," he said, and he suggested that the FTC require more information in those ads, and act more swiftly on questionable ad substantiation submissions to counter those abuses. But, he concluded, the FTC's record over the past few years "gives no indication of any commitment to regulate cosmetics advertising." Given the FTC's "knee-jerk tendency to defer to Food and Drug Administration" in cosmetic matters, he said, "serious consideration" should be given to turning the authority for cosmetic advertising completely over to FDA.

While witnesses in the second day (last Thursday) of testimony focused primarily on advertising and consumer-related issues, witnesses at the first day of hearings (March 1) took a more general look at commission approaches to bringing litigation as well as the need to establish commission directions and priorities. Witnesses called for the FTC to move on an industrywide basis rather than selecting its activity through a "mailbag" company-by-company approach. Witnesses also cited the need for increased emphasis on antitrust investigations.

Ann Brown, of D.C. Americans for Democratic Action, urged the commission to take action on an FTC staff report recommending dissemination of more factual product information. Without such information, she said, advertising "is, in effect, a weapon used by the advertiser to control market share and restrain entry of competitors." "The \$64,000 question," she continued, is why is the FTC spending its time and money investigating ad claims for Toast 'Ems Pop Up cakes instead of concentrating on such areas as the breakfast food industry case or instituting reforms recommended by that staff report.

Mark Silbergeld, with Consumers Union, said the FTC's "biggest problem" is establishing policy planning priorities. He also said the ad substantiation program seems to have "greatly reduced" the number of apparently questionable ad

claims, but said it may be "much more important" for the commission to develop its information disclosure programs.

Sandy De Ment of the National Consumer Congress said the FTC has had a "long honeymoon" and the time is ripe for requiring the agency to submit quarterly reports of its activities to Congress.

Senator Frank E. Moss (D-Utah) was chairman of both hearings. The FTC is slated to respond when hearings resume March 14.

Time buys heavily in TV to take 'People' to people

Time Inc. has budgeted an estimated \$1.4 million in television in an intensive 13-week campaign on behalf of its new weekly publication, *People*.

Compton Advertising, New York, agency for *People*, said it is to concentrate all commercials on Wednesday, the day the magazine is distributed, to achieve maximum reach and reinforce the identity of the publication.

For the first issue, during the week of Feb. 25, the commercial was carried on all three TV networks on Feb. 27 for a total of 23 times. For subsequent issues, the spot will run in the top-30 markets, with the commercial carried 23 times in each market on Wednesdays. A total of 105 stations are scheduled. Supplementing the spot TV effort will be two commercials each Wednesday on NBC-TV's *Today* and *Tonight*.

Business Briefs

Oil-utilities ad ban sought. Legislation which will prohibit oil and utility companies from adding advertising costs to base rates has been introduced by Representative Robert Hanrahan (R-Ill.). Bill (H.R. 13107), which echoes several state laws recently enacted, would amend Economic Stabilization Act to encourage companies to spend promotion money on exploration and research and development instead.

Rep appointments. WPKE(AM) Pikeville, WNVL(AM) Nicholasville and WVKY(AM) Louisa, all Kentucky: Regional Reps Corp., Cincinnati ■ KNEU

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Hot in January. Network television billings in January were at an all-time high for that month, totaling nearly \$185.4 million or a 7.1% increase over January 1973. The monthly summary is being released today (March 11) by Television Bureau of Advertising and is based on estimates compiled by Broadcast Advertisers Reports.

The report shows gains in both daytime and nighttime, although weekend daytime was off slightly.

The TVB-BAR report:

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

	January			
	1973		1974	% change
Daytime	\$ 56,745.6		\$ 59,690.6	+5.2
Monday thru Friday	38,898.3		42,093.9	+8.2
Saturday and Sunday	17,847.3		17,596.7	-1.4
Nighttime	116,368.3		125,693.5	+8.0
Total	<u>\$173,113.9</u>		<u>\$185,384.1</u>	+7.1
	ABC	CBS	NBC	Total
January	\$ 56,384.2	\$ 63,864.7	\$ 65,135.2	\$185,384.1

(AM) El Centro, Calif.: Bill Dahlsten & Associates, Los Angeles ■ WGCL(FM) Cleveland: ABC-FM Spot Sales, New York.

Delay. Meeting of code evaluation subcommittee of Federal Trade Commission's children's TV ad project has been postponed to March 21 due to scheduling conflicts with planned March 12 date. Subcommittee is set to explore industry reaction to consumer guidelines proposed in January (BROADCASTING, Jan. 28).

\$4 million coup. SSC&B Inc., New York, has been named agency for Dixie Consumer Productions Division of American Can Co., Greenwich, Conn., replacing Hicks & Greist, New York. Billings are about \$4 million, of which an estimated \$3 million is in broadcast.

Eastward. Globetrotter Communications Inc., Chicago, has opened new GCI sales division in New York. 10 Rockefeller Plaza, suite 511 (212) 582-6318.

Dairy group explains formula being used in test campaign

Tests indicating that a \$22-million advertising campaign to sell cheese could boost dairy farmers' gross income by almost \$500 million were reported to the Association of National Advertisers by M. J. Framberger, executive vice president, American Dairy Association. He described the tests in four markets, using TV as the major medium but varying expenditure levels from one market to another, which showed advertising at a rate of six cents per capita (projectible to \$12 million nationally) and at nine cents per capita (\$18 million) each produced a 15% increase in cheese sales, whereas a campaign at three cents per capita (\$6-million) had "no measurable sales increases."

Mr. Framberger was among the dozen speakers at an ANA research workshop in New York, which also heard a call for a search to find "new media in whatever form or wherever they might develop." The call came from Malcolm A. McNiven, vice president and director of planning, Coca-Cola USA. "As you are all aware," he said, "the increasing clutter in existing media reduces the impact of every advertising message, and it's been a long time since we've seen a new advertising medium." A search for new ones "should command the attention of the best communications specialists and industry leaders," Mr. McNiven said. In the meantime, his recommendations included greater use of cable-TV systems for research experimentation.

TV happy talk, tabloidism in San Francisco latest target of '60 Minutes'

CBS News's instant documentarians pick West Coast market for dissection of popular news formats—and find that 'straight' news finishes last

"Happy talk" and "tabloid" local newscasts became the unhappy target Sunday (March 10) of a segment on CBS News's *60 Minutes* with Mike Wallace. The one-hour magazine format program, which on Jan. 20 pitched darts at media journalists with a slap at TV and newspaper junketing (BROADCASTING, Jan. 21), took its crews to San Francisco six weeks ago to investigate the quality of news at the three TV network outlets there.

With the help of a CBS News-commissioned survey by a journalism class from the University of California at Berkeley, Mr. Wallace and producer Harry Moses broke down a week's worth of local newscasting by the three stations and confronted station personnel with the survey's conclusions.

KGO-TV, the ABC O&O, has San Francisco's top-rated 11 p.m. news show, and one of the highest rated local news shows in the country, Mr. Wallace said. In one of the country's most competitive news markets, "KGO-TV has more viewers than the other two stations combined" (and consequently brings in two-thirds more for 30-second spot commercials than the other stations).

This ratings victory stems largely from KGO-TV's "happy talk" and "tabloid" format, Mr. Wallace concluded. In fact, *60 Minutes* asserted that in a week's time, 55% of KGO-TV's news stories were devoted to "tabloid" subjects, which Mr. Wallace defined as "sex, crimes, fires, tear jerkers, accidents and exorcism." *60 Minutes* excerpted stories from one newscast and revealed thorough coverage of: the newest nude centerfold in *Cosmopolitan* magazine and *Playgirl* magazine, nudity on the beach, a man with a fetish about stomping on women's insteps, and exorcism.

The KGO-TV news team is advertised as a *Bonanza*-like team of cowboys, "the most wanted news team," known as "the four horsemen." *60 Minutes* gave a fleeting look at the horsemen's banter during a newscast in which one prime story focused on a North Carolina massage parlor where a man's "fancy" was tickled along with his arms and legs.

"'Happy talk' news was invented to make bad news more palatable," Mr. Wallace said. "The latest wrinkle" in local news, he noted, is "tabloid" news—another piece of artillery in the local news ratings war.

Interviewing KGO-TV Vice President and General Manager Russ Coughlin, Mr.

**Ask
George Spring
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Albany-Schenectady,
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Wallace elicited a statement that "local news is for the uninformed, not the informed," and the rhetorical question: "Aren't sex, fires and violence news?"

Mr. Wallace discovered from KGO-TV "horseman" Van Amberg that "KGO" is laughingly assumed to represent the initials for "Kickers, Guts and Orgasm." "We're not the traditional, plastic, cut-out newpeople that only read copy and aren't involved with it," Mr. Amberg said.

CBS-TV affiliate KPX(TV) was not spared. *60 Minutes* determined that KPX covered the same massage parlor and instep-stomper as KGO-TV and that KPX, too, could boast only 45% non-"tabloid" news material in a week's worth of 11 p.m. broadcasts.

KPIX News Director Jim Van Messell told Mr. Wallace that although his ideal for a news program would be a local version of the *CBS Evening News with Walter Cronkite*, he is "absolutely convinced no one would watch it." KPX, Mr. Wallace observed, "followed KGO-TV's lead in going tabloid." "You can't save souls in an empty church," replied Mr. Van Messell.

Only the NBC affiliate, KRON-TV, fared well in the *60 Minutes* segment. Station Manager C. E. Cooney insisted that KRON-TV "is not going to bastardize its news for ratings."

KRON-TV's newscasts, however, pull a weak third in the San Francisco ratings race. The *60 Minutes* analyses found that "fire, crime and sex" accounted for about 8% of a typical program at KRON-TV. "We don't think that so-called 'tabloid' news is a good journalism standard," Mr. Cooney declared.

The *60 Minutes* segment originally started as an examination of the media consultants who advise local stations on transforming straightforward "conventional" newscasts into "action," "happy talk" and "tabloid" programs, said the segment's producer, Mr. Moses.

"But we discovered that there are 600 local stations and only two media consultant firms of any consequence, and the firms are not all that influential," Mr. Moses told BROADCASTING. "Becoming 'tabloid' or 'happy talk' is basically the station's decision."

Some 30 stations employ the services of the McHugh & Hoffman Inc. consultants of McLean, Va. Some 80 stations, he said, employ consultant services of Frank Magid Associates of Cedar Rapids, Iowa.

KGO-TV's 11 p.m. newscast ranked a weak third before the station hired McHugh & Hoffman as consultants in 1971; the station now holds about 50% of the city's 11 p.m. news audience. KPX, a strong number one three years ago, now has about half KGO-TV's 11 p.m. rating; it employs no consultants. KRON-TV's late news rating is about two-fifths of KGO-TV's; last fall it hired the Magid firm as consultants.

San Francisco, Mr. Moses concluded, is a "great microcosm" of local news competitiveness. "Jim Van Messell of KPX told me if he were producing the *60 Minutes* segment, he would have gone to San Francisco," because of the blatant competitiveness there, Mr. Moses said.

In the early days of television, Mr.

Wallace said on *60 Minutes*, "no one thought that newscasters would become highly marketable television stars, that local news would become big business. But it has. And that has triggered the dilemma: How far do you go to attract an audience?"

No-cameras edict by Douglas is overruled in Texas

Supreme Court Justice wanted to keep broadcasters from covering his speech with their equipment, but local judge cites 1st and 14th amendments

Supreme Court Justice William O. Douglas, who has—for the most part—successfully eluded broadcast cameras and microphones in his public appearances, was brought to bay last week by a Texas UHF that wouldn't take no for an answer and a Texas judge who believes the First and Fourteenth Amendments apply to broadcasting.

It happened last Tuesday (March 5) in Austin when ch. 24 KVUE won a restraining order preventing the University of Texas from enforcing its lecture contract with Justice Douglas. That contract called for \$3,000 and the university's assurance that cameras and tape recorders would be barred. Judge Charles Matthews of the 200th District Court, ruling for the station, held that the contract violated the constitutional rights of free press and of equal protection under the law—the latter a reference to broadcasters being able to employ their tools (cameras, microphones, tape recorders, etc.) as print media reporters employ theirs.

KVUE won the restraining order late in the afternoon, and rushed its news crews from the courtroom to the airport in time to confront Justice Douglas upon his Austin arrival. For a time it seemed he might cancel his appearance altogether. (Indeed, Judge Matthews, in granting the restraining order, had ordered KVUE to post a \$10,000 bond indemnifying the university against such a possibility and its consequences.) But Justice Douglas did go on, was filmed, and was duly reported on that night's TV

and radio news in Austin. At least one other Texas station—KPRC-TV Houston—also covered the event.

KVUE's decision to force the issue was made by Tolbert Foster, the general manager, and Bob Thompson, a Texas University law student who is assistant to the station's president. Mr. Thompson was the only witness who testified at the court hearing, although news directors from KLBJ(AM), KNOW(AM) and KVET(AM) Austin were ready to take the stand if necessary, as was the managing editor of Austin's *American Statesman*.

In discussing the matter with Austin newsmen, Justice Douglas reiterated his charge that certain of their colleagues unethically edit tapes and film in such a way as to quote inaccurately and out of context. That had been his answer earlier this year after a similar episode in Wisconsin. That time, however, the justice won—although at the expense of a Wisconsin Broadcasters Association resolution and a critical editorial in the *Wall Street Journal*.

Ironically, the reluctant justice recited one of his favorite themes in last Tuesday's lecture: that a fourth branch of government has come into being in the U.S. Its name: secrecy.

Akron kidnapping plan nipped in the bud

WJW-TV newsman helps trace phone call that threatened abduction of Akron publisher, WAKR-TV general sales manager

A 43-year-old Akron, Ohio, man was arrested and charged with extortion last week after telephoning two television stations and threatening to kidnap *Akron Beacon Journal* Publisher Ben Maidenburg Sr. or his son, Ben Jr., who is general sales manager of WAKR-TV Akron.

George Blake is being held in the Akron jail on \$10,000 bail following the incident last Monday (March 4). WAKR-TV newsman Bill Forbes said Mr. Blake called him with the kidnap threat and said he would hold Mr. Maidenburg or his son for \$2 million in ransom to feed the poor of Akron.

WJW-TV Cleveland anchorman Murray Stewart said Mr. Blake had called him,

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Coming in Broadcasting

The Story of CATV

as it stands in 1974—two years after issuance of the FCC rules that are its present charter—will be told in the three issues revolving around the annual convention of the National Cable Television Association. The first, on April 15, will spotlight exhibits in the NCTA marketplace. The second, on April 22, will concentrate on CATV's most demanding issues. The third, on April 29, will report the industry's own view of itself, as it unfolds during the Chicago convention.

April 15

April 22

April 29

with the same threat and had also said he was the kidnapper of Patricia Hearst, which proved untrue.

Mr. Stewart said he notified the FBI, who traced Mr. Blake by a telephone number he gave Mr. Stewart. The number turned out to belong to a neighbor of Mr. Blake's and he was arrested at his home several hours later.

Power company marches news through Georgia

Atlanta-based utility sets up service for radio-TV stations for feeds both related and unrelated to company

Local news operations in Georgia are getting some free news and public-service programming as part of a new undertaking of the Georgia Power Co., Atlanta.

Georgia Power has set up a new broadcast section and has constructed videotape-film production and radio production studios to produce news films and radio news features.

The facilities were completed at a cost of less than \$20,000 according to Jackson Bain, head of the broadcast department and former news director with KCEN-TV Temple-Waco, Tex. The television facilities include six videotape units (with one-half-inch tape capability) and a number of film cameras; the radio studio has a complement of recorders, mixers and cartridge units.

Mr. Bain said that he and three staff members use the studios to produce "hard-news usable stories" for radio and TV stations. While the material is designed to be used in news broadcasts, Mr. Bain says stations can identify the source of the material either through aural lead-ins or superimposed ID's as the material is aired. Georgia Power is currently producing two news clips, 45-60 seconds in length, each month for Georgia television stations. Mr. Bain claims to have received a 95% usage figure for the material, with heaviest airing in weekend slots.

Subject matter for the features has included energy conservation measures for the home, reports on industrial expansion in Georgia and the advent of nuclear power plants in the state. Some of the features relate to Georgia Power activities, others do not, Mr. Bain says.

The company also has established an automatic actuality feed line on which broadcasters can call in to obtain news fills on items of current interest. These feeds are a maximum of 30 seconds in length, and usually take the form of quotes from company officials.

The production facilities also allow Georgia Power to generate its own broadcast commercials.



Hoofin' it. The news must go on—that was the decision of KNTV(TV) news crew when the energy crisis threatened to force a slowdown in the news gathering operations of the San Jose, Calif. station. So, substituting a hay burner for a gas burner, cameraman Guy Hall and newsman Bob Haulman rode to all their assignments—including a story on the gas shortage—for an entire day. The horse-eye-view of the energy crisis was spurred on by the three-day shut-down of KNTV's regular gasoline station, supplier for the station's news vans.

cast far enough in advance for them to prepare replies. KSLY was one of three licensees in city issued notices of apparent liability. In seeking reconsideration, KSLY contended action placed economic hardship on station, and inhibited robust debate. It further argued that reporting political endorsements of station managers of KSLY, KVEC(AM) and KATY(AM), was news story protected by broadcaster's journalistic discretion. FCC replied rules impose obligations on stations that endorse candidates, and licensees cannot escape them in guise of news.

Nelson on phone access. Senator Gaylord Nelson (D-Wis.) plans to introduce bill that would tighten up language of present law stipulating to whom telephone companies must make disclosures of customers calls. Nelson bill would require law enforcement officials to obtain subpoena before they have right to access. Law presently states phone companies must supply data on calls when under court order, but also to "other lawful authority" without judicial review. Spat over access to call data comes after revelation in January that FBI received telephone records of *New York Times* Washington bureau without subpoenas.

Political punch. WAYE(AM) Baltimore's editorial supporting decriminalization of marijuana possession generated over 26,000 postcards and telegrams—majority of them agreeing with station's viewpoint—in less than one week. WAYE Vice President and General Manager Harvey Tate delivered mail to Maryland Senate Judicial Proceedings Committee, which held

Journalism Briefs

\$1,000 misunderstanding. KSLY(AM) San Luis Obispo, Calif., has been ordered by FCC to pay \$1,000 fine for broadcasting editorial endorsements of political candidates on eve of general election without informing candidates of broad-

hearing Feb. 14 on decriminalization bill. **Through the camera's eye.** Paul Fine, WMAL-TV Washington cinematographer, has been named "News Film Photographer of the Year" by White House News Photographers Association. Top award was based on entire body of work submitted to jury by Mr. Fine. He also received first place honors in documentary category (for *Help Me Make It Through the Night*, film about Washington homicide squad) in feature category (for piece on Washington zoo) and personality film (for essay on boxing promoter Eli Hanover). Mr. Fine also won second place award in features category and third in personalities.

Arm of the law. Joseph Yacovelli, wanted for nearly two years by New York City police in connection with shooting death of underworld leader Joseph Gallo, turned himself in to police at studios of WINS(AM) New York. His attorney, David Markowitz, said on air that purpose of broadcasting surrender was protection against police "manufacture" of evidence against client; e.g.: police attempts to report Mr. Yacovelli had been captured. Credit for arranging public surrender went to WINS newsmen Paul Sherman, 57, long-time friend of Mr. Markowitz.

Deadline deadline. New York City chapter of Sigma Delta Chi, Deadline Club, has set April 15 as final date for submissions in its United Nations award competition. Contest, open to media newsmen throughout world, honors outstanding coverage of UN during 1973 calendar year. Contact: William P. Mullane Jr., *Deadline Club Awards*, Room 506, 195 Broadway, New York 10007.

WNBC-TV starts revamping

WNBC-TV New York's two-hour local nightly newscast, to start in May, will be a totally new concept in evening news programing, says Lee Hanna, NBC News vice president in charge of O&O station news. The program will have a magazine format, with four approximately half-hour feature and documentary segments punctuated by hard news—10 minutes at 5 p.m. and 6 p.m., and five minutes at 5:30 and 6:30.

Jim Hartz, anchorman for WNBC-TV's current one-hour newscast, will continue as co-anchorman for the two-hour show. A second anchorman has not been chosen. The new program will differ from NBC Los Angeles O&O KNBC(TV)'s two-hour newscast, which is "two one-hour, traditional shows back to back," from 5 to 7 p.m., Mr. Hanna said.

The new program's plans include a vast remodeling job on the old Milton Berle studio 6B at the RCA building, he added. A two-story studio will convert to an "NBC Newscenter," with four large separate areas to accommodate the new format. A new control room is also being constructed, but NBC declined to release the budget for the local show's expansions, which include a staff of over 200.

Music

A winless Wonder connects four times

Other major Grammy awards go to Flack, Knight and Pips, Franklin

Stevie Wonder, 26 and a hit recording artist since the age of 14, had never won a Grammy until this year. At the March 2 awards presentation in Hollywood on CBS-TV, he made up for lost time and won four. At the same time, Roberta Flack won the award for best record of the year for the second time in a row, a first in Grammy history. Her 1973 winner was *Killing Me Softly with His Song*. Her *First Time Ever I Saw Your Face* won that top honor in 1972.

Mr. Wonder was presented the award for the best male pop vocal performance for *You Are the Sunshine of My Life*, best pop album for *Innervisions*, best R&B male vocal performance for *Superstition* and best R&B song for that tune.

Other major awards went to Gladys Knight and the Pips who won top honors for *Neither One of Us* and *Midnight Train to Georgia* as best pop and R&B group performances, respectively. And *Behind Closed Doors* won awards for its performer, Charlie Rich (best country male vocal performance), and songwriter, Kenny O'Dell (best country song). Bette Midler was the best new artist of 1973.

Aretha Franklin—who was not presented her award for the best R&B female performance for *Master of Eyes* on the television program—won the R&B female award for the sixth straight year. The rest of the Grammy winners:

Best pop female vocal performance: *Killing Me Softly with His Song* (Roberta Flack)

Song of the Year—*Killing Me Softly with His Song* (Norman Gimbel and Charles Fox)

Best pop instrumental performance—2001 (Eumir Deodato)

Best country female vocal performance—*Let Me Be There* (Olivia Newton-John)

Best country group or duo vocal performance—*From the Bottle to the Bottom* (Kris Kristofferson and Rita Coolidge)

Breaking In

Look for the Light—B. W. Stevenson (RCA) ■ Making an efficient, self-contained single is practically a lost art now among white pop acts. Only a bare minimum of singles make their money anymore and, if not for the need to service radio stations with singles and radio's dependency on single sales figures in record research, most companies would probably cut them out all together.

Creedence Clearwater Revival, in its heyday, could make singles that could stand alone. And they had the good sense to know that they could throw the single in the corner when it came time to record an entire album.

But B. W. Stevenson and his producer

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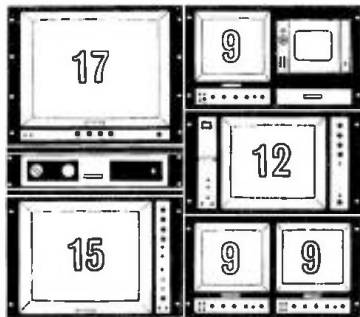
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David Kershenbaum too have that single-sense. His two albums are quite weak—directionless and stuffed with non-descript tunes. But with his fourth single, *Look for the Light*, Stevenson confirms a growing opinion that he will soon be quite a star—and that he will make it on top-40 radio, not on concert stages or across 12 inches of vinyl.

Look for the Light—like *Shambala*, *My Maria* and *River of Love* before it—is clean, professional and maintains his level of consistency. It is another Daniel Moore song (writer of his other three records) and is slow in tempo, almost devotional.

In the main, only black performers still understand the art of making a record for radio. Singles by whites may work on the air, but usually they are designed to work within the framework of 11 or 12 other songs on an album. The music world would be no less rich if B. W. Stevenson never made another album—save a greatest hits records about three years from now.

Those stations playing *Look for the Light* last week included WBBM-FM Chicago; WYSL(AM) Buffalo, N.Y.; WCAR(AM) Detroit; WFSO(AM) Pinellas Park, Fla. and KXOL(AM) Fort Worth.

You Make Me Feel Brand New—*The Stylistics* (Avco) To millions of R&B connoisseurs in the U.S. and Europe, the Stylistics can do no wrong. Their fans don't seem to mind that this rather old-fashioned Philadelphia group (noted for short hair and tuxedos) is treading the mill of earlier top-40 successes—such as *Break Up to Make Up*—with its new releases.

You Make Me Feel Brand New, an ultra-traditional Stylistics love song, is the second single off the group's *Rockin' Roll Baby* album. That LP's title cut followed the well-received *You'll Never Get To Heaven*. The five-man group continues to be one of the leading exponents of smooth dance-hall music. Airriorn Love and Russel Tompkins give this extremely bland melody a run for its money with their strong duet. The rhythm is so slow, however, that couples who love to dance to the Stylistics will be shuffling in their sleep by the time the long—4:45—song is over.

Loyal Philadelphians are listening to the song on six stations—three AM and three FM. *You Make Me Feel Brand New* can also be heard on at least two stations in each of the following markets: Washington, Chicago, Atlanta, Memphis and Baltimore. Other stations carrying it include WJMO(AM) Cleveland, WVOL(AM) Nashville, KKDA(AM) Grand Prairie, Tex., and KGFJ(AM) Los Angeles.

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).
- CHANGES, David Bowie (RCA).
- DANCE WITH THE DEVIL, Cozy Powell (Chrysalis).

- ECSTASY, Raspberries (Capitol).
- GET THAT GASOLINE BLUES, NRBQ (Buddah).
- HAPPINESS IS ME AND YOU, Gilbert O'Sullivan (MAM).
- HELP ME, Joni Mitchell (Asylum).
- HONEY, PLEASE CAN'T YA SEE, Barry White (20th Century).
- HOUSTON, Glen Campbell (Capitol).
- I JUST CAN'T GET YOU OUT OF MY MIND, Four Tops (ABC/Dunhill).
- IF IT FEELS GOOD DO IT, Ian Lloyd and the Stories (Kama Sutra).
- MIDNIGHT AT THE OASIS, Maria Muldaur (Reprise).
- MIGHT JUST TAKE YOUR LIFE, Deep Purple (Warner Brothers).
- MR. NATURAL, Bee Gees (RSO).
- MUSCLE OF LOVE, Alice Cooper (Warner Brothers).
- MUSIC EYES, Heartsfield (Mercury).
- OH VERY YOUNG, Cat Stevens (A&M).
- PEPPER BOX, Peppers (Event).
- RIDIN' THE STORM OUT, REO Speedwagon (Epic).
- SHE, South Colt (Buddah).
- SHE'S MY LADY, Don Reed (MGM).
- SIMONE, Henry Gross (A&M).
- SKYBIRD, Neil Diamond (Columbia).
- UNBORN CHILD, Seals & Crofts (Warner Brothers).
- US AND THEM, Pink Floyd (Harvest).
- WATCHING THE RIVER RUN, Loggins & Messina (Columbia).

continues on page 90

Tracking the 'Playlist'. The news of this week's chart: Ringo Starr has his third hit single in six months as *Oh My My* (24) breaks top 40 and the Spinners have yet another hit in *Mighty Love*, which is bolted at 27, up from 45 last week. John Denver's *Sunshine* (five) and Paul McCartney and Wings' *Jet* (10) break top 10 this week. Blue Swede's *Hooked On a Feeling* (12) is proving to be a fast riser on the chart. Bobby Womack's *Lookin' For Love* (35), Jim Croce's *I'll Have to Say I Love You* (39) and Billy Joel's *Piano Man* (40) break into the top 40 for the first time this week. Bob Dylan's newest single (backed by the Band) *On a Night Like This* is bolted at number 43. New records on the chart include Bachman-Turner Overdrive's *Let It Ride* (50), Helen Reddy's *Keep Singing* (51), Main Ingredient's *Just Don't Want to Be Lonely* (55), Grand Funk's *Locomotion*, a remake of the Little Eva dance hit, (61), the Jackson Five's *Dancing Machine* (their first potential hit in more than a year) (63), Marvin Hamlisch's *Music from the Sting* (67), the Staple Singers' *Touch a Hand, Make a Friend* (71) and Three Dog Night's *The Show Must Go On* (75).

The Broadcasting Playlist™ Mar 11

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

Over-all rank		Title (length) Artist—label	Rank by day parts				
Last week	This week		6-10a	10a-3p	3-7p	7-12p	
1	1	Seasons in the Sun (3:24) Terry Jacks—Bell	1	1	1	1	
2	2	The Way We Were (3:29) Barbra Streisand—Columbia	2	2	2	6	
4	3	Dark Lady (3:26) Cher—MCA	5	4	3	2	
5	4	Rock On (3:13) David Essex—Columbia	4	5	4	4	
11	5	Sunshine (3:18) John Denver—RCA	3	3	6	3	
3	6	You're Sixteen (2:50) Ringo Starr—Apple	6	7	5	7	
7	7	Boogie Down (3:30) Eddie Kendricks—Tamla	8	6	7	5	
6	8	Love's Theme (3:30) Love Unlimited Orchestra—20th Century	7	9	8	10	
8	9	Mockingbird (3:45) Carly Simon & James Taylor—Elektra	9	8	9	9	
15	10	Jet (2:48) Paul McCartney & Wings—Apple	12	10	11	8	
13	11	Spiders & Snakes (3:03) Jim Stafford—MGM	10	11	10	13	
25	▲ 12	Hooked on a Feeling (2:54) Blue Swede—EMI	13	12	12	11	
18	13	Fres Tu (Touch the Wind) (3:12) Mocedades—Tara	14	17	13	14	
10	14	Last Time I Saw Him (2:45) Diana Ross—Motown	11	13	16	15	
20	15	Bennie and the Jets (5:00) Elton John—MCA	20	15	14	12	
14	16	Jungle Boogie (3:08) Kool & the Gang—Delite	17	14	15	16	
9	17	Until You Come Back to Me (3:25) Aretha Franklin—Atlantic	15	16	17	17	
12	18	Let Me Be There (3:00) Olivia Newton-John—MCA	16	18	19	19	
16	19	Love Song (2:50) Anne Murray—Capitol	18	19	21	22	
24	20	Come and Get Your Love (3:30) Redbone—Epic	19	21	20	20	
30	21	TSOP (3:18) MFSB—Phila. Int'l.	21	20	22	21	
26	22	Rock & Roll Hootchie Koo (2:55) Rick Derringer—Blue Sky	26	24	18	18	
31	23	The Best Thing That Ever Happened to Me (3:45) Gladys Knight & the Pips—Buddah	22	23	23	23	
48	▲ 24	Oh My My (3:39) Ringo Starr—Apple	24	25	24	24	
28	25	The Lord's Prayer (2:59) Sister Janet Mead—A&M	23	22	25	26	
27	26	My Sweet Lady (2:40) Cliff De Young—MCA	25	27	26	29	
45	▲ 27	Mighty Love (3:14) Spinners—Atlantic	30	26	29	27	
22	28	Show and Tell (3:28) Al Wilson—Rocky Road	29	28	27	28	
21	29	Put Your Hands Together (3:05) O'Jays—Phila. Int'l.	33	34	30	25	
32	30	I Love (2:06) Tom T. Hall—Mercury	27	32	31	36	
37	31	Energy Crisis '74 (2:00) Dickie Goodman—Rainy Wednesday	31	33	28	30	
33	32	Last Kiss (2:31) Wednesday—Sussex	32	29	32	34	
38	33	A Very Special Love Song (2:44) Charlie Rich—Epic	28	35	37	38	
34	34	Abra-Ca-Dabra (2:56) DeFranco Family—20th Century	34	41	34	31	
42	35	Lookin' for a Love (2:37) Bobby Womack—United Artists	43	30	35	37	
29	36	Jim Dandy (2:38) Black Oak Arkansas—Atco	36	43	33	35	
36	37	I Like to Live the Love (3:15) B. B. King—ABC/Dunhill	37	31	39	40	
19	38	Smokin' in the Boys Room (2:57) Brownsville Station—Big Tree	35	36	38	39	
51	▲ 39	I'll Have to Say I Love You in a Song (2:30) Jim Croce—ABC/Dunhill	39	37	36	41	
41	40	Piano Man (4:30) Billy Joel—Columbia	41	40	40	32	

Over-all rank		Title (length) Artist—label	Rank by day parts				
Last week	This week		6-10a	10a-3p	3-7p	7-12p	
43	41	Star (2:58) Stealers Wheel—A&M	39	38	43	44	
23	42	The Joker (3:36) Steve Miller Band—Capitol	44	39	41	42	
55	43	On a Night Like This (2:57) Bob Dylan—Asylum	52	46	44	33	
35	44	Midnight Rider (3:22) Gregg Allman—Capricorn	42	42	51	47	
54	45	Trying to Hold on to My Woman (4:24) Lamont Dozier—ABC/Dunhill	45	44	46	45	
46	46	W O L D (3:56) Harry Chapin—Elektra	47	47	48	48	
17	47	Doo Doo Doo Doo Doo (Heartbreaker) (3:25) Rolling Stones—Rolling Stones	50	45	42	46	
44	48	Time in a Bottle (2:24) Jim Croce—ABC/Dunhill	40	67	45	63	
57	49	Once You Understand (3:55) Think—Big Tree	49	52	50	54	
—	▲ 50	Let It Ride (3:33) Bachman-Turner Overdrive—Mercury	64	53	47	43	
—	▲ 51	Keep on Singing (3:03) Helen Reddy—Capitol	51	51	53	49	
61	52	There Won't Be Anymore (2:22) Charlie Rich—Epic	46	50	52	67	
50	53	Baby Come Close (3:20) Smokey Robinson—Tamla	54	48	56	51	
40	54	I've Got to Use My Imagination (3:29) Gladys Knight & the Pips—Buddah	48	60	49	65	
—	▲ 55	Just Don't Want to Be Lonely (3:31) Main Ingredient—RCA	56	49	58	52	
59	56	She's Gone (3:24) Daryl Hall & John Oates—Atlantic	58	57	57	55	
64	57	Tubular Bells (3:18) Mike Oldfield—Virgin	57	55	59	59	
66	58	Sexy Mamma (3:05) Moments—Stang	62	64	55	50	
65	59	Star Baby (2:37) Guess Who—RCA	60	58	62	53	
39	60	Living for the City (3:12) Stevie Wonder—Tamla	59	71	60	69	
—	▲ 61	Locomotion (2:45) Grand Funk—Capitol	68	66	61	58	
49	62	The Most Beautiful Girl (2:42) Charlie Rich—RCA	53	*	54	*	
—	▲ 63	Dancing Machine (2:29) Jackson Five—Motown	66	56	65	61	
69	64	Virginia (2:30) Bill Amesbury—Casablanca	63	69	64	66	
52	65	Never Never Gonna Give You Up (3:58) Barry White—20th Century	73	54	70	57	
47	66	One Tin Soldier (3:14) Coven—MGM	55	61	*	62	
—	67	Music from the Sting (TK) Marvin Hamlisch—MCA	71	59	67	64	
68	68	I've Got a Thing About You Baby (2:20) Elvis Presley—RCA	61	68	63	77	
53	69	Tell Me a Lie (2:59) Sammi Jo—MGM South	65	65	69	71	
58	70	Must Be Love (3:30) James Gang—ATCO	70	63	71	68	
—	71	Touch a Hand, Make a Friend (3:26) Staple Singers—Stax	69	70	72	72	
—	72	I'm a Train (3:16) Albert Hammond—Mums	67	72	68	*	
62	73	Me and Baby Brother (3:30) War—United Artists	*	73	*	56	
60	74	Jessica (4:00) Allman Brothers—Capricorn	72	62	*	*	
—	75	The Show Must Go On (TK) Three Dog Night—ABC/Dunhill	*	*	66	70	

Alphabetical list (with this week's over-all rank): A Very Special Love Song (33), Abra-Ca-Dabra (34), Baby Come Close (53), Bennie and the Jets (15), Boogie Down (7), Come and Get Your Love (20), Dancing Machine (63), Dark Lady (3), Doo Doo Doo Doo Doo (Heartbreaker) (47), Energy Crisis '74 (31), Fres Tu (Touch the Wind) (13), Hooked on a Feeling (12), I Like to Live the Love (37), I Love (30), I'll Have to Say I Love You in a Song (39), I'm a Train (72), I've Got to Use My Imagination (54), I've Got a Thing About You Baby (68), Jessica (74), Jet (10), Jim Dandy (36), Jungle Boogie (66), Just Don't Want to Be Lonely (55), Keep on Singing (51), Last Time I Saw Him (14), Last Kiss (32), Let Me Be There (18), Let It Ride (50), Living for the City (60), Locomotion (61), Lookin' for a Love (35), Love's Theme (8), Love Song (19), Me and Baby Brother (73), Midnight Rider (44), Mighty Love (27), Mockingbird (9), Music from the Sting (67), Must Be Love (70), My Sweet Lady (26), Never Never Gonna Give You Up (65), Oh My My (24), On a Night Like This (43), Once You Understand (49), One Tin Soldier (66), Piano Man (40), Put Your Hands Together (29), Rock On (4), Rock & Roll Hootchie Koo (22), Seasons in the Sun (1), Sexy Mamma (58), She's Gone (56), Show and Tell (28), Smokin' in the Boys Room (38), Spiders & Snakes (11), Star (41), Star Baby (59), Sunshine (5), Tell Me a Lie (69), The Way We Were (2), The Best Thing That Ever Happened to Me (23), The Lord's Prayer (25), The Joker (42), The Most Beautiful Girl (62), The Show Must Go On (75), There Won't Be Anymore (52), Time in a Bottle (48), Touch a Hand, Make a Friend (71), Trying to Hold on to My Woman (45), TSOP (21), Tubular Bells (57), Until You Come Back to Me (17), Virginia (64), W O L D (46), You're Sixteen (6).

- YOU WON'T FIND ANOTHER FOOL, New Seekers (MGM South).
- YOUR CASH AIN'T NOTHING BUT TRASH, Steve Miller Band (Capitol).

Music Briefs

Clive Davis speaks. Clive Davis, ousted last spring as president of CBS/Records Group, began college lecture tour last week at University of Pittsburgh. Full-schedule tour begins in fall, spokesman for booking agency said, at reported \$1,000 per appearance. Associate of Mr. Davis said that Mr. Davis was about to announce new record venture last month when British backers ran into tax problems that killed deal. British government imposed 45% tax on profits from foreign investments in January in effort to rectify country's balance of payments. Mr. Davis was to be president in 50% partnership with British backers, without financial expenditure, it was said.

Music talk. RKO Radio, Los Angeles, is producing hour-long special of month music-interview series for its owned stations and available in other markets. First, aired on KHJ(AM) Los Angeles Feb. 24, was *Hour with Chicago* on Chicago sound; this month, Neil Diamond; April, Ringo Starr. Other artists already recorded or committed: Barbra Streisand, Temptations, Stevie Wonder, Moody Blues, Diana Ross, Three Dog Night, Elton John, Paul McCartney, Jackson Five, Carpenters, Gladys Knight, Marvin Gaye and Paul Simon. Format has artist speaking informally to audience; there is no host. Paul Drew, vice president-programing, RKO Radio, is executive producer; Harvey Mednick, assistant to Mr. Drew, is series' producer.

Todd's dream and more. New Todd Rundgren single is *A Dream Goes on Forever* (Warner Bros.), picked at programmers' request, which ships this week. Some stations have been playing it as LP cut already. New War single from album called *Live is Ballero* (United Artists). And second single from Greg Allman's solo album *Laid Back is Don't Mess Up a Good Thing* (Capricorn). First single taken from album was top-20 hit *Midnight Rider*.

Finance

Cable issues move up slightly after high court copyright decision

Analysts note that ruling's impact was more psychological than real

Teleprompter Corp.'s victory in the Supreme Court in its copyright infringement battle with CBS (see page 21) caused a flurry of trading in cable securities. In the days following the issuance of the high court's decision on Monday (March 4), major cable stocks increased in value. The increases, however, were small.

According to the cable analysts canvassed by BROADCASTING, the slowness of upsurge in cable prices was a reflection of the sophistication of seasoned investors who regarded the decision as more a psychological victory for cable than anything else.

Teleprompter, the direct legal beneficiary of the court's decision, registered a gain. It was trading last Wednesday at around 6 7/8, up from 5 1/8 a week earlier. Analysts noted that Teleprompter's Wall Street position had improved markedly since last fall, when a Securities and Exchange Commission inquiry and bearish company reports caused its stock to plummet.

One analyst suggested that the copyright ruling might have caught investors by surprise. "I'm not sure that all the investors thought the cable people would win," he said. Another thought the market reaction paralleled the response to the issuance of the administration's cable report last January. "Most people realized that that was a psychological plus more than anything else," he said. "I think the feeling's the same as far as the decision is concerned." A third analyst noted that copyright legislation was pending in Congress. The Teleprompter decision "just clears up one aspect of the copyright problem," he said. If Teleprompter had lost, he added, "cable would have been in a much more difficult posture" in pressing for legislation more to its liking. "But the

immediate impact [of the court decision] is really nothing," he concluded.

"Obviously," said another analyst, "the reaction would have been more negative with an adverse decision than it proved to be positive with a favorable ruling." Added another: "If Teleprompter had lost, I think it would have been extremely dismaying."

Nevertheless, the analysts agreed that the Teleprompter decision and the cable report signified advancements for an industry that has been short on good news lately. The analysts are predicting gradual growth for cable this year. The growth, they believed, will come principally in medium-sized markets by the more solid MSOs.

Nobody sees overnight riches in cable securities. "I'm afraid," said one, "that a lot of it is that the cable companies still have to prove themselves. They really have to establish their credibility again." Said another: "Cable is beginning to appear more like a business to me. It's a pretty good long-term investment. Probably the best thing you could do after laying out your money is to go on a long vacation."

Financial Briefs

Way Up. MCA Inc., Los Angeles diversified motion picture and TV production studio that is also in music and records and has interests in mail-order gift firm, transportation and banking, reported highest net profit and total revenues in firm's for 1973. Total revenues for year were \$417,784,000, up 20.8% over 1972's \$345,961,000. Net income for last year was \$25,633,000 (\$3.06 per share), 22.9% higher than 1972's \$20,863,000 (\$2.52 per share). Lew R. Wasserman, MCA chairman, noted that writers' strike last year delayed TV production and consequently deliveries to networks, adding "substantially" to cost of TV series. And, he added, usual first-year production costs of new TV series for 1973-74 season contributed to lower profitability in TV division.

TV helps boost. Twentieth Century-Fox Film Corp., reported increases in total revenues and net income for year 1973, with boosts also in revenues from TV program production and syndication and owned KMSP-TV Minneapolis-St. Paul. Total revenues for year ended Dec. 29, 1973, were \$253,532,000, with net income after taxes and extraordinary revenues at \$10,749,000 (\$1.26). This compares to 1972 figures of \$203,350,000 and \$7,808,000 (91 cents). Revenues from TV programs were \$27,392,000, compared to 1972's \$25,903,000; for KMSP-TV, \$6,634,000, compared to previous year's \$5,881,000. TV station operating costs were listed as \$3,867,000, compared to \$3,419,000 in 1972.

Opening up. Transcontinental Video Corp. Ltd., Vancouver, B.C., currently setting up chain of video-cassette theaters in Canada, is going public. Company, listed on the Vancouver Stock Exchange, is offering 250,000 common shares to the public at \$1.50 per share. TCV has over

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40 licensees who have contracted for a total of 170 video theaters. For an investment of \$15,000 a licensee obtains the basic video system from TCV, programming for it, and TCV's aid in establishing the franchise.

An upbeat report on Post-Newsweek TV

Israel confident Florida challenges will not succeed, cites potential in new Hartford operation, questions strength of Justice's case against renewal of newspaper-owned outlets

Larry Israel, president of the Washington Post Co., predicted last week that the FCC would reject competing applications that were filed early last year against the Post-owned WPLG-TV Miami and WJXT(TV) Jacksonville, Fla.

And despite "the heavy legal expenses" involved in fighting the challenges and "the uncertainties of the economy," Mr. Israel said that first-quarter profits of all Post-Newsweek stations this year would equal those of the first quarter of 1973 and that the broadcasting division would "contribute significantly improved earnings" over the entire year.

He added that WTIC-TV Hartford, Conn.—which the Post Co. began operating last week under the new call letters WFSB-TV in honor of the late Frederick S. Beebe, chairman of the company, who died last May—"has a great potential that hasn't been fully realized. The station earned \$4 million in operating revenue last year, but we think it can go significantly beyond this figure." Mr. Israel addressed a March 4 meeting of the New York Society of Security Analysts.

A questioner asked Katharine Graham, chairman of the board of the company, who was sharing the dais with Mr. Israel, whether future acquisitions would be confined to broadcast properties and her answer was that acquisitions "will continue to cover all fields." Mr. Israel added that the company was not interested in cable television because "despite all the blue-sky claims, the field has hardly had . . . explosive growth."

On the FCC's proposal to "preclude common ownership of newspapers and broadcasting stations in the same city," Mr. Israel said that an FCC prohibition of crossownership "would affect the company's continued operation of WTOP-TV in Washington and would necessitate swapping with another newspaper publisher similarly situated." But he said: "It is our belief that the concern with crossownership is misguided and stations should be judged on their performance or in instances of undue concentration of editorial or advertising power. Washington, in our opinion, presents no such concentration, but rather an unusual media diversity."

Asked to comment on Justice Department filing of petitions to deny renewals to newspaper-owned stations in Minneapolis, St. Paul, Milwaukee and Des Moines, Iowa, Mr. Israel remarked: "If the Department of Justice had a good

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case, it would have brought an antitrust suit instead of putting pressure on the FCC to hold hearings."

LIN firms up plan for buying WBAP-TV

LIN Broadcasting Corp., New York, reported last week its new financing plan for purchasing WBAP-TV Dallas-Fort Worth has been completed.

Several weeks ago LIN said it was

having difficulty in securing agreement on its financing (BROADCASTING, Feb. 25), but the more positive news last week was that under the new plan, a \$15-million "B" bank loan will be replaced by notes payable to the sellers and bearing 6% interest. An additional \$2.5 million of the \$35-million purchase price will be in the same form, and the \$17.5-million balance will be payable in cash at the time of closing. The notes to the sellers will be guaranteed by a bank letter of credit at a cost to LIN of 1½%, increasing to

2½% under certain circumstances.

LIN is buying WBAP-TV as part of a sale of all Carter Publications properties. Carter's Fort Worth Sun-Telegram, two suburban newspapers and WBAP-AM-FM were sold to Capital Cities Communications Corp. for \$80 million (BROADCASTING, Jan. 8, 1973). Both the sales of the radio stations and the TV outlet must be approved by the FCC.

The termination date of the contract to acquire WBAP-TV is March 31, unless extended.

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
Ameco Inc.	6 mo. 12/31	1,024,040	- 33.2%	(239,669)	*	(.08)	1,534,281	(1,092,902)	(.91)
Cohu Inc.	year 12/31	15,281,699	+ 34.3%	690,647	+ 13.2%	.45	11,378,987	610,031	.40
Gray Advertising Inc.	year 12/31	302,866,000	+ 12.6%	3,219,000	+ 13.0%	1.96	268,914,000	2,848,000	1.92
Gross Telecasting Inc.	year 12/31	6,363,524	+ 3.4%	1,238,185	+ 3.2%	1.55	6,157,354	1,233,604	1.53
International Video Corp.	6 mo. 1/26	12,910,000	+ 5.9%	110,000	*	.04	12,189,000	1,249,000	.48
LIN Broadcasting Corp.	year 12/31	22,088,000	+ 7.0%	2,729,000	- 35.3%	1.18	20,649,000	4,219,000	1.81
MCA Inc.	year 12/31	417,784,000	+ 20.8%	25,633,000	+ 22.9%	3.06	345,961,000	20,863,000	2.52
Needham, Harper & Steers Inc.	year 12/31	211,499,000	+ 14.8%	2,004,000	+ 12.8%	2.18	184,148,000	1,777,000	1.95
RSC Industries Inc.	year 12/31	10,785,000	+ 23.1%	1,037,000	430.3%	.30	8,760,000	241,000	.07
20th Century Fox Film Corp. ¹	year 12/29	253,532,000	+ 24.7%	10,749,000	+ 37.7%	1.26	203,350,000	7,808,000	.91
Westinghouse Electric Corp.	year 12/31	5,702,310,000	+ 12.1%	161,928,000	- 18.5%	1.82	5,086,621,000	198,667,000	2.24
Zenith Radio Corp.	year 12/31	1,007,203,000	+ 26.5%	54,979,000	+ 13.2%	2.90	795,908,000	48,579,000	2.55

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

¹ Revenues from TV production and syndication were \$27,392,000 in 1973 and \$25,903,000 in 1972. Revenues from KMSP-TV Minneapolis were \$6,634,000

in 1973, \$5,881,000 in 1972. Operating costs for KMSP-TV were listed as \$3,867,000 in 1973, \$3,419,000 in 1972.

Broadcasting's index of 139 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. March 6	Closing Wed. Feb. 27	Net change In week	% change In week	1973-1974		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
							High	Low			
Broadcasting											
ABC	ARC	N	25 3/8	24 1/4	+ 1 1/8	+ 4.63	34 1/4	20	10	16,584	420,819
CAPITAL CITIES COMM.	CCB	N	35 3/4	35 1/4	+ 1/2	+ 1.41	62 1/2	29	14	7,198	257,328
CBS	CRS	N	34 1/8	32 5/8	+ 1 1/2	+ 4.59	52	24 7/8	10	28,315	966,249
CONCERT NETWORK*	D		7/8	3/8	+ 1/2	+ 133.33	7/8	1/4	18	2,200	1,925
CDX	COX	N	17 1/2	16 1/2	+ 1	+ 6.06	40 1/4	13 3/8	10	5,831	102,042
FEDERATED MEDIA*	O		5 1/2			.00	5 1/2	2	18	820	4,510
GROSS TELECASTING	GGG	A	12 3/4	13 1/4	- 1/2	- 3.77	18 3/8	10	8	800	10,200
LIN	LINB	O	5 7/8	4 3/4	+ 1 1/8	+ 23.68	14 3/4	3 1/4	6	2,296	13,489
MOONEY*	MOON	O	2 7/8	2 5/8	+ 1/4	+ 9.52	10 1/4	2 1/4	8	385	1,106
PACIFIC & SOUTHERN	PSOU	O	5 1/2	5 1/2		.00	13 3/4	4 1/2	79	1,751	9,630
RAHALL	RAHL	O	5	5		.00	12 1/4	2 3/4	8	1,297	6,485
SCRIPPS-HOWARD	SCRIP	O	17 1/2	16	+ 1 1/2	+ 9.37	21 1/4	14 3/8	8	2,589	45,307
STARR	SBG	M	8	8		.00	24 1/2	7	7	1,069	8,552
STORER	SBK	N	15	14 5/8	+ 3/8	+ 2.56	44	12	7	4,751	71,265
TAFT	TFR	N	21 1/4	18	+ 3 1/4	+ 18.05	58 5/8	15 1/2	8	4,219	89,653
WOODS COMM.*	O		3/4	3/4		.00	1 5/8	1/4	6	292	219
Broadcasting with other major interests									TOTAL	80,397	2,008,779
ADAMS-RUSSELL	AAR	A	2 1/8	2 1/8		.00	5 3/8	2	6	1,259	2,675
AVCO	AV	N	7 3/4	7 1/2	+ 1/4	+ 3.33	16	6 3/8	3	11,482	88,985
BARTLELL MEDIA	BMC	A	1 3/8	1 1/2	- 1/8	- 8.33	3 1/2	1	4	2,257	3,103
JOHN BLAIR	BJ	N	7 1/4	7 1/8	+ 1/8	+ 1.75	13	4 7/8	6	2,403	17,421
CAMPTOWN INDUSTRIES*	O		3/8	3/8		.00	2	1/4	5	1,138	426
CHRIS-CRAFT	CCN	N	3 1/2	3 1/4	+ 1/4	+ 7.69	6 5/8	2	10	4,162	14,567
COMBINED COMM.	CCA	A	11 5/8	11	+ 5/8	+ 5.68	44	10	8	3,274	38,060
COWLES	CWL	N	6 3/8	6 1/4	+ 1/8	+ 2.00	9 5/8	4 3/4	14	3,969	25,302
DUN & BRADSTREET	DNB	N	33 1/4	32 1/2	+ 3/4	+ 2.30	42	30	23	26,305	874,641
FAIRCHILD INDUSTRIES	FEN	N	6	5 7/8	+ 1/8	+ 2.12	13 3/8	4	55	4,550	27,300
FUQUA	FOA	N	9 5/8	8 7/8	+ 3/4	+ 8.45	20 3/8	6 3/4	4	8,560	82,390
GENERAL TIRE	GY	N	16 3/4	15	+ 1 3/4	+ 11.66	28 3/4	12	5	21,505	360,208
GLOBETROTTER	GLBTA	O	3 3/4	3 7/8	- 1/8	- 3.22	8 1/8	1 7/8	5	2,759	10,346
GRAY COMMUNICATIONS	O		6 1/2		- 3	- 31.57	12 7/8	6 1/2	5	475	3,087
HARTE-HANKS	HHN	N	8 1/4	9	- 3/4	- 8.33	29 1/4	7	7	4,337	35,780
JEFFERSON-PILDT	JP	N	32 5/8	32 1/2	+ 1/8	+ .38	40 7/8	27	15	24,082	785,675
KAISER INDUSTRIES	KI	A	8	7 5/8	+ 3/8	+ 4.91	9 3/8	4	6	27,487	219,896
KANSAS STATE NET.*	KSN	O	3 3/8	3 1/4	+ 1/8	+ 3.84	6 1/8	3 1/4	6	1,741	5,875
KINGSTIP	KTP	A	5	4 7/8	+ 1/8	+ 2.56	14 1/4	4 1/4	5	1,154	5,770
LAMB COMMUNICATIONS*	P		1 1/4		- 1/4	- 16.66	2 5/8	1 1/4	25	475	593
LEE ENTERPRISES	LNT	A	12 5/8	12 7/8	- 1/4	- 1.94	25	9 7/8	9	3,352	42,319

	Stock symbol	Exch.	Closing Wed. March 8	Closing Wed. Feb. 27	Net change in week	% change in week	1973-1974		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
							High	Low					
LIBERTY	LC	N	14 7/8	14 1/2	+	3/8	+	2.58	23 7/8	13 3/8	7	6,631	98,636
MCGRAW-HILL	MHP	N	7 7/8	7 1/4	+	5/8	+	8.62	16 7/8	6 3/8	8	23,525	185,259
MEDIA GENERAL	MEG	A	25 1/4	23 1/2	+	1 3/4	+	7.44	43 1/2	20 1/2	9	3,546	89,536
MEREDITH	MOP	N	10 1/4	10 1/4				.00	20 1/2	8 3/8	5	2,887	29,591
METROMEDIA	MET	N	8 1/2	8 1/4	+	1/4	+	3.03	32 1/4	7	5	6,493	55,190
MULTIMEDIA	MMED	O	12 1/2	11 1/2	+	1	+	8.69	30 1/4	11 1/2	9	4,388	54,850
OUTLET CO.	OTU	N	9 3/8	8 3/4	+	5/8	+	7.14	17 5/8	8	5	1,379	12,928
POST CORP.	POST	O	10 3/4	10 1/2	+	1/4	+	2.38	17	8	5	893	9,599
PSA	PSA	N	9 3/8	9 5/8	-	1/4	-	2.59	21 7/8	6 1/8	14	3,768	35,325
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	13 3/4	13 3/8	+	3/8	+	2.80	29 7/8	11 3/8	9	8,312	114,290
ROLLINS	ROL	N	16 3/4	16 1/4	+	1/2	+	3.07	36 1/2	14 1/4	15	13,305	222,858
RUST CRAFT	RUS	A	9 5/8	9 1/8	+	1/2	+	5.47	33 3/4	7 1/2	6	2,366	22,772
SAN JUAN RACING	SJR	N	12 3/8	11 3/8	+	1	+	8.79	23 3/4	11 3/8	10	2,367	29,291
SCHERING-PLOUGH	SGP	N	69 1/4	67 1/4	+	2	+	2.97	87 5/8	62 1/2	36	52,590	3,641,857
SONDERLING	SDB	A	8 3/8	8 1/8	+	1/4	+	3.07	16 3/8	6 3/8	5	816	6,834
TECHNICAL OPERATIONS	TO	A	5 7/8	5 5/8	+	1/4	+	4.44	13 1/2	4	6	1,359	7,984
TIMES MIRROR CO.	TMC	N	16 1/2	14 7/8	+	1 5/8	+	10.92	25 7/8	13 7/8	10	31,145	513,892
TURNER COMM.*	O		3					.00	6	3	7	1,486	4,458
WASHINGTON POST CO.	WPO	A	21 1/4	17 3/4	+	3 1/2	+	19.71	37	15 3/4	8	4,749	100,916
WDMETCO	WDM	N	9 1/8	9	+	1/8	+	1.38	19 3/8	7 7/8	7	6,295	57,441
Cablecasting										TOTAL		337,402	7,941,490
AMECO**	ACD	O	1/4	1/4				.00	3	1/8		1,200	300
AMER. ELECT. LABS**	AELBA	O	2	1 7/8	+	1/8	+	6.66	3 5/8	1		1,673	3,346
AMERICAN TV & COMM.	AMTV	O	15 3/4	14 3/4	+	1	+	6.77	39	7 1/4	45	3,174	49,990
ATHENA COMM.**	O		5/8	3/4	-	1/8	-	16.66	5 1/2	3/8		2,126	1,328
BURNUP & SIMS	BSIM	O	20 3/4	20 1/4	+	1/2	+	2.46	34 3/4	15 1/8	26	7,907	164,070
CABLECOM-GENERAL	CCG	A	3 1/2	3	+	1/2	+	16.66	8 7/8	1 3/4	117	2,536	8,876
CABLE FUNDING CORP.	CFUN	O	6 1/4	6 1/4				.00	9 3/4	4 1/2	52	1,121	7,006
CABLE INFORMATION**	O		3/4	3/4				.00	2 1/2	3/4		663	497
CITIZENS FINANCIAL	CPN	A	3 1/4	3 3/8	-	1/8	-	3.70	9 1/2	2 3/8	10	2,390	7,767
COMCAST*	O		1 3/4	1 1/2	+	1/4	+	16.66	5 3/8	1 1/2	7	1,705	2,983
COMMUNICATIONS PROP.	COMU	O	3	2 1/2	+	1/2	+	20.00	9 3/4	2 1/8	25	4,435	13,305
COX CABLE	CXC	A	12	10	+	2	+	20.00	31 3/4	7 3/4	23	3,560	42,720
ENTRON*	ENT	O	5/8	1/2	+	1/8	+	25.00	9 1/4	1/4	4	1,358	848
GENERAL INSTRUMENT	GRL	N	15 3/8	15	+	3/8	+	2.50	29 1/2	12 1/4	9	6,792	104,427
GENERAL TELEVISION*	O		1 1/2	1 1/2				.00	4 1/2	1 1/4	75	1,000	1,500
LVO CABLE	LVOC	O	3 3/8	3 1/8	+	1/4	+	8.00	11 1/4	2 3/4	18	1,879	6,341
SCIENTIFIC-ATLANTA	SFA	A	9 3/8	9	+	3/8	+	4.16	15 3/8	6 1/4	11	8,596	6,596
TELE-COMMUNICATIONS	TCOM	O	4 1/4	3 3/4	+	1/2	+	13.33	21	2 5/8	17	4,619	19,630
TELEPROMPTER	TP	N	6 7/8	5 1/8	+	1 3/4	+	34.14	34 1/2	3 3/4	40	16,482	113,313
TIME INC.	TL	N	37	36	+	1	+	2.77	63 1/4	25 3/4	8	10,380	384,060
TOCOM*	TOCM	O	4	3 1/2	+	1/2	+	14.28	12 1/8	2 3/4	10	634	2,536
UA-COLUMBIA CABLE	UACC	O	4 7/8	4 3/8	+	1/2	+	11.42	15	3 3/4	10	1,794	8,745
VIA COM	VIA	N	7 1/4	6	+	1 1/4	+	20.83	20	4 5/8	12	3,851	27,919
VIKOA**	VIK	A	3 1/2	3	+	1/2	+	16.66	9 1/8	1 3/4		2,591	9,068
Programming										TOTAL		84,787	989,171
COLUMBIA PICTURES**	CPS	N	3 1/2	3 1/4	+	1/4	+	7.69	9 7/8	2 1/4		6,748	23,618
DISNEY	DIS	N	51 1/2	44 3/4	+	6 3/4	+	15.08	123 7/8	37	31	29,155	1,501,482
FILMWAYS	FWY	A	4 7/8	5 3/8	-	1/2	-	9.30	5 3/4	2 1/8	8	1,801	8,779
GULF + WESTERN	GW	N	26 1/4	25 3/8	+	7/8	+	3.44	35 3/4	21 3/8	5	13,945	366,056
MCA	MCA	N	24 3/8	23 7/8	+	1/2	+	2.09	34 1/4	18 1/2	9	8,379	204,238
MGM	MGM	N	15	12 5/8	+	2 3/8	+	18.81	24	7 5/8	10	5,918	88,770
TELE-TAPE**	O		1/4	1/4				.00	1 3/4	1/4		2,190	547
TELETRONICS INTL.*	O		4	4				.00	10 1/2	2 1/2	8	943	3,772
TRANSAMERICA	TA	N	9 5/8	10	-	3/8	-	3.75	17 5/8	6 1/8	8	66,354	638,657
20TH CENTURY-FOX	TF	N	8 7/8	6 1/8	+	2 3/4	+	44.89	12 3/8	5	9	8,557	75,943
WALTER READE**	WALT	O	1/2	3/8	+	1/8	+	33.33	1 3/8	1/8		2,203	1,101
WARNER	WCI	N	16 5/8	16 1/8	+	1/2	+	3.10	39 1/8	9	7	15,064	250,439
WRATHER**	WCO	A	7 3/4	6 1/8	+	1 5/8	+	26.53	16 5/8	3 7/8		2,229	17,274
Service										TOTAL		163,486	3,180,676
88DD INC.	O		13 1/2	13 1/4	+	1/4	+	1.88	17 7/8	10	6	2,513	33,925
COMSAT	CO	N	37 1/2	38 1/2	-	1	-	2.59	64 1/2	32 1/2	12	10,000	375,000
CREATIVE MANAGEMENT	CMA	A	5 3/4	5 3/4				.00	9 1/2	3	6	1,016	5,842
DOYLE DANE BERNBACH	DDYL	O	10 1/4	10	+	1/4	+	2.50	23 1/2	8 1/2	5	1,799	18,439
ELKINS INSTITUTE**	ELKN	O	1/4		-	3/8	-	60.00	1 1/4	1/4		1,897	474
FOOTE CONE & BELDING	FCB	N	10 1/8	9 5/8	+	1/2	+	5.19	13 3/8	8 1/8	8	2,129	21,556
GREY ADVERTISING	GREY	O	8	8				.00	17 1/4	7 1/2	4	1,264	10,112
INTERPUBLIC GROUP	IPG	N	10 3/4	11	-	1/4	-	2.27	25 3/8	9 3/4	3	2,464	26,488
MARVIN JOSEPHSON	MRVN	O	8	8				.00	18 1/2	6 3/4	5	957	7,656
MCCAFFREY & MCCALL*	O		9 1/4	9 1/8	+	1/8	+	1.36	10 3/4	5	5	585	5,411
MCI COMMUNICATIONS+	MCIC	O	5	4 3/4	+	1/4	+	5.26	8 7/8	3 3/4		12,825	64,125
MOVIELAB**	MOV	A	1 1/2	1 1/2				.00	1 7/8	1/2		1,407	2,110
MPD VIDEOTRONICS**	MPD	A	2 3/8	2 1/2	-	1/8	-	5.00	4 7/8	2		540	1,282
NEEDHAM, HARPER	NOHMA	O	7 1/2	6 1/4	+	1 1/4	+	20.00	26 1/4	5	4	917	6,877
A. C. NIELSEN	NIEL8	O	20 5/8	20 3/4	-	1/8	-	.60	40 1/2	19 3/4	19	10,598	218,583
OGILVY & MATHER	OGIL	O	15 1/2	14 1/4	+	1 1/4	+	8.77	32 1/2	12 3/4	6	1,777	27,543
PKL CO.*	PKL	O	1 1/4	1	+	1/4	+	25.00	3	1/4	2	818	1,022
J. WALTER THOMPSON	JWT	N	10 7/8	10 1/2	+	3/8	+	3.57	24 3/4	8 1/4	5	2,625	28,546
UNIVERSAL COMM.*	O		3/4	3/4				.00	12 1/2	1/2	1	715	536
WELLS, RICH, GREENE	WRG	N	9 3/8	9 1/8	+	1/4	+	2.73	21 1/8	7 1/2	5	1,623	15,215
Electronics										TOTAL		58,469	870,742
ADMIRAL	ADL	N	12 5/8	11 7/8	+	3/4	+	6.31	18	7 1/4	6	5,863	74,020
AMPEX	APX	N	4 1/4	4 1/8	+	1/8	+	3.03	6 7/8	3 1/8	9	10,878	46,231

	Stock symbol	Exch.	Closing Wed. March 6	Closing Wed. Feb. 27	Net change In week	% change In week	1973-1974		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
							High	Low					
CCA ELECTRONICS*	CCAE	O	7 7/8	3 3/4	+	1 1/8	+	16.66	3	3/4	1	881	770
COMU, INC.	CDH	A	3 5/8	3 5/8				.00	7 7/8	2 5/8	7	1,542	5,589
COMPUTER EQUIPMENT	CEC	A	1 3/4	1 5/8	+	1/8	+	7.69	2 7/8	1 3/8	11	2,372	4,151
CONRAC	CAX	N	19 3/4	18 1/2	+	1 1/4	+	6.75	31 7/8	13 1/4	10	1,261	24,904
GENERAL ELECTRIC	GE	N	56	57 3/4	-	1 3/4	-	3.03	75 7/8	53 7/8	17	182,348	10,211,488
GRASS VALLEY GROUP	GVG	A	10 3/4	10 3/4				.00	16	5 1/2	13	1,501	16,135
HARRIS-INTERTYPE	HI	N	30 1/2	29 1/2	+	1	+	3.38	49 1/4	24 1/2	10	6,227	189,923
INTERNATIONAL VIDEO	IVCP	O	5	5 1/4	-	1/4	-	4.76	14 3/4	3 3/4	13	2,741	13,705
MAGNAVOX	MAG	N	7 7/8	7 3/4	+	1/8	+	1.61	29 5/8	6 1/4	16	17,806	140,222
3M	MMM	N	77	76 7/8	+	1/8	+	.16	91 5/8	71 1/4	29	113,054	8,705,158
MOTOROLA	MOT	N	48 1/2	44 1/2	+	4	+	8.98	68 3/4	41 1/4	17	27,740	1,345,390
DAK INDUSTRIES	OEN	N	12	12				.00	20 1/2	9 1/2	5	1,639	19,668
RCA	RCA	N	20 1/4	20	+	1/4	+	1.25	39 1/8	16 1/2	9	74,515	1,508,928
ROCKWELL INTL.	RDK	N	26 1/2	25 1/2	+	1	+	3.92	32 5/8	23 1/8	6	27,245	721,992
RSC INDUSTRIES	RSC	A	1 5/8	1 3/8	+	1/4	+	18.18	2 1/2	1 1/8	10	3,458	5,619
SONY CORP	SNE	N	29 1/4	27 1/8	+	2 1/8	+	7.83	57 1/4	21 1/4	23	66,250	1,937,812
TEKTRONIX	TEK	N	43 1/2	40	+	3 1/2	+	8.75	56 5/8	29 7/8	19	8,179	355,786
TELEVISION**	TIMT	O	2 1/8	2 1/8				.00	4 3/4	1 1/2		1,050	2,231
TELEPRO INDUSTRIES*	O		6	6				.00	6	1/4	38	475	2,850
VARIAN ASSOCIATES	VAR	N	12 1/2	11 1/8	+	1 3/8	+	12.35	19 1/2	9 5/8	12	6,617	82,712
WESTINGHOUSE	WX	N	24	23 3/8	+	5/8	+	2.67	47 3/8	21 1/8	13	88,595	2,126,280
ZENITH	ZE	N	30 1/4	29 5/8	+	5/8	+	2.10	56	25	10	18,888	571,362
TOTAL										671,125	28,112,926		
GRAND TOTAL										1,395,666	43,103,784		

Standard & Poor's Industrial Average 109.51 107.54 +1.97

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.
Yearly highs and lows are drawn from
trading days reported by *Broadcasting*.
Actual figures may vary slightly.
††Stock did not trade on Wednesday;
closing price shown is last traded price.

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. Earn-
ing 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.

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Media

Wright M. Thomas, director of treasury operations, INA Corp., New York-based insurance company, named VP, Park Broadcasting Inc., Ithaca, N.Y., group broadcaster.

William R. Hirshey, general manager, KUHI-TV Joplin, Mo., named general manager, KTSR-TV Topeka, Kan.



Thomas

John Edgerton, program operations manager, WBTB-TV Charlotte, N.C., named broadcast operations manager.

Gary Kneisley, station manager, WPKL (AM) Painesville, Ohio, assumes additional duties as group operations manager, WPKL, WHOK-AM-FM Lancaster, Ohio, and (assuming FCC approval of pending acquisition) WFKY (AM)-WKYW (FM) Frankfort, Ky.

Timothy J. Bennett, director, advertising and sales promotion, KRDO-AM-FM-TV Colorado Springs, named promotion director, WITI-TV Milwaukee.

Mary Davis, freelance writer, named promotion manager, WFAA-TV Dallas.

Gene F. Jankowski, VP, sales, CBS-TV Stations, appointed VP, finance and planning for stations division.

Steve Rozov, director, public affairs, WAVY-TV Portsmouth, Va., assumes additional duties as promotion director.

Jean-Louis Arcand, public affairs director, Quebec region, Post Office Department, Canada, appointed director, corporate relations, Canadian Broadcasting Corp., Ottawa.

Franklin Tooke, VP, Westinghouse Broadcasting Co., Philadelphia, enters semi-retirement this month. He will continue with Westinghouse as executive consultant.

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Broadcast Advertising



Biernacki

Robert H. Biernacki, general manager WWDJ (AM) Hackensack, N.J., appointed sales manager ABC-owned WABC (AM) New York, replacing Nick Trigony, who becomes general sales manager, ABC-owned WLS (AM) Chicago.

Lawrence K. Maloney, VP and national sales manager, WNEW-TV, New York, named VP-local sales manager.

Robert T. Fennimore, national sales manager, WOR-TV New York, named to newly created post of New York sales manager. Replacing him as national sales manager is **Peter J. Mitchell**, with sales staff at WOR-TV.

William E. Ross, senior VP and executive creative director, J. Walter Thompson Co., Chicago, named executive VP.

John Serrao, assistant general manager, KTLA(TV) Los Angeles, named director of operations for Lions sales group of Tele-Rep, New York and **Tom Belviso**, VP and general sales manager, ABC Television Spot Sales, appointed director of operations for Tigers sales group, Telerep. **Dan Kelly**, director of creative services for MMT Sales, New York, has re-joined Telerep as one of three directors of research.

John R. Jones, manager, Metro TV Sales, Los Angeles, elected VP.

Nat Waterston, business manager, creative department, Doyle Dane Bernbach, New York, named VP.

Carter S. Jones, VP-Southern sales manager, Bernard Howard and Co., Atlanta, leaves to establish Carter S. Jones Agency, 1800 Peachtree Road, N.W., Atlanta 30309. New rep firm will be affiliated with Globetrotter Communications, New York and Chicago.

Dan Perry, media director, Kenyon & Eckhardt, Chicago, elected VP.

David M. Ward, VP, J. B. Williams Co., New York, named VP, sales development, Warren, Muller, Dolobowsky, New York, new post at agency.



Syers

Robert J. Syers, with sales staff, ABC-FM Spot Sales Inc., New York, named national director, sales/marketing.

Michael W. Kaufman, with sales staff, Storer Television Sales, New York, named national sales manager, WITI-TV Milwaukee, Storer station.

Lou Cate, **Loyal Clark** and **Mark Schwartz**, all on sales staff, KTKT(AM) Tucson, Ariz., named national, regional and local sales manager, respectively.



Meeder

Dick Meeder, local sales manager, WXIA-TV Atlanta, named general sales manager.

David Wiehe, with sales staff, WMEE(AM) - WMEF(FM) Fort Wayne, Ind., named local sales manager, WCUZ(AM) Grand Rapids, Mich. All stations

are owned by Pathfinder Communications.

Bob Ubaldo, research manager, NBC Group, Blair Television, New York, joins MMT Sales Inc., also New York, as director of research.

David Habisch, marketing director, WLW(AM) Cincinnati, named national sales manager.

Walter Steffen, with sales staff, WMEE(AM)-WMEF(FM) Fort Wayne, Ind., named assistant sales manager.

Robert J. Maley, with sales staff, WKBO(AM) Harrisburg, Pa., named sales manager.

Programing

Mark Massari, manager, program development, NBC, named manager, motion pictures for TV, that network, reporting to **Joel Katz**, director of NBC's motion pictures for TV department, Los Angeles.

Charles Fries, executive VP-production, Metromedia Producers Corp., New York, leaves MPC April 15, returning to own firm, Alpine Productions, Los Angeles. At MPC his duties are assumed by **Art Stolnitz**, senior production VP, and **Peter Engel**, national sales VP.

Ken Collier, former program director, WSOC(AM) Charlotte, N.C., named program director, WINZ(AM) Miami.

William J. Lotzer, supervisor of TV directors, WGN-TV Chicago, named production manager.

William G. Rhodes, formerly vice president-syndication, Brut Productions, named director-special projects, Rhodes Productions, Los Angeles.

Bermuda Schwartz, public relations director, Mutual Broadcasting System, Washington, joins Magna Verde Productions, New York, as director of public relations and promotion.

Allen R. Cooper, VP-planning, NBC, New York, appointed director, programing research, Public Broadcasting Service, Washington.

Broadcast Journalism

Jeff Skov, associate news director, KSFO(AM) San Francisco, named Washington correspondent for four Golden West Broadcasters station: KSFO, KMPC(AM) Los Angeles; KEX(AM) Portland, Ore., and KVI(AM) Seattle-Tacoma.

Harold Greene, news director-anchor-

man, KCST(TV) San Diego, joins KGTV(TV) San Diego in same position.

Ann McMahon, announcer-reporter, WSB(AM) Atlanta, joins Georgia Network Inc., also Atlanta, as news editor-announcer.

Joseph E. Gulig, news director, WHBL-AM-FM Sheboygan, Wis., named news and public affairs director, WKTS(AM) Sheboygan.

Mike Stout, with news staff, WPVL(AM) Painesville, Ohio, named news director.

Richard McCluney, public affairs producer, WAVY-TV Portsmouth, Va., named assistant news director in charge of documentaries.

Steve Wilson, anchorman and producer, KQTV(TV) St. Louis, named assistant news director.

Hal German, with news department, WIOO(AM) Carlisle, Pa., named assistant news director, WKBO(AM) Harrisburg, Pa. **Thelma Barnett**, Harrisburg area school district, State of Pennsylvania, named public affairs director, WKBO.

Laurie Jaye Kennedy, with news department, WKRG-TV Mobile, Ala., joins WFTV(TV) Orlando, Fla., as reporter.

Duff Thomas, media consultant in Senate, Washington, joins news department of Mutual Broadcasting System in Washington as correspondent.

Cindy Felong, with news staff, WRIF(FM) Detroit, joins WBAX(FM) also Detroit in similar capacity.

Cable



Saeman

John Saeman named president and chief executive officer, Daniels Properties, cable TV ownership, system management and consulting firm, Denver (BROADCASTING, March 4). Mr. Saeman joined Daniels Properties in 1965 and three years later established company's West Coast office in Los Angeles, handling sales and consultancy work.

#1

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Carmen DiLegio, manager, Cox Cable's system in North Adams, Mass., named Northeast regional manager.

James D. McTurner, chief technician, Continental Cablevision of Ohio Inc., appointed manager and chief technician of company's Athens, Ohio, system.

Equipment & Engineering

Henry H. Klerx, manager, broadcast planning, RCA Broadcast Systems, Moorestown, N.J., appointed manager, control equipment engineering and product management, newly formed group within RCA Broadcast Systems.

William H. Enloe, chief engineer, KFDX-TV Wichita Falls, Tex., assumes additional duties as director of engineering, for licensee Clay Communications Inc.

Edward Mullen, design engineer, Ampro Corp., Willow Grove, Pa., named director of engineering.

Gene W. Duckworth, division VP, equipment marketing and distribution, RCA Corp., Harrison, N.J., elected division VP-general manager, tube division. **Joseph H. Colgrove**, division VP and general manager, entertainment-tube division, given additional duties of distribution, warehousing, traffic, market research, advertising, sales promotion and international sales for all electronic components.

One of our own. Baxter Ward, Los Angeles county supervisor who is candidate for Democratic nomination for governor (one of nine avowed candidates), is former broadcast newsman. He was news announcer for several Seattle radio stations after high school and while attending University of Washington there, was with Armed Forces Radio Network during World War II, then was newsmen with WMAL-AM-TV Washington, KCOP-TV, KABC-TV and finally KHJ-TV, all Los Angeles, before resigning in February 1972 when he ran successfully for county supervisor. In 1969, he ran for mayor of Los Angeles, coming in third in field of 12.

Allied Fields

Dolf Zillman, associate, radio-TV, Indiana University, Bloomington, named director, Institute for Communication Research at university.

Arthur A. Anderson, general counsel, and **Donald H. Goldman**, business affairs counsel, both with Teleprompter, New York, announce formation of law firm, Anderson & Goldman, 295 Madison Avenue, New York 10017.

Warren Middleton, sales director, Media Payment Corp., joins Compunet, Pasadena, Calif., computer-based broadcast management system firm, in New York office as general sales executive. He formerly was executive director of Institute of Broadcasting Financial Management and before that with BROADCASTING.

James Sondheim, VP, Stark Communications Inc., New York, appointed Eastern radio sales manager, Compunet, New York office.

Deaths



McKinney-Smith

E. Weeks McKinney-Smith, 49, founder of WDXR-AM-TV Paducah, Ky., died Feb. 21 of heart attack in New York. He is survived by his wife, Sarah, two daughters and one son.

Eric Layton, 58, staff engineer of David Sarnoff Research Center, Princeton, N.J., died Feb. 26 in Geneva while attending International Radio Consultative Committee meeting in behalf of State Department. With RCA for 20 years, he specialized in television transmitters, tape recorders and color TV. Survivors include his wife, Victoria, and two daughters, Victoria and Janet Bascomb.

For the Record®

As compiled by BROADCASTING, Feb. 25 through March 1 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary CARS—community antenna relay station. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modifications. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—educational.

New TV stations

Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, on judge's own motion rescheduled further prehearing conference from Feb. 22 to March 22 (Docs. 18845-49). Action Feb. 20.

■ Acting Chief Administrative Law Judge Lenore G. Ehrig in Pittsburgh (Commercial Radio Institute Inc. and Western Pennsylvania Christian Broadcasting Co.), TV proceeding, designated Administrative Law Judge Chester F. Naumowicz Jr. to serve as presiding judge; scheduled prehearing conference for April 2 and hearing for May 14 (Docs. 19940-1). Action Feb. 19.

Existing TV stations

Action on motion

■ Administrative Law Judge Frederick W. Dennison in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, granted petition by Southern to amend its application to indicate that call sign of its FM station in Tampa, Fla., has been changed from WEZX(FM) to WRGB(FM) (Docs. 18906-7). Action Feb. 20.

Call letter applications

■ KHQL-TV Albion, Neb.—Seeks KCNA-TV.
■ KHOL-TV Kearney, Neb.—Seeks KHGI-TV.
■ KHTL-TV Superior, Neb.—Seeks KSNB-TV.

Call letter action

■ KRNT-TV Des Moines, Iowa—Granted KCCI-TV.

New AM stations

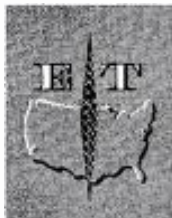
Applications

■ Brush, Colo.—Pettit Broadcasting Co. seeks 1010 khz, 5 kw-D. P.O. address: 2761 E. 93rd Place, Denver 80229. Estimated construction cost \$29,250; first-year operating cost \$31,020; revenue \$48,000. Principals: Claud M. and Margaret E. Pettit (50% each). Mr. and Mrs. Pettit are part-owners and president and secretary, respectively, of Douglas Broadcasting, which owns KWIV(AM) Douglas, Wyo. Ann. Feb. 19.

■ Perry, Fla.—His World Inc. (nonprofit) seeks 1400 khz, 25 w-N, 1 kw-D. P.O. address Box 147, Perry 32347. Estimated construction cost \$43,000; first-year operating cost \$82,600. Principals: John A. Turpin et al. Mr. Turpin is president of His World and operates Christian Counseling Clinic in Miami. Ann. Feb. 13.

■ Cave City, Ky.—Twin City Broadcasting Co. seeks 800 khz, 250 w-D. P.O. address 1354 Western Ave., Bowling Green, Ky. 42101. Estimated construction cost \$33,924; first-year operating cost \$31,040; revenue \$45,000. Principals: Charles M. Anderson (87% sh.), J. Barry Williams (10%), et al. Mr.

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Kentucky University; Mr. Williams is news director for WGBN Bowling Green. Ann. Feb. 13.

■ Polson, Mont.—Lake County Broadcasters. Seeks 1050 khz, 1 kw-D. P.O. address 104 North 8th Street, Livingston, Mont. 59047. Estimated construction cost \$50,850; first-year operating cost \$36,569; revenue 60,000. Principals: Terry L. and Judy A. Kinne (each 35%), Artemas E. and Angela M. Taylor (each 15%). Mr. Kinne is sales manager with KPRK(AM) Livingston, Mont. and Mr. Taylor is with Mountain States Telephone Co. Ann. Feb. 4.

■ Newland, N.C.—J. T. Parker Jr. seeks 1130 khz, 1 kw-D. P.O. address Box 1369, Kingsport, Tenn. 37662. Estimated construction cost \$52,500; first-year operating cost \$30,000; revenue \$40,000. Principal: J. T. Parker Jr. (100%). Mr. Parker has interest in WGO(AM) Kingsport, Tenn. and WCBR-AM-FM Richmond, Ky. Ann. Feb. 20.

■ Lawrenceburg, Tenn.—Jones and Rowland Radio Co. seeks 1520 khz, 500 w-D. P.O. address 5834 Blackthorn Road, Jacksonville, Fla. 32210. Estimated construction cost \$8,050; first-year operating cost \$35,700; revenue \$45,000. Principals: Donovan E. Jones and Marshall W. Rowland (50% each). Mr. Rowland has interest in WQIK-AM-FM Jacksonville and WQYK-AM-FM Tampa; Mr. Jones is chief operator in WQYK. Ann. Feb. 20.

Final action

■ Pagosa Springs, Colo.—KYOR Inc. Broadcast Bureau granted 1400 khz, 1 kw-D and 250 w-N. P.O. address Drawer K. Blythe, Calif. 92225. Estimated construction cost \$6,500 (equipment to be leased); first-year operating cost \$34,838; revenue \$50,000. Principals: Robert B. Roddy (50%), Daniel F. Anderson, John P. Barry, M.D., and John Claypool (each 16%). Group also owns KYOR(AM) Blythe, Calif. (BP-19507). Action Feb. 21.

Call letter action

■ Parker-Rew Enterprises, Jamesville, Va.—Granted WEXM.

Existing AM stations

Final actions

■ KGBS Los Angeles—FCC denied request by licensee Storer Broadcasting Co. to change transmitter site and operate unlimited mite with 50 kw. Mutually contingent request of KSWB Roswell, N.M. to increase nighttime power was also denied. Action Feb. 27.

■ WGUL New Port Richey, Fla.—Broadcast Bureau granted CP to increase ant. height to 300 ft.; redesign trans. site as 103 West Palmetto Street, New Port Richey; redesign studio and remote control as 1233 US-19, North, New Port Richey; condition (BP-19604). Action Feb. 21.

■ WKYK Louisa, Ky.—FCC granted application of Lawrence County Broadcasting Corp. for renewal of license for short term ending April 1, 1975, and admonished licensee for violation of Sec. 509 of Communications Act by predetermining outcome of contest broadcast with intent to deceive public. Action Feb. 27.

■ WWL New Orleans—Broadcast Bureau granted CP to change trans. and ant. site to approximately 5 miles south of New Orleans and west of Route 45, Near Marrero, La.; change main studio location and remote control point to 1012 North Rampart Street, New Orleans; make changes in ant. system and change type trans. (BP-19599). Action Feb. 21.

■ WPGC Morningside, Md. Broadcast Bureau granted CP to add MEOV's to existing daytime pattern (BP-19603). Action Feb. 21.

■ WPGC Morningside, Md.—Broadcast Bureau granted CP to replace destroyed tower with existing tower on property utilized as aux. ant. for WVBF(FM) Framingham, change ground system and use tower as permanent radiator; redesign trans. and studio site as 100 Mt. Wayte Avenue, Framingham (BP-19605). Action Feb. 21.

Other actions

■ Review board in Stamford, Conn., AM Proceeding, granted motion by Radio Stamford Inc. for extension of time through March 11 to file responsive pleadings to motion to add issues by Western Connecticut Broadcasting Co. Proceeding involves mutually exclusive applications of Western Connecticut for renewal of license for WSTC (1400 khz, 250 w) Stamford, and Radio Stamford for new station on same facilities in Stamford (Docs. 19872-3). Action Feb. 26.

■ Chief, Broadcast Bureau, granted petition by A. Earl Cullum and Associates and accepted on Feb. 19 comments due Oct. 30, 1973, on amendment of Part 73 of rules to establish standards for design and installation of sampling systems for ant. monitors in standard broadcast stations with DA's (Doc. 19692); reply comments are due on or before March 15. Action Feb. 25.

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	60	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

Call letter action

■ KRSA Salinas, Calif.—Granted KKEE.

New FM stations

Applications

■ Decatur, Ala.—Grace Baptist Schools. Seeks 91.7 mhz, 3 kw. HAAT 300 ft. P.O. address 1211 Sherman Street, Decatur 35601. Estimated construction cost \$40,945; first-year operating cost \$43,500; revenue none. Principals: Willard G. Stallcup is pastor and administrator of Grace Baptist Church. Ann. Feb. 13.

■ Key West, Fla.—David W. and William A. Freeman seek 107.1 mhz, 2 kw. HAAT 96 ft. P.O. address 513 Southard Street, Key West 33040. Estimated construction cost \$23,000; first-year operating cost \$10,000; revenue \$40,000. Principals: Messrs. Freeman (50% each) are both insurance agents in Key West; David Freeman owns accounting and real estate businesses. Ann. Feb. 19.

■ Columbus, Ga.—Chattahoochee Valley Public Radio seeks 90.5 mhz, 10.3 kw. HAAT 312 ft. P.O. address: 1115 14th St., Columbus, 31901. Estimated construction cost \$42,461; first-year operating cost \$52,315; revenue none. Principals: Spurgeon A. Glenn Jr. Mr. Glenn is assistant to mayor of Columbus. Ann. Feb. 19.

■ Superton, Ga.—Center Broadcasting Co. seeks 1,000 khz, 1 kw-D. P.O. address: Route 3, Tippet Road, Vidalia, Ga. 30474. Estimated construction cost \$46,195; first-year operating cost \$52,248; revenue \$67,160. Principals: H. Fred Tippet (100%). Mr. Tippet is representative with National Farmers Organization. Ann. Feb. 4.

■ Mattoon, Ill.—Community College District #517 seeks 90.3 mhz, 10 w. P.O. address: S. Rte. 45, Mattoon, 61938. Estimated construction cost \$17,520; first-year operating cost \$1,875; revenue none. Principals: Edward M. Resch is attorney and chairman of board of trustees. Ann. Feb. 21.

■ Crowley, La.—Southwest Louisiana Radio Broadcasting Co. seeks 102.9 mhz, 100 kw. HAAT 440 ft. P.O. address: Route 1, Box 135B, Crowley, 70526. Estimated construction cost \$81,375; first-year operating cost \$91,000; revenue \$97,000. Principals: Chester Jones (50%), Lawrence Trahan (32.9%) and Malcolm S. Troclair (17.1%). Messrs. Trahan and Chester have various business interests in Lafayette and Lake Charles, both Louisiana. Mr. Troclair is engineer with KLNI-TV Lafayette. Ann. Feb. 8.

■ Butler, Mo.—Bates County Broadcasting Co. seeks 105.5 mhz, 3 kw. HAAT 146 ft. P.O. address: Box 191, Butler, 64730. Estimated construction cost \$16,660; first-year operating cost \$3,800; revenue \$4,200. Principal: B. D. Thornton (100%). Mr. Thornton owns and manages KMAM(AM) Butler. Ann. Feb. 13.

■ Missoula, Mont.—Scottie Broadcasting Co. seeks 100.1 mhz, 2.87 kw. HAAT —815 ft. P.O. address: Box 2277, 2005 Brooks Street, Missoula, 59801. Estimated construction cost \$25,538; first-year operating cost \$18,000; revenue \$20,000. Principals: W. L. Holter (75%) and Gene S. Peterson (25%). Messrs. Holter and Peterson own KBLL() Helena and KYLT(AM) Missoula, both Montana. Mr. Holter also owns KLTZ() Glasgow, Mont. Ann. Feb. 13.

■ Hillsboro, N.C.—Triangle Women's Radio seeks 91.5 mhz, 48.2 kw. HAAT 340 ft. P.O. address: 909 Green St., Durham, 27701. Estimated construction cost \$131,184; first-year operating cost \$43,014; revenue none. Principal: Christine A. Carroll is communications specialist in Durham. Ann. Feb. 19.

■ Belcourt, N.D.—Couture School Board, District #27, Rolette county, seeks 90.9 mhz, 19 kw. HAAT 364 ft. P.O. address: Box 190, Belcourt, 58316. Estimated construction cost \$67,250; first-year operating cost \$45,000; revenue none. Principal: Fayes Albert is president of school board. Ann. Feb. 19.

■ Media, Pa.—Barry Reisman seeks 100.3 mhz, 30.35 kw. HAAT 318 ft. P.O. address: Cedarbrook Hill, #1104-A, Wynote, Pa. 19095. Estimated construction cost \$169,200; first-year operating cost \$40,000; revenue \$25,000. Principal: Mr. Reisman is announcer with WIBF(FM) Jenkintown, Pa. Ann. Feb. 11.

■ Suffolk, Va.—Metro Communications Corp. seeks 106.9 mhz, 100 kw. HAAT 869 ft. P.O. address: 415 St. Pauls Blvd., Norfolk, Va. 23510. Estimated construction cost \$258,525; first-year operating cost \$62,000; revenue \$70,000. Principals: L. E. Willis (55%), L. E. Willis Jr. (25%) and Hortense E. Willis (20%). Mr. Willis Sr. owns business interests in Norfolk and Atlantic City, N.J. Ann. Feb. 21.

■ Minocqua, Wis.—Lakeland Communications Inc. seeks 95.9 mhz, 3 kw. HAAT 154 ft. P.O. address: Box 584, Minocqua, 54548. Estimated construction cost \$43,478; first-year operating cost \$20,000; revenue \$60,000. Principals: John H. Ames (56%), W. F. Yeschek and Rudy Benkowitz (11% each), et al. Mr. Ames is attorney in Milwaukee; Messrs. Yeschek and Benkowitz are in real estate sales in Minocqua. Ann. Feb. 21.

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Action on motion

■ Administrative Law Judge Lenore G. Ehrig in Bloomington, Ind. (Henderson Broadcasting Co., et al.), FM proceeding, granted request by Indiana Communications Inc. and rescheduled hearing for March 11 (Docs. 19813-5). Action Feb. 15.

Other actions

■ Review board in Midland, Mich., FM proceeding, granted request by Broadcast Bureau for extension of time through March 18 to file responsive pleadings to Patten Corporation's petition to add issues (Docs. 19925-6). Proceeding, involving mutually exclusive applications of Patten and Wolverine Radio Co. Inc. for new FM on ch. 228 (93.5 mhz) at Midland, was designated for hearing on January 23, 1974. Action Feb. 25.

■ Review board in Virginia Beach, Va. granted application of Payne of Virginia Inc. for CP for 94.9 mhz, 50 kw. HAAT 500 ft. P.O. address: Barnes Road, Chesapeake, Va. 23224. Estimated construction cost \$28,000; first-year operating cost \$20,000; revenue \$30,000. Principal: Charles F. Payne, president, et al. (100%). Mr. Payne also owns WCPK (AM) Chesapeake, Va. Competing applications of Virginia Seashore Broadcasting Corp. for same facilities at Virginia Beach was denied (Doc. 19096). Action Jan. 30.

Rulemaking action

■ Mexia and Palestine, Tex.—Chief, Broadcast Bureau, proposed amendment of FM table of assignments, with assignment of ch. 252A as second assignment to Palestine and substitution of unoccupied ch. 252A with ch. 285A at Mexia (RM-2118, Doc. 19942). Amendment was requested by KNET Inc., licensee of KNET(AM) Palestine, and both assignments would meet spacing requirements of rules. Interested parties may file comments on or before April 11; reply comments are due by April 22. Action Feb. 26.

Call letter applications

- Sandpiper Broadcasting Co., West Palm Beach, Fla.—Seeks WMIB(FM).
- Langston University, Langston, Okla. — Seeks *KALU(FM).
- Brothers Broadcasting Co., Summerville, S.C.—Seeks WWWZ(FM).
- Maynard Public Schools, Maynard, Mass.—Seeks *WAVM(FM).
- Greater Portland Radio Inc., Scarborough, Me.—Seeks WJBQ-FM.
- Mehlville R-9 School District, St. Louis—Seeks *KOMR(FM).
- Big Country Radio Inc., Steamboat Springs, Colo.—Seeks KBCR(FM).
- Halifax County Broadcasting Inc., Roanoke Rapids, N.C.—Seeks WPTM(FM).

Call letter actions

- Quincy College Corp., Quincy, Ill. — Granted *WWQC-FM.
- KSOK Broadcasting Co., Arkansas City, Kan.—Granted KEEA(FM).
- Quality Broadcasting Corp., Las Vegas—Granted KEEC(FM).
- KYVA Inc., Gallup, N.M.—Granted KGLP(FM).
- St. Mary's High School, Lancaster, N.Y.—Granted *WSMH-FM.
- Milton College, Milton, Wis.—Granted *WMDF(FM).
- Wycorn Corp., Laramie, Wyo.—Granted KOPJ(FM).

Existing FM stations

Final actions

- KWCK-FM Searcy, Ark. — Broadcast Bureau granted license covering new station; ERP 3 kw; antenna height 170 ft. (BLH-6001). Action Feb. 22.
- KABL-FM San Francisco — Broadcast Bureau granted license covering changes; ERP 100 kw; antenna height 940 ft. (BLH-6036). Action Feb. 22.
- KBPI(FM) Denver—Broadcast Bureau granted license covering changes; ERP 100 kw; antenna height 57 ft. (BLH-6062). Action Feb. 22.
- WKSS(FM) Hartford-Meriden, Conn.—Broadcast Bureau granted license covering use of former main trans. and ant. for aux. purposes only; ERP 17.6 kw; antenna height 760 ft. (BLH-6032). Action Feb. 22.
- WORJ-FM Mount Dora, Fla.—Broadcast Bureau granted request for waiver of rules to identify as Mount Dora-Orlando, Fla. Action Feb. 12.
- WCJM(FM) West Point, Ga.—Broadcast Bureau granted license covering changes; ERP 1.85 kw; antenna height 235 ft. (BLH-6035). Action Feb. 22.
- KBXL-FM Caldwell, Idaho — Broadcast Bureau granted license covering changes; ERP 25 kw; antenna height 2,520 ft. (BLH-6043). Action Feb. 22.

■ WFYR(FM) Chicago—Broadcast Bureau granted CP to change trans. location to Sears Tower, Chicago; install new trans. and ant.; make change in ant. system; ERP 3 kw; ant. height 1,540 ft.; remote control permitted; install new alt. main trans. (BPH-8768, BPH-8794). Action Feb. 21.

■ *WMMX(FM) Lake Forest, Ill.—Broadcast Bureau granted license covering new station (BLED-1122). Action Feb. 22.

■ *WVJC-FM Mt. Carmel, Ill.—Broadcast Bureau granted license covering new station (BLED-1142). Action Feb. 22.

■ WIHN(FM) Normal, Ill. — Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 300 ft. (BLH-6058). Action Feb. 22.

■ WZRO(FM) Pekin, Ill.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 265 ft. (BLH-5769). Action Feb. 22.

■ KIOA-FM Des Moines, Iowa—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 420 ft. (BLH-6030). Action Feb. 22.

■ *WCCO-FM Minneapolis — Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 1,250 ft. (BLH-5931). Action Feb. 25.

■ *KUFM(FM) Missoula, Mont.—Broadcast Bureau granted license covering changes; ERP 7.4 kw; ant. height 2,510 ft. (BLED-1188). Action Feb. 22.

■ KSNM(FM) Santa Fe, N.M.—Broadcast Bureau granted license covering changes; ERP 29.5 kw; ant. height 130 ft. (BLH-6041). Action Feb. 22.

■ WGN(FM) Albany, N.Y. — Broadcast Bureau granted license covering new FM; ERP 8.8 kw; ant. height 980 ft. (BLH-6034). Action Feb. 21.

■ WMYK(FM) Elizabeth City, N.C.—Broadcast Bureau granted license covering new station; trans-studio location Hwy. 168 at Brass Lantern, Moyock, N.C.; ERP 100 kw; ant. height 440 ft. (BLH-6029). Action Feb. 22.

■ KILT-FM Houston — Broadcast Bureau granted license covering changes; ERP 97 kw; ant. height 790 ft. (BLH-6072). Action Feb. 22.

Action on motion

■ Acting Chief Administrative Law Judge Lenore G. Ehrig in Marathon, Fla. (Breeze 94 Inc. and WHOQ Radio Inc.), FM proceeding, designated Administrative Law Judge Thomas B. Fitzpatrick to serve as presiding judge; scheduled hearing for May 16 and prehearing conference for April 4 (Docs. 19935-6). Action Feb. 21.

Call letter action

- WAJM-FM Montgomery, Ala.—Seeks WMGZ(FM).
- KYTE(FM) Livermore, Calif.—Seeks KKIQ(FM).
- WELL-FM Freeport, Ill.—Seeks WFRL-FM.
- KPLD(FM) Branson, Mo.—Seeks KIRK-FM.

Call letter actions

- WEJL-FM Scranton, Pa.—Granted WEZX(FM).

Ownership changes

Application

■ WCWB-TV Macon, Ga.—Seeks assignment of license from WTVY Inc. to Bibb Television Inc. for \$800,000. Seller: Charles E. Woods (100%). Buyers: F. E. Busby (64%), R. A. Birgel (12%), et al. Mr. Busby has business interests in Georgia, Alabama and Florida and is part-owner of WTVY-AM-FM Dothan, Ala. Mr. Birgel is developer in North Carolina. Ann. Feb. 13.

Final actions

■ KPOI-AM-FM Honolulu — Broadcast Bureau granted assignment of license from Valjon Liquidating Trust to Comunico Oceanic Corp. for \$550,000. Sellers: Walter Richey as trustee (100%). Buyers: Frederic W. Constant (48.89%), L. Stevens Edwards (22.22%), et al. Comunico Oceanic is licensee of WKSS(FM) Hartford-Meriden, Conn. (BAPL-440, BALH-1937). Action Feb. 22.

■ KVAN(AM) Vancouver, Wash.—Broadcast Bureau granted assignment of license from Ada C. Brown, conservatrix of estate of Cathryn C. Murphy, to New Broadcasting Corp. for \$150,000. Seller: Mrs. Brown (100%). Buyers: Howard R. Slobodin (50.2%), Leonard N. Kesselman (39.9%) and Alan J. Slobodin (9.9%). Dr. Howard Slobodin has practice in San Francisco and Alan J. Slobodin is therapist in Chicago mental health clinic. Mr. Kesselman practices law in Los Gatos, Calif. In same action, CP granted to change ant.-trans. and studio locations (BAPL-439). Action Feb. 22.

Cable

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: New Channels Corp., Troy, N.Y. (CAC-152); Buf-

falo Televents Inc., Buffalo, Wyo. (CAC-359); Schenectady Cablevision Inc., Schenectady (CAC-789); Colonie (CAC-790); Glenville (CAC-791); Niskayuna (CAC-792); Rotterdam (CAC-793) and Scotia (CAC-794), all New York; Televents of Redlands Inc., Redlands, Calif. (CAC-1378); Blue Run TV Cable Inc., Dunnellon, Fla. (CAC-1533); Missouri Valley Communications Inc., Lexington, Mo. (CAC-1618); Valley Vision Inc., Angels Camp, Calif. (CAC-3034); Morehead TV Cable Co., unincorporated area of Carter county adjacent to Olive Hill, Ky. (CAC-3058); St. Francis Cable TV Co., St. Francis, Kan. (CAC-3093); Vikoa CATV of Ohio Inc., Dresden, Ohio (CAC-3169); Daniels Properties Inc., Noland, Tex. (CAC-3199); Warner Cable of Fort Shawnee/Cridersville, unincorporated area of Allen county, Ohio (CAC-3153); Warner Cable of St. Marys, unincorporated area of Auglaize county, Ohio (CAC-3154); Warner Cable of Kenton, unincorporated area of Hardin county, Ohio (CAC-3155); Warner Cable of Wapakoneta, unincorporated area of Auglaize county, Ohio (CAC-3160); Cablevision Corp. of Ohio, Portage township (CAC-1713) and Catawba Island township (CAC-1714), both Ohio; NWA Cable Communications Inc., Prairie Creek, Ark. (CAC-1763); CSH Inc., Hammond, La. (CAC-1895); Champlain Cablevision Inc., South Glen Falls (CAC-2101); Lake George (CAC-2102) and Lake George village (CAC-2103), all New York; Riverside Cable Corp., Perris, Calif. (CAC-2189); Brownwood Cable Television Service Inc., Electra, Tex. (CAC-2217); Southwest Cable Corp., Peebles, Ohio (CAC-2360); Pawhuska Cable TV Services Inc., Pawhuska, Okla. (CAC-2414); Southern Oklahoma Cable Inc., Healdton (CAC-2594) and Wilson (CAC-2595), both Oklahoma; Leacom Inc., Hixson Park Sanitation district (CAC-2630) and Fraser (CAC-2654), both Colorado; Community Cablevision Inc., Belvidere, Ill. (CAC-2669); Perry Cablevision Inc., New Lexington, Ohio (CAC-2737); Cablevision of Chickasha Inc., Chickasha, Okla. (CAC-2887); Benton Cable TV Co., Benton township, Mich. (CAC-2913); Quincy Community TV Association Inc., Quincy, Calif. (CAC-2986); Independence Cable TV Co., Independence, Va. (CAC-3022); and Mohave Cable Co., unincorporated area of Mohave county adjacent to Kingman, Ariz. (CAC-3023). Actions Feb. 25.

■ Stockton, Calif.—FCC dismissed application for certificate of compliance by California Antenna TV Inc., operator of 12-channel facility, to continue delivering on grandfathered basis, KTVU Oakland; KCRA-TV, KVIE, KXTV and KTXL, all Sacramento; KRON-TV, KPX and KGO-TV, all San Francisco; KOVR Stockton; KGSC-TV San Jose, all California, and to add KLOC-TV Modesto, Calif., and KBHK-TV San Francisco (CAC-1552). Application was opposed by Great Western Broadcasting Corp. (KXTV). Action Feb. 27.

■ Harrisburg, Pa.—FCC has directed—in response to request by Gateway Communications, licensee of WLYH-TV Lancaster, Pa.—Harrisburg Cablevision, operator of 22 cable systems in Harrisburg-Lancaster-York market, to show cause why it should not be ordered to cease and desist from further violation of rules by failing to carry WLYH-TV full-time on its systems at Middletown, West Hanover, Swatara, and Lower Swatara, all Pennsylvania, all within predicted principal community contour of WLYH-TV. In same action Cablevision was granted partial waiver of network exclusivity rules so that one CBS market affiliate would not be accorded priority over others. Action Feb. 27.

■ North Braddock and Swissvale Borough, Pa.—Cable Television Bureau dismissed as moot petition for waiver filed by Suffolk Cable Corp., as requested by petitioner. Action Feb. 27.

■ Lexington county, S.C.—FCC granted Palmetto Cablevision (CAC-1268) and Columbia Cable TV Co. (CAC-2480) certificates of compliance for new systems in Lexington county. Opposition by Palmetto Radio Corp. was granted to extent of requiring Palmetto Cablevision to specify which parts of county it will serve. Commission noted Columbia's application is similarly deficient. Each system proposes to carry WIS-TV, WNOK-TV, WOLO-TV and WRLL-TV, all Columbia, and WEB-TV, Allendale, all South Carolina, and WTCG Atlanta. Palmetto Cablevision also opposes to carry WRET Charlotte, N.C. and Columbia Cable proposes to carry WRIP-TV Chattanooga. Action Feb. 27.

Action on motion

■ Administrative Law Judge Thomas B. Fitzpatrick in Lake Charles, La. (LVO Cable Inc.), cable TV proceeding, canceled hearing presently scheduled for April 1; set certain procedural dates and scheduled hearing for April 16; by separate order dismissed petition for reconsideration/erratum filed by LVO and motion to append affidavit filed by LVO (Doc. 19910). Action Feb. 19.

Rulemaking actions

■ FCC amended Part 76 of rules to require CATV systems to keep records of their quarterly subscriber counts, effective April 12, 1974. Action Feb. 27.

■ FCC, in rulemaking notice, has proposed to amend Part 76 of rules to require CATV systems to maintain public inspection files and permit inspection of their systems by authorized commission representatives (Doc. 19948). Action Feb. 27.

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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 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.

Program Director: The requirements for this position are MOR programming experience, Masters degree, intelligence, creativity, imagination. The rewards: professional and financial growth, creative expression, excellent working environment. Send photograph with resume to Box C-91, BROADCASTING.

If you have at least 3 years in programming and/or operations, you could be what we're looking for. Great station in desirable West Coast market needs take charge operations manager. San Francisco bay area. Box C-106, BROADCASTING.

Southern California medium market station needs a do-it-all program manager. Traffic and accounting experience a must as is some college. Salary \$18-22K. Box C-107, BROADCASTING.

We are looking for a Christian broadcaster who can take over local and national sales. The more versatile the better as this all-religiously programmed station has a small staff. This is an excellent opportunity for the right person who would like to settle down with a comfortable income and secure position. No push or pressure; however, creative sales experience is a "must." Our need is immediate. Write us today about yourself, and we will arrange for a personal interview. Write Box C-122, BROADCASTING.

Las Vegas radio station has immediate opening for General Sales Manager who will earn the GM job within 1 year. Also opening for 2 sales people. Prefer individuals who are RAB trained and who have sold Ethnic radio. Should be available on short notice. Send resume, including income requirements, to Cy Newman, KVOV, PO Box 400, Henderson, NV 89015. 702-564-2591.

Quality Assurance General Foreman. Applicant must have strong managerial experience plus an electrical engineering background. Strong consideration will be given to applicants familiar with engineering aspects of Ampex audio/video recording equipment. Please send resume to Ampex Corporation, 600 Wooten Road, Colorado Springs, CO 80915. Attention: Employment Administrator. An equal opportunity employer, M/F.

Help Wanted Sales

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. \$18,000 salary plus commission. Send resume to Box B-75, 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.

Sales person needed . . . Suburban Detroit radio station. Write in care of Box C-42, BROADCASTING.

No. 1 Rated Soul Station in top 50 Southern Market needs experienced sales people with management potential, top earnings. Large Group. Box C-72, BROADCASTING.

You are announcer-sales and want full time sales, come join full service AM-FM station. Beautiful Rocky Mountain community now or by June 1. Full Blue Cross paid. Write Box C-120, BROADCASTING.

Suburban New York AM/FM station seeks aggressive self-starter familiar with national accounts/agencies. Detailed resume required. Reply in confidence to Box C-128, BROADCASTING.

Great opportunity for right person that knows small market sales. Male/Female. Contact Jim Brady, KINO, Winslow, 602-289-3364.

Learn a powerful sales presentation. Continuous sales training. Midwest background only. Written resume only. Dale Low, KLSS & KSMN, Mason City, IA.

Help Wanted Sales Continued

Florida East Coast, needs experienced sales person who would like to develop into management. We offer salary plus commission plus great living. Would prefer RAB trained. At our station you are limited by your own ability. WDAT Radio Daytona Beach 904-677-4122 Bill Hunter.

Sales Manager. Open to experienced sales person. Growth opportunity! FM stereo station 30 minutes south of Washington, D.C. Beltway. WMJS, Box 547, Prince Frederick, Md. 20678.

Growing Country Station needs experienced salesperson. We offer an excellent opportunity for earnings during the first year, with significant growth after that. Guarantee plus commission and fringe benefits. Mail replies, including resume, to WTVR Radio, 3301 W. Broad Street, Richmond, VA.

Help Wanted Announcers

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.

SW Desert station. 1st phone announcer with news or sales background. Experience required. Equal Opportunity Employer. Box B-200, BROADCASTING.

Wisconsin Modern Country AM-FM seeks aggressive capable, creative personality with production abilities. Lots of potential for hard worker. Send resume to Box C-2, BROADCASTING.

First Phone announcer/engineer. Heavy maintenance experience required. South Florida AM-FM. Equal opportunity employer. Complete resume and salary requirement. Box C-89, BROADCASTING.

Morning personality. The future is in Alaska especially for you if you join Anchorage's leading station. Must have previous experience. Format is MOR Contemporary with emphasis on News and Sports. Send tape, resume, references and salary requirements to Les Snow, Program Director, KBYR/KNIK, Box 2200, Anchorage, AK 99510.

Alaska: Long hours, Rain, Wind and Snow. You must be good. Production, news, air show, sales and possible TV. Good voice a must. Resume-tape-requirements to: Garry Brill, KJNO, Box 929, Juneau, AK 99801. 907-586-3630.

We're looking for a mature country communicator. Excellent fringe benefits, profit sharing etc. Must be into C&W. If you're a pro . . . tape, resume & photo to: Perry St. John, Great Country KSO, 3900 N.E. Broadway, Des Moines, IA 50317.

Top-rated FM-Stereo beautiful music station would like to hear from staff announcers interested in future vacancies. Good wages, stability, new facilities and equipment. E.O.E. Tape & resume to Les Ross WRSR P.O. Box 961, W. Side Sta., Worcester, MA 01602.

Morning announcer with first phone needed at a 5 kw contemporary station. Located in South East Kentucky. Send tape, resume, photograph and expected salary to WYGO, Corbin, KY 40701.

Major market, 50 kw. Needs Super-Jock for mid-days and production. \$13,000-16,000 salary! Phone 608-274-4317.

Announcer who wants to learn sales right. Individual could earn \$250.00 weekly. Excellent future with fast growing station. Mid-West 305-636-6415.

Record your audition at broadcast performance, 4319 N. 76th, Milwaukee, WI 53222.

Coming soon: "The Truth About Announcers or How Conceited They Are". Watch for it!

Help Wanted Technical

Small chain of growing New England Stations wants Chief Engineer. Must be able to repair, "trouble shoot", etc . . . excellent opportunity in all respects. Box C-37, BROADCASTING.

Engineer Wanted, North Plains area, to maintain AM/FM Pair. Experience preferred but interest and potential given consideration. Salary up to \$200.00 per week if experienced, with \$300.00 potential depending on proven ability. Excellent hunting-fishing area. Small market. Box C-43, BROADCASTING.

Help Wanted Technical Continued

Chief Engineer who cares about equipment and believes in maintenance. Long established east coast Class IV with new facilities. Consider any qualified engineer but job may be best for older man for whom adult, low pressure atmosphere and starting salary of \$10,000 makes sense. No board shifts, Box C-44, BROADCASTING.

First phone announcer/engineer. Heavy maintenance experience required. South Florida AM-FM. Equal opportunity employer. Complete resume and salary requirement. Box C-89, BROADCASTING.

Chief Engineer, directional AM-automated class C-FM, Southwest Station with outstanding reputation, no board work—One part time engineer available. Send resume, references. Box C-103, BROADCASTING.

Chief Engineer. Galesburg, Illinois. WAIK(AM). Immediate opening. 309-342-3161.

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, WGSB/WIOV, Ephrata, PA 17522. 717-733-2226.

Appleton-Oshkosh, Wisconsin—Chief Engineer—AM-FM—Recently updated equipment—Contact Phil Robbins-WOSH-Oshkosh—A Midwest Family Station.

WVFB(FM), Beckley, WV needs engineer with FCC 1st to maintain new stereo FM. Send resume and salary requirement to: Chief Engineer, Box AH, 25801, EOE.

Wanted: Chief Engineer for Eastern radio station. Must have managerial experience and a good working knowledge of studio automated equipment. Send resume to Glynn E. Rogers, Sr., Director of Engineering, WXIA-TV, 1611 W. Peachtree Street, Atlanta, GA 30309.

Help Wanted News

Dominant Southeast major market radio station wants to hear from capable newscasters, reporters and DJ's. Good salaries, benefits, E.O.E., prestige operation. Send resume to: Box C-80, BROADCASTING.

News Director. Journalism major or experienced newscaster. Good writer, typist, voice and digger. WCSS Amsterdam, NY 12010.

Super Sports minded E.O.E. midwest rocker wants energetic sports director. Tape and resume only to Mike Anderson, WSJM St. Joseph, MI 49085.

Enjoy the good life in Vermont! ABC-TV affiliate and regional FM expanding into local news. Need two strong news-oriented personalities . . . one TV, one FM, experience. Send resume, audio tape and/or VTR; plus salary requirements, to George Rousseau, Station Manager, WVMY-TV, Box 22, Burlington, VT 05401. Phone 802-655-3663.

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.

Midwest major market automated station needs director of operations who knows production. Good salary for a top individual. Box C-85, BROADCASTING.

Traffic manager for southern California major market AM-FM. Must be able to manage every phase of a large department. Salary \$15-18K commensurate with experience. All replies answered. Box C-108, BROADCASTING.

Florida Coastal Station needs experienced copy writer. Must be strong on imagination and ideas. Delightful place to live by the sea. Opportunity for advancement. Send resume, samples of copy and salary needs to Hudson Millar, WIRA Fort Pierce, an Airmedia Station and equal opportunity employer.

Program Director, News Director and Top Production/Jock. Good pay plus benefits for top forty station. Don't apply unless you're major market material. Send resume and tape to: OPENINGS, 1802 West Ave., #212, Austin, TX 78701. Employer aware of ad.

Help Wanted, Production, Programming, Others Continued

Mass Communications instructor (with Broadcast emphasis) beginning Fall, 1974 semester. Teach radio-TV courses and help supervise campus FM station. M.A. Broadcast and teaching experience desired. \$9500 plus Contact: Jim Porchey, Communications Division, FVCC 3400 Pershall Rd., St. Louis, MO 63135.

50,000 retired Americans pay to live in their chosen paradise. . . . Sunny Guadalupe, the second largest city in Mexico, the city of Eternal Spring. We'll pay you to work and play in this paradise if you are strong on middle of the road, adult audience format with some D.J. background. You'll be in total charge of operations and production. No sales involved. No Spanish necessary. We are a CBS Affiliate, on the air 24 hours, totally in English. If 1,000 a month in this setting sounds interesting to you (life is cheaper here), send your resume to: A. Diaz, Action Radio, P.O. Box 3212, Guadalupe, Mexico.

New Mexico State University seeks Department Head and Director of Broadcasting Center for broad and diversified Department of Journalism and Mass Communications. Media experience in both news/editorial journalism and broadcasting important. Ph.D. preferred. Salary negotiable. July 1974. Affirmative action/equal opportunity employer. Write for job description to Dr. Robert Cates, Box 3J, NMSU, Las Cruces, N.M. 88003.

Situations Wanted Management

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.

Getting out of the service and seeking responsible position. Solid professional, helped launch successful FM station, 7 years experience, 25, BS. Box C-3, BROADCASTING.

Still Following the leader? BE the leader in your Southern Market! Let me show you the way! Box C-97, BROADCASTING.

Experienced Manager. Young, honest, sober, aggressive family man. I'm looking for a station that needs a manager due to the owner retiring. Box C-104, BROADCASTING.

Ten years NY Market—Sales and Talent background. Excellent creative ability and strong motivator. Will consider GSM—Major Market, GM—Medium Market. Resume supplied on request. Box C-109, BROADCASTING.

Manage, engineer, announce. I've done it all. Desire small area market in midwest. Resume on request. Box C-130, BROADCASTING.

Situations Wanted Sales

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.

Sales Manager Available: has proven that efficiency breeds profitability. You need to find out how! Write Box C-67, BROADCASTING.

Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere. . . . NOW. Box A-134, BROADCASTING.

Situations Wanted Announcers Continued

Experienced, Veteran, armed forces radio and TV, commercial 5kw work, college, third endorsed, know FCC regulations. Seeking MOR-classical announcer-production/programming position. But will consider others. Not expensive and will relocate. 313-543-1522. Box C-12, BROADCASTING.

Friendly personality with numbers who writes and produces good clean material, looking for stable contemporary in major or large medium. Reasonable salary. Box C-51, BROADCASTING.

A creative communicator who's more than just an announcer. Well-rounded college grad, married, hard working, 2 yrs. exp.—PD, salesman, effective copywriter, DJ, music services, unlimited desire, plenty of potential. Looking for West or Northwest Progressive or Uptempo MOR. Box C-60, BROADCASTING.

Talk-show host, newsmen, D.J.—Major markets New York City and Connecticut. Over 20 years experience in radio and television. Prefer New York-Connecticut area but will seriously consider others. Box C-77, BROADCASTING.

Top Pro—Black. Available April 1st. 16 years experience as D.J., Program Operations Manager. References. Will relocate, salary open. Box C-78, BROADCASTING.

Mature, solid delivery. Medium-large market my goal. Talented, hard-working, B.A. 190 wk. Box C-82, BROADCASTING.

Announcer D.J.: Experienced, young, tight board, authoritative sound, very sexy, third endorsed, dependable. Box C-93, BROADCASTING.

Beautiful Music . . . EZ . . . MOR. Responsible family man wants permanent move to medium, small market east of Mississippi. Night owl show, automation acceptable. Money not paramount. Security is. Major TV-AM-FM background. References, Third endorsed. Box C-96, BROADCASTING.

For Today's Music: Jazz 'n Blues—"Katz" a 1st phone personality. Seeks long term employment, possibly with you. Box C-101, BROADCASTING.

First, looking for Top 40/Rock Position. Experienced Music Director, production, dependable, willing to learn. 714-583-4026. Box C-102, BROADCASTING.

Experienced modern country programmer. I can make your station number one. I'm young, honest, sober, hard worker and married. Box C-105, BROADCASTING.

Three years experience, some college, endorsed third. Speech and acting background, good deep voice, all formats. Box C-110, BROADCASTING.

Mature, Family Man, 1st ticket, seeks permanent position. Good sales record at best with Country format. Any sized market considered, but offer must be sincere. Box C-114, BROADCASTING.

Experienced, mature announcer with quality voice seeks job in radio or television. All phases of radio and television. Third class with endorsement. Box C-132, BROADCASTING.

Professional Personality/successful program director. Seven years experience. 1st phone. Looking for professionalism in major/medium markets. Don Lee, P.O. Box 15183, Salt Lake City, UT 84115.

New England Beautiful Music . . . EZ . . . MOR. New England family wants to return home permanently. Any market. Tired of top ten TV rat race. Desire security, not big money. Will need break-in on board or automation. All-night shift OK. Third endorsed. Industry references. 301-320-4664.

Communicator, 4 1/2 years experience; news, top 40, country personality. Contemporary, classical, public affairs, public service, production traffic. Continuity, impeccable references. Seeking 100,000 plus market and \$125/week. Jim 814-238-7974, 5:30-6:30 PM.

I want on the air, need 1st job, 22, single, 2 yrs. studio engineering experience, 1st phone, 2 yr. degree in electronics. Will send resume and audition tape. Gary LaBass 2241 Holdrege, Lincoln, NE.

Hey California: Eager to plant roots, married, two children. 8 years experience includes pro baseball play-by-play and college basketball and football. PD of MOR and Contemporary. Also sports director TV. Available NOW. Write Box 531, Solana Beach, CA 92075 or call 714-755-9843.

Get yourself a good woman. 1st phone seeks stability, currently employed mid-day top 40, can follow format and directions, production, authoritative news, knowledge of music, can write, will relocate, aircheck available. Pat Wilson, c/o Chandler, #1 Wagon Wheel Court, Port Orange, FL 919-693-4546.

Situations Wanted Announcers Continued

The stru is overdue. Contemp.; Oldies. 3 years college radio. Bachelor's degree. Ref's. Not much comm. exp. Go anywhere. Tape, res., and pic. Tom Struhar, 312-677-5518 or 675-1281. 8646 Harding, Skokie, IL 60076.

First phone announcer looking for home in medium market. Experience in MOR and currently working modern country. Good voice, good news, good worker. Bob Sery, 612-636-4241, 741 37th Avenue Northeast, Minneapolis, MN 55421.

And here's a guy who needs to Rock and Roll. Four years experience, over one commercially. College Broadcasting degree. Third. Currently a time & temperature jock, and newsmen. 317-529-4145.

Available immediately! Professional top 40 PD-DJ, six years experience, seeking gig at large or medium market station with top 40 or uptempo MOR format. Will consider good-paying small market. Call 301-797-9036.

Personality Jock-of-all-Trades: Creative copy, sharp production (to match wit), perceptive MD vast musical savvy. Dedicated, dependable! Relocate. 3rd endorsed. 516-665-1024. Gary Damon, 22 West Lane, Bayshore, NY 11706.

DJ, 1st Phone, tight board, good commercial, cont., top 40, broad, school grad., prefer west, start now, Jim 714-477-0794.

Sportscaster. Three years experience of college play-by-play, all sports. Hosted sports program, also news. Excellent voice, degree in speech, 3rd endorsed. Terry Robinson, 4025 Hartford St., St. Louis, MO 63116 314-664-5878.

Looking for a start! Any format. Young, creative, endorsed third. Part time sales. Jeff Howard, 5704 Hobart St., Pittsburgh, PA 15217, or call 412-521-6225, before 3 P.M.

Top News/DJ. College radio, 1st ticket, creative production, 738 Elm Ave., Chula Vista, CA 92010, 714-422-5723.

Situations Wanted Technical

Engineer, 20 years experience. AM-DA, FM, stereo, and TV. Family man, prefer South. Box C-115, BROADCASTING.

Situations Wanted News

Medium market newsmen and PBP announcer seeking News or Sports Director position, or work in top 50 market. 7 years experience, 25, BS. Box C-4, BROADCASTING.

Ambitious December graduate, Journalism, Marquette University, seeks spot in news department of radio/TV station. Good writing skills, industrious, personable. 617-646-0079, Box C-45, BROADCASTING.

Medium or larger market position that includes field reporting. Married, College Degree, 20s. East Coast. Box C-49, BROADCASTING.

Enthusiastic Sportscaster/Newsman wants to advance to college ball and full time sports job. 8 years PBP. Would consider combination if right opportunity. Box C-75, BROADCASTING.

Cosell and Cronkite aren't available, but I am. Ten years experience. News, play-by-play, sports talk. Stable family man seeking medium-major market. Box C-99, BROADCASTING.

Sports Director/Newsman seeks new opportunity in established medium or major market. Super PBP, top flight communicator. Box C-126, BROADCASTING.

Vietnam-era Vet—3 yrs. experience, 1 yr. network. Play-by-play and reporting. Also strong news delivery. Reply Box C-131, BROADCASTING.

A guaranteed asset to your news department. Ten years experience. Five years as News Director. This 30 year old family man seeks long term employment as newsmen or news director. Bill Hall, 3047 24th West, Apartment 4, Seattle, WA 98199. Phone 284-1872.

News Director-Operations Manager. . . . McLendon trained, 1st phone. Major-Medium market, will relocate. Consider Talkshow. Charles Beach, 4020 Holland #212, Dallas, TX 1-214-521-7877.

Situations Wanted News Continued

University R-TV grad experienced in PBP, news, seeks return to broadcasting from metropolitan newspaper position. 3rd, 27, married, excellent references. Tape, resume available. Will relocate. J. Watson, 4517 W. Pl. Loma Blvd., San Diego, CA 92107.

Self-starter who knows news gathering seeks news director's or reporter's position in a medium market. Four years experience, M.A. Ron Colp, 24 N. Liberty St., Delaware, OH 43015. 614-362-1345.

Situations Wanted Programing Production, Others

Major Market Personality, with extensive programming and music background, looking for programming opportunity, preferably Northeast. Excellent References. Box C-40, BROADCASTING.

We've been automated! We three offer country/olitan, easy listening backgrounds to you with plenty of ability in production, personality and ratings building. Minimum \$1000 a month. Pay your money and take your choice. Box C-95, BROADCASTING.

Florida Suncoast: Currently employed, top 5 market network O&O contemporary; seeking new challenging opportunity in your area; excellent track record, top references, first phone, B.S., stable, very hard working. Please send for details. Box C-119, BROADCASTING.

Creative Modern Country Programmer presently employed at Number One Country Station in 17 station market of over 500,000 seeks New Challenge. For the complete story call Ed Metoyer, 602-887-6182.

Young Production Manager/Director with busy independent seeks move. Diverse remote/studio directing experience. Impeccable references. 602-968-8072 mornings.

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.

News Management: The requirements are stringent: TV news experience, Master's Degree, imagination, creativity, flair and intelligence. The demands will be intense. The reward: For the aggressive, an opportunity to grow and participate in broadcast news on a national level. Send photograph with resume to Box C-53, BROADCASTING.

Now solid and growing in medium market, your challenge is to move it to new heights. Must be creative thinker, strong in programing, production and promotion. Send resume, salary requirements and picture. An equal opportunity employer. Immediate opening. Box C-84, BROADCASTING.

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.

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.

Energetic Engineer with good technical qualifications for VHF. Texas Resort City. Box C-32, BROADCASTING.

Major Southeast market VHF needs experienced first phone studio technician, heavy on maintenance. Permanent position, Union scale. An Equal Opportunity Employer. Send resume to: Box C-90, BROADCASTING.

TV Maintenance engineers with four years current TV broadcast experience. Must be capable of training local personnel. Thorough maintenance background with system design and installation experience desired. Two year contract with relocation, housing, and medical services furnished. Send resume to: Chief Engineer KVZK-TV, Pago Pago, American Samoa 96799.

Help Wanted Technical Continued

Due to expansion, the Black Hawk Broadcasting Company, Waterloo, Iowa, has a permanent position available in the Engineering staff of KWWL-TV. All applicants must have 1st Class license and good background in solid state electronics. Contact: E. M. Tink, KWWL-TV, 500 East Fourth Street, Waterloo, IA 50703. Phone 319-234-4401.

Broadcast operations engineer. First phone. Well equipped PTV produces for state, regional, and national networks. Beginning level position; some experience helpful, but will train. Send resume and references to John Boscik, WITF-TV, Box Z, Hershey, PA 17033. Affirmative Action/Equal Opportunity Employer.

Need maintenance person. TR-60, TK-27, IVC-500, 900, terminal. Indy U, South Florida. Write WKID-TV, Box 38, Dania, FL 33004.

WSWP-TV, Beckley, WV desires engineer with strong background in remote color productions. Position requires FCC 1st. Latest equipment includes TK-44B's and VR-1200B's. Send resume and salary requirement to: Chief Engineer, Box AH, 25801, EOE.

Help Wanted News

Newsperson for South Texas television and radio stations. Must be able to gather, write and deliver news. Box C-31, BROADCASTING.

Reporter/Photographer/Standups/ some on air/digger who will take direction. Immediate opening. Send tape, film, resume to KTVB-TV, Box 777B, Boise, ID 83707.

Two producer-writers for the most respected local film documentary magazine in the country ARB, NSI rank our weekly prime-time program number two in total adults. We need people with the talent and experience to keep us there. Be prepared to show us more than a couple films or tapes. And be prepared for long hours, moderate pay, mental and physical abuse. Write: "Moore on Sunday," WCCO-TV, Minneapolis, 55402.

Enjoy the good life in Vermont! ABC-TV affiliate and regional FM expanding into local news. Need two strong news-oriented personalities... one TV, one FM experience. Send resume, audio tape and/or VTR, plus salary requirements, to George Rousseau, Station Manager, WVVN-TV, Box 22, Burlington, VT 05401. Phone 802-655-3663.

Help Wanted Programing, Production, Others

News Executive Producer. Solid production, news experience in major markets, to take command of on-air news effort in respected, news-oriented station. Top salary, benefits to right person. If you've got your stuff together, send resume and some idea of your news philosophy to: Richard Townley, News Director, KWTU-TV, P.O. 14159, Oklahoma City, OK 73114.

Television Producer-Director for University owned VHF station. Send for job announcement bulletin. No phone calls please. We are an affirmative action/equal opportunity employer. WILL, 228 Gregory Hall, Urbana, IL 61801.

Assistant Professor, Radio-TV, Journalism, MA, professional experience, \$10-11,000 academic year. Teach broadcast news, production; public opinion; international communications; mass media seminars. Write Chairman, Radio-TV Dept., School of Journalism, University of Montana, Missoula, MT 59801, by May 1, 1974. As an Equal Opportunity Employer we encourage applications from minorities and women.

Instructor (Sept. '74). Develop and teach courses in broadcast journalism and related news fields. MA and/or equivalent professional experience. TV production-instructor. Teach radio-TV, related courses. Help production work of large TV studio. MA degree. Some doctoral work, professional experience desirable. Equal Opportunity/Affirmative Action Employer. Write to: Dr. Theodore C. Miller, Associate Dean Humanities and Communication, William Paterson College, Wayne, N.J. 07470.

Situations Wanted Management

General manager, started in programing, ended up in sales. Know the best and worst of both. 39, currently GM in medium market. Box B-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 B-209, BROADCASTING.

Master in business. Recent MBA graduate. Engineering experience in top 10. Seeks position with quality organization. Mark Lucero, 1087 Woodlawn Dr., Coraopolis, PA 15108. Phone 412-264-2312.

Situations Wanted Sales

Promotion pro ready for switch to Radio/Television sales. M.A. Journalism, 28, single, immediately available. Phil Miller, 10032 Walnut Drive, Kansas City, MO 64114. Phone 816-942-6126.

Situations Wanted Announcers

First Class FCC license. presently employed with N.Y. Telephone Co. working on nationwide video circuits, income \$13,000. Some experience in FM radio. Interested in radio or TV. Willing to relocate. Greg Crossman, 1320 Odell St., Bronx, NY 10462. 212-829-6201.

Situations Wanted Technical

Experienced chief engineer with good supervisory capabilities. A working administrator, BSEE, now making \$15,000. Box B-217, BROADCASTING.

CATV Station Engineer wants broadcast studio position with promise. Color experience, 3rd endorsed, working on 1st phone. Will relocate. Resumes, Box C-22, BROADCASTING.

Chief Engineer of medium market TV station desires to move up. Has plenty of technical and management experience. Box C-33, BROADCASTING.

Twenty years supervisory experience all phases AM, FM, TV from construction through proofs. Present situation no challenge. Modest technical budget specialist. MOR salary required. South or southwest preferred. Interview NAB, Box C-124, BROADCASTING.

Situations Wanted News

Your news team needs me. Female, 23, BA, MA-TV and radio reporting experience. East and west coast. Dedicated, willing to travel. VTR. Box A-228, BROADCASTING.

Major market sports reporter seeks full time medium market air slot. 5 yrs. experience. B.A. in journalism. Play-by-play all sports including hockey. Box C-10, BROADCASTING.

Meteorologist: 24 years old, Professional Certification by the American Meteorological Society. 2 years radio experience. Warm, personable delivery. Would like an opportunity to do television work. Box C-15, BROADCASTING.

Journalist-News Director, Anchorman, Reporter with top credentials. Major markets only. Box C-20, BROADCASTING.

Broadcast Journalist, experienced in field reporting, anchoring, film, seeks TV news. No VTR, audio tape. Hard worker, dedicated, 26, degree. Box C-23, BROADCASTING.

Radio newsmen wants field reporter position. Married, College Degree, 20s. East of the Mississippi. Box C-48, BROADCASTING.

Persistent, aggressive, six years anchor, investigative reporter, news director, talk host in medium/major market radio-TV. Good on camera, can shoot film, dig for news. Relocate anywhere. Box C-56, BROADCASTING.

Announcer/Weatherman, currently employed, personable, 10 yrs. experience as weatherman, varied announcer background including childrens programs, interview and variety shows, desire medium or large mkt. Box C-66, BROADCASTING.

Photo Journalist. 26, extensive work experience with major market. O&O and networks. Will relocate. Phone 314-878-7198 or Box C-76, BROADCASTING.

Network Correspondent. Family man ready to settle. Still young, energetic, attractive. Extensive anchor, reporter, talk show experience. Seek anchorman-reporter slot in major market or anchorman-news director in smaller. Box C-81, BROADCASTING.

Highly experienced anchorman with solid administrative and news production background. Now available for anchor and/or news director position. Excellent references. Box C-88, BROADCASTING.

News Director, midwest top 20 market, net affiliate. Corporate budgets cuts cause desire to move elsewhere. Seven years previous experience-all facets TV. News with major New York (and network) news departments. Looking for news director, executive producer, producer slot in top 15 markets, but might consider other markets. Salary not important, but a challenge and firm station commitment to news is. Write Box C-98, BROADCASTING.

A worn-out ugly old man is looking for an anchorman, legman, weatherman or talk host position where he can have a good time, cheap. Box C-121, BROADCASTING.

Top 20 market reporter. Anchor experience. Aggressive, innovative, loves the business. Will consider smaller market. Call 513-522-4907.

Situations Wanted News Continued

Weathercaster. Major market experience desires permanent move to medium or small market. Will also work booth or radio as newscaster, beautiful music, E.Z. Money not paramount. Security is. Family man. Industry references, resume, VTR. 301-320-4664.

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.

Weathercaster, newscaster, announcer. Major market experience. Salary secondary to security. All markets considered. VTR, industry references. 301-320-4664.

Situations Wanted Programing, Production, Others

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.

Four years ETV production experience, seeks challenging production position in commercial position in commercial TV. Available May 15. Box C-39, BROADCASTING.

Major Market Producer/Director. Strong background in news, live sports, and commercials. Production pro. Equally at home in studio or on remotes. Box C-71, BROADCASTING.

TV Sales/Traffic director seeking like position in Top Fifty market. Present experience twelve years. Want to move ahead with you! Box C-94, BROADCASTING.

Energetic, producer/director looking to move to professional production unit, closed circuit or broadcast. Four years experience—community and educational television. Masters. Box C-100, BROADCASTING.

Photo services manager. For commercial, public or ITV station. Experienced in multi-media broadcast photography such as films, slides, publicity stills. Can supervise cameramen, editing room, film & still labs. Box C-112, BROADCASTING.

Hard-nosed cameraman. 11 years in broadcast news. Heavy experience in documentary and special assignment filming. Can double as stand-up reporter. Seeking long stay with stable company. Box C-113, BROADCASTING.

9 years experience in all areas of TV production—5 years Producer/Director—commercial and educational background—BA in TV—28, energetic, hard-working, determined company man with quality results—work well with anyone—available immediately. Box C-118, BROADCASTING.

Producer/Director seeks position with Educational affiliate. Strong interest in arts. Experienced with credits. Currently with Top 20 network VHF. Box C-123, BROADCASTING.

August '73 Broadcasting Graduate, 23, seeks immediate position in TV production. Experience in directing, lighting, graphics, camera work, producing, technical direction and remotes. Good references. Will relocate. Jordan Lakefish, 2930 S.E. Claybourne, Portland, OR 97202. Phone 503-774-7406.

CABLE

Help Wanted Management

CATV Position available for Large System of MSO. Requirements are for individual with proven record in system development, sales, and administration. Reply in confidence with resume that includes: Personal data, experience, reason for leaving present or last position, references, salary requirements. Box C-86, BROADCASTING.

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.

Situations Wanted News

Former editor university newspaper, radio news, has experience with film and cable. Graduating May. B.A., Catholic U., speech and drama. Seeking CATV position—news oriented. Contact: Shawn Perry, 1029 Perry St., N.E. #105, Washington, D.C. 20017.

WANTED TO BUY EQUIPMENT

Wanted: used equipment to set up radio station on 1350 AM 1.0 kw. Box C-68, BROADCASTING.

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.

Small college seeks donation of used TV studio equipment in working condition. Reply: Communications, Elizabethtown College, Elizabethtown, PA 17022.

Wanted: Cash for good condition AM used tower. 400 ft, guyed, insulated. Must support 3 section FM antenna, and 6 ft. open grid parabolic. Call Joe Herold, 209-532-7426. P.O. Box 906 Sonora CA 95370.

110 Kw UHF transmitter which can be used or easily converted for Channel 17. Complete package with all associated equipment only. Send all particulars including asking price to E. R. Wright, 1018 W. Peachtree St., N.W., Atlanta, Ga. 30309

We need used 250, 50, 1 kw, 10 kw AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Ithurbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

For sale, one IGM Model #383 time announce control (Stereo). Box C-92, BROADCASTING.

A matched stereo pair of Gates Solid Statesman FM limiters, Model 6631, for sale. In excellent condition. \$1100 for stereo pair. Contact: Jim Rogers, W S O M, 300 East State St., Salem, OH 44460. Phone 216-337-7965.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

Used transmission line, 4 years old, 500' of 6 1/8" 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.

Helix-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8057, Pensacola, FL 32505.

Most all equipment for class AB or C FM station. 702-673-3739 or Box 170, Reno, NV 89504.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

One-liners, jokes! Free sample! Topical humor for jocks exclusively. Funnies, Box 11-511, Newington, CT.

MISCELLANEOUS

Airchecks, auditions duplicated. Recorder, 862 East 51st Street, Brooklyn, NY 11203. 212-451-2786.

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, CA 94126.

Biographies on 625 Rock Groups. Free sample: Write Rock Bio's Unltd. Box 978, Beloit, WI 53511.

Contemporary Religious Broadcast service free. AM-FM, Small markets, Educational. Station letterhead. Starlight, Box 465, Warwick, NY 10990. Easter Sunrise Service Ready.

Fidelipac #300 Carts—Unused 85¢. Standard 4x5 size, loaded with untimed album of tape, max. load 10 1/2 min. Also #600 and #1200 available. Send check with order to NVI, 9400 Culver Blvd., Suite 201, Culver City, CA 90230. 213-839-4353.

Miscellaneous Continued

Radio Stations. Sports Editorials. Tapes air mailed weekly. Femyer Broadcasting, 1602 West Pierson, Phoenix, AZ 85015.

TV Slides \$6. Program topics, news, weather, Quasi-computer style, send for list. Bob Lebar films, 240 E. 55, NYC 10022.

Tired of everyday programing? Award-winning programs on Women's Movement, Protest Music and Political Struggles. Write to Radio Free People, Dept. K, 133 Mercer Street, New York, NY 10013.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Job opportunities and announcer-d.j.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Fran. cisco 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.

Enter America's most unique and practical broadcast announcer school. Three months training on two commercial radio stations! Three months actual experience that counts when you apply for your first job. Third class radio telephoto license with broadcast endorsement training. Placement assistance. Small classes! Bonded! Certified by NM State Board of Education. Approved for Veterans. Classes year around: June 1st, Sept. 2nd, Jan. 2nd, April 1st. Enroll now! Write Dave Button, Mgr., School of Broadcast Training, 317 West Quay, Artesia, NM 88210. 505-746-2751.

RADIO Help Wanted Management

OPERATIONS MANAGER
for Los Angeles radio station. Must be strong in detail with college preferred. Salary \$20-25K depending on ability. Small and medium market PD's considered. Contact Rick Davenport, Management Consultant (312) 693-6171.

Help Wanted Announcers

P.D./PERSONALITY
Program Director/Air Personality for top ten market adult MOR station. Must have great personality on air—no button pusher! Heavy emphasis on tight supervision of other personalities. Rush resume and salary requirements.

Box C-50, BROADCASTING

Help Wanted News

**NEWS DIRECTOR
at WCAU(AM) Philadelphia
50,000 Watts CBS**

We're trying some new things . . .

We're digging . . .

We're into people, not just into stories.

We're programming news that fits an ever-changing lifestyle.

We're building a unique news operation.

We're all/news, talk, information, and sports, and we need a leader for an aggressive dedicated news team.

You've got to be experienced but not tired—creative, solid, and anxious to get involved in something special.

Call—Allan Hotlen (215) 839-7000

Help Wanted Programing, Production, Others

WANTED—COMPUTER INSTALLATION SPECIALIST

Here is an excellent opportunity for the man or woman who has broadcast operations experience. This is a career position offering good pay, an expense account, travel and independence. We provide complete training. Send resume to: Christopher M. Young, P.S.I., 28 West Bridge Street, New Hope, PA 18938.

Situations Wanted Management

ATTENTION STATION OWNERS

Major markets preferred. If your profit picture is fuzzy and your future is looking dim perhaps you need to inject new vitality into your operation. I offer hope with a bold new concept in broadcasting. Total commitment essential, substantial promotional budget required initially but will pay big long term dividends. Shake out of the doldrums and shake up your market with a purposeful, dynamic concept.

Box C-79, BROADCASTING

Situation Wanted Management Continued

Attention Independent working owner! Want profitable retirement, now? Want to Avoid Broker fee? Taxes? Mature Sales and Asst. Mgr. Family man, with impressive sales record, who can do it all, will operate your station on gradual purchase plan, for strong 5 figure salary and good fringe. South preferred. Principals only. All replies confidential.

Box C-83, BROADCASTING

STATION OWNERS

My 20 years in Top 5 Markets, (In all phases of Rock, M.O.R. and now, # One in Country) enough. Strongly desire G.M. of small or medium S.E. market. Yours?

Box C-87, BROADCASTING

AMERICA's No. 1 TIME SALESMAN

An almost extinct rarity—a real worker, who has reached peak earnings at present position. An exceptional administrator who has done it all and LEADS, not directs. If you can afford me, you cannot afford to be without me.

Box C-111, BROADCASTING

**GENERAL MANAGER AVAILABLE
FOR MEDIUM SIZE TO LARGE MARKET. EXCELLENT BACKGROUND.
IF YOU WANT THE MAN THAT'S
HONEST, MATURE AND GETS THE
JOB DONE WITHOUT ALL THE
SUPERFLUOUS BALONEY — THEN
CONTACT ME AT ONCE.**

Box C-134, BROADCASTING

SALES SEMINAR. Improved traffic system, Accounting and billing. Lower operating costs and higher profit margin. Improved air sound and community service plus a more efficient and harmonious staff. Radio management consultant who knows your problems and can solve them fast. Fee is normally amortized by higher profit and lower operating costs immediately. Free phone evaluation. BOB RUARK (505) 748-3247

Situations Wanted Announcers

"OFFICER VIC"

A Chicago institution for 16 years, 8 yrs. ABC, 8 yrs. NBC. Available April 1st, Chicago stations preferred, experienced all phases radio, TV entertainment. Heavy on public service, proven money maker and key man. Will consider P.R. spot. Write: Victor Petrolls, 5159 So. Luna, Chicago, IL 60638.

AIR PERSONALITY or PD

13 years experience, witty air personality for MOR or personality contemporary. Also top play-by-play of all sports. Available immediately for good medium market opportunity. Nell Rogers, 3139 Lee St., Hollywood, FL 33021, or call (305) 961-5070.

Situations Wanted News

32.2 & 27.9 (18-34)

One of the hottest talk show personalities is available. Can your programming beat those numbers? Major markets only. All replies confidential.

Box C-117, BROADCASTING

Situations Wanted News Continued

WANTED:

News dept. with low ratings and strong desire to become #1 and journalistically respected. Our team has 2, one with 21 years experience including NYC, the other about half that. Together we are untouchable. No immodesty, just the truth!

Box C-125, BROADCASTING

TELEVISION

Help Wanted Announcers

ANNOUNCER

Top 50 Midwest market station looking for a well rounded, diversified background type. Specialty in one area not necessary, but should be experienced in weather, sports, booth, commercial. Send resume and salary requirements.

An Equal Opportunity Employer
Box B-74, BROADCASTING

Help Wanted Technical

Opportunity for experienced engineer to assume a supervisory position with a Central Pennsylvania television station. Would be responsible for all studio and transmitter equipment. Major equipment installation planned in near future. Send complete resume and salary requirements to:

Box C-63, BROADCASTING

The Grass Valley Group

needs a regional manager for the New York area sales office. A strong technical background in broadcasting is essential.

Please send resume to Robert Lynch, Gravco Sales, Inc., Station Plaza East, Great Neck, N.Y. 11021 or NAB booth 406.

BROADCAST TELEVISION FIELD ENGINEERS!

An opportunity with

MARCONI ELECTRONICS, INC.

based at our Atlanta or Englewood, N.J. facilities.

The successful applicant will be experienced in dealing with state-of-the-art video equipment and be familiar with modern digital circuitry concepts.

They will be ready to learn quickly in our plant and travel on assignments throughout the U.S.

Initial duties will be confined to Marconi live cameras and film equipment.

Salary commensurate with experience—excellent company benefits.

Call or write: Barry Holland, Marconi Electronics, Inc. 1309-J Stone Mill Court, Stone Mountain, GA 30083. (404) 469-7471

Help Wanted News

EDITORIALIST

WHAS-TV, Louisville, a station with an excellent news reputation, is looking for an editorialist. If you have a journalistic background and preferably Radio/TV experience with a desire to join a dynamic operation, write, no phone calls, to: Alan Wilson, WHAS-TV, Box 1084, Louisville, Ky. 40201.

AN EQUAL OPPORTUNITY EMPLOYER

**Help Wanted Programing,
Production, Others**

RESEARCH/SALES PROMOTION DIRECTOR

Top rated NBC television station in the 95th ADI (Salinas-Monterey, California) looking for a research/sales promotion director capable of functioning as a one-person department but with assistance from top management. Before applying, be certain you can qualify on the following standards: An excellent sales promotion writer; a good idea person; thorough knowledge of rating books and how to best utilize them to help generate sales; capable of producing eye-catching layouts, etc. In simple terms, you will be a "one-person band." Our company owns KSBW-TV, Salinas, as well as KSBY-TV, San Luis Obispo, California and has extensive CATV holdings throughout same area. We have a very liberal fringe benefit plan including profit sharing. Starting salary will be approximately \$10,000 per year. If all of the above interests you, and you feel eminently qualified, forward a *complete* resume to Lloyd Chappel, Director of Personnel, Central California Communications Corporation, 238 John Street, Salinas, California, 93901, or if you will be at the NAB in Houston, please contact him at the Savoy Field Inn.

We are an Equal Opportunity Employer M/F

Situations Wanted News

NEWS DIRECTOR/ANCHORMAN

Former net correspondent (SE Asia) writer/producer seeks challenging position News Director or Anchorman. Opportunity more important than \$. Replies confidential.

Box C-116, BROADCASTING

NEWS DRAGON?

Why hire expensive consultants to put zip in your news operation when our combination can do it for you! We're two young but seasoned broadcast journalists, who are currently working as a news director-producer, anchorman combination. We know how to program a contemporary news format, make it go, and keep it going! But we want to go and grow. Medium and major markets only.

Reply Box C-129, BROADCASTING

Miscellaneous

CASH FLOW A PROBLEM?

PACER/WALDMANN will help you free up cash invested in your present equipment or help you expand by leasing new equipment.

SYSTEMS PACER/WALDMANN
STUDIOS 619 E. Gay St.
VANS West Chester, PA 19380
215-436-5168

What does the layman know about . . .

- an unsafe Christmas toy?
- job discrimination?
- credit ratings?
- the Truth In Lending Act?

Information about these and other subjects is provided on *Law for Laymen*, a two-minute public affairs radio program produced by Georgetown University. Law professors and experts from the Federal Government prepare and discuss these issues.

Available free. For audition tape, write or call:

John C. McGrath, Office of Public Relations,
Georgetown University, Washington, D.C.
20007. (202) 625-4151

Miscellaneous Continued

**Communications at
Graham Junior College
is Radio and Television**

2-year Communications programs leading to an A.S. degree are offered in:

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Broadcast Journalism
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Admissions Office
Communications
Graham Junior College
632 Beacon Street
Boston, Massachusetts 02215
617/ 536-2050



For Sale Stations

Major Midwest Market. 10KW - AM (Daytimer with PSA) & Class B FM. Includes 10 acres, attractive offices and facilities, and FAA approval for sufficient tower height . . . \$650,000, all assets.

Box B-104, BROADCASTING

For Sale Stations Continued

FOR SALE

49% interest in well established 5000 Watt AM radio station in South Central Michigan. Sale will be held pursuant to Uniform Commercial Code and subject to all FCC regulations. Direct inquiries to

Box C-127, BROADCASTING

AM-FM California \$210,000
AM Hawaii \$285,000

John Grandy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California
805/544-1310

Ralph E. Meador
Media Broker
Midwest Properties
P.O. Box 36
Lexington, Missouri 64067
Phone 816-259-2544

Bill Exline

NAB address:

Continental Houston

William A. Exline, Inc.
31 Carroll Court
San Rafael, California
(415) 479-0717

Profitable Florida AM Daytimer
in small-medium, growing market.

Financable. \$175,000.

(813) 391-2824

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SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 389-9545

NATIONAL ASSOCIATION OF
BROADCASTERS
SHAMROCK HOTEL
Suite 744

March 17-March 20, 1974



CHAPMAN ASSOCIATES*

business brokerage service

Atlanta—Chicago—Detroit—Dallas
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

SHARING IS CARING



Need has no Season

For Sale Stations Continued

THE QUIET BROKER

We advertise modestly—We restrict our efforts to salable broadcast properties—We carefully qualify our buyers in advance—We make on-site inspection trips before making offerings—we provide sellers and buyers with detailed market and financial statistics, radio & television potential, and profit projections—We do not employ mailing lists; our tools are the telephone and airplane—As an average, we negotiate one deal per month. We invite serious inquiries from sellers and buyers who prefer low key confidential treatment and assured results.

NAB Contact—March 17-20

The Houston House—Room 1503
Telephone (713) 223-4781

George MOORE
& ASSOCIATES
BROKERS AND APPRAISERS

6116 No. Central Expressway Suite 712
Dallas, TX 75206 (214) 361-8970

By the time you get to Houston...

you'll have a lot of important business to conduct, and many people to see. You may not find time to see us. We understand that. So we'll make every effort at least to say a brief "Hello!" to as many broadcasters as possible. Then, when you get back home, away from the hustle and bustle of the Convention, give us a call to discuss your buying or selling interest. You deserve the kind of personal attention and privacy that have become our trademarks. We're not the largest media brokerage firm in the country, but we're the fastest-growing in sales. Yes, there's a reason: this is where the action is!



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmhurst, New York 11402
P.O. Box 948 • (607) 733-7138

BROADCASTING'S CLASSIFIED RATES AND ORDER FORM

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No 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 other \$40.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

NAB's 1974 engineer: one of a vanishing breed

When Joe Epperson steps up to receive the 1974 engineering award during the National Association of Broadcasters' convention next week, he'll probably spend the least possible time on the dais. Basking in the limelight isn't his style. He still has the air of the soft-spoken, small-town radio engineer that he was 46 years ago. Except now he's vice president in charge of all the engineering operations of the five television and three radio properties owned by Scripps-Howard Broadcasting Co.

He achieved that position in a simple, inconspicuous fashion, through conscientiousness and an unflagging devotion to the technical side of broadcasting. Perhaps he really fell in love with the science of radio—and later television—like many a veteran broadcast engineer.

At any rate, it started back in Mr. Epperson's early teens. He fondly remembers listening to WDOF(AM) Chattanooga and WNAV(AM) Knoxville, later to become WNOX. His family had the only radio receiver in his hometown of Charleston, Tenn. (pop. 1,000), and it wasn't uncommon for the Eppersons to have a lot of company in the evening, when radio reception was at its peak. Joe Epperson subsequently built an amateur station, obtaining a commercial first-class license in 1927. The following year he put his budding technical knowledge to work when he became an engineer at WNOX, which at the time broadcast only one hour daily, around noon, and two hours on several evenings.

Joe Epperson's thirst for engineering knowledge was increasing. That led to two years of classes at the University of Tennessee and a correspondence course from a Washington radio engineering school while he was helping to nurture the WNOX operation.

Continental Radio Co. (soon to be known as Scripps-Howard Radio), owned by newspaper operator E. W. Scripps Co., purchased WCPO(AM) Cincinnati and WNOX in 1935. The late Jim Hanrahan, who then managed the company (which also owned WMPJ[AM] Memphis until that station was sold in 1945), was so impressed with Mr. Epperson's work at WNOX and with his reliability that he appointed Mr. Epperson Scripps-Howard's chief engineer.

Design, construction and installation of equipment to upgrade the Scripps-Howard stations were his responsibility (he also wrote numerous articles for engineering publications along the way) until World War II, when he took leave of Scripps-Howard to join the Operational Research Group at the Pentagon. ORG was designed to provide consulting engineering



Joseph Bolen Epperson—vice president-engineering, Scripps-Howard Broadcasting Co.; b. May 8, 1910, Charleston, Tenn.; engineer, WNOX(AM) Knoxville, Tenn., 1928-1931; chief engineer, 1931-1938; chief engineer, Scripps-Howard Radio Inc., 1938-1942; member, Operational Research Group, Pentagon, Washington, 1942-1944; with Engineering Products Division, RCA, Camden, N.J., 1944-1946; chief engineer, Scripps-Howard Radio, 1946-1956; vice president-engineering, Scripps-Howard Broadcasting, 1956-present; m. Bennie Elizabeth Eldridge, Oct. 24, 1931; children: Mrs. Phyllis Ann Walker, 40, and Joseph E., 29.

service to the Army's chief signal officer, particularly on problems in the employment of radar for aircraft detection.

From a technical standpoint, radar and television have much in common. And Mr. Epperson found his ORG experience valuable when he returned to Scripps-Howard after the war. The company had expansion on its mind—particularly in television. It obtained a construction permit for WFTS(TV) Cleveland in 1947. A second TV station, WCPO-TV Cincinnati, and WCPO-FM were added two years later. (WCPO-AM-FM were to be sold in 1969.) In 1961 Scripps-Howard Radio became known as Scripps-Howard Broadcasting with a public offering of stock and purchased WPTV(TV) West Palm Beach, Fla. WMC-AM-FM-TV Memphis came into the fold that same year when the *Memphis Commercial Appeal*, which owned those stations, merged into Scripps-Howard. KTEW(TV) Tulsa, Okla. (then KVOO-TV), was added in 1970.

Making it all tick (or perhaps hum, buzz, whirr and click), from replacing tubes to compiling complex engineering data, was Joe Epperson. By his ballpark estimate, he's now responsible for a half-

million dollars worth of equipment decisions for the Scripps-Howard stations each year. And, as he points out, he makes those judgments only after balancing equipment's proved performance against claims made for it. Joe Epperson tries to be a perfectionist.

It follows that Mr. Epperson is also an inventor of sorts. In 1952 he devised the signal range calculator, a slide rule for quick determination of the approximate coverage contours of VHF and UHF television stations. Although the instrument is now off the market, a major manufacturer is interested in redesigning it and bringing it out again.

It's obvious Mr. Epperson's associates highly respect his firm grasp of the practicalities as well as the theories of electronics. He was awarded the fellow grade of membership in both the Institute of Radio Engineers and the American Institute of Electrical Engineers and, upon the consolidation of those organizations, became a fellow of the new Institute of Electrical and Electronics Engineers.

He has served on NAB's Engineering Conference Committee and Engineering Advisory Committee, where he pushed hard for engineering training programs. He's been described as a visionary and as tenacious as "a bulldog with lockjaw" when he is convinced of something. And no doubt those qualities were in large measure responsible for NAB's annual directional-antenna seminar at Cleveland Scientific Institute and its engineering-management seminar at Purdue University. Joe Epperson was the grandfather of those highly successful programs.

There's more. His expertise is highly relied upon by the Association of Maximum Service Telecasters, of whose board he's been a member almost since the inception of the organization.

The Epperson mind was also brought to bear on the task confronting the Television Allocations Study Organization, a group established in 1957 by NAB, AMST and the Electronic Industries Association to make recommendations to the FCC concerning the television spectrum. The book published in 1959 containing TASO's findings is still considered the engineer's bible on that subject.

Mr. Epperson has a pretty full schedule of activities this NAB convention. But one is still likely to see him in the exhibit halls, scrutinizing this equipment item or that, questioning manufacturers, talking shop with fellow engineers.

Joe Epperson—listed in the latest edition of "Who's Who in Engineering," by the way—has in his own quiet way carved out a special niche for himself, as one broadcasting veteran put it recently, "part of a rapidly vanishing breed of guys you don't find too many of in this business any more."

Editorials

Back to basics

The U.S. Supreme Court has called a halt to the fee system that was ultimately intended to defray all of the FCC's expense — and just as the commission was within 8% of reaching its objective. Clearly the new schedule that the FCC had released less than a week before the court acted will have to be withdrawn and a semblance of reason restored to the whole fee structure.

As this publication has repeatedly observed, there is a pernicious irresponsibility built into the concept that a regulatory agency may charge fees big enough to recover all or most of its costs. Bureaucracy can only flourish if permitted to increase its budgets in anticipation of increasing its fees. The phenomenon is on full view at the FCC.

Fees must be assessed, the Supreme Court has ruled, according to the value of the benefits received by the regulated enterprises. To include in the fees the cost of the service that the FCC is also performing for the public is to give the agency the power to tax, which is reserved for Congress, the court has held.

The question that now confronts the FCC is how to separate the benefit to the recipient from the benefit to the public in given regulatory processes. On that it has been given at least a rough guide in the following sentence taken from the court's majority opinion: "There is no doubt that the main function of the commission is to safeguard the public interest in the broadcasting activities of members of the industry." That can be read only as meaning that the burden of FCC support must remain on the U.S. treasury, not on the regulated enterprises.

That still leaves the problem of devising sharply scaled-down fee schedules that assign different values to different benefits accruing to different recipients. One good way to start would be to evaluate the FCC's own services. It has never seemed reasonable to us that, for example, transfer fees should be established as a percentage of sales prices when the work of processing transfer applications varies little from case to case, except when disputes arise.

The FCC may be reluctant to start from a basis of self-evaluation. Judged by the sluggishness of action and the backlog of cases that permanently exists, the service accruing to recipients right now approximates a value of zero.

The Supreme Court action requires a complete revision of fees, in concept and application, and for that all may be grateful. The National Cable Television Association deserves everybody's thanks for persevering in the appellate process that led to the highest court.

The free riders

Cable television interests have won a stunning victory in the Supreme Court's decision relieving them of copyright liability for the broadcast services they carry. Broadcasters and other copyright owners have suffered another setback on a front where they have consistently lost ground. The scene now shifts back to Capitol Hill and to the committees that have been working on — or, perhaps a better phrase, toying with — over-all copyright revisions.

No other issue has created a larger obstacle to copyright modernization than cable television. The cable interests, which have an unwavering friend in Senator John McClellan (D-Ark.), chairman of the Senate subcommittee that writes copyright law, have succeeded in stalling legislation while professing their desire for it. With the Supreme Court

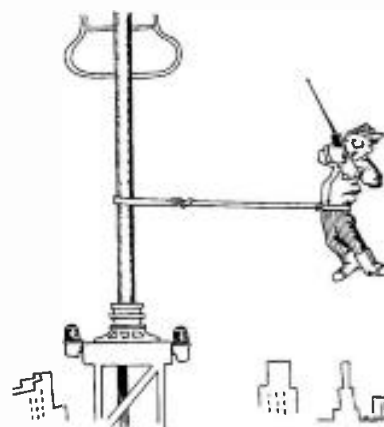
now exempting them from broadcast liability under present law, their interest in new legislation diminishes still further.

In some quarters it has been conveniently forgotten that back in November 1971 the cable operators agreed with broadcasters and other copyright owners on a copyright settlement that was part of a general compromise on federal regulation. The other part was a package of FCC rules that were more favorable to cable than broadcasters liked but were accepted in the expectation that copyright liability would be enacted as part of the whole regulatory scheme. Now that the Supreme Court has acted and the Congress still hasn't, broadcasters have more reason than ever to believe they were jobbed.

In the 1971 compromise the parties agreed to support a new law that would make cables liable for copyright on broadcast signals, granting them compulsory licenses for all local signals designated by the FCC and for all distant signals authorized in the new FCC rules prescribed in the package. They also agreed that "unless a schedule of fees covering the compulsory licenses or some other payment mechanism can be agreed upon between the copyright owners and the CATV owners in time for inclusion in the new copyright statute, the legislation would simply provide for compulsory arbitration failing private agreement on copyright fees."

In the two years and four months since that compromise was accepted, there have been occasional negotiations between cable interests and copyright owners, but, not surprisingly, there has been no agreement on fees. Long ago it became obvious that the law ought to be written without a statutory schedule of payments and with the provision for compulsory arbitration. Senator McClellan, however, keeps urging the need for negotiation on fees for inclusion in the law — a process that could continue indefinitely, as the cable interests clearly understand.

There were broadcasters who genuinely believed that their case would be won in the Supreme Court's ruling on CBS versus Teleprompter. With that belief now dashed, broadcasters and copyright owners have nowhere to go but the Hill. Their paths there will probably have to circumvent Senator McClellan and others in the cable interests' corner. The way around them must be found.



Drawn for Broadcasting by Jack Schmidt

"I said I think it's getting too windy to do much more up here today...."

HELP!

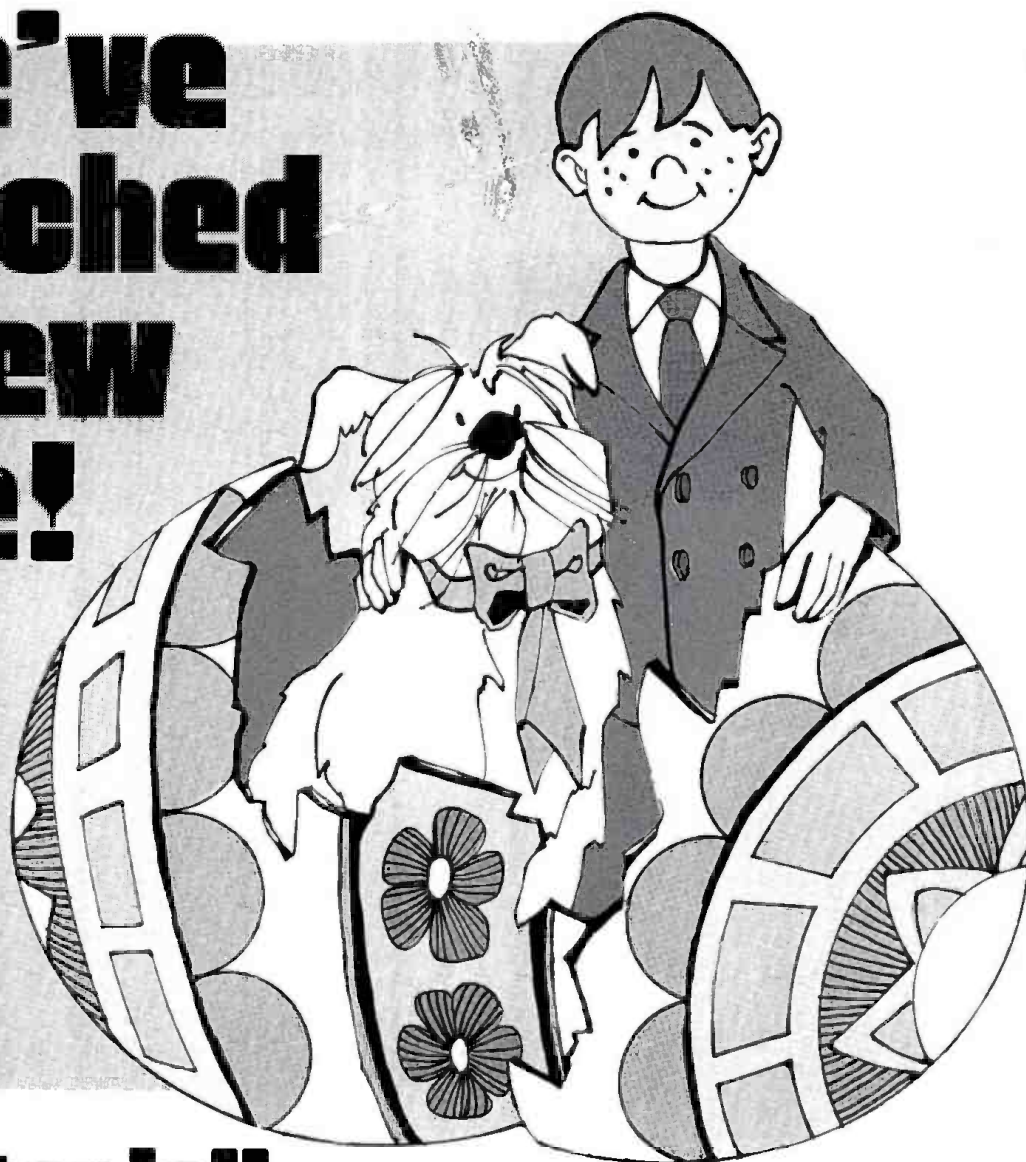


Marketing is different on the Pacific Coast. A business that plots its course with *national* rather than *local* information can easily go astray. Market-Buy-Market® is a computerized service that quickly pinpoints your product's medium/heavy users by age, sex and household income. These data are based on a survey W. R. Simmons has conducted in four major coast marketing areas. □ Advertising is different on the Coast, too. And of all media, radio can be the most efficient. Market-Buy-Market helps you get the most out of your advertising dollars by pre-determining the reach and frequency of proposed spot schedules. We can also determine which Pacific Coast radio stations can reach the greatest number of people most likely to buy your product. □ By the way, the W. R. Simmons information is ours *exclusively*. But it's yours for the asking.



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We've hatched a new one!



"Easter Is"

Lutheran Television's all new animated family special. Even more delightful than the overwhelmingly successful CHRISTMAS IS. Original score by Jimmy Haskell interpreted by Leslie Uggams guarantees another fringe and prime time winner.

Superb Family Entertainment

Four year's running, CHRISTMAS IS drew record ratings and response; top national and local sponsors are glad they bought your time. Half-a-million personal letters to Benji and Waldo mean there are hundreds of thousands of pen pals with parents eager to see these lovable characters again.

With No Program Charge

Top production value and three saleable or PSA minutes. With this great half-hour, your station's Easter Parade will be complete.

LUTHERAN TELEVISION, 500 NORTH BROADWAY, ST. LOUIS, MO. 63102, 314 231-6969.