

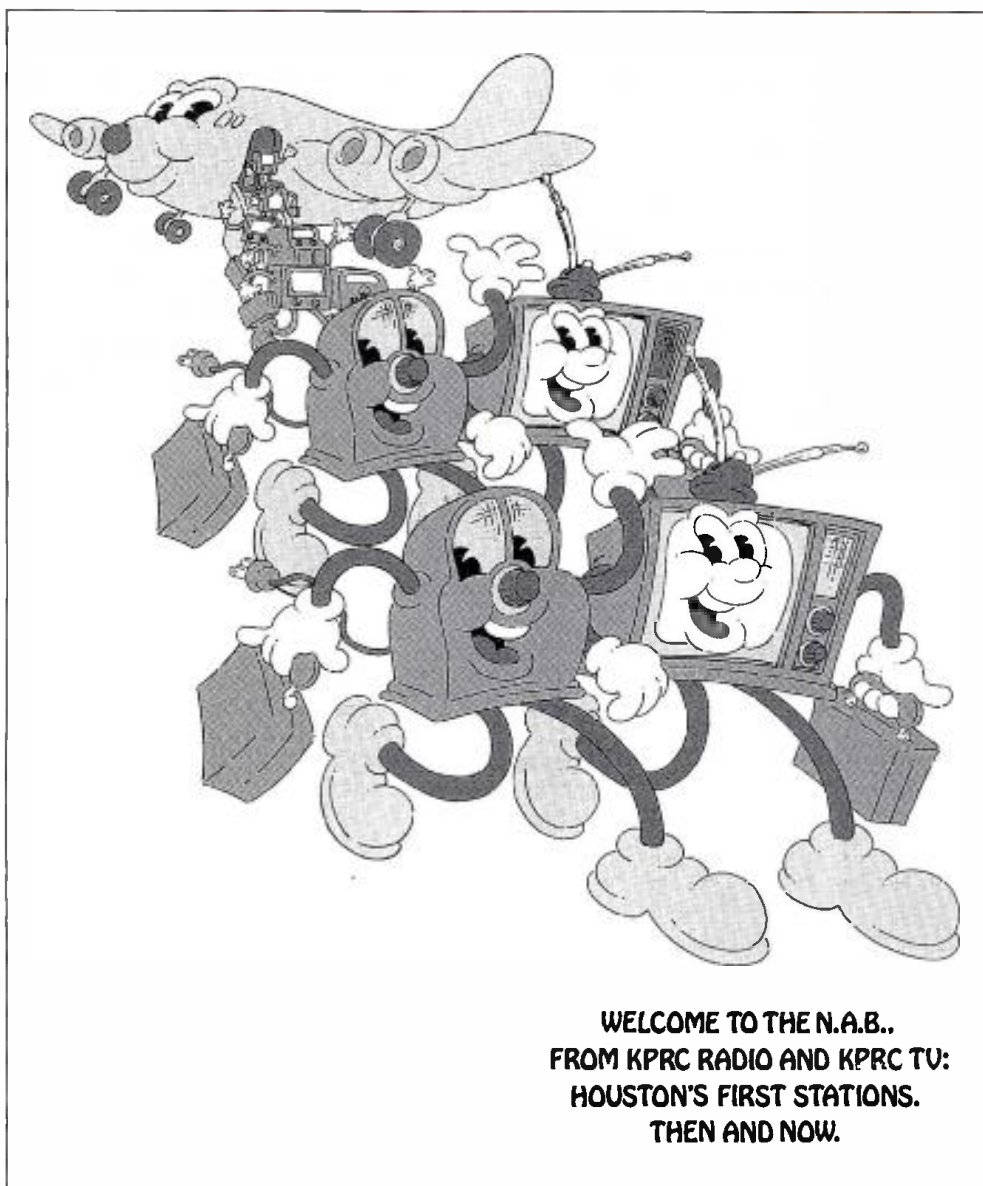
Industry focus is on Houston for the NAB
It's two out of three as Nixon names Holcomb

Broadcasting Mar 18

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NEWSPAPER



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ARB: Nov '72

Fringetime 4:30-6:00PM (Sun)
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No. 1 Rating & Share

ARB: May '73

Daytime (Afternoon) 3:30-5:00PM (Sun)
WLS-TV—Chicago

No. 1 Rating & Share

ARB: July '72

Late Evening 10:30-Midnight
KSD-TV—St. Louis

No. 1 Rating & Share

ARB: Oct '73

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Richard E. Wiley
1972- CHAIRMAN



Robert Emmett Lee
1953-



Charlotte T. Reid
1971-



Benjamin L. Hooks
1973-



*Dean Burch
1969-1974



H. Rex Lee
1968-1973



Nicholas Johnson
1966-1973



Robert Taylor Bartley
1952-1972



Robert Wells
1969-1971



Thomas J. Houser
1970-1971



Kenneth A. Cox
1963-1970



*Rosel Herschel Hyde
1946-1969



James J. Wadsworth
1965-1969



Ler Loevinger
1963-1968



*E. William Henry
1962-1966



*Frederick W. Ford
1957-1964



*Newton N. Minow
1961-1963



T. A. M. Craven**
1937-1944/1956-1963



John S. Cross
1958-1962



Charles Henry King
1960-1961



*John C. Doerfler
1953-1960



Richard A. Mack
1955-1958**



*George C. McConaughy
1954-1957**



Edward Mount Webster
1947-1956



Frieda Barkin Hennock
1948-1955**



George Edward Sterling
1948-1954



*Paul Atlee Walker
1934-1953**



Eugene H. Merrill
1952-1953



Robert Franklin Jones
1947-1952**



*Albert Wayne Coy
1947-1952**



Clifford J. Durr
1941-1948



Ray C. Wakefield
1941-1947**



*Ewell K. Jett
1944-1947**



*Charles R. Denny, Jr.
1945-1947



*Paul A. Porter
1944-1946



William H. Wills
1945-1946**



*James Lawrence Fly
1939-1944**



Norman S. Case
1934-1945**



George H. Payne
1934-1943**



Frederick I. Thompson
1939-1941**



Thad H. Brown
1934-1940**



*Eugene O. Sykes
1934-1939**



*Frank R. McNinch
1937-1939**



Irvin Stewart
1934-1937



*Anning S. Prall
1935-1937**



Hampson Gary
1934**

Federal Communications Commissioners July 10, 1934 to March 6, 1974

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*Served as Chairman

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Closed Circuit®

Explosion ahead? Talk of separation of National Association of Broadcasters into autonomous radio and television organizations is being revived on eve of 52d convention in Houston this week. Television-oriented members are viewing darkly what they see as dominance of radio in association affairs by virtue of larger joint board membership. Conversely, radio-only members complain that bulk of NAB's \$4-million annual funds are disbursed to fight TV's battles, in cable, children's programming, advertising regulation, fairness doctrine and welter of other subjects they allege to be of little or no concern to them.

NAB's radio board has 29 members, while TV board has 15. Argument is advanced by long-time members that restructuring is needed because values have changed markedly since existing organization was implemented quarter century ago. Since then, in words of one broadcaster who's in radio and TV, expansion has been "totally by accident" as has been case with most other trade associations. He advocates commissioning of consulting firm, such as Booz, Allen & Hamilton or McKinsey & Co., to undertake basic re-evaluation prior to consideration of restructuring. Also suggested has been study of other trade groups that work in conjunction with or derive funds from NAB or from stations and networks. It has been estimated that some \$10 million is spent annually to sustain broadcast-oriented trade groups.

Different judgments. NBC News plans no live coverage if two jailed Symbionese Liberation Army members are permitted by San Francisco judge to make TV appearance demanded by captors of Patricia Hearst. ABC News "will strongly consider" live coverage. CBS News has not decided. All three assume appearance — if allowed by ruling that is due today (March 18) — would be worth news coverage on regular evening programs.

Flow of oil. Major oil companies' support of national programming for public broadcasting is now running into millions. Leading field is Exxon Corp., which is already funding *Theater in America* with \$1 million and will soon announce another \$1-million grant to Children's Television Workshop to aid production of CTW's new and as-yet-untitled health series. Mobil Oil is contributing additional \$800,000 for *Masterpiece Theater*, and is negotiating for further awards. Now it's reported that Atlantic Richfield Corp (Arco) is considering requests for grants totaling some \$1 million for two production centers, WNET-TV New York and WETA-TV Washington, for cultural programming.

Raking it in. FCC is expected to proceed cautiously in reacting to Supreme Court decision on commission's fee-collection program. Knowledgeable commission officials "guess" agency will suspend only annual cable TV fees and continue to collect all others — including annual broadcast fees — while it reconstructs fee schedules for various bureaus on basis of standards laid down in court's opinion. New schedule, slated to go into effect May 1, will probably be scrapped. Annual cable fees are only ones expressly dealt with in opinion, and commission seems to be taking serious advice of Senator William Proxmire (D-Wis.), chairman of

Senate Appropriations Subcommittee, to read opinion narrowly (*Broadcasting*, March 11).

Critical preliminary step in reconstruction program will be analysis by general counsel's office of opinion, written by Justice William O. Douglas, which lawyers in and out of commission find murky. Acting General Counsel Daniel Ohlbaum, Executive Director Jack Torbet and bureau chiefs are to meet on Thursday in effort to develop long- and short-range solutions to problem, in anticipation of meeting with commissioners on subject on March 28. Multimillion-dollar question posed by opinion is how to isolate value to recipient — sole standard on which court would allow fees to be based.

New incursions. Knowledgeable sources in electronics industry predict Motorola will intensify efforts to expand use of land-mobile radio (and of spectrum to go with it), now that company has agreed to sell its TV home receiver business to Matsushita Electric of Japan (see page 84). Land mobile is Motorola's biggest profit center; company controls estimated 85% of field.

Allocation of additional spectrum for land-mobile use is being vigorously sought by Motorola's skilled Washington operators. Broadcast groups oppose land-mobile quest for UHF frequencies that would displace television channels. FCC action awaits study of how spectrum can be employed most efficiently. Footnote: Unannounced price Matsushita is to pay for TV set business is said to be around \$225 million.

Fast start. New FCC Chairman Richard E. Wiley lost little time last week in attempt to tighten agency's administration (see page 30). He called in bureau and office chiefs on Thursday to work out procedures for speeding commission's work. Such meetings will be held weekly. He said he doesn't want rulemakings hanging around for years. He wants attacks on backlogs: 90-day deadlines on processing of uncontested renewals, for instance. (Some 900 renewals are now hanging fire, including more than 200 facing petitions to deny.)

Chairman, who had busy first week with speeches, meetings, testimony on appropriations, took time for courtesy visit to Capitol Hill. On Thursday he called on Senators John O. Pastore (D-R.I.), chairman of Communications Subcommittee, and Howard Baker (R-Tenn.), subcommittee's ranking minority member.

Moving on. Elbert Sampson, who was first black to join executive ranks at National Association of Broadcasters, is leaving his NAB job as coordinator, public affairs, to join Kaiser Broadcasting's WKBS-TV Philadelphia as program manager. NAB is looking for replacement.

Collector's item. Computer Television Inc., New York, pay TV organization headed by Paul Klein, is reported to be in final stages of negotiations to acquire closed-circuit pay TV division of Columbia Pictures Industries, Trans-World Communications, New York, which has suffered severe financial losses. Computer Television, in which Time Inc. has substantial interest, is expected to pay considerably less than \$4 million, price set for TWC in deal that fell through last fall with Prudential Maintenance Co., New York.

Top of the Week

Hot time in Houston. *There may be certain inclination toward escapism in NAB's decision to hold this week's convention in Houston — a choice which itself has created some problems. In any case, it's apparent that Washington-oriented subjects (i.e., renewal, FCC vacancies, Nixon appearance) will dominate proceedings. Here's summary of what to expect.* Page 27.

Man at the top. *Richard Wiley's rapid ascension through FCC ranks has culminated in a superlative — the chairmanship. It's a fitting accomplishment; a glance at Mr. Wiley's record shows few who've been so qualified for the job.* Page 30. *But it didn't take him long to discover the host of headaches that accompany his new assignment. His mentor: a House appropriations subcommittee.* Page 38.

Legacy. *Supreme Court's decision that FCC's fee schedule isn't up to snuff is creating plethora of headaches for agency. Already, 11 petitioners have asked for rebates, and NAB has asked for rules reflecting court's edict.* Page 42.

Full agenda. *Senator Pastore's Communications Subcommittee will have its hands full with communications-related matters in weeks to come. Schedule includes Eger confirmation to OTP, violence inquiry, all-channel radio and — possibly — renewals.* Page 46.

Outside looking in. *John Pettit, FCC's general counsel until last week, speaks from new perspective in reflecting on his former employer from standpoint of Washington communications attorney. In first day of private practice, he criticizes access rule, predicts radical changes in fairness doctrine.* Page 47.

Back again. *Still smiling over public broadcasting's increased federal appropriation for fiscal 1974, CPB President Henry Loomis returns to Capitol Hill to tell why more is needed in fiscal 1975.* Page 50.

Retort. *Congressman Benjamin Rosenthal and 15 of his congressional peers think somebody ought to counter oil companies' image advertising — and that somebody is the broadcast industry.* Page 60.

What spot got. *Spot television was 5% more lucrative in fourth quarter of 1973, TVB reports, with total spending reaching near \$430 million level. P&G continues to lead top 100 advertisers.* Page 66.

Need for speed. *Appeals court indicates desire to resolve prime-time-access issue expeditiously. It schedules hearing on independent producers' challenge early next month, denies their plea for stay of rule.* Page 70.

Fit for a fight. *Straus Communications doesn't look too kindly on FCC's \$1,000 fine of its WMCA(AM) New York over personal attack rule. It vows to challenge applicability of rule to public officials — up to Supreme Court, if necessary.* Page 72.

Wealth-worthy. *Syndicators are finding a growing market in medically-oriented programing, as evidenced by spate of new offerings.* Page 78.

Competition criteria. *FCC Chairman Wiley has some fixed notions about when media competition is desirable and when it isn't, and they could play a major role in how commission deals with pay cable controversy.* Page 88.

Contributor. *NBC figures high in RCA's over-all corporate viability — 26% worth, to be exact.* Page 97.

Busy. *At 73, Newhouse's Curly Vadeboncoeur is rewriting the definition of workhorse.* Page 113.



Holcomb

Two down, one to go as President nominates Holcomb for FCC vacancy; prompt Senate hearing expected, but he'll join Quello in holding pattern awaiting clue to Burch's successor

Process of building FCC — now shy three members — back up to full strength was moved along last week with White House's long-expected announcement that President Nixon would nominate Luther Holcomb, of Dallas, to vacancy created by resignation of H. Rex Lee. Mr. Holcomb, Democrat, who is vice chairman of Equal Employment Opportunity Commission, would fill out seven-year term expiring June 30, 1975.

White House announcement came as nomination of James H. Quello, ex-Detroit broadcaster, to succeed Democrat Nicholas Johnson, remained stalled in Senate Commerce Committee, and as White House reportedly was working hard to find successor to recently departed chairman, Dean Burch, who is now counselor to President. Indications are that Senator John O. Pastore (D-R.I.), chairman of Commerce Committee's Communications Subcommittee, will stick by expressed intention to defer action on Quello nomination until he knows who is to be named successor to Mr. Burch (*Broadcasting*, March 4). However, aide suggested that it might not be necessary for committee to have nomination in hand, only that it know who nominee is to be. Aide said he understands White House is "working hard on filling the Burch vacancy," and added, "We can move fast" on completing consideration of nominees.

Mr. Quello's nomination, sent to Hill in September, more than two months after former Commissioner Johnson's term expired, was subjected to eight days of hearings beginning Jan. 28. Since then, it has not moved. Mr. Holcomb, however, is not expected to face great difficulty in winning approval. At 54, he is not only extremely well connected politically, but has record in civil rights dating back to his days as executive director of Greater Dallas Council of Churches. Mr. Holcomb, who is married and has two grown children, was born in Yazoo City, Miss., attended University of Oklahoma and graduated from Southern Baptist Theological Seminary at Louisville in 1938. For most of next 20 years he served as Baptist minister in such disparate places as Durant, Okla., Chevy Chase, Md., and Dallas.

Mr. Holcomb was named to Dallas council of churches post in 1958. But it was what he calls his "keen interest in community affairs" that led him into civil rights work. He served in Housing Commission under succession of mayors and, as kind of free-lance conciliator, made name for himself working to ease tensions between blacks and whites, and between blacks and establishment. One of Texans who heard of Mr. Holcomb's work was then Vice President Lyndon Johnson. He recommended Mr. Holcomb to President

Kennedy in 1962 for appointment to Texas Advisory Committee that works with U.S. Civil Rights Commission. And in 1965 President Johnson picked him as member and first vice chairman of new EEOC, which was established to enforce equal employment opportunity act. Mr. Holcomb, who was reappointed to five-year term by President Nixon in 1969, is only EEOC member remaining from original commission.

Mr. Holcomb's name as possible FCC nominee first surfaced year ago, in speculation over successor to Mr. Johnson. His backer was Senator John Tower (R-Tex.). However, that candidacy was shunted aside because of even greater political clout Mr. Quello had in backing of then House minority leader, Gerald Ford. When Rex Lee vacancy opened up, Senator Tower again went to work in behalf of Mr. Holcomb, whose case also was aided by three powerful House Texans — Representative George H. Mahon, chairman of Appropriations Committee; W.R. Poage, chairman of Agriculture Committee, and Olin E. Teague, chairman of Science and Astronautics Committee — as well as former Texas governor and Secretary of Treasury, John Connally, and state's Democratic senator, Lloyd Bentsen.

Soft-spoken Mr. Holcomb appears to have supporters outside government. Joe Dealey, president of *Dallas News* (WFAA-AM-FM-TV Dallas), at whose daughter's wedding Mr. Holcomb presided last summer, said: "There are few people who could render a bad report" on nominee. And former EEOC chairman, William Brown, who served with Mr. Holcomb from 1969 to 1973, says he will make "excellent addition" to FCC; he is "excellent individual," was "very supportive of me," did his homework and was very involved in commission's work. Mr. Brown described Mr. Holcomb as "moderate."

Nominee told *Broadcasting* that, if confirmed, he will study issues confronting commission from variety of points of view, and, while he expects to retain his interest in equal-employment-opportunity matters, does not intend to focus solely on that issue — increasingly important one at commission. "I'm not going there with a know-it-all attitude," he said. "And I shouldn't ride one horse. I take pride in being well balanced."

Latest word. *White House decision on nominee to fill FCC seat vacated by former Chairman Dean Burch may be made this week, according to White House source. List of possible candidates is said to have been pared to no more than 10. Although decision is imminent, announcement probably is not. Nomination would not be made until FBI background check on person chosen has been completed; that would take at least two weeks.*

Two more indicted in WJMO bugging

Federal grand jury late last week handed down additional indictments in connection with October-November 1972 bugging of office of Kennard Hawkins, general manager of WJMO(AM) Cleveland Heights, Ohio. Indictment, returned in U. S. District Court in Cleveland, names as defendants Roy Francis Perkins Jr., Washington attorney, and Morton Silverman, former comptroller and vice president of United Broadcasting Co., WJMO licensee. Each is charged with one count of conspiring to violate Communications Act through electronic eavesdropping and count of procuring (and hence aiding and abetting) John Harvey Rees, former chief engineer at WRC-AM-FM Washington, who installed bugging equipment. Last December Mr. Rees and Morris Paul Schechter (known professionally as Van Lane), WJMO vice president, who were charged with felonious eavesdropping offenses, pleaded guilty to misdemeanor — improper use of broadcast equipment — and were put on one year's probation.

U.S. Attorney for Cleveland, Fred Coleman, said Messrs.

Correction. NAB convention exhibits diagram on page 37 of this issue should be labeled "West Hall Exhibits," not "West Hall Lobby." Diagram for latter appears, correctly, on facing page 36.

Perkins and Silverman now await arraignment at which they will enter pleas. He said each faces maximum penalty of \$10,000 fine or five years in jail, or both, on each count. Mr. Silverman, discharged as UBC comptroller in February 1973, could not be reached for comment. But Mr. Perkins said: "I will plead not guilty and I expect to be found not guilty." Mr. Perkins, now in private practice, was formerly with Washington law firm of Cohn & Marks and represented WJMO in FCC hearing on license renewal application. That proceeding, which began in January 1972 and involved issues including alleged contest rigging and violation of equal opportunities law in connection with sale of time to political candidates, is still going on.

Marlowe vs. Lovett for NCTA chair

Race for chairmanship of National Cable Television Association, which until last week appeared to be uncontested, has suddenly turned into issue-oriented confrontation. Development came with announcement by J. Orrin Marlowe, (Spectrum Communications, West Springfield, Mass.) that he will challenge current NCTA Vice Chairman Bruce Lovett (American Television & Communications, Washington) for top board seat. Chips fall at next week's board meeting (March 25-26) in San Diego.

Mr. Marlowe, 43, is reported to have decided to run for chairmanship after Eugene Iacopi (Feather River Cable TV, Walnut Creek, Calif.), current NCTA secretary, withdrew from consideration. Reportedly, Mr. Marlowe had been prepared to run for vice chairmanship under Mr. Iacopi, who now supports Mr. Marlowe.

Mr. Marlowe, chairman of NCTA's pole line negotiating committee, is running on conviction that industry should "be represented by a person familiar with CATV operations." Spectrum is small operation (three systems, 4,500 subscribers). Mr. Lovett's ATC, with some 400,000 subscribers, is one of nation's largest MSO's. Candidates, however, are de-emphasizing big-small confrontation. Key issue is regarded as Mr. Marlowe's displeasure (shared by some board members) with extent to which NCTA's seven-man executive committee (of which Mr. Lovett is member) has allegedly usurped authority of NCTA President David Foster. Mr. Marlowe opposes executive committee's decision to trim association budget (process finalized at committee meeting last Friday), cut four professional staffers (*Broadcasting*, March 4), and believes Mr. Foster's agreement to go along with cuts wasn't "entirely voluntary." Mr. Marlowe also favors "rethinking" of NCTA's posture toward copyright legislation in light of Supreme Court's decision in favor of Teleprompter in CBS infringement case. That subject will be topic of vigorous debate at next week's board meeting, could be pivotal issue in election.

LIN seeks four stations for \$9.3 million

LIN Broadcasting Corp., New York, and Multimedia Inc., Greenville, S. C., announced agreement in principle last Friday (March 15) for purchase by Multimedia of LIN's WAKY(AM) Louisville, KAAY(AM) Little Rock, and KEEL(AM)-KMBQ(FM) Shreveport, La., for \$9.3 million in cash. Agreement is subject to formal documents and FCC approval. LIN is buying WBAP-TV Dallas-Fort Worth for \$35 million under contract that expires March 31 unless extended (*Broadcasting*, March 11). That sale awaits FCC approval.

Promises, Two years ago and we've been

**We want
what you want.
Good television.**

5



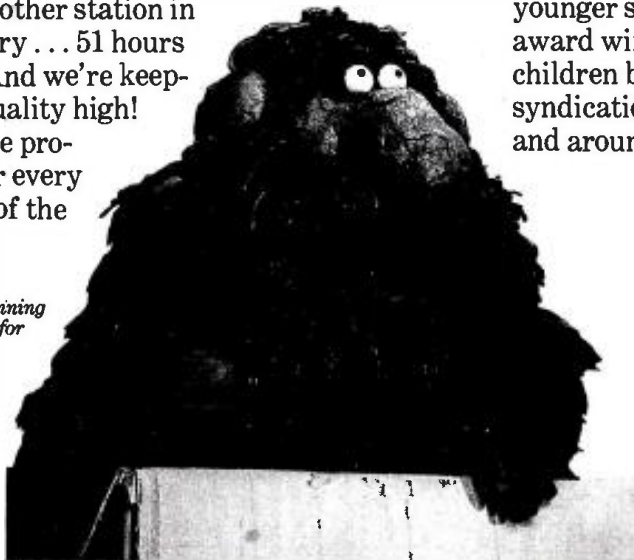
WCVB-TV The new Channel 5

Two years ago, when WCVB-TV first began telecasting over Channel 5 in Boston, we published an advertisement outlining our background and the goals for our station . . . the only locally-owned TV station in the city.

We promised "a whole new commitment to entertainment, community affairs, worthwhile shows for children" . . . and we're delivering. In addition to ABC's excellent roster of shows, we deliver more locally produced programming than any other station in the country . . . 51 hours a week. And we're keeping the quality high!

We have programs for every segment of the

*Award winning
programs for
children.*



population . . . for the elderly, *Looking Ahead*, informing our older generation about their meaningful place in society. For women, *Your Place and Mine*, the only regularly scheduled program entirely produced by women for women. A program of medical information for families called *House Call*, is now in national syndication. Minorities

can watch *Third World*. There's the award-winning *New Heaven/New Earth* religious program, *Opportunity Line* for the unemployed and *Night Shift* for college students—for the scientifically curious adult *Earth Works*; for the younger set *Cozmics*. *Jabberwocky*, another award winner, educates and entertains more children both locally and nationally through syndication. *The Investigators* does just that in and around the New England scene. *5 on Sports*



Live remote broadcasts.

*News for
the deaf.*



Promises. we made them keeping them.



Regularly scheduled sports coverage.

provides the most comprehensive local regularly scheduled sports coverage in the nation. And it's live! Unlike other



Double anchorman news.

stations, live remote broadcasts are a frequent part of our programming day. Live entertainment begins every weekday morning with our 90 minute information show, *Good Morning*. We present daily remote pickups from some-

where in Boston.

We make good use of these remotes in the news too. 36 newscasts a week are beamed to New Englanders by the largest, award-winning news staff in the market and, for that matter, the largest staff of any non-network owned station in the nation. We have an hour-long newscast from 6 to 7 a.m. . . . we call it *Eye Opener News*. We present daily news for the deaf in sign language. We present news and entertainment 24 hours a day . . . the only New England TV station that serves the all-night

24 hour entertainment.



audience. We're the only TV station anywhere that offers all political time free to candidates.

We've been doing a lot of things first, and we're being recognized for our effort and our accomplishments . . . in just two years we've been honored more than 30 times with awards and recognitions of achievement . . . including a national Emmy nomination.

Two years ago we made New England a promise and we're keeping it!

Stay tuned.



Free political time.

WCVB-TV 5

Wolper TV crew dies in plane crash

Thirty-one members of Wolper Productions crew, shooting scenes for new segment of ABC's *The Primal Man*, were killed in crash of chartered airplane from Bishop, Calif., March 13. Among them: Dennis Azzarella, series director, and Al Kihn, chief cameraman (former KRON-TV San Francisco cameraman whose complaints to FCC initiated five-year renewal proceedings for that station that ended with renewal last year). Other victims:

Joel Rosen, assistant director; David Ayvasian and Billy Lucas, assistant cameramen; Janos Prohaska, Robert Prohaska (son of Janos), Rick Ackerman, Lorin Raymond, actors; Irene Bunde, Jackie Tang, actresses; Gary Spero, Steve Solon, Howard Perlman, James H. Carter III, production assistants; Robert Jones, lighting; Donald H. Jacob, key grip; Anthony Mazzella, prop master; Mary Skolnick, hairstylist; Giovanna Piazza, wardrobe chief; Alan Hoffman, wardrobe assistant; Rolf Miller, Charles Sorkin, James Phillips, Irving Pringle, William Miller, makeup; William J. Savoy and Ronald J. Brandt, transportation; Gene Darval and Ronald J. Dickson, extras; Jay Fishburn, Humane Society representative.

In Brief

Like it is. During Washington black communications conference sponsored by Howard University's School of Communications, FCC Commissioner Benjamin Hooks scorned critics who have called him "one issue commissioner," claimed media interests have used ploy to try to "shame" him away from equal opportunity stance. Mr. Hooks, sounding like anything but moderate before almost exclusively black audience, said "ridicule" of white critics and "misunderstanding" of his positions by some blacks won't keep him from staying "on the case." Noting advances of civil rights movement in past decade, commissioner cautioned: "If any of you brothers and sisters think the fight is over, you're bigger damn fools than I thought."

Deal closed. Members of Marriott family, of Hot Shoppes chain, have purchased WPGC-AM-FM Morningside, Md., (suburban Washington), for \$4.5 million, subject to FCC approval. Still subject to negotiation is purchase of WMEX-AM Boston from same owner, estate of late Maxwell E. Richmond, of Boston. Purchaser is First Media Corp., whose principals are Richard E. Marriott, 43.85% owner; his wife Nancy, 23.08%, and his brother, Jay W. Marriott Jr., 30.77%. President and chief operating officer of corporation is Glenn T. Potter, who owns 2.3%.

Day later. Senate Communications Subcommittee has moved back by one day start of its scheduled three days of hearings on television violence (see page 46). Hearings are now scheduled for April 3, 4 and 5.

Pyramiding. Despite threat of shrinking access time slots, Viacom Enterprises Inc., New York, is reported to have deal with Robert Stewart Productions to place \$25,000 *Pyramid* game show into syndication, already has go-ahead from CBS owned stations in New York, Los Angeles and St. Louis for fall. Weekly half hour is said to be costlier version of \$10,000 *Pyramid*, which ends one year run on CBS-TV daytime March 29.

Warning. FCC has warned all licensees that failure to conduct broadcast contests fairly could result in designation of renewal application for hearing. Commission said it has

continued to receive complaints from public since issuing first notice on subject in 1966; short-term renewals have been given some stations as result of manner in which they conducted contests. But in future, commission said, it will consider renewal hearings when "circumstances appear to justify such action" — if, for example, there is pattern of repeated failure to conduct contests and promotions fairly or to advertise them truthfully. Commission, in separate action, admonished three stations for broadcasting improperly conducted contests — KJPW(AM) Waynesville, Mo., WKAU(AM) Kaukauna, Wis., and WTRY(AM) Troy, N. Y.

Late Fates. E. C. (Bud) Stiker, VP-radio operations for Meredith Broadcasting, named VP-general manager of group's WHEN(AM) Syracuse, N. Y. He will be succeeded by Richard F. Carr, president-general manager of WIL(AM)-KFMS(FM) St. Louis. Ernest Leiser, executive producer of ABC New's *The Reasoner Report*, assumes additional duties as executive producer for ABC *Evening News with Howard K. Smith and Harry Reasoner*. Richard Richter, former ABC *Evening News* executive producer, remains with newscast as senior news producer. Mark G. Day, manager of Los Angeles office, The Christal Co., named to manage company's Chicago office. He is succeeded by Roland Horn, who has been account executive with KFI(AM) Los Angeles. (For earlier reports, see "Fates & Fortunes," page 100.)

Headliners



Replogle



Victor

R. Kent Replogle, executive VP of Metromedia Television Division since last November, named president, succeeding Alfred P. Krivin, recently appointed senior VP of Metromedia Inc. with responsibility over both Metromedia Television and Metromedia Producers Corp. (*Broadcasting*, Jan. 14). Mr. Replogle will oversee six Metromedia-owned TV stations and will continue to be based in New York. He reports to Mr. Krivin, who makes his headquarters in Los Angeles.

Appointment of **Herb Victor**, program director of KABC-TV Los Angeles, as VP-program services, ABC owned TV stations division (*Broadcasting*, Feb. 25), was confirmed last week. He succeeds **Squire Rushnell**, now VP-children's programming, ABC Entertainment.

William Bernbach, board chairman and chief executive officer, Doyle Dane Bernbach, New York, named chairman worldwide and chief executive officer. **Joseph R. Daly**, president, named board chairman and chief executive officer, domestic operations, and **James R. Heekin Jr.**, executive VP, becomes president, domestic operations.

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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 Falmouth, Jamaica.

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

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

■ **April 22**—Deadline for reply comments on FCC's further notice of rulemaking on television automatic logging (Doc. 19667).

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 24**—*Westinghouse Electric Corp.* annual stockholders meeting. Pittsburgh Hilton hotel.

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

■ **April 25**—*American Council for Better Broadcasts* annual convention. Baton Rouge.

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 26-28**—*Noncommercial WKPS(FM)* New Wilmington, Pa., sponsors Radio Conference '74 for college radio broadcasters. Speaker: David Brinkley, NBC. Westminster College, New Wilmington.

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

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

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

May

■ **May 1**—Deadline for supplemental filings and notices of appearance on FCC's proposed rulemaking on multiple ownership of newspaper and broadcast properties.

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

May 2-4—*Kansas Association of Broadcasters* convention. Silver Spur motel, Dodge City, Kan.

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*

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Astronaut/Aquanaut
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Earth is the water planet. Oceans and seas cover more than 70 per cent of its surface and hold the key to man's very survival. Exciting and timeless subject matter in the tradition of the National Geographic and Costeau specials.

Since its debut on WCBS, N.Y., Friday, Jan. 11, 7:30 p.m., "Secrets of the Deep" has consistently placed **Number 1 or 2**, pulling an average rating of **13.6*** for seven weeks against established shows such as "Let's Make a Deal" and "Police Surgeon." *Overnight Nielsen

ALREADY SOLD:

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KABC LOS ANGELES
KGO SAN FRANCISCO
WXYZ DETROIT
KIRO SEATTLE
KUTV SALT LAKE CITY
KFMB SAN DIEGO
WSB ATLANTA
WCIV CHARLESTON, S.C.
WRCB CHATTANOOGA
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KTAL SHREVEPORT
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WEWS CLEVELAND
KMID MIDLAND
KORK LAS VEGAS

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SCREEN AT NAB

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They could be watching

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CBS-TV's distinguished and incisive Hollywood television journalist hosts a weekly half-hour series of reviews, previews and behind-the-scenes interviews encompassing the whole spectrum of the fascinating world of entertainment! Provocative dialogues with the biggest stars in all phases of Show Business!

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The 2nd Annual POLICE SURGEON Report:



The doctor is going great guns again this year. "Police Surgeon" has been a prime-time success story for the last two years, and now we're moving into the third successful year!

Facts

86% coverage of U. S. TV homes
Seen on 135 stations and in prime time on 118 of these
Carried on NBC's five O & O stations
In 49 of the first 50 markets
In 80 of the first 100 markets
Outranks 63% of all nighttime network shows in women 18-49 comp**
Reaches 7,546,000 homes, up 21% from last year*
Reaches 3,444,000 women 18-49, up 15% from last year*
Averages .46 per household among women 18-49*
Beats big game-show competition in two out of three cases among women 18-49*

*Source: Nov. 1973 NSI **Source: NTI and NSI Nov. 1973

Stars

Sam Groom brings proven appeal with previous "Police Surgeon" success. Plus motion pictures, other nighttime TV and daytime TV.

Co-star Larry Mann appears in "The Sting," "Oklahoma Crude," "Heat of the Night" and other favorite motion pictures and television programs.



Guest Stars

Episodes feature such guests as: Martin Sheen, Michael Ansara, Susan Strasberg, Keenan Wynn, Frank Gorshin, Anjanette Comer, Ralph Meeker, Skye Aubrey, William Shatner, Nina Foch, Leslie Nielsen, Michael Callan, Paul Burke, Edward Nelson, Nehemiah Persoff, George Chakiris, William Windom, William Mulligan, Donald Pleasence, Dean Stockwell, Edward Binns, and Mitch Vogel.

Producers

A team of seasoned professionals produces "Police Surgeon"—headed by Wilton Schiller (producer of "Ben Casey," "Mannix," "The Fugitive") as Executive Producer. And Chester Krumholz (writer for "Mannix," "Run For Your Life," "The Virginian," "The Fugitive" and co-creator of "The Bold Ones" and "McMillan and Wife") as producer.

Quality

Network quality production is a "Police Surgeon" hallmark. Filmed in Eastman Color, the show is distributed in high-band videotape.

Colgate backing

The Colgate-Palmolive Company will continue to provide heavy promotional backing such as: Paid local newspaper advertising. Personalized station slides. Videotape promos for each episode. Magazine and newspaper promotion kits. Merchandising support such as a national consumer promotion of "Police Surgeon" Home & Auto Emergency First Aid Kits.

Ratings

North, south, east and west, "Police Surgeon" ratings are not only strong but in the coverage area, there was an average INCREASE of 15% over last year.

And in some areas, the numbers all but went through the roof. For example:

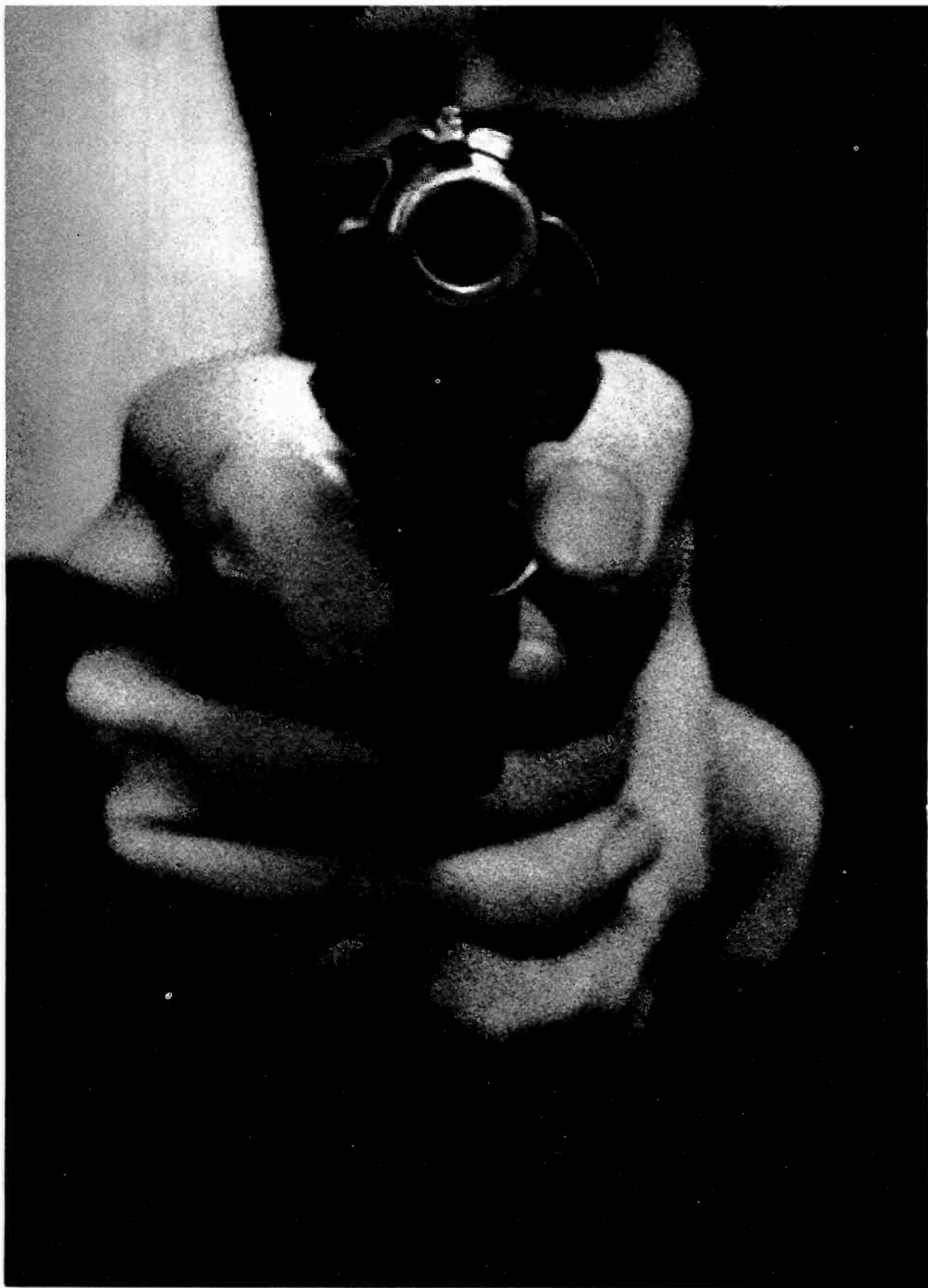
City	Household Rating	Share
Pittsburgh	25	44
Minneapolis	20	35
Atlanta	17	47
Cincinnati	19	44
Birmingham	19	39
Charleston-Huntington	29	55
Wilkes-Barre-Scranton	19	44
Orlando	23	37
Flint-Saginaw	28	49
Spokane	20	37

Source: Nov. 1973 NSI

Next year

"Police Surgeon" could be a money-maker in your prime-time schedule. Come visit us at the NAB Convention, March 16 through 20, in the Colgate-Palmolive Winners Circle Suite (No. 18C) in the Hotel Shamrock Hilton, Houston, Texas.

For further information, write or phone:
Mr. Joel Segal, Senior VP, Network & Syndicated TV
Ted Bates & Company
1515 Broadway, New York, N. Y. 10036
(212) 869-3131



THIS YEAR, OVER 800,000 AMERICANS WILL FACE THIS PROBLEM.

Storer stations are concerned and are doing something about it.

A robbery every 84 seconds. A violent crime every 38 seconds. 1972, in fact, saw 5,891,900 serious crimes committed in the United States.

Crimes of violence (which include murder, forcible rape, robbery and aggravated assault) soared 67% between 1965 and 1972. And according to latest FBI reports, they're up another 3% for the first nine months of 1973.

Besides endangering life and limb, crime is costly. Property valued at over 2 billion dollars was stolen in 1972. And 10.5 billion was spent nationwide for criminal-justice activities.

Obviously, curtailing crime is an urgent need today. To this end, Storer stations give vigorous support to crime control efforts in program specials and editorials.

For example, with the number of handgun owners in the U.S. estimated at 30 million and growing 1.8 million a year, WGBS Radio in Miami strongly backed gun control legislation for Dade County. This despite vociferous gun enthusiasts who tried to upset the vote. Result: a new law for Dade County which, among other things, bans further sale of "Saturday Night Specials" and further restricts dealers in weapons.

Last summer Toledo was torn by an epidemic of 22 rapes, all attributed to one man. Women verged on panic. Rumors were rampant. Vigilante groups were formed. To calm the city, WSPD-TV rushed into production a special 35-minute program. Its purpose: to squelch the rumors and advise people how to protect themselves. Hailed by both public and officials, the program had the desired effect. Strangely, too, the rapes suddenly ceased.

On the positive side, WAGA-TV in Atlanta supported local police recruitment efforts. They also focused attention on "Trouble in the Ghettos" and took viewers on a filmed tour of Georgia's juvenile prisons for a penetrating look at the state's juvenile justice system.

Helping fight crime and its causes is one more way Storer stations get deeply involved in the vital affairs of the communities they serve.

We believe the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

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

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Other good music syndicators
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we don't. We talk about
management involvement, a total
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This week

March 17-20—National Association of Broadcasters 52d annual convention. Albert Thomas Convention and Exhibit Center, Houston. (See story, this issue.)
March 18-19—National Cable Television Association legislative conference. Quality inn, Washington.
March 19—Hollywood Radio and Television Society international broadcasting awards presentation dinner. Century Plaza hotel, Los Angeles.
March 19—Dun & Bradstreet Companies Inc. annual stockholders meeting. 100 West 10th Street, Wilmington, Del.
March 20—Cox Broadcasting Corp. annual stockholders meeting. CBC headquarters, Atlanta.
March 21—Delaware Valley chapter, International Industrial Television Association industrial television workshop. Shelburne hotel, Atlantic City.

Also in March

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**—Gross Telecasting Inc. annual stockholders meeting. Lansing, Mich.
March 26—General Tire & Rubber Co. annual stockholders meeting. One General Street, Akron, Ohio.
March 26-28—National Cable Television Association regional legislative conference. Quality inn, Washington.
March 26-29—Institute of Electrical and Electronics Engineers annual international convention and exposition. Statler Hilton and Coliseum, New York.
• **March 27**—American Society of Composers, Authors and Publishers semiannual East Coast membership meeting. New York Hilton, 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 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. University of Florida, Gainesville.
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 5-7**—Intercollegiate Broadcasting System national convention. Statler Hilton, New York.

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 12**—Deadline for comments on FCC's further notice of rulemaking on television automatic logging (Doc. 19667).

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." Billmore 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 17-19**—University of Miami Wilson Hicks International Conference on Visual Communication. Keynote speaker: Av Westin, ABC News vice president. Brockway Lecture Hall, UM, Coral Gables, Fla.

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

April 18-23—MIP-TV, the International Television Program Market. Cannes, France.

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

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

April 19-20—Society of Professional Journalists,

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 6-12—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 30-June 1—Associated Press Broadcasters Association national meeting. Alameda Plaza hotel, Kansas City, Mo.

June 2-6—American Advertising Federation annual convention. Statler Hilton hotel, Washington.

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

Sept. 11-13—Radio Television News Directors Association 1974 annual convention. Queen Elizabeth hotel, Montreal.

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.

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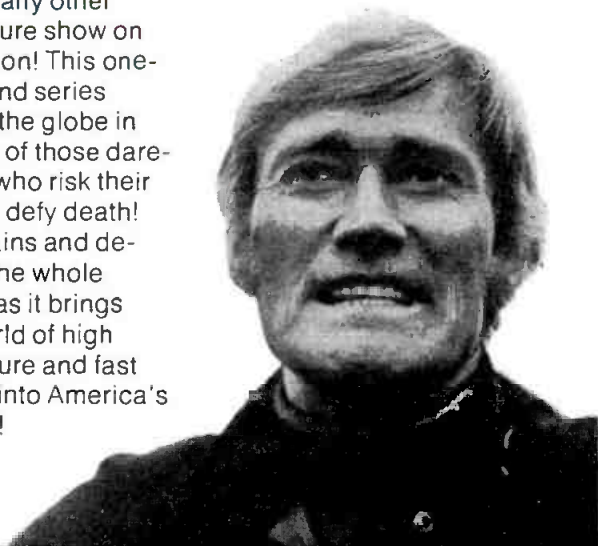
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3rd semiannual meeting. Central Michigan University, Mt. Pleasant.

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—*Virginia Associated Press Broadcasters* 1974 annual meeting. Executive motor hotel, Richmond, Va.

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 18-19—*Iowa Broadcasters Association* state meeting. Aventino hotel, Sioux City.

May 17—Sixth 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 19-21—*Illinois-Indiana CATV Association* annual convention. Springfield Holiday Inn, Springfield, Ill.

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 programing awards. Bayerischer Rundfunk, Munich.

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

May 30-31—*Arizona Broadcasters Association* spring convention. Little America hotel, Flagstaff, Ariz.

May 30-June 1—*Associated Press Broadcasters Association* national convention. Featured Speaker: Julian Goodman, chairman, NBC. Alameda Plaza hotel, Kansas City, Mo.

May 31—Closing date for entries in *Atlanta International Film Festival* competition. Contact: Entry director, A.I.F.F. Drawer 13258, Atlanta 30324.

June

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

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

June 8-9—*Alabama Broadcasters Association* spring convention. Gulf State Park convention center, Gulf Shores, Alabama.

June 9-9—*Missouri Broadcasters Association* spring meeting. Drury Inn, Springfield.

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.

June 18-19—Oral argument on FCC's proposed rulemaking on multiple ownership of newspaper and broadcast properties. FCC, Washington.

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 7-9—*South Carolina Broadcasters Association* summer convention. Landmark Inn, Myrtle Beach.

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

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

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

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

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

August

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

Aug. 9-10—*Seventh annual Atlanta International Film Festival* with competition in features, shorts, documentary, TV commercial, experimental and TV production categories. Atlanta.

Aug. 25-18—*Arkansas Broadcasters Association* summer convention. Arlington hotel, Hot Springs.

September

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

Sept. 11-13—*Radio Television News Directors Association* 1974 annual convention. Queen Elizabeth hotel, Montreal.

Sept. 15-17—*Nebraska Broadcasters Association* annual convention. Holiday Inn, Columbus.

Sept. 15-17—*Louisiana Association of Broadcasters* fall convention. Royal Sonesta hotel, New Orleans.

Sept. 23-27—*Fifth International Broadcasting Convention*. Grosvenor house, London.

Sept. 29-Oct. 2—*American Association of Advertising Agencies* Western region meeting. Vancouver, B.C.

October

Oct. 2-8—*Telecom 75*, second World Telecommunications Exhibition. Palais des Expositions, Geneva.

Oct. 3-6—*Women in Communications Inc.* annual national meeting. Bellevue Stratford hotel, Philadelphia.

Oct. 4-6—*Illinois News Broadcasters Association* fall convention. Quad Cities.

Oct. 10-13—*Missouri Broadcasters Association* fall meeting. Crown Center, Kansas City.

Oct. 10-23—*National Association of FM Broadcasters* annual convention. Fairmont hotel, New Orleans.

Oct. 14-15—*North Dakota Broadcasters Association* fall meeting. Featured speaker: Vincent T. Wasilewski, National Association of Broadcasters president. Ramada Inn, Dickinson.

Oct. 16-19—*Information Film Producers of America* 1974 national conference. Vacation Village hotel, San Diego.

Oct. 17-18—*American Association of Advertising Agencies* central regional meeting. Chicago.

Oct. 24-25—*American Association of Advertising Agencies* central regional meeting. Detroit.

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

November

Nov. 4-8—*International F.T.F. Corp.* film and TV festival of New York. Americana hotel, New York.

Nov. 13-16—*Society of Professional Journalists, Sigma Delta Chi* 1974 national convention. Towne-House hotel, Phoenix.

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

Nov. 19-20—*American Association of Advertising Agencies* eastern region meeting. New York.

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Lynda Dorman, *secretary to the publisher*.
Philippe E. Boucher, Brenda Otey.

BUREAUS

New York: 7 West 51st Street, 10019.
Phone: 212-757-3260.
Rufus Crater, *chief correspondent*.
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.



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JOHN WEYLAND
Albany: (518) 458-7821
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NANCY SHIPLEY
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Washington, D.C.:
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Monday Memo®

A broadcast advertising commentary from Robert C. Pritikin, founder, Pritikin & Gibbons Communications, San Francisco

Radio: a medium which can be seen, felt, and tasted as well as the obvious, heard

Most people who write radio write wrong radio. Of all mass media, radio is the most abused, the most misused. Most radio commercials go in one ear and out the same ear. The trouble is that radio commercials should not go in the ear at all. But in the eye.

Many have said—but few seem to have heeded—the cliché that radio at its most effective is a “visual medium.” In the olden days of radio, people sat down and “watched” their radio sets just as they watch their television screens today. It’s worth a look at those golden days to remind today’s writers that there’s more to radio than meets the ear.

I was just presented a handsomely packaged album containing six records that span *The First Fifty Years of Radio*. To my utter delight, the record that highlights the decade of the sixties features a radio commercial that I wrote way back when for the Fuller Paint Co.

That radio commercial was one in a series designed to paint dazzling colors on the screen of the listener’s imagination. It blended music, effects and word pictures into a statement that I believe is far more graphic than could ever have been achieved in the more literal pages of a magazine or, for that matter, on a television screen. Take a “look” at the words in that old radio commercial:

The Fuller Paint Co. invites you to stare with your ears at . . . yellow. Yellow is more than just a color. Yellow is a way of life. Ask any taxi driver about yellow. Or a banana salesman. Or a coward. They’ll tell you about yellow. (PHONE RINGS) Oh, excuse me. Yello!! Yes, I’ll take your order. Dandelions, a dozen; a pound of melted butter; lemon drops and a drop of lemon, and one canary that sings a yellow song. Anything else? (CALLER HANGS UP) Yello? Yello? Yello? Oh, disconnected. Well, she’ll call back. If you want yellow that’s yellow-yellow, remember to remember the Fuller Paint Co., a century of leadership in the chemistry of color. For the Fuller color center nearest you, check your phone directory. The yellow pages, of course.

When you write a radio commercial for the eye, instead of for the ear, you can expect to achieve enormous recall



Robert C. Pritikin had worked as copywriter and creative executive for Young & Rubicam in New York and Dailey & Associates in San Francisco before he founded Pritikin & Gibbons Communications, San Francisco, a special division of N. W. Ayer & Son. He has written and produced broadcast and print advertising for many accounts, including Kent cigarettes, Folger Coffee, Goodyear Tire, The Sierra Club and Marine World/Africa U.S.A. Pritikin & Gibbons is housed in a historic mansion in San Francisco’s Pacific Heights, a building once occupied by Sir Arthur Conan Doyle and now decorated with art and murals depicting the legend of Sherlock Holmes.

value. The most elementary memory course will teach you that to remember something, you must visualize it, and if you can provide action with the visual, you can further extend the recall process. What’s more, if you can make the visual a bit out of the ordinary, even greater recall will result.

Remember the *Green Hornet* and the *Lone Ranger* and the marvelous Arch Oboler radio shows? And didn’t you know exactly what Jack, Doc and Reggie looked like in *I Love a Mystery* and Chi Chi and Papa David in *Life Can Be Beautiful*? Next time you write for radio, keep in mind the lessons of these radio classics. You can go so much further to stretch the imagination when you

project your pictures on the private screen of your listeners’ imaginations: You can build sets to dwarf DeMille’s most extravagant creations. You can conjure up the beauty of a Garbo, the fantasies of a Jonathan Swift. Your words can paint watches melting, armies marching and angels in flight.

But your client will say no. He wants his product to be seen. Tell your client that it will be seen as never before and remembered all the way to the sales rack, the grocer’s shelf, or the showroom floor—because great radio is always seen and never heard.

Just a few reminders before you take pen (and paint brush) in hand. When you write radio for the eye, you must know the magic of words. You must know that verbs are more visible than adjectives, and that a silent pause can be the most dramatic language of all. And you must know that a minute can be a span in geologic time into which the history of man can be compressed; or a minute can be a microscope to focus on a speck of sand.

Perhaps a psychologist could best explain the phenomenon of radio and its incomparable potential to carve deep recollective impressions. I believe it has to do with the fact that the listener is required to create his own mental pictures. Great radio is not a passive experience as is television. The great radio writers, including those who write commercials, paint only part of the picture. The writer lays down the imprimatura, the broad strokes delineating the subject and the point of view. It is the listener who paints in the details. And, as in any other activity requiring active participation and involvement, the experience holds more meaning and is remembered longer. What’s the key to writing great radio? Engage the listener as your co-author.

Perhaps radio has the broadest potential of all mass communications media because radio can reach the senses as no other medium can. Of course radio is pictorial, and in the grandest sense. But can it not, with equal effectiveness, reach the olfactory, the tactile and the taste senses as well? With its unique capacity to conjure and cajole, radio can open your senses to fragrance and feeling and taste. Give me a few mouth-watering words and the sound of fire and steam, and I will hand you a succulent steak right through your radio receiver.

But the everlasting pity is that this extraordinary device, developed by Guglielmo Marconi in 1895, is still, to this day, mostly engaged to appeal only to the ear—the one human sense it is least effective in reaching.

Nobody communicates better with radio people than ABC's Radio People.

And the reason is simple. ABC has more of everything radio — more newsmen, more affiliates, more listeners — than any other American broadcast organization. Radio is a tradition at ABC. We believe we do it better than anybody. That's the American Way of Radio.

It's why the ABC Radio Network has so much more to offer and communicate to its affiliates. We'll be showing 3 good examples at the NAB in Houston this week:

A A new series of spot announcements commissioned by the ABC Radio Network and designed to create a new "top of mind" awareness of radio. These spots will be aired on the Network and offered free to our affiliates for their local use.

B A new retail radio sales presentation dramatizing the successful use of radio by local retailers throughout the country. It will be made available to our affiliates to help sell their local retailers.

C A brand new study documenting radio's effectiveness and superiority over television in reaching the working lady of the house.

There's no doubt about it. You have a lot more coming to you and going for you on the ABC Radio Network.



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radio network



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Information
Radio Network



AMERICAN
ENTERTAINMENT
RADIO NETWORK



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NETWORK

The Four ABC Demographic Radio Networks.

The American Way of Radio

Divisions of ABC Radio Network 

The entertainment jungle.



You compete. We compete.

We won.



This time? The First Place Award, variety category, top 25 markets by NATPE for distinction in television production by a single station. For the WTMJ Television program, "The Crown Room Tonight."

But it's typical of WTMJ Television's winning ways.

Programing ways that have won us a position of dominance in local news, for example. Far and away reaching more homes and more adults at 5 p.m., 6 p.m. and 10 p.m.

Milwaukee turns to our winning ways.

Again.

WTMJ TELEVISION FOUR

NBC in Milwaukee.

Represented by Harrington, Righter & Parsons, Inc.

Source: N. S. I. January-February 1974, Milwaukee.

Media

On display in Houston: a President, problems, possibilities

At NAB convention: a Nixon Q and A, talk of renewal relief at last, worry about a short-handed FCC, emphasis on hardware in exhibits, TV program distributors in eclipse

The National Association of Broadcasters is to begin a road tour of annual conventions this week with a 1974 play date in Houston. Houston? What's the NAB doing there when, by custom dating back for years, it ought to be in Chicago? It is getting away from it all, as it last did in 1958 in Los Angeles. Next year it is booked into Las Vegas and the year after that, if exhibit and hotel facilities are completed in time, New Orleans.

The itinerary may have been chosen for escape, but Washington problems—the reason for the NAB's existence—will dog every delegate's steps. The due bill hasn't been invented to take broadcasters away from all that federal control.

The biggest problem—and biggest hope—on broadcasters' minds right now is license renewal relief. The same condition obtained a year ago when the NAB met in Washington, as it does every four years, after the inauguration of a President. Last year as the broadcasters gathered in Washington the House Communications Subcommittee was holding hearings on model bills.

On the eve of that convention, Grover Cobb, NAB's senior executive vice president in charge of legislative affairs, said he was optimistic that favorable legislation would be passed. "I'm still optimistic," he said last week.

There may be more reason for optimism now than there was then. The House Communications Subcommittee has written a compromise bill that the parent Commerce Committee has approved. Early dispatch to the floor has been predicted (BROADCASTING, March 11). In his address to the convention at the opening general assembly this morning (March 18), Vincent T. Wasilewski,

NAB president, will urge members to support the present bill (H.R. 12993) despite provisions to which some NAB members object. "We think we can live with it," Mr. Wasilewski said last week, "if it's accompanied by a committee report that clarifies some of the problem areas in the legislation."

Some of Mr. Wasilewski's members think more than a report is needed. There are those who want the present three-year license term extended to five years, instead of the four the House bill contains. There are others who insist on a "two-step" renewal process in which incumbents would be subject to challenge only if the FCC found their performance to have been unsatisfactory. The implementation of those desires would require amendments in the legislation.

There are also broadcasters who object to a provision in the bill that would require licensees to conduct negotiations with citizens who had demands or grievances. The fear in this is that the word "negotiations" would be interpreted according to its use in labor relations law—meaning that broadcasters would be forced to bargain and perhaps come to

—that a questioned program had been fair.

Robert Guthrie, counsel to the House Commerce Committee, was reportedly preparing a draft of a report to be presented to members this week. Whether it would be available for discussion at the NAB convention was unknown. With or without the report, however, renewal talk is bound to be heard in several forums.

At today's luncheon, Senator Lloyd Bentsen (D-Tex.), who has been acting like a presidential candidate lately, is to deliver the principal address. He said last week he would urge the broadcasters to support his license renewal bill (S. 646) which offers a five-year license term and the two-step renewal security. Those protections, he said, "are essential to station planning" which has been disrupted by present practices that are "confusing and ambiguous." The Senate Communications Subcommittee will hold hearings on renewals after House action (see page 46).

At a joint radio-TV assembly this afternoon Representatives Lionel Van Deerlin (D-Calif.) and Clarence Brown (R-Ohio), members of the House Communications Subcommittee, will participate in a panel. As the principal architect of the ascertainment and responsiveness provisions of the House bill, Mr. Brown may expect questions.

License renewal by no means exhausts the Washington subjects that will engage delegates' attention this week. In his first appearance as chairman of the FCC (see "Man in the News"), Richard Wiley is to address the convention luncheon tomorrow (March 19). He will be there as one of four sitting members of an agency that has three vacant seats and is therefore handicapped in reaching decisions on matters of large importance.

(In his speech the day before, Mr. Wasilewski, if last week's intentions held, was to express relief that the short-handed agency had refrained from action on major issues in the closing days of Dean Burch's chairmanship. Mr. Wasilewski was to say that deferral of action on proposals to soften the program anti-siphoning rules for pay cable, a Burch project, was especially welcomed.)

The delegates' minds may be briefly taken off their own troubles on Tuesday evening when President Nixon appears for an hour's question-answering session that is to be nationally broadcast beginning at 8 p.m. EDT.

Some 60 members of the Radio Television News Directors Association—as well as one correspondent each from ABC, CBS, Mutual, NBC, the National Black Network, AP and UPI—will be

Text continues on page 30

Convention package

Official and nonofficial agendas for the NAB begin on **Page 28**

Diagrams of the Houston exhibit halls begin on **Page 36**

A "Man in the News" analysis of FCC Chairman Wiley begins on .. **Page 30**

terms with almost any complainant. Attempts were being made last week to write a less demanding meaning into the committee report.

There are further objections to provisions of the bill requiring broadcasters to continually ascertain the "needs, views and interests" of residents of their service areas and to be responsive to those needs, views and interests in broadcast operations. It is felt that those requirements could be interpreted to put the broadcaster at the mercy of the full spectrum of the population's programming opinions under the threat of loss of license if he were not responsive to all of those opinions. Further, it is argued, the legislation in those parts could extend the fairness doctrine well beyond its present limits. A broadcaster could be judged unresponsive to the views of some residents of his area if they disagreed with his decision—even though reasonably reached

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)-WALA-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 Scharf, 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; Richard Block, president, Kaiser Broadcasting; 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. Zeifang, 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, WNYC-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. 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 Colliseum, 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; Abiah 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 directions 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. 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.

On the side Non-official events

Sunday, March 17

7:30 a.m. Broadcast Education Association 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. Association of Maximum Service Telecasters 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. 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.

Attending addenda

Following are corrections and additions to the listings in the March 11 issue of firms exhibiting product or having hospitality suites at the NAB convention in Houston.

Gates Division 200
Harris Intertype Corp.
123 Hampshire Street, Quincy, Ill. 62301

Product: BT-60U 60-kw UHF color TV transmitter*, 5 kw PDM AM Transmitter*, Criterion Compact-III tape cartridge system*, complete line of AM, FM, TV station equipment. **Personnel:** L. J. Cervon, E. O. Edwards, J. M. Engle, C. I. Kring, N. L. Jochem, E. S. Gagnon, Jose Acosta, M. E. Arnold, N. Arveschoug, J. Barry, R. G.

Bousman, J. Burtle, A. B. Clapp, Brian Cox, L. T. England, C. A. Fosmark, R. J. Gauthier, J. R. Guerrero, R. L. Gorjance, G. I. Hardy, V. Killion, E. R. Lowder, Curt Lutz, J. D. Miller, R. R. O'Hara, D. A. Orienti, L. F. Page, C. B. Patterson, E. R. Platt, W. Rice, I. J. Raulerson, D. A. Roberts, Ernesto Ruesga, V. H. Russell, R. J. Sawicki, A. A. Silver, Tom Schoonover, R. Smith, L. Stanger, George Stephenson, R. A. Switzer, Paul Timpe, H. Wallace, S. B. Whitman.

Doubleday Hyatt Regency, Imperial Suite Media

Personnel: Bob Dalchau, Neil Sargent, Peter O'Reilly.

Richard P. Doherty
Personnel: Richard Doherty.

Whitehall

Telcom Associates Sheraton Lincoln 2040
Personnel: Herb Jacobs, Jim Sieger, Lee Eden, George Whitney, Sheldon Denkowski, Grace Jacobs.

Watermark Hyatt Regency
10700 Ventura Boulevard, Los Angeles 91604
Product: American Top 40, American Country Countdown syndicated three-hour syndicated programs. **Personnel:** Tom Rounds.

Firstmark Financial Savoy
Personnel: Alan Jones, Bill Van Huss, Phil Thoben.

Ed Wetter & Co. Hyatt Regency
Personnel: Ed Wetter.

Text continues from page 27

accredited to interrogate the President. As matters stood last week, the news people and the President would share the stage of the convention auditorium before the thousands of broadcasters gathered in a hall too big to permit questioning from the floor.

The visit of the President to Houston where he is expected to stay overnight, accompanied by a large staff, imposed a severe strain on hotel accommodations that were already booked heavily for NAB delegates. Early last week it was reported that a detailed search for quarters for last-minute registrants had failed to turn up a single room. There were also reports of sluggish confirmations of earlier reservations.

One development that had eased the strain on hotel space was the decision by most television program distributors against operating the entertainment suites of past conventions. The distributors, protesting their assignment to the Shamrock hotel, which is at a distance from the convention center, have opted to send a few representatives each.

Internal business will also be conducted this week in Houston. The NAB television code board is expected to adopt a resolution vowing to avoid the lowering of code standards in response to pressures that are expected to be felt when code subscription becomes mandatory for NAB television members in 1975. The association's board adopted that policy at its meeting last January.

Three more broadcast executives last week joined the slim field of candidates for eight seats on the NAB's television board at stake in this week's election. Charles Batson, president of Cosmos Broadcasting and chairman of the NAB television code board, was to turn over his code role to Wayne Kearn, president of KENS-TV San Antonio, Tex., at his last code board meeting March 17. The next day he will have his name placed in nomination for the NAB TV board. Robert Bennett, general manager of WCVB-TV Boston, also said he will run, as will James Ebel, general manager of KOLN-TV Lincoln, Neb. These three men join Kathryn Broman, vice president of Springfield (Mass.) TV Broadcasting, Eugene Dodson, executive vice president of WTVT-TV Tampa-St. Petersburg, Fla., Philip Lombardo, president of Corinthian Broadcasting, and Daniel T. Pecaro, acting general manager of WGN Continental Broadcasting, in the ranks of announced candidates.

Mark Evans, vice president of Metro-media, Walter Bartlett, senior vice president of Avco Broadcasting, and Ray Johnson, general manager of KMED-TV Medford, Ore., will be running for reelection as directors. The six candidates with the most votes will serve two-year terms. The candidates running seventh and eighth will serve out the one year remaining in the vacated terms of Leonard Patricelli, president of WVIC-TV (now WFSB-TV) Hartford, Conn., until it was sold to Post-Newsweek, and the late Fred Weber, executive vice president of Rust Craft Broadcasting.

In late program changes, Richard

Block, president of Kaiser Broadcasting, replaced Roger Rice, West Coast vice president of Cox Broadcasting, on the Monday afternoon television conference panel. Boston Mayor Kevin White has canceled out of a pay-TV session, scheduled for Wednesday morning.

Man in the News



Wiley

For FCC Chairman Richard E. Wiley, the long wait and the uncertainty are over. He can relax. True, he has taken over the chairmanship at a time when problems and issues are piling up faster than they can be counted; for openers, there is the need to face up to the Supreme Court opinion requiring the suspension of at least some of the fees the commission charges those it regulates. But he has taken over the chairmanship, and the problems that lie ahead are of the kind that he has a right to feel he has been groomed to handle.

Indeed, Mr. Wiley is probably as well prepared to be chairman of the FCC as anyone who has moved into that position (with the possible exception of the singular Rosel H. Hyde, who had been a member of the commission for 20 years and had served one tour as chairman, under President Eisenhower, when President Johnson named him chairman again in 1966). Mr. Wiley had been former Chairman Dean Burch's choice in 1970 to be the Republicans' answer to and replacement for Democrat Henry Geller as general counsel. He was, it seems, everyone's choice for commissioner when Robert Wells's resignation in November 1971 created a Republican vacancy.

And since joining the commission in January 1972, Mr. Wiley proved, in the view of all who have observed him, to be extremely hard working, able and open-minded. He headed four special units within the commission, including one dealing with the fairness doctrine and another with re-regulation of broadcast-

ing, and has served on the telephone committee. With all of that, he found time to speak before countless industry groups that asked him to address them—and that usually wound up Wiley boosters.

Thus, his chairmanship, as was the case of his appointment to the commission, seemed preordained. Mr. Burch had even asked him to participate in the briefings the staff gave the chairman every Tuesday preceding the Wednesday agenda meeting. But there had never been any commitment from anyone. So Mr. Wiley, who had made no secret of his ambition to succeed Dean Burch, was always feeling the tension. There was always the chance someone at the White House would think the unthinkable.

With the tension released, speculation now centers on what the impact will be on commission policy. Chairman Wiley, after President Nixon announced him as his chairman designate but before he moved into the chairman's office, had suggested there would be no significant change; he noted that he and Mr. Burch had worked closely together for three and a half years. But there were those inside the commission and out who felt that Mr. Wiley might have trimmed his sails on occasion to follow Mr. Burch's course.

True or not, the present disarray in which the commission finds itself presents Mr. Wiley with an extraordinary opportunity to leave his mark on the commission: the long list of unfinished business left over from the Burch administration; the three commission vacancies—almost half a commission—which even when eventually filled will mean new members floundering, at least for a time, in need of support; and, perhaps most important of all, a staff riddled with vacancies in key positions, beginning with general counsel, which are crucial to the formulation of commission policy.

A newcomer to the commission might consider appalling the prospect of leading such an agency. But not Chairman Wiley. He has been observing the operation of the commission, reading articles, soaking up information from a variety of trade magazines—and stocking up ideas and theories against this day. Now he pours forth a Niagara of thoughts on how he will proceed. He is deadly serious when he says, as he has in appearances before the Senate and House appropriations subcommittees, that he will stress administration of the agency and that he will attack backlogs with improved management techniques, not simply more money and more people. "The commission needs leadership, and I'm going to do my best to provide it."

And through the discourse, it becomes increasingly evident that he intends to carve out a niche in FCC history that is separate and distinct from that of his predecessor. Where Mr. Burch led with dash, quickness, even brilliance of mind, and, it seemed, instinct, Mr. Wiley will rely on order and plans. There will be flow charts depicting the progress of commission work, with

Special NAB Preview Issue

RCA

PrimeTime

The search for profit opportunities: What to look for and where to find it at the NAB Show.

**See the world's first all-cart film and tape station break •
First premium portable color camera without a backpack • The
new most cost-effective basic VTR • And more**

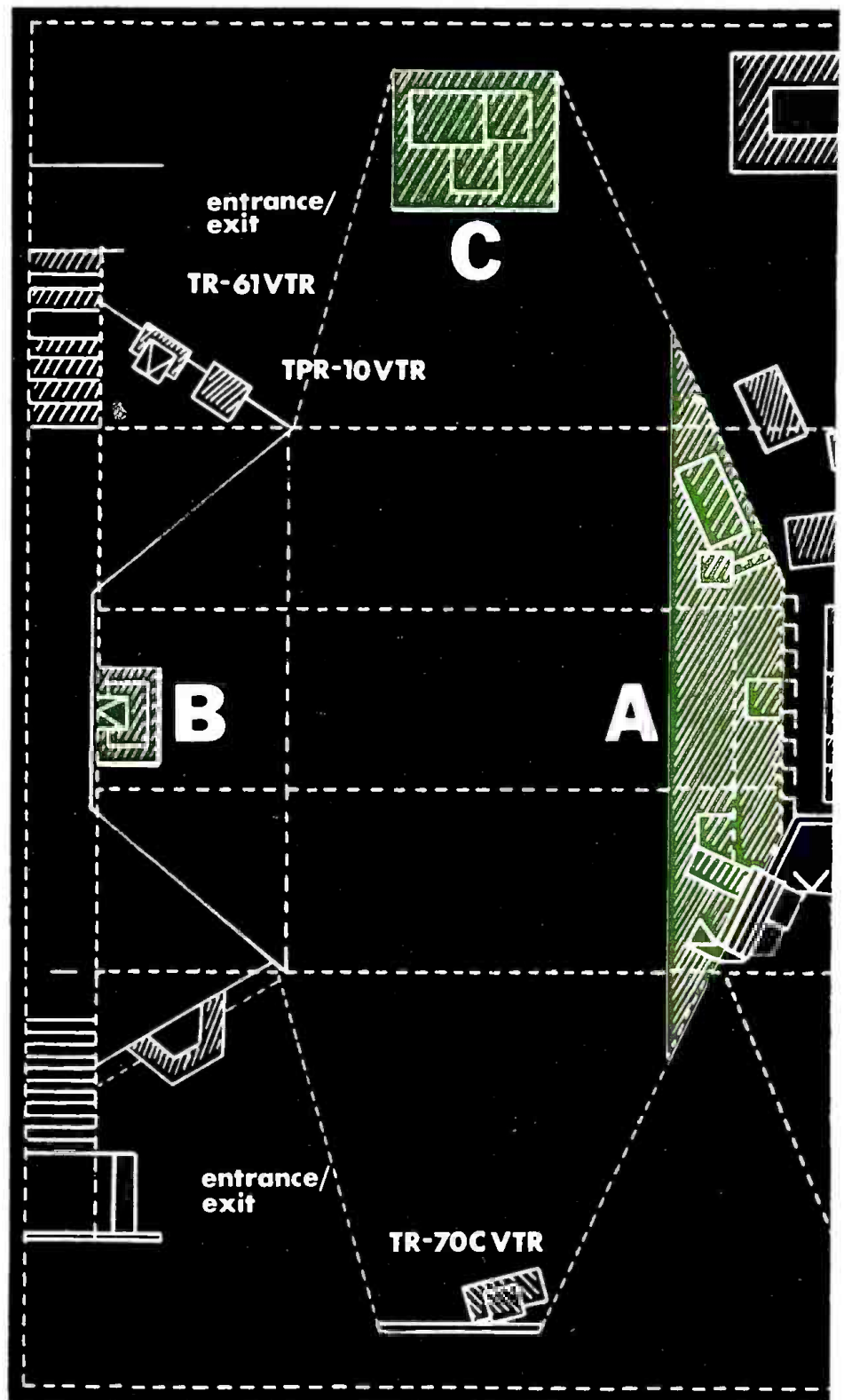


RCA at NAB. Step this way

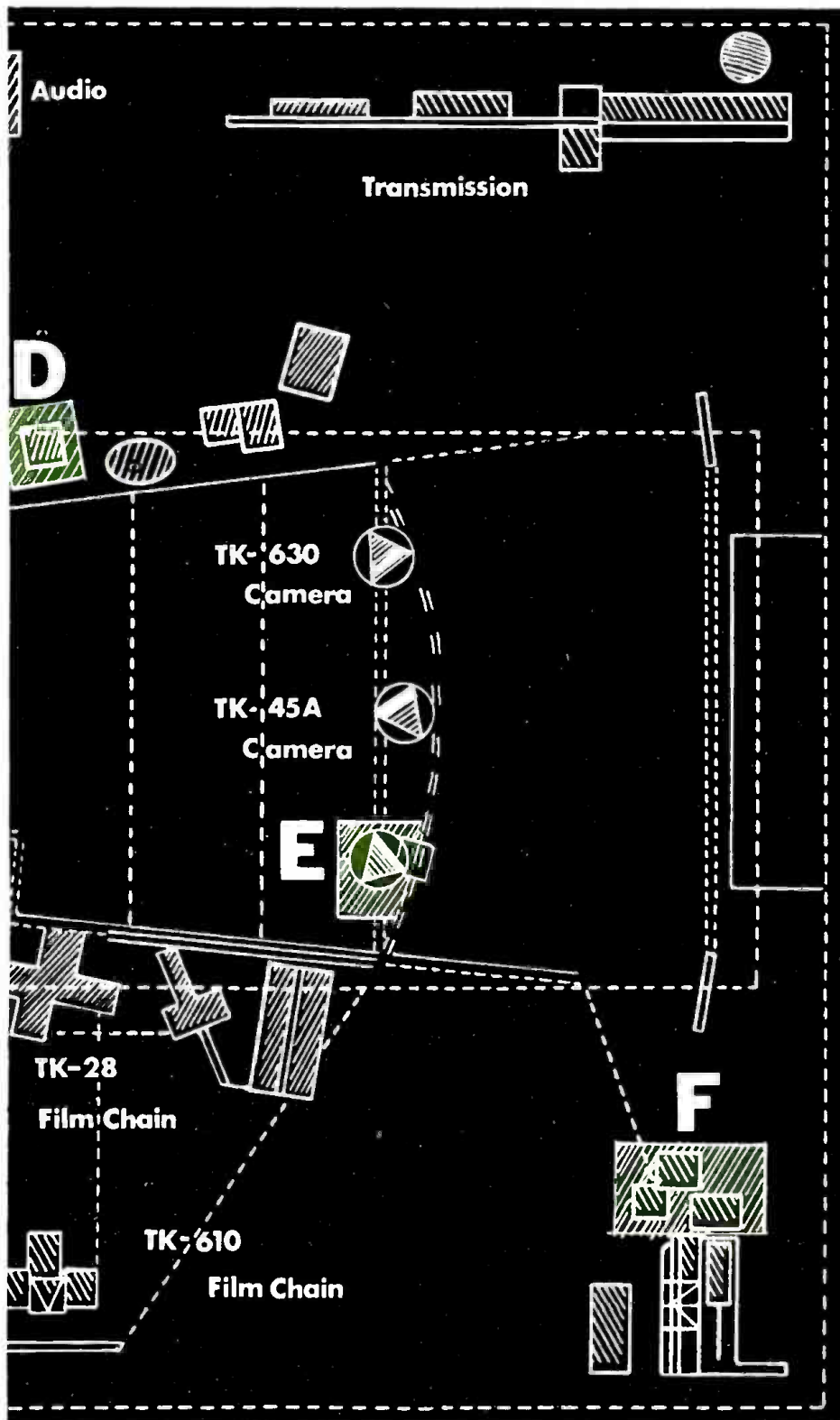
A. The On-Air Profit Center. Site of the all-cartridge station break, film and tape. Features the new TAC-1 Programmer, TCR-100 Cart Machine, TK-28 Film Camera and production model of the TCP-1624 Cartridge Film Projector introduced at last year's NAB.

B. Introducing the NEW TECHNOLOGY Video Tape Recorder. RCA's brand-new quad VTR with a performance/cost relationship that will please the most hard-nosed businessman.

C. Hands-on display of the brand-new TCR-100A Cart Machine with several new features including Random Home capability, built-in computer interface.



for profit opportunities!



D. Quadraphonic FM transmission area. New RCA system will go into pilot testing after the Show. It's a discrete system for true quadraphonic transmission and reception.

E. Announcing the TKP-45, the color camera the industry has been waiting for. Essentially *everything* from the top-of-the-line TK-45A is yours in a 20-pound portable camera.

F. Video Four Character Generator. New!

For further details on spotlighted areas, turn the page.

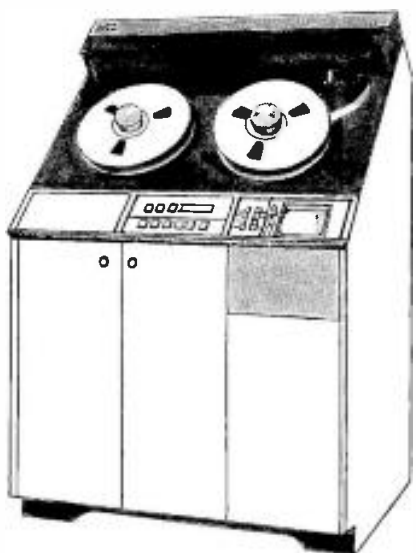
Where the opportunities are: A sneak preview.

As soon as you enter the RCA exhibit at NAB, you'll see some new profit ideas. Probably the first thing to catch your eye will be our On-Air Profit Center (A) featuring the first all-cartridge tape and film station break.



Here you'll find the new TAC-1 Programmer controlling a TCR-100 Cart Tape Recorder and the automated TCP-1624 Cart Film Projector incorporated into a TK-28 Telecine System. And this is just one of several possible combinations. The RCA man here will be glad to tell you about others.

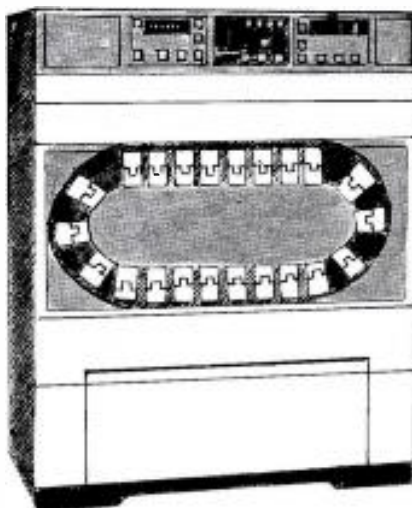
Opposite the Center is the **NEW TECHNOLOGY VTR (B)**. What we've done is to reappraise VTR technology in terms of the most value for the most users. So we've added features that make it easier to operate, like a simplified



threading system, automatic warning of malfunctions, and a number of automated operating features.

Result: a new VTR from RCA that you really have to see to believe!

Don't miss the economical **TR-61 VTR** and the portable **TPR-10**, either. Both introduced during the last year, they're worth noting as you head for the hands-on exhibit of the brand-



new **TCR-100A Cart Machine (C)**. Try out the new Random Home feature on the Cart and imagine the possibilities for easier dubbing sessions. Also new: built-in computer interface, rewiring for all accessories.

Not to be missed in the audio/radio/transmission area is the **Quadrasonic FM display (D)**. You'll see RCA's discrete system from record and tape right through to distribution. And hear it in quad, too.

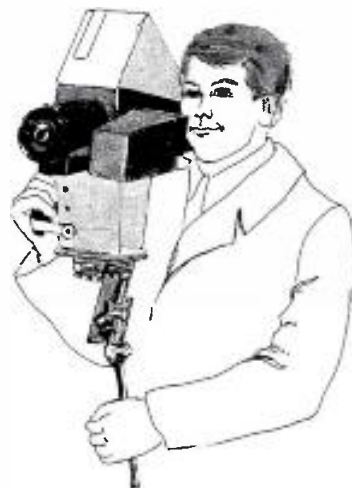
On to the camera area (be sure to see the live show). The **TK-630**, the **TK-45A** and especially the amazing **TKP-45 (E)**. When we say it's portable, we mean portable. The entire camera head, with viewfinder and basic zoom lens, weighs only 20 pounds. Uses the same CCU as the **TK-45 Camera** with only one minor module change. All the automatic

features of the **TK-45**. And comparable picture quality.

If you find that hard to believe, judge for yourself at the Show.

On your way to the rest of the exhibit, be sure to note the **Video Four Character Generator (F)** available through RCA. It's new ...and worth your attention.

And if any questions come up, be sure to talk to the RCA people. Their purpose there is to serve you.



If you'd like more information after the Show, write RCA Broadcast Systems, Bldg. 2-5, Camden, N.J. 08102.

And here's hoping you'll find the Show enjoyable as well as profitable.

dates when projects are to be completed. "Without deadlines, nothing gets done."

Bureau chiefs will have access to the chairman. "They'll be able to see me *directly*," he says, underlining directly, "and I'll see them *directly*" again providing the emphasis—an apparent reference to the complaints of some staffers about difficulties they had in making contact with Mr. Burch.

He will hold regular meetings with the chiefs, not only to keep up on their problems but to reduce if not eliminate the "feudalism" he feels exists within the commission; each of the bureaus should take a larger view than that which is bounded by its own specific area of responsibility, should see the interrelationships of all of the bureaus. He wants a free and open exchange among the bureaus and between the commission and the bureaus. "Diplomacy is being overdone, at least in-house," he says. "Candor will be the order of the day. The guys will know where I stand." He will spend a good deal of time in the bureaus' offices. "I'm going to be living in the bureaus," is how he put it.

Only slightly less revolutionary, he will spend a good deal of time in the offices of his fellow commissioners, politicking. "I will involve the six others [when there are six others] up to their ears. I don't want them to be patsies. On controversial issues, I'll look for compromises, and get votes. I'm likely to know where the votes are; I'll be working on getting votes to support my position." Again, the contrast with Mr. Burch, who was on more than a few occasions surprised by the outcome of a commission vote, is apparent.

And in connection with controversial issues, Chairman Wiley does not intend to be caught short when an important item appears on the agenda. He will require memos from the staff informing him of the progress of such items toward the agenda.

If Chairman Wiley appears frustrated about anything in these first days of his administration, it is his inability to be ready with appointments to fill the staff vacancies. "But it requires interviewing," he says, somewhat embarrassed, and the crush of duties on taking over as chairman abruptly—preparation of testimony for appearances before Senate and House appropriations subcommittees and preparing three speeches—cut too deeply into his time. He expects to announce all or most of the appointments next week, after the National Association of Broadcasters convention. Besides the general counsel's job, the directorship of plans and policy and deputy chief's jobs at six bureaus and offices, including the Broadcast and Cable Bureaus, are open.

Filling vacancies in the future, though, is to be routine. "We'll know about vacancies in advance, so we'll have replacements right away." He hopes to set up procedures for spotting bright young people throughout the commission, and for improving the quality of the staff. His plans on this are not yet firm, but he mentions programs in which veteran



Proud moment. It was all smiles in the Oval Office on Friday, March 8, after former FCC Chairman Dean Burch had been sworn in as counselor to the President. Mr. Nixon joins in the applause as Mrs. Burch holds the Bible. At right: Supreme Court Justice William Rehnquist, who administered the oath.

staffers will be used to educate younger ones. He also wants to protect young members of the staff from being forgotten and left in dead-end jobs.

The kind of administration Chairman Wiley brings to the commission may not be the only market of difference between him and Dean Burch. On policy, the two men have been close, as Mr. Wiley says. They are both basically conservative, believers in free enterprise and free markets, uneasy in imposing new regulations on those under the commission's jurisdiction. But Mr. Wiley's devotion to the principle of competition seems more qualified; the new chairman, for instance, seems to see greater need for caution than Mr. Burch did in setting up pay cable as a competitor of free television. Mr. Wiley talks of the "public interest associated" with television that deserves protection, and of the virtue in the competition that pay cable can provide as long as it provides material truly new and specialized. ("That doesn't mean that pay cable can't have the staples it needs," he adds [see story, page 88]). "Competition is not necessarily synonymous with the public interest."

The chairman says he will be fair to cable television, which is what he says about all the industries the commission regulates. He suggests that is all any of them has a right to expect. But he expresses concern about "overregulation of the small cable operator." What appears to be a natural antipathy for government regulation, particularly of small businessmen, first manifested in connection with radio station licensees, becomes evident. "I will do what I can for the small cable operator as well as for the broadcaster," he says. "Re-regulation"—the term used for peeling away obsolete and unnecessarily burdensome regulations—"will be the code word throughout the agency. We need to look at all of our rules and regulations to make sure they're reasonable."

The long-pending proposal to break up multimedia holdings in individual markets is another issue on which Chairman Wiley appears to differ with his pred-

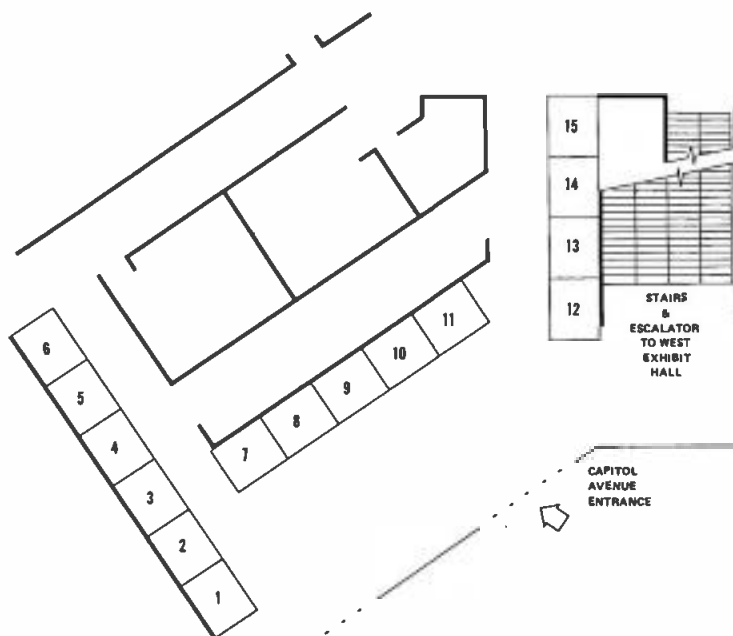
ecessor. Mr. Burch favored the proposal, at least to the extent of breaking up co-located newspaper and television holdings. But he was the last member of the commission who did. Government action that would at one blow break up every such combination in the country for a theorized social good is not something Chairman Wiley can contemplate lightly, if at all. But, noting that the commission has revived the issue, at least to the extent of scheduling an oral argument on it in June, he says he cannot state a firm position on the matter, that he will "look at every issue fresh and clear." But he does indicate that, as on some of the other issues before the commission, he has a number of ideas for resolving this one; there needn't be an up or down vote on the proposal as drafted, he suggests.

Those are just two of the items awaiting the Wiley treatment. There are, in addition, a host of other cable matters coming up, the question of what to do about children's television programming, a reshaping of the fairness doctrine, the proposal to establish quantitative standards for determining whether a renewal applicant facing a challenge in a comparative hearing has provided the mind of programming that merits renewal. And, of course, the question of the fees, plus all of the nonbroadcast issues such as those that show up on the agendas of the Common Carrier and Safety and Special Radio Services Bureaus.

The major controversial items will be put over for consideration until the commission is back up to full strength, or close to my family—the 40-year-old to use the next week or two to pull his administration together. As for the remaining three years of his term, he seems to view them with a combination of buoyancy (after all, he wanted the moon and got it) and grim determination. "I will," he says, "devote my life to this job for the next few years. I am close to my family"—the 40-year-old chairman is married and the father of three children—"but after them, I will devote myself to this job." And there seems to be no reason to doubt him. ■

Guide to NAB Convention Exhibits

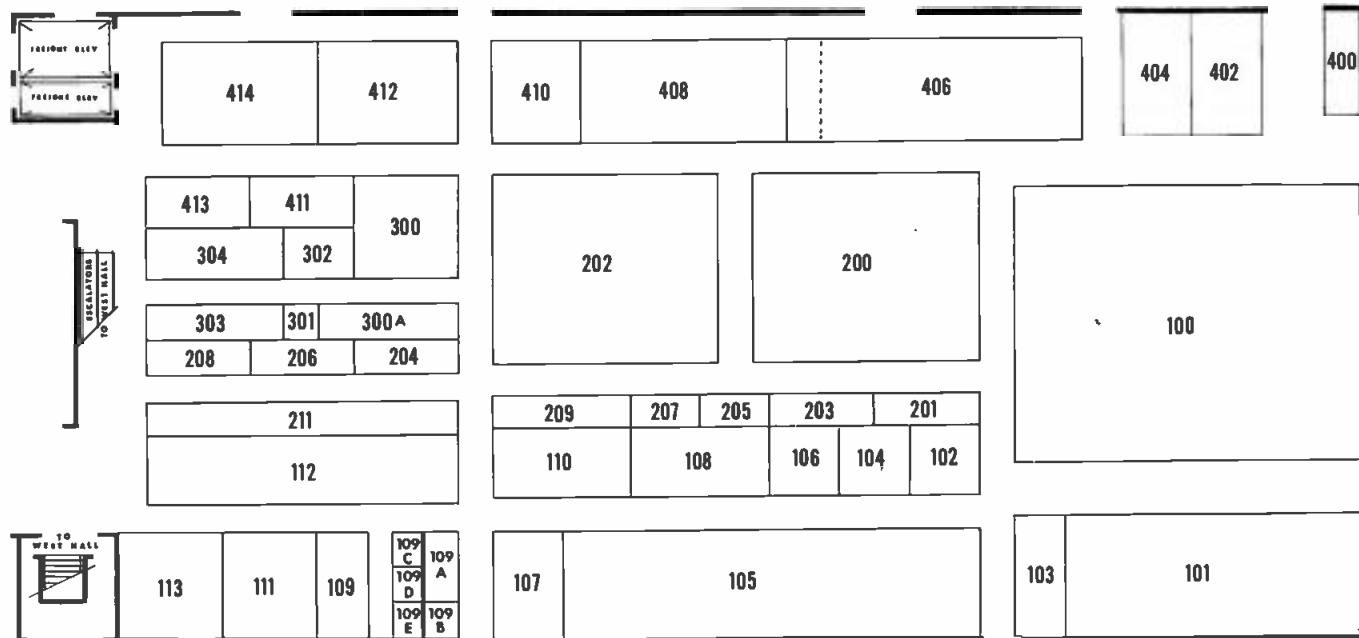
Coverage. *Broadcasting* magazine will have its editorial and sales headquarters in Houston's Hyatt Regency hotel during the NAB convention. On hand: John Andre, Rufe Crater, Bill Criger, Ed James, Win Levi, Maury Long, Dan Rudy, Mike Shain, Larry Talshoff, Sol Talshoff, Don West, Dave Whitcombe and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



WEST HALL LOBBY

Firm Name	Booth
Air Force	13
Army	12
Army Reserve	2
Boy Scouts of America	4
Broadcast Pioneers Library	8
Federal Communications Commission	7
Health, Education and Welfare	3
Navy Recruiting Command	11
National Guard Bureau	14
NAB Insurance Plan	9
U.S. Postal Service	10
U.S. Treasury	1

EAST HALL EXHIBITS



Firm Name	Booth
American Electronic Laboratories	410
Ampex Corp.	202
Audio Services Co.	109B
Berkey Colortran Inc.	106
Robert Bosch Corp., Fernseh Div.	408
Broadcast Electronics Inc.	104
CBS Laboratories	107
CCA Electronics Corp.	112
Central Dynamics Corp.	412
Cetec (Sparta Electronic Corp.)	
Collins Radio Co.	303
Conrac Div., Conrac Corp.	402
Continental Electronics	413
Cooke Engineering Co.	109D
Eastman Kodak Co.	110
Eimac Div. (Varian Associates)	
Electronics, Missiles & Communications	208

Firm Name	Booth
Gates Div., Harris-Intertype Corp.	200
Grass Valley Group (Tektronix Inc.)	
Interand Corp. (Telestrator)	
International Video Corp.	105
Jampro Antenna Co., (Sparta Electronic Corp.)	
Kliegl Bros., Universal Electric	
Stage Lighting Co.	400
3M Co.-Magnetic Audio/Video Prod.	300
3M Company-Mincom Division	300A
Marconi Electronics Inc.	108
Marti Electronics Inc.	102
McMartin Industries Inc.	201
Memorex Corp.	113
North American Phillips Corp., AKG Div.	205
Paperwork Systems Inc.	109
Philips Broadcast Equipment Corp.	101
Power-Optics Inc.	103

Firm Name	Booth
Q-TV/Telesync	206
RCA Corp. (Communications Systems Div.)	100
RCA Electronic Components	109A
Rank Precision Industries Inc.	404
Richmond Hill Laboratories	411
Sarkes Tarzian Inc.	203
Shively Laboratories Inc.	109E
Sparta Electronic Corp.	211
Systems Marketing Corp.-Sono Mag	111
Tektronix Inc./Grass Valley Group	406
Telemation Inc.	414
Telestrator Industries Inc.	207
Television Equipment Associates	204
Telex Communications Inc.	301
Varian Associates	302
Visual Electronics Corp.	209
Vital Industries Inc.	304

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Same old act up on the Hill for the new chairman down at the FCC

Only four days into his job, Wiley faces Appropriations Subcommittee more concerned about what agency does than how much money it gets

Richard E. Wiley, who moved up to the chairmanship of the FCC on Friday, March 8, was learning four days later about some of the perils and pitfalls with which FCC chairmen must learn to cope. The instructors were members of the House Appropriations Subcommittee displeased with commission performance in a number of areas, but particularly in connection with the commission's failure to act in the field of children's television programming. Broadcast sex and violence became involved in the lectures too.

The subcommittee members were not concerned that President Nixon's request of \$46.8 million for the commission in fiscal year 1975 might be too high. Last year, the commission was given \$4.9 million less. On occasion they asked Chairman Wiley whether the commission did not need more resources. They wanted action in the areas in which they had urged the commission to move in budget hearings in previous years.

For the new chairman, it was a trying day. Mr. Wiley, as he had before the Senate Appropriations Subcommittee the previous Friday, said the commission did not need more money, that he intended to introduce management techniques designed to improve efficiency. But his answers on the programming questions—including his references to the problems raised by the First Amendment and the no-censorship provision of the Communications Act—did not seem to satisfy the congressmen.

On children's programming, he reminded his inquisitors that although he had been a commissioner for two years he was new on the job as chairman, that an inquiry into children's programming initiated by the commission three years ago was not his responsibility—it was the inspiration of former Chairman Dean Burch and its resolution is one of several items left over from his administration that will probably require the attention of a full commission, not the four members presently on board. Chairman Wiley also said he had read the staff report and recommendations based on the inquiry, but found the options offered were too limited, that more work appeared to be indicated. (The suggestions in the report are said to include barring advertising from programming aimed at preschoolers, and cutting it back to a maximum of nine and a half minutes per hour—the National Association of Broadcasters code limit on prime-time advertising—in all other chil-

dren's programming, prohibiting host selling and adopting either rules to require minimum amounts of programming aimed at specific age groups, as proposed by Action for Children's Television, or a policy statement exhorting broadcasters to provide more children's programming than they do now during the week.)

But Chairman Wiley was obliged to concede, after conferring with FCC budget and fiscal division chief Richard Solan, that no commission employees are now devoted exclusively to working in the area of children's programming, and that there had been only three last year.

Representative Joseph McDade (R-Pa.) noted that the subcommittee last year spent about half of the FCC appropriation hearing expressing their concern about television violence and children's programming—that similar concerns had been expressed as far back as 1970. "But we don't see much happening," he said.

At another point, he took special pains to make sure he was getting his point across: "I want you and the commission to understand that four years of apparently fruitless efforts weighs heavily on the committee. . . . You're new, but I want you to know how strongly we feel. We're going to have a plain shootout on this."

But Representative McDade was not concerned solely about lack of action on developing policy in the area of children's programming. "We've had nudity on television, on educational television. It was on at 10 p.m. But where's that going to lead us? Where do we stop?" The congressman, who was referring to Public Broadcasting Service's presentation of *Nana*, said he did not want "this matter to drift along."

Chairman Wiley noted that Chairman Burch made a speech before the National Association of Broadcasters last year on topless radio programs, "and they disappeared." But he said although he thought the speech proper, that that kind of approach presents a "slippery slope" down which the commission might plunge into a violation of the First Amendment.

But the subcommittee members were not impressed. "Challenge that slippery slope," the subcommittee chairman, Representative Edward P. Boland (D-Mass.), said. He was concerned about language he had heard on a radio talk show, and said the commission should require broadcasters to retain tapes of such programs. Representative McDade regarded the "slippery slope" mentality as an obstacle to movement in the programming areas of concern to him. And Representative Robert Giaimo (D-Conn.) said that if programming is "offensive" to people in an area, the commission should act on it—"then let the courts resolve" any resulting legal or constitutional questions.

Representative Boland suggested that the commission was avoiding its responsibilities in failing to consider the impact of commercials on children. "The commission ought to pick up on that," he said. "But apparently it is not interested," he added, referring to an earlier comment by Chairman Wiley that the commission

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ARB and Pulse have chronicled the fantastic growth of WTUE, confirming its audience leadership in key demo categories:

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And now, the representative that's number one in its field, Blair Radio, represents WTUE. So when you're making a Dayton radio buy, stay in the winner's circle—call your Blair man.



BLAIR  RADIO

America's Leading Radio Representative
A Division of John Blair & Company

Sources: ARB, Oct-Nov '73 TSA avg qtr-hr, Mon-Sun, 6AM-Mid; Pulse, Oct-Nov '73 RSA avg qtr-hr, Mon-Fri, 6AM-Mid; Pulse, FM Penetration Survey, 1973; SRDS, 2/1/74.
Audience information based on estimates, subject to qualifications available on request.

works with the Federal Trade Commission on such matters.

"I have said before the Senate that the question of the quantity of commercials and certain practices relative to children are areas where the commission can effectively act," Mr. Wiley said. "The children's programming report points to this."

Under questioning, Mr. Wiley suggested one step the commission could take in dealing with the concerns expressed by the congressmen was to employ staffers with the necessary expertise. He said the commission's new Office of Plans and Policy, conceived

ance to the commission, might be staffed with social scientists who could help determine "if the FCC has a role in these matters and if so what it is." He said the commission does not have anyone on the staff who can, for instance, judge the effects of violence on children.

The commission's apparent lack of aggressiveness in dealing with the programming problems that trouble the congressmen was not their only source of complaint. Representative Giaimo surprised the commission when, in a discussion of the legal tangle in which the commission's fee-collection program has been plunged as a result of the recent Supreme Court decision on fees (BROADCASTING, March

11), complained that the Congress may have created "a monster" in authorizing government agencies to impose fees on those they regulate.

The Connecticut congressman, noting that the fee on Travelers Insurance Co.'s sale of WTIC-TV (now WFSB-TV) Hartford, Conn., to Washington Post Co. was \$700,000, wondered whether the commission was actually levying a tax, not merely imposing a fee. How, he wondered, "does an agency maintain its objectivity" in considering a station sale when it knows approval will enrich the treasury by \$700,000?

Chairman Wiley, who said he does not consider that factor in making his judg-

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levels do not have to be exactly the same in every commissioner's office. However, Mr. Scherle suggested the subcommittee review the situation.

If anyone came out of the hearing with points it was Commissioner Robert E. Lee. The Republican commissioner, whose term expires in June and whose reappointment is said to be running into opposition at the White House, picked up on a comment by Representative Boland concerning the President's power of appointment of commissioners. "While you're sending messages to the President," Commissioner Lee said, "you might tell him he needn't contemplate any changes this year."

As laughter erupted on both sides of the hearing table, Representative Boland responded, "I would be glad to send that message. You're like the Rock of Gibraltar." "That's on the record," said Commissioner Lee. "I'll deliver it myself."

Court reversal is only beginning of FCC troubles with fee schedule

**For starters: 11 file for rebates;
NAB asks for rulemaking to bring
over-all schedule in line
with Supreme Court ruling for cable**

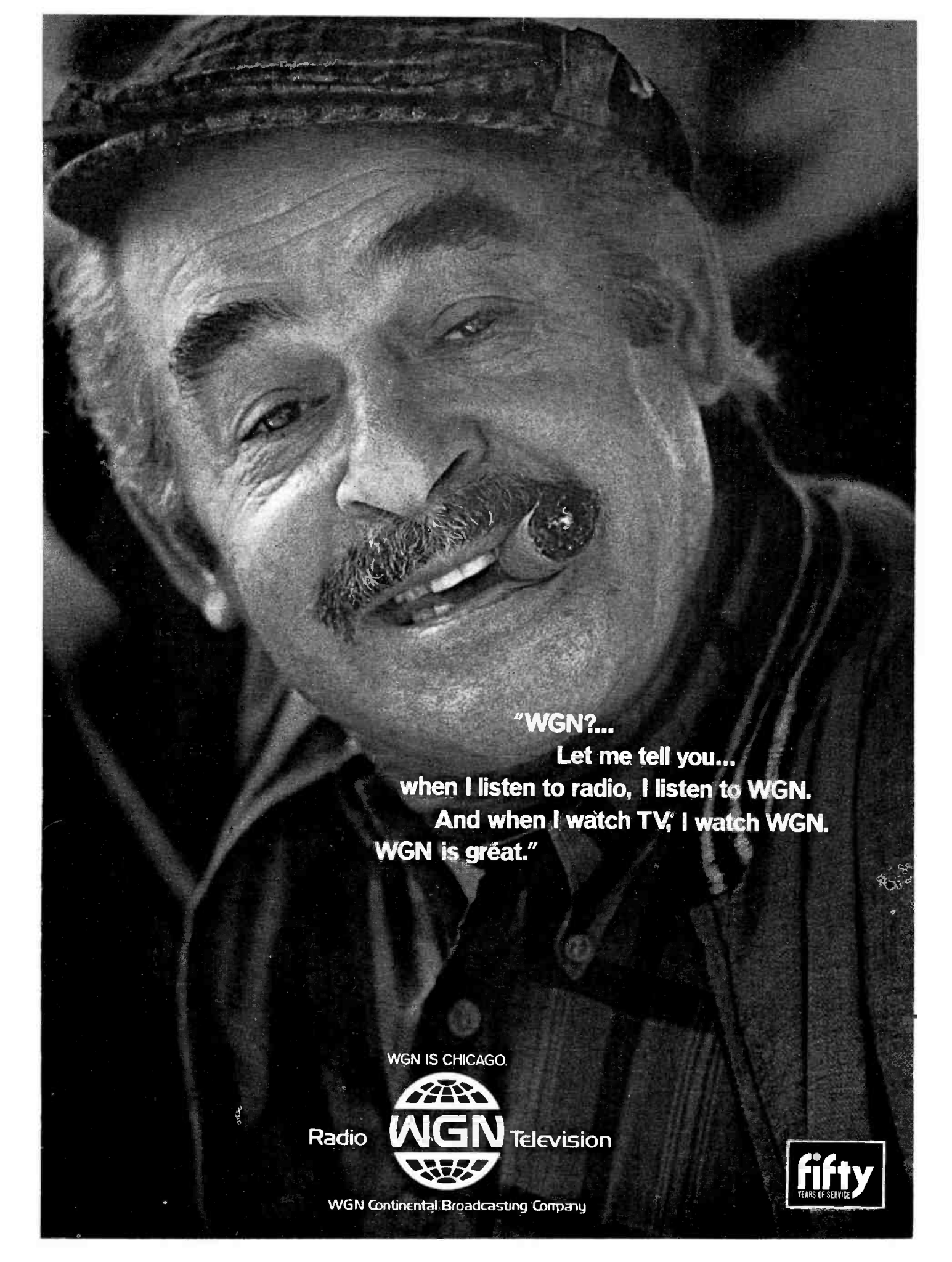
The U.S. government was faced with a request last week for what could be a \$95-million refund.

The request was made by 11 broadcast licensees and cable television systems in a petition filed with the FCC in the wake of the Supreme Court decision two weeks ago casting doubt on the legality of the basis on which the commission imposes its fees on those it regulates.

The petition—which asked for expedited action to set aside the present fee schedules and to establish procedures for refunding money paid under them—was one of two the commission received on the subject.

In the other, the National Association of Broadcasters asked the commission to suspend the annual broadcast license fee and to initiate a further rulemaking to bring the fee schedule in line with the court's ruling.

The 11 petitioners said that "the illegality of the present fees is patent" and that it cannot be cured except for the future. Further, they said, the commission



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specifically at the annual fees imposed on cable television systems, the opinion is being read generally as applying also to the annual fees imposed on broadcasters, and very possibly to all fees the commission charges.

The uncertainty on the exact dimensions of the impact of the court's decision has compounded the commission's difficulty in deciding what its obligation is in light of the decision. The commission weighed the problem twice last week without solving it. The commission is not expected to consider the matter again until March 28. But in the meantime, bureau chiefs were instructed to study the matter and develop recommendations—not only for long-range solutions but for the immediate future; annual fees for some broadcast stations are to be paid on April 1. All cable systems were scheduled to pay annual fees on the same date, but that due date will be moved back, possibly to April 30, because of a delay in printing and distributing the necessary forms.

Chairman Richard E. Wiley has discussed possible options in appearances over the past 10 days before the Senate and House appropriations subcommittees (BROADCASTING, March 11, also see page 38). He has said the commission could suspend the new schedule that is scheduled to become effective May 1 and rescind some, or all of the fees being collected under the existing schedules until it formulates new ones in accord with the Supreme Court decision.

Like father, like son. John H. Norris of WGCB-AM-FM Red Lion, Pa., and his son, John C., are running for Congress—and may wind up running against each other. The elder Norris filed for the Democratic nomination for Congress in Pennsylvania's 19th district; the son, for the Republican nomination there. The father is vice president and treasurer of Red Lion Broadcasting Co., which, besides the Red Lion stations, owns an international station there, WINB. The son is a salesman for the company.

The only action the commission has taken is a formal decision to reconsider the new schedule.

In putting the broadest possible interpretation on the court's opinion, the 11 petitioners noted that the court held that the commission could consider only value to the recipient in determining the basis for its fees. Yet, they added, the commission used other factors as well—cost to the government and public policy or interest served, which were also prescribed in the statute authorizing the imposition of fees.

The effect of the opinion was to rule out the possibility of the commission recouping 100% of its costs—a goal it had sought. The court held that the commission's function is to safeguard "the public interest in the broadcasting activities of members of the industry." If assessments made "against members of the industry" are enough to recover costs

for the commission's oversight, it added, "the CATV's and other broadcasters would be paying not only for the benefits they received but for the protective services rendered the public by the FCC."

The 11 petitioners said expedition is required in considering the petition since annual fees for some broadcast stations and all cable systems are due to be paid on or before April 1, and other fees are required to be paid for filings and grants as they occur.

The 11 petitioners are Combined Communications Corp., Eastern Connecticut Cable Television Inc., Flower City Television Corp., Lee Enterprises Inc., Ponce Television Corp., RKO General Inc., Sterling Manhattan Cable Television Inc., Time-Life Broadcast Inc., United Artists Broadcasting Inc., WKY Television Systems Inc., and WUAB Inc.

NAB is not as certain as the 11 petitioners as to how far the court's opinion extends. "In many respects," it said, the opinion "may not be entirely clear." But it has no doubt that the opinion "invalidated the concept of recovering the full costs of regulating the cable and broadcast industries."

NAB also said that while some of the filing and grant fees applicable to broadcasters involve amounts which make them suspect under the court's decision, "it is obvious that the present annual license fee is in direct violation . . . It is a fee assessed without reference to any particular commission action and is based on a formula designed to recover the dif-

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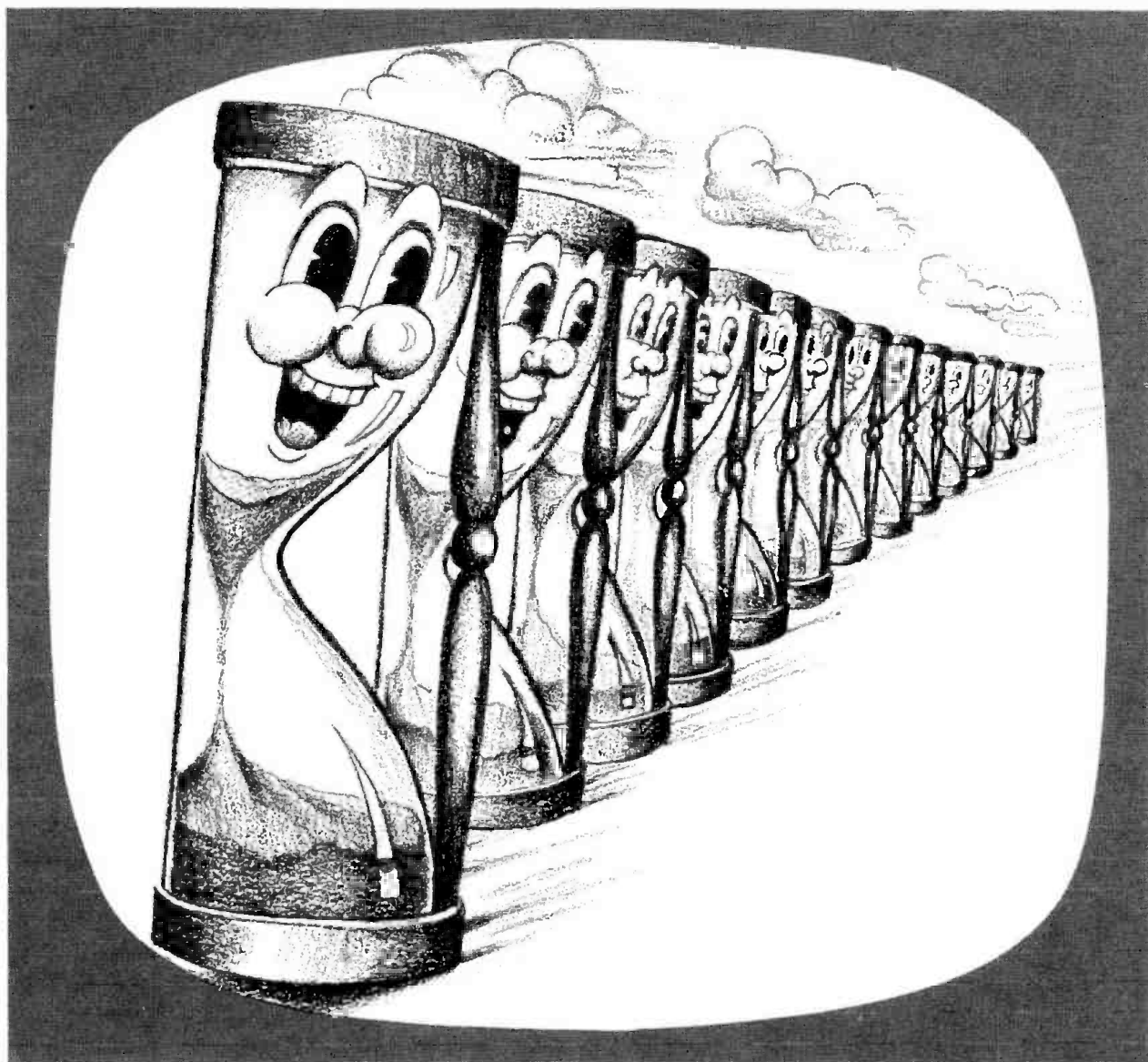
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74-12

ference between total revenues from the filing/grant fees and the total 'costs to the commission for its oversight' of the broadcast industry."

Accordingly, NAB said, the commission should suspend the currently effective annual broadcast license fee for a period of one year. This would afford time for the completion of a rulemaking to revise the fee schedule, NAB said.

Pastore cranks up spate of hearings

On the list: Eger confirmation, three days on TV violence, all-channel radio sets—and, if House acts, renewal relief

Senator John O. Pastore (D-R.I.) and his Communications Subcommittee will be very busy for some weeks beginning at the end of March, on a wide collection of broadcasting matters.

A date for the much-delayed hearings into the nomination of John Eger to be deputy director of the White House Office of Telecommunications Policy was announced last week. Mr. Eger and various witnesses will go before the committee on March 25 to testify on his nomination. Mr. Eger is not expected to face much opposition as he is being considered on the understanding that he will not replace the present OTP director, Clay T. Whitehead, when the latter departs.

March 26 is scheduled for FCC oversight hearings and will mark the first appearance of Chairman Richard Wiley before the committee in that new capacity. March 27 is being left open for any spill-over testimony during these hearings.

April 2, 3 and 4 will see hearings on television and violence before the Pastore committee. Dr. Bertram Brown of the National Institute of Mental Health and Dr. George Gerbner of Annenberg School of Communications, Philadelphia, will testify on their progress in developing a "violence profile" as solicited by Chairman Pastore. Dr. Eli Rubinstein, who served as vice chairman of the committee that wrote the 1972 surgeon general's report on TV violence, will also testify. Representatives of the three commercial television networks are also scheduled to appear—but specific spokesmen have not been selected. Leo S. Singer, president of the Miracle White Co., Chicago, a critic of violence in TV fare, has also requested time to speak to the committee.

Hearings into all-channel radio legislation are tentatively slated for late April, but without specific dates set. Senator Pastore has also promised prompt action on license-renewal legislation once the House has acted (see page 27). And renewal-bill observers are predicting a floor vote in the House before the Easter recess.

Changing Hands

Approved

Following broadcast station sale was reported last week, subject to FCC ap-

proval:

■ **KLMS(AM)** Lincoln, Neb.: Sold by Lincoln Broadcasting Corp. to Telegraph Herald Inc. for sum "in excess" of \$1 million. Howard Shuman is president of selling firm. Telegraph Herald Inc. is controlled by F. Robert Woodward Jr. and members of his family. Company publishes *Dubuque* (Iowa) *Telegraph Herald* and is licensee of **KDTH(AM)**-**KFMD(FM)** Dubuque and **WGEZ(AM)** Beloit, Wis. KLMS is full time on 1480 khz with 1 kw, directional at night. Broker: Hamilton-Landis & Associates.

The FCC as seen from the inside

Pettit, back in private practice, says original prime-time rule was adopted blindly and revision infringes First Amendment; fairness may be in for changes, he says

John W. Pettit, who resigned last Monday (March 11) as FCC general counsel, told an International Radio and Television Society seminar Tuesday (March 12) that the fairness doctrine is "an area in transition" which may "lighten up on broadcasters or extend to print media."

Speaking to about 25 persons in New York at a seminar on "Broadcast Licensee's Responsibility," Mr. Pettit predicted possible challenges to the constitutionality of the fairness doctrine during the U.S. Supreme Court's upcoming consideration of the *Miami Herald* right of reply case (BROADCASTING, Jan. 21).

"I have a visceral feeling that the general climate regarding the use of news media has changed the minds of some judges about the fairness doctrine," he said. "I think Justice William O. Douglas feels it is unconstitutional, for one."

Conceding that the doctrine "does promote the ends and purposes of the First Amendment, in that it gets more people on the air," Mr. Pettit nonetheless warned that it "also is an intrusion into the journalistic discretionary standards of stations by the federal government."

Mr. Pettit left the FCC to rejoin the Washington law firm he quit more than two years ago to serve the commission.

In his discussion of the fairness doctrine, Mr. Pettit referred repeatedly to its application by the FCC in ordering NBC-TV to broadcast views opposing the NBC News documentary, "Pensions: The Broken Promise" (BROADCASTING, Feb. 11). Advising broadcasters to "keep an eye on the case" (now before the U.S. Appellate Court in Washington), Mr. Pettit noted that it was "the first time a network was ever found to have violated the fairness doctrine as a result of a documentary." The "Pensions" case "holds a great deal in store as to how much journalistic discretion stations will be allowed."

Mr. Pettit said that in fiscal 1973 the FCC handled 2,007 fairness complaints; of those, 94 resulted in written decisions. Five decisions were adverse to the li-



Signing it over. The Washington Post Co. has completed its purchase of WTIC-TV (ch. 3) Hartford, Conn., from The Travelers Corp. for \$33.9 million, and changed the call letters to WFSB-TV in honor of the late Frederick S. Beebe, former Washington Post Co. board chairman. Taking care of the final paperwork were (l to r): Morrison H. Beach, chairman of Travelers Corp.; Katharine Graham, chairman of The Washington Post Co.; Dr. Eli Shapiro, chairman of Travelers Finance Co., and Larry H. Israel, president of the Post Co. Daniel E. Gold, former vice president and general manager of Post Co.'s WTOP-TV Washington, who has been appointed senior vice president and general manager of WFSB-TV, said the Post Co. plans to expand channel 3's local news to a full hour within the next few weeks, styling the format along the lines of a *New England Journal* presentation of local issues, personalities, consumer and employment information.

censee. Of those five, three were "personal attack cases," Mr. Pettit observed. Of the two remaining "straight" fairness rulings, one—the "Pensions" case—was against a network.

Mr. Pettit issued some criticisms of FCC procedures during the IRTS sem-

inar. "Yesterday it [the FCC] was 'we,' today it's 'they,'" he said, explaining a new perspective in his remarks about the commission.

"One thing I can say now," he observed, "is about the prime-time access decision. It was a compromise, pure and

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simple. The FCC members had no idea of how it would function when everybody voted for it at first. They didn't know what they were doing. That agency can get itself into very delicate situations."

Mr. Pettit asserted the recent revision of the prime-time access rule is "a dangerous, dangerous precedent" which "puts the government in the position of using its judgment concerning the quality of programming."

The revision, now before the U.S. Court of Appeals for the Second Circuit of New York, "spells trouble for everyone, including the public," Mr. Pettit said. "The commission started out with all good ends in mind, and ended up with

infringements of the First Amendment. It bothers me."

"Everyone was willing to compromise, and that's what they came up with. One commissioner was concerned about children's shows, another about game shows; it was people coming at the problem from a lot of different problems."

The FCC's usual procedure for resolving an issue, Mr. Pettit said, is not to "start within the outer perimeters of the law and move in. The commission usually decides what it wants and then asks the general counsel if it can do that."

One procedure that "just galls" Mr. Pettit is that of resolving license renewal disputes. The FCC "is just awash in due process," he said. Cases involving rival

applicants are "usually resolved on the most insignificant minutiae—it's a mud-slinging battle with one side challenging the characters of another." Former FCC Chairman Dean Burch favored the "dart board approach," Mr. Pettit said. "But anything is better than the way we—I mean they—do it now."

Public radio sees brighter days

Higher appropriations will help combat the recognition problem, but much hard work lies ahead

For the 300 public radio officials who gathered at a Washington conference last week, the lingering problem of the medium's exposure, or lack thereof, was a prevalent concern, but the situation promises to improve.

The potential for increased public awareness has been somewhat dismal in past years due to the scarcity of one essential ingredient—money. This year, however, the Corporation for Public Broadcasting's federal appropriation is nearly \$15 million greater—resulting in an increased allocation to both the public radio stations and their programming arm, National Public Radio.

To Lee Frischknecht, president of NPR since last July, news of the increased CPB appropriation "was like the biblical manna from heaven." The wind-fall, Mr. Frischknecht noted, gave NPR an additional \$190,000—no trifling sum, considering that NPR started the current fiscal year some \$170,000 in the red and facing rises in expenditures "for almost everything at a rate approaching 10%."

Mr. Frischknecht acknowledged that the past year has been a "hellish" one for NPR. Problems associated with NPR's move to new facilities in Washington, reshuffling and shortages of personnel and continuing budgetary dilemmas caused the year to be "fraught with uncertainty," he said. But in the process, "we learned some things . . . about our staff and our needs. We found that some of the positions did not need to be filled when the new money came." And in terms of programming effectiveness, Mr. Frischknecht said, the year signified a major advance. NPR increased its total hours of programming by some 30%, and by June it expects to be transmitting about 41 weekly hours worth to its member stations. As for program quality, Mr. Frischknecht acknowledged a certain amount of "unevenness" during the past year. "But that is behind us," he promised. "We really look to quality improvements in the future."

Those improvements will undoubtedly be enhanced in the next fiscal year if CPB's federal appropriation is further increased. If it is allocated \$55 million in fiscal 1975, Mr. Frischknecht noted, NPR would get \$4.1 million—an increase of \$600,000. At the \$60-million funding level, NPR's share would jump

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to \$4.25 million, and at \$65 million, NPR would receive \$4.4 million.

A larger slice of the federal allocation will enhance NPR's ability to cope with its exposure problems. But James M. Kiss of the public relations firm of Hill & Knowlton, in an address to the conference, said an increase in human effort will also be essential. At present, Mr. Kiss asserted, NPR is "one of this nation's best kept secrets." He noted that a personal survey he recently conducted of 20 "communications professionals" in New York revealed that none even knew NPR existed. This was particularly distressing, Mr. Kiss said, in that the nature of his investigation was not to discover whether industry officials knew of the service's existence, but to ascertain what kind of a job they felt it was doing. "I suppose you are unhappy with this situation, as you should be," Mr. Kiss told the delegates. While the availability of millions of dollars to promote the medium could effectively solve the problem, he observed, "Let's face it: unless we can sprout yellow feathers, we aren't going to get that kind of money; so what's left? I don't have to tell you what's left. Hard work is left. And for those of you who've been working hard at your promotion all along, what's left is *more* hard work. And maybe something else: imagination."

CPB President Henry Loomis echoed that belief. It is time, he told the delegates, "for public radio to get into the development business." Public television

stations have found the use of volunteers in both fund-raising drives and promotional campaigns to be highly effective, Mr. Loomis noted. The same procedure could be embraced by radio with, one would hope, equally impressive results.

Mr. Loomis also had some good news for the delegates. He cited a "major improvement" in the organizational structure of public radio in the form of last year's partnership agreement between CPB and the stations, as well as in the formation of the Association of Public Radio Stations. And the presentation of gavel-to-gavel coverage of the Senate Watergate hearings on both public television and radio, Mr. Loomis said, "showed that we are all together."

The CPB president listed four major priorities for public broadcasting in the months to come. Topping the list is the fiscal 1975 CPB appropriation, for which the corporation is asking \$5 million more than the administration wants to give (see story, this page). Second is the implementation of the proposed noncommercial station program cooperative. Third is the enactment of legislation insuring the medium adequate long-range funding. And fourth is filling eight existing CPB board vacancies with "strong, independent, diverse individuals."

The conference also saw three public radio stations being honored with CPB's first annual radio awards. The recipients, which were chosen from more than 50 candidates, were: KSJN-FM St. Paul, in the news and public affairs category, for

its documentary *Bail in America: Freedom for a Price*; WBAI(FM) New York, in the cultural and performance area, for *The Count of Monte Cristo*, and WAFR(FM) Durham, N.C., in the children's category, for *The Children's Radio Workshop*.

Loomis tells what \$6-million cut will do to CPB

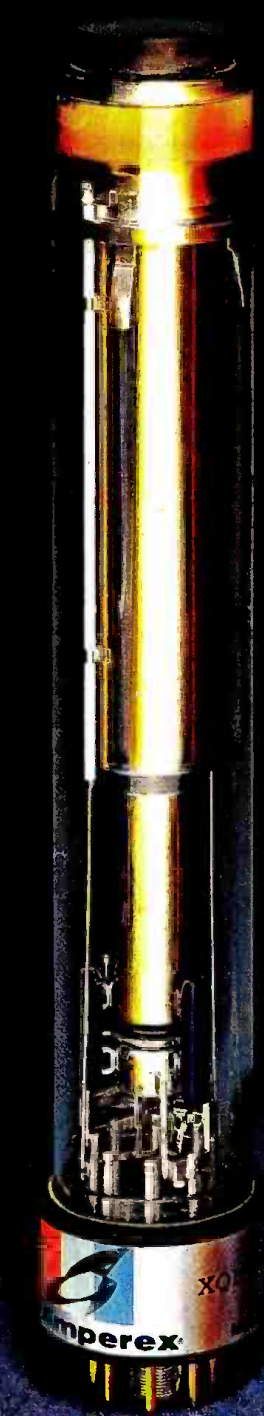
Testimony before Flood subcommittee stresses need for restoring funds at time of programing changeover

Just three months after the Corporation for Public Broadcasting won its first federal funding increase since 1971, CPB President Henry Loomis was back on Capitol Hill, explaining to a House appropriations subcommittee why public broadcasting needs even more money in fiscal 1975.

Mr. Loomis last week went before Representative Daniel Flood (D-Pa.) and his subcommittee on Labor-Health, Education and Welfare (the body which draws up the appropriation from which CPB gets its money), to seek a 1975 federal allocation of \$65 million. That was the amount authorized by Congress and the administration last year when legislation earmarking a total two-year allocation to CPB of \$120 million was cleared. The

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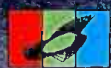
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ASCAP

authorization bill specified that the corporation be given \$55 million in fiscal 1974 and \$65 million in 1975.

Times and the attitudes of the executive branch have changed since then, however. When the 1974 CPB money was finally appropriated last December, the corporation was left with only \$47.5 million—the result of a compromise between congressional conferees and an administration bent on keeping the federal budget trimmed. And although President Nixon last year endorsed a \$65-million allocation to CPB in fiscal 1975, his budget for that year specified a total of only \$60 million.

The importance of the additional \$5 million, Mr. Loomis told the subcommittee, is reflected in the fact that public broadcasting now plans to shift the program selection process from national sources directly to the individual stations. "I am happy to say," Mr. Loomis said, "that the period of reorganization is now behind us. . . . Mr. chairman, we have our house in order." In order to put the stations more firmly in control of national programming, Mr. Loomis noted, it is now essential to bring more federal money to the stations. And at the \$65-million funding level, he added, nearly half of all CPB money would go that route.

Under an existing formula, the CPB president said, 49.5% of the total CPB allocation (or \$32.2 million) would be earmarked for community service grants—the money CPB passes on directly to the stations. Of that total, he said, \$27.7 million (42.5% of the total allocation) would be distributed to public television stations; \$4.5 million (7%) would go to public radio. The "most significant fact" here, Mr. Loomis noted, is that more than 80% of the money CPB would be getting in excess of the \$47.5-million fiscal 1974 appropriation would go to the stations.

At the same time, Mr. Loomis observed, CPB would be allocating only \$11 million (\$1.5 million less than last year) to the production of national programs. The bulk of the financial support for national programming, he noted, would be supplied by the stations through the proposed national program cooperative, with help from the Ford Foundation (BROADCASTING, March 11). Further, Mr. Loomis said, the readjustment in priorities will enable CPB to devote more resources for research and development projects, as well as the initial funding of new, rather than existing, programs. This, he said, will "put the burden for continuing program funding on the stations."

Asked by Chairman Flood whether the government's failure to supply the requested funds would result in the destruction of the existing noncommercial system, Mr. Loomis said it would not, but that the system "would gradually spiral down." Although some of the more prominent stations would survive without continued federal funding increases, Mr. Loomis claimed, "I think many of them would go under."

The prospect of congressional consideration of a proposed long-range funding bill for CPB (which would take effect in fiscal 1976) was of considerable con-

cern to the subcommittee. For Mr. Flood asserted that the long-range concept "flies in the face" of Congress's current efforts to crack down on "back-door spending."

"There's no question that everybody would like to get out of this business of annual appropriations before these silly appropriations subcommittees," Mr. Flood said. But why, he asked, does CPB consider itself "so special" as to request legislation that would insure it federal funding ceilings over a period of five years?

"I'll give you one good reason," Mr. Loomis responded. "It's called the First Amendment." The CPB allocation, he went on, is the only federal appropriation that is earmarked to further "domestic information" other than the government's own informational agencies.

He said that the commercial broadcasting system is doing "an excellent job" in programming for the masses. Indeed, he categorized commercial broadcasting as the "backbone" of America's communications system. But commercial broadcasters, Mr. Loomis continued, "find it very difficult" to supply all the needs of specialized audiences. "We should," he maintained, "be providing to our citizens something that will help them through life. We should be able to devote time to a particular problem rather than a two-minute spot before you cut off to a commercial."

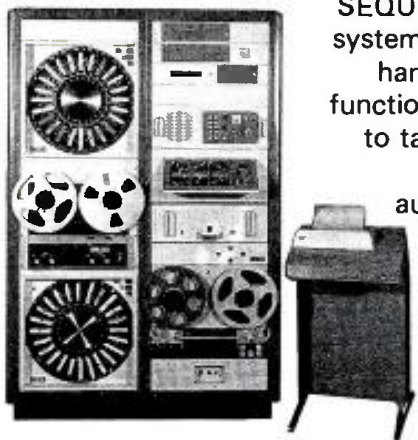
But as far as long-range funding is concerned, Mr. Loomis admitted that public broadcasting faces a rough road. "I'm fully aware that I'm swimming upstream," he said.

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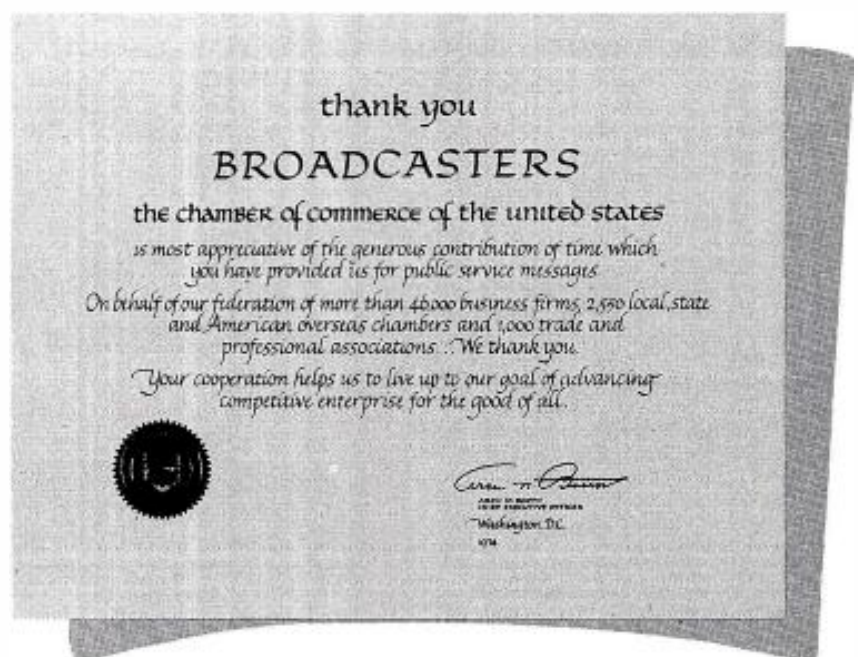
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Mission to Jews loses WOR-TV renewal case

Canceling not-so-controversial 'Passover' film did not violate fairness doctrine, FCC says

A religious organization's petition to deny the license-renewal application of WOR-TV New York on the ground that the station refused to broadcast a film on the Jewish Passover has been turned down by the FCC.

The petition was filed by the American Board of Missions to the Jews, an evangelical Protestant organization whose purpose is to convert Jews to Christianity, and its subsidiary, Beth Sar Hebrew Christian Fellowship, one of eight centers for Hebrew Christians maintained by Missions in New York.

Missions contended that WOR-TV's licensee, RKO General, had agreed to broadcast on April 1, 1971, "The Passover," a film depicting Missions' version of the history of Passover, but subsequently canceled the broadcast because of pressure from the Jewish community. Missions said the action was an abdication of RKO's program responsibility and contravened the fairness doctrine. RKO's refusal to reschedule the film and failure to accord the views of Hebrew Christians coverage similar to that extended other religious groups was discriminatory, Missions alleged.

RKO replied it had understood the film was a modern interpretation of Passover and was not aware of the purpose of Missions to convert Jews. The only reason it canceled the film, RKO said, was to avoid deceiving or confusing viewers about the content of the film or its sponsor. RKO maintained that the question of whether Passover is entirely Jewish was not a controversial issue. It denied any desire to prevent Missions from airing another program on WOR-TV if it conformed to the standards of the station and the FCC.

Missions failed, the FCC said, to demonstrate that there was a local public controversy over whether Passover was a forerunner of the Christian communion.

CFA tallies Congress's batting average on consumer issues

In annual scorecard, consumer group rates House better than Senate; Staggers, Macdonald, Van Deerlin and Hart receive 'perfect' ratings

The Consumer Federation of America, Washington, said last week that congressional "support for the American consumer" has diminished in the last year. In its annual rating of congressmen, CFA gave perfect scores to only two senators for their votes on 13 benchmark consumer issues—down from 18 senators with a 100% score last year.

The House—judged on votes on eight roll calls—fared better with 47 members garnering 100% ratings.

Senators Gaylord Nelson (D-Wis.) and Philip Hart (D-Mich.), the latter a member of the Communications Subcommittee, received perfect ratings from CFA this year. House Commerce Committee Chairman Harley Staggers (D-W.Va.) was among the 100-percenters on the House side, as were the chairman of the House Communications Subcommittee, Representative Torbert Macdonald (D-Mass.), and the subcommittee's number-two Democrat, Representative Lionel Van Deerlin (Calif.).

Other members of the Senate Com-

munications Subcommittee did not do exceptionally well in the CFA rating. Chairman John Pastore (D-R.I.) earned a 69%, as did Senator Daniel Inouye (D-Hawaii). Other Democrats on the subcommittee include Senators Vance Hartke (Ind.), 54%, Russell Long (La.), 15%, Howard Cannon (Nev.), 54%, Ernest Hollings (S.C.), 38%, and Frank Moss (Utah), chairman of the Consumer Subcommittee, 77%.

No GOP member of the subcommittee received a rating higher than Senator James Pearson's (Kan.), 38%. Senator Ted Stevens (Alaska) was awarded 31%, Senator Howard Baker (Tenn.) 15%, Senator Glenn Beall (Md.) 23%, Sena-

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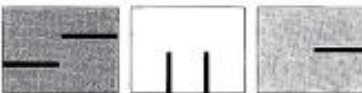
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tor Marlow Cook (Ky.) 23% and Senator Robert Griffin (Mich.) 8%.

On the House Communications Subcommittee, Representatives Goodloe Byron (Md.) rated a 38%, John Murphy (N.Y.) 75% and Fred Rooney (Pa.) 75%.

Republican ratings included Representative Clarence Brown's (Ohio) 25%, Representative Barry Goldwater Jr.'s (Calif.) 13% and Representative Lou Frey's (Fla.) 13%. Representative James Collins (R-Tex.) was among 29 representatives who received a zero rating from CFA.

Among the benchmark votes used by CFA in computing their ratings were roll calls on wage-price controls, the Alaska pipeline, the emergency energy act, the nomination of Robert Morris to the Federal Power Commission, mass transit funding and mandatory fuel allocation.

A high court vote for air freedom

**Douglas deplors distinctions
between print and broadcast media
in First Amendment applications**

Justice William O. Douglas, the Supreme Court's most outspoken liberal, sees "ominous signs everywhere" that the First Amendment "may be on the decline." And one of those signs is in the regulation of radio and television.

Justice Douglas, writing in the March issue of *Rights*, a publication of the National Emergency Civil Liberties Committee, said that the First Amendment's admonition that "Congress shall make no law . . . abridging the freedom of speech, or of the press" means precisely that—no law.

Yet, he said, many judges have read it to mean "Congress may make some laws."

The Justice criticized the Supreme Court's obscenity ruling, permitting juries to apply local standards in judging obscenity. National, not local, standards should be used, he said, "lest the most illiterate and least civilized factions lower us to their prejudices and condition the mass media and national publications to the lowest common denominator."

He also said he "gets the impression" that even "so-called scholars," in discussing the First Amendment, feel it necessary to confine debate "within the framework of the existing system and compatible with its basic tenets. That, of course, is the Russian philosophy."

Justice Douglas has expressed the view that the fairness doctrine violates the First Amendment—in a concurring opinion in the BEM decision last May (BROADCASTING, June 4, 1973). Indeed, in that opinion, he said that government has no more authority over broadcasters than it does over newspapers.

And in his magazine article, he expressed concern over the fact that broadcast and print media are treated differently. "Though TV and the radio are concededly under the protection of the

First Amendment, the court has held by overwhelming majorities that Congress and the executive—or the executive alone—can hold broadcasters to ‘fair comment.’ The dissents have been sparse. So we approach the 1980’s with a large chunk of the ‘press’ under government control.”

CBS, NAB acquiesce to public file rule

Broadcasters want safeguards; Church of Christ advocates minimal copying charges

CBS and the National Association of Broadcasters have told the FCC they have no objection to the commission's proposed rule under which a TV station's public file may be mechanically reproduced if those inspecting it bear the costs. But, they said, safeguards are needed to prevent harassment of broadcasters.

In its comments, CBS suggested procedural safeguards similar to those embodied in the commission's rule requiring TV stations to make their program logs available for public inspection (BROADCASTING, Jan. 14). Under that rule, which became effective March 1, a station can refuse an inspection request if good cause exists, and requesting parties must identify themselves and state the reason for the request.

The NAB told the commission that copying charges should include personnel costs as well as costs associated with duplicating equipment; that licensees should be given one week to make copies, and that they should not be required to maintain a duplicate public file for back-up purposes.

Also filing comments on the FCC's proposal (Doc. 19667) was the Office of Communication of the United Church of Christ, which said the right to obtain copies of the public file is “sine qua non to effective citizen participation” in commission procedures and in discussions with broadcasters. If licensees make the copies, it said, only out-of-pocket expenses for paper and copying equipment should be charged.

Media Briefs

In ABC fold. ABC's four radio networks last week announced signing of 22 new affiliates. American Contemporary Radio Network: KBAI(AM) Morro Bay, Calif.; KSMB(FM) Lafayette, La.; WTTX(FM) Appomattox, Va., and WVVV(FM) Blacksburg, Va. American Information Radio Network: WNAM(AM) Appleton-Oshkosh, Wis.; WKEI(AM) Kewanee, Ill.; KDBH(FM) Natchitoches, La.; WLSC(AM) Loris, S.C., and WKYM(FM) Monticello, Ky. American Entertainment Radio Network: KRKE(FM) Albuquerque, N.M.; WRMA(AM) Montgomery, Ala.; WPAL-AM-FM Appleton-Oshkosh, Wis.; WLGM(AM) Lynchburg, Va.; WKYQ(FM) Paducah, Ky.; WKZI(FM) Casey, Ill.; KBLF(AM) Red Bluff, Calif. and WCON(AM) Cornelia, Ga. American FM Radio

Network: KAMC(FM) Dallas-Fort Worth; KQIV(FM) Portland, Ore.; KWIC(FM) Beaumont, Tex.; WAAL(FM) Binghamton, N.Y., and WPCV(FM) Lakeland-Winter Haven, Fla.

DST upheld. Senate has voted 48-to-43 to table three proposals that would have ended year-round daylight saving time. Proposals, offered as amendments to minimum-wage bill, would have ended DST either first Sunday after enactment, next October or allow governors to exempt their states from DST.

Getting together. Radio Conference '74, gathering for college radio broadcasters, will be held April 26-28 at Westminster College, New Wilmington, Pa. Sponsored by noncommercial WKPS(FM) New Wilmington, conference will explore various

aspects of radio broadcasting and provide forum for idea exchange. Keynote speaker is NBC's David Brinkley.

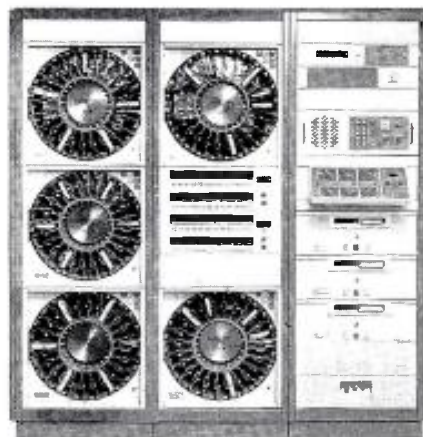
Want money back. Richard Turner of Black Youth Club and Southern Christian Leadership Conference have petitioned U.S. Court of Appeals for the District of Columbia Circuit for review of order last month (Doc. 19167) in which FCC denied their request for reimbursement of expenses in opposing license renewal for WSNT(AM) Sandersville, Ga. (BROADCASTING, Feb. 11).

More from Pulse. Pulse Inc., in its March-April series of interviews in 250 U.S. markets, is adding new service, “PulsePoll,” which includes new questions on “consumer purchase intention, brands, life cycle and life style.”

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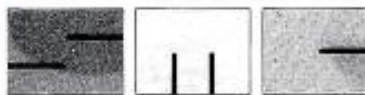
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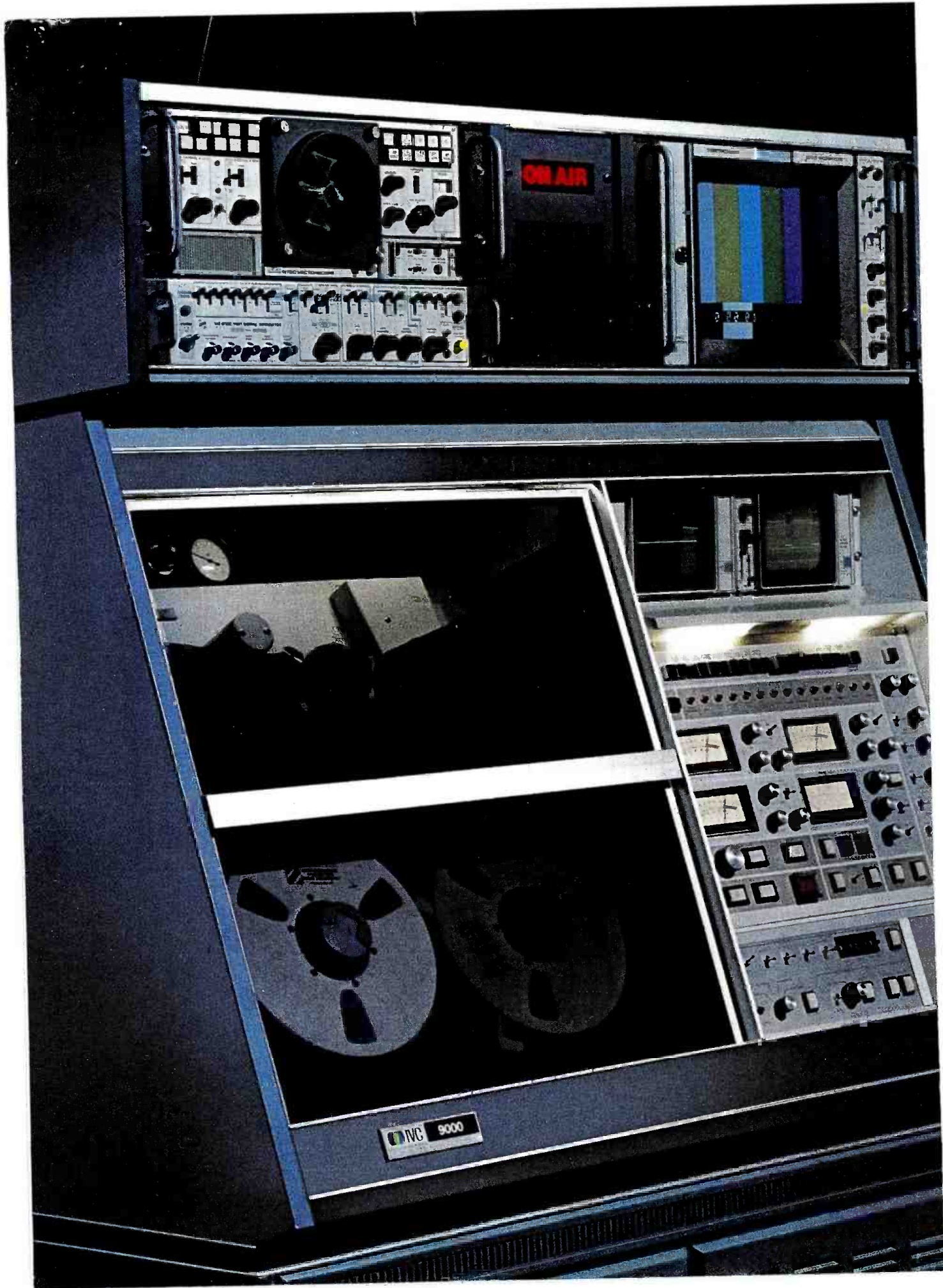
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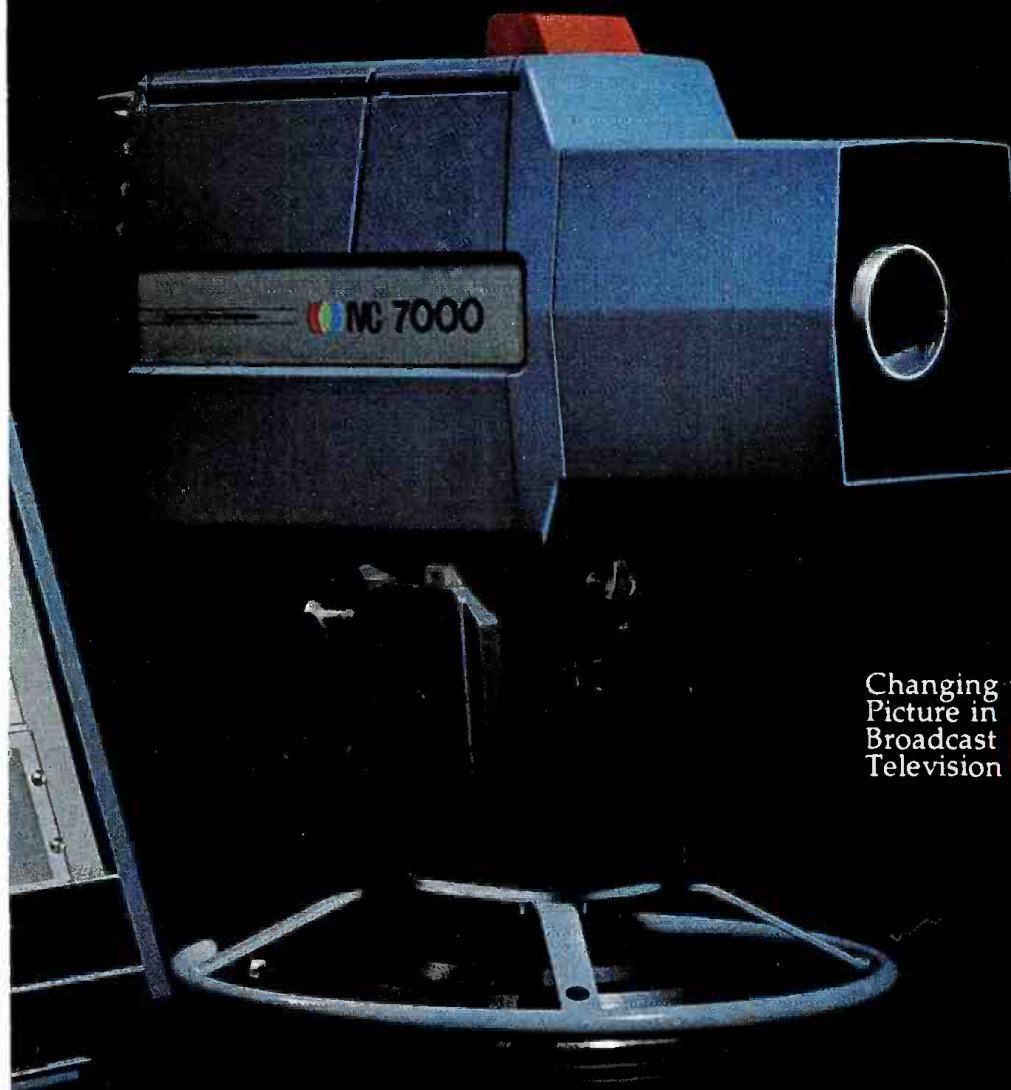


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Broadcast Advertising

House group wants counterads aired by stations taking oil institutionals

As legislative reprisals threaten, companies begin to think about moving to nonregulated print media

Representative Benjamin Rosenthal (D-N.Y.) is leading a campaign—backed by 15 other members of Congress—to persuade broadcasters to air messages countering the image advertising of major oil companies.

In a letter mailed to more than 7,000 stations Mr. Rosenthal called on broadcasters to "exercise their responsibility under the fairness doctrine" and "fairly expose all sides of the energy crisis controversy." He wants stations to air four announcements produced by Public Interest Communications, San Francisco, advocating a greater public voice in energy policy determinations.

In January, Congressman Rosenthal and five senators and House members petitioned the Federal Trade Commission to require oil companies to substantiate their corporate-image advertising (BROADCASTING, Jan. 14).

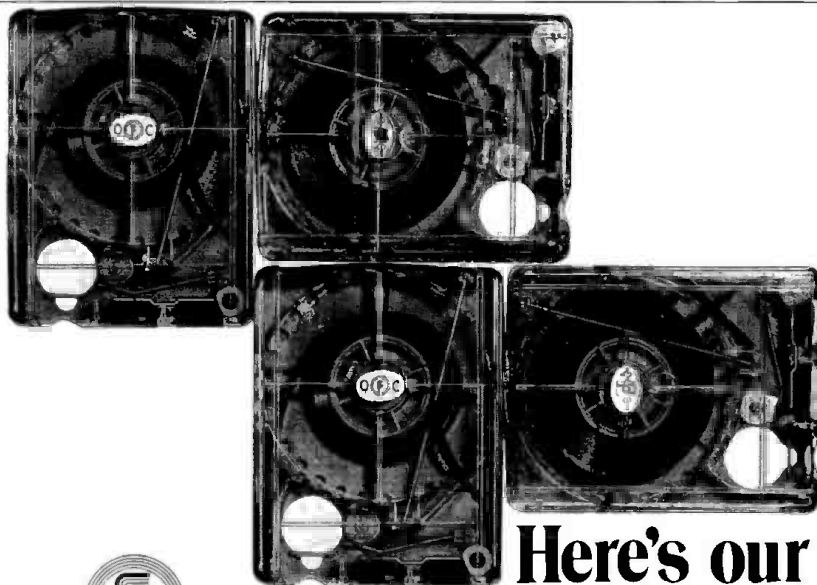
The networks lost little time in responding to last week's campaign. CBS is carefully scrutinizing oil company commercials "to prevent any advertiser from intruding into product advertising its views on controversial issues of public importance," CBS/Broadcast Group President Jack Schneider said in a prepared statement. Both CBS and ABC stated that they had rejected certain oil-company ads—such as those on the desirability of the Alaska pipeline.

The networks were critical of Representative Rosenthal's "assumption" that TV audiences were not getting all sides of energy issue. "CBS has devoted maximum attention to the energy issue, both in regular news broadcasts and in special broadcasts," Mr. Schneider said.

The National Association of Broadcasters said "the impression should not be left that because a station has presented advertisements for oil companies, it must necessarily broadcast the announcements advocated by this particular group."

Two weeks ago, the National Advertising Review Board formulated broad guidelines for so-called advocacy advertising (BROADCASTING, March 11), partly in response to a request from Senator Thomas J. McIntyre (D-N.H.). The board reaffirmed the advertisers' "right" to express their views on public issues, if they "scrupulously avoid adding to public confusion."

But Congressman Rosenthal and his backers, House members Bella Abzug (D-N.Y.), Brock Adams (D-Wash.), Herman Badillo (D-N.Y.), George Brown Jr. (D-Calif.), Ronald Dellums (D-Calif.), Robert Drinan (D-Mass.), Don Edwards (D-Calif.), Michael Har-



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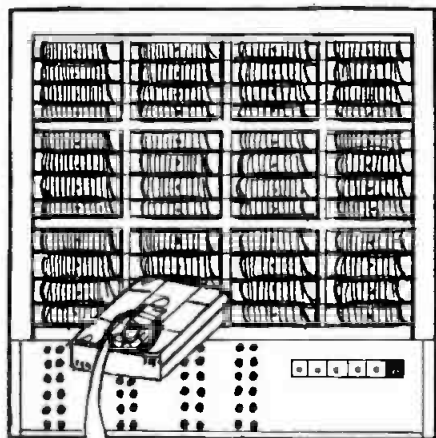
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rington (D-Mass.), Henry Helstoski (D-N.J.), Elizabeth Holtzman (D-N.Y.), Edward Koch (D-N.Y.), John Moakley (D-Mass.), Patricia Schroeder (D-Colo.) and John Conyers (D-Mich.) and Senator James Abourezk (D-S.D.), say they are not satisfied with those explanations.

"News reporting attempts to present all sides equally," an aide to Mr. Rosenthal said in their behalf, "and therefore does nothing to balance advertising, which is aimed solely at persuasion. That's why it's important that citizens have the right to communicate in the same format used so heavily by the oil industry." Broadcasters who have used the argument that oil companies pay for time while the counteradvertisers want it free were accused by the Rosenthal aide of taking a "let 'em eat cake" attitude. "Exxon is spending \$24,000 a minute on [CBS-TV's] Cronkite News to convince the public that someone else started the energy crisis. And there's no group that has that kind of money to tell the public that the oil companies are not blameless," he said.

As precedent for their requests, the congressional group is citing the FCC's action last December in the Georgia Power case. In that instance, the commission found two Georgia TV stations guilty of violating the fairness doctrine when they refused to air spots countering Georgia Power commercials advocating a rate increase (BROADCASTING, Dec. 10, 1973).

If broadcasters don't take remedial action, Mr. Rosenthal said, he will move in Congress to repeal laws that allow the oil companies (among others) to include advertising costs as a legitimate business deduction.

Snowballing congressional assaults on oil corporation promotion may cause the fuel producers to divert ad monies from radio and TV to print next year. Spokesmen for Exxon, Mobil and Gulf say they will cut back in their 1975 budgets. All said they plan to pick up more print advertising—which does not labor under the provisions of a fairness doctrine, they pointed out. Part of the broadcast advertising cutback though is due to a "worsening economic situation," Exxon and Gulf noted.

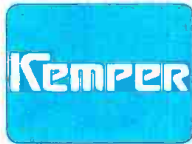
But the oil industry handwriting on the wall has been around for some time, for those who cared to read it. The last quarter of 1973 saw a 32% drop in oil product and corporate image advertising from 1972's last quarter (\$28.9 million in 1972 to \$19.8 million in 1973), according to the Television Bureau of Advertising. The greatest share of that drop-off was caused by a major slashing of oil-product advertising. "We simply don't need any more customers," as one oil company spokesman put it. Image-advertising—what Mr. Rosenthal is calling "psychological warfare"—is perceptibly on the rise.

Of the \$112.4 million the oil industry spent in TV in 1972, only \$28 million—or about 24%—was image advertising. In 1973, the industry cut back to \$73.1 million in total TV advertising. But image promotion expenditures jumped to \$40.8 million—a 46% increase over 1972 and 56% of the total spent.

Oil interests seemed to have envisioned the specter of political interference before

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As in the past, our releases will cover areas of both interest and importance to your readers; the need for greater traffic safety, for better law enforcement, for the rehabilitation and employment of alcoholics and drug addicts, and for innovative insurance plans that encourage consumers to adopt safer habits at home and on the road.

We believe our programs have made some significant contributions in all these areas. We plan to continue and enlarge these programs. As always we will keep you informed through our releases.

And as you pass this information on to your readers, we ask that you remember to call us by our new name.

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**KLOK 1170,
historically
number one in
San Jose
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fast on
the rest of the
Bay Area).**

last week though. In February, Mobil placed an ad on op-ed pages of newspapers around the country, reading in part: "Doesn't [the critic] know we're frustrated in trying to get information to the public? Try to buy time on TV to say something substantive and the networks clobber you with the fairness doctrine. Same with radio."

Networks all turn down gas firm ad

Phillips institutional message was misleading to NBC and controversial to other two, but it's now on 103 stations

Even though gasoline advertisers aren't exactly waiting in line for advertising time and space these days, the three television networks have rejected a campaign for Phillips Petroleum Co., Bartlesville, Okla. So the campaign is running in spot TV instead.

The networks declined to carry an animated TV spot that describes the company and tells how it contributes to the community welfare via taxes and other facets of its operations. The spot ends with a voiceover: "These and many other services brought to you by the free-enterprise system and Phillips Petroleum Co., another company that Jack built." The spot is fashioned after the children's rhyme, "This is the house that Jack built."

An ABC official said the commercial had been rejected because "it was counter to company policy prohibiting the discussion of controversial issues within product or institutional announcements."

A spokesman for CBS said there were two reasons for not accepting the commercial: it was "too self-serving" and it seemed to border on the controversial.

An official of NBC said it had turned down the commercial because it appeared to be misleading. He added it implied Phillips had provided all the financing for the roads, schools and other public works shown in the commercial. The official also said NBC had suggested some audio changes in the spot to the Phillips agency, Tracy-Locke, Dallas, for making it acceptable to the network.

An official of Phillips reported that after the network turndown the spot was placed via spot on 103 stations in 43 markets. He said he knew of no station that had refused to accept the spot.

He said the primary objective of the campaign was "to promote and defend the idea of free enterprise in the country." A secondary consideration, he said, was to respond to criticism leveled against the oil industry.

Arbitron offers more data for local radio selling

Arbitron Radio has announced it will offer a new report ranking radio stations within each market according to their average quarter-hour and cume audiences,

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Mayfield, Ky. 42066
(502) 247-3642
Night: (502) 247-5657

effective with the report on the January-February survey. The ranking report will show station standings in five demographic groups (total persons aged 12+, adults 18+, women 18+, men 18+, teens 12-17) in five weekly day parts (Monday-Sunday 6 a.m. to midnight, and Monday-Friday 6-10 a.m., 10 a.m.-3 p.m., 3-7 p.m. and 7 p.m. to midnight). Simulcasting AM and FM stations will be ranked separately. Arbitron said the new report should be "especially useful to stations when selling to local advertisers and agencies."

Spot TV makes strong finish in 1973

**P&G spends more than \$23 million
in fourth quarter that is 5%
above same period in 1972**

Spot TV spending in the fourth quarter of 1973 totaled \$429.6 million, up 5% from the like period of 1972, the Television Bureau of Advertising reported last week in releasing its list of the 1973 quarter's top 100 spot-TV advertisers.

The top 100, based on estimates compiled for TVB by Broadcast Advertisers Reports, ranged from \$23,167,800 spent by Procter & Gamble to \$1,091,200 by Rapid American Corp.

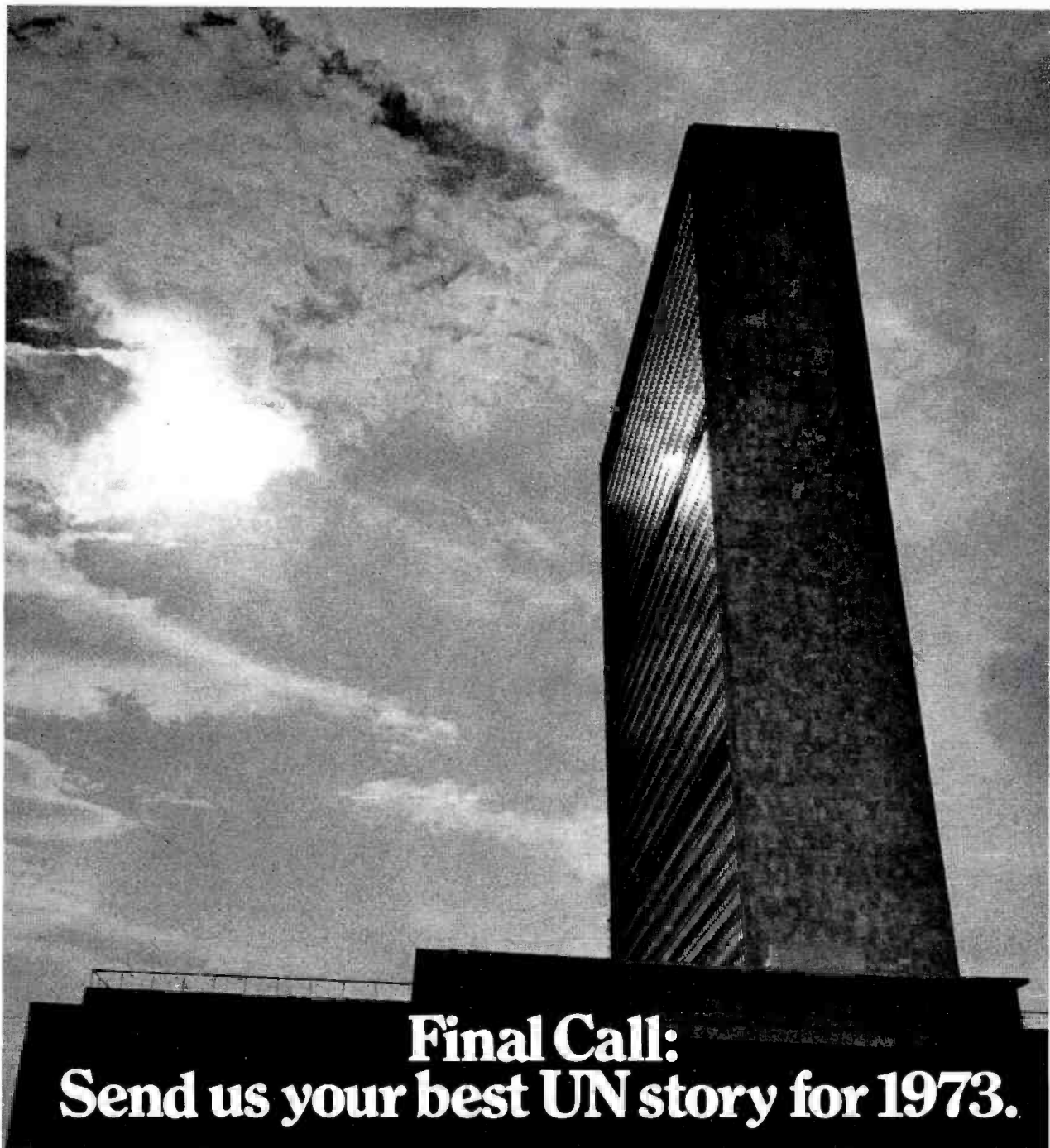
Procter & Gamble increased its outlay for the quarter by \$5.2 million, and three others boosted their budgets by \$2 million or more: Norton Simon Inc., General Motors and Lever Brothers. Eight companies made the top 100 for the first time: Picam Inc. (44th place), Texas Instruments (52), TV Magic Cards (73), Litton Industries (78), Bethlehem Steel (87), Burlington Industries (90), Business Builders International (91) and K. Hattori & Co. (92).

TVB said 34% of the fourth quarter's total was spent in nighttime TV, 26% in early evening, 22% in daytime and 18% in late night. More than three-fourths of the money (77%) was spent on 30-second spots.

The six leading product categories, according to TVB, were food and food products with \$81.7 million; toiletries and toilet goods \$51.1 million; sporting goods and toys \$33.3 million; household equipment and supplies \$33.2 million; automotive \$27.6 million and records, tapes and radio and TV sets \$25.8 million.

The top-100 list for the fourth quarter of 1973 follows:

Rank	Parent company name	Est. expenditure
1.	Procter & Gamble	23,167,800
2.	General Foods	11,410,800
3.	American Home Products	7,887,300
4.	General Mills	7,708,700
5.	Colgate Palmolive	6,935,400
6.	Lever Brothers	6,551,900
7.	General Motors	5,806,200
8.	Ronco Teleproducts	5,668,700
9.	American Tel & Tel	5,362,500
10.	Bristol Myers	4,774,400
11.	Dynamic House	4,717,000
12.	K-Tel International	4,619,200
13.	Coca-Cola	4,369,300



Final Call: Send us your best UN story for 1973.

If you reported about the UN at any time during 1973, enter your story for Deadline Club's UN Award. Five hundred dollars and a bronze statuette will be awarded for distinguished UN correspondence by the Deadline Club, New York Chapter, the Society of Professional Journalists, Sigma Delta Chi. Deadline for entries is April 15, 1974. The winner will be announced on May 15, 1974.

Any person, group or publication assigned permanently or temporarily to cover a UN story is eligible. Journalists from any country may submit tear sheets, mounted clippings, scripts or memos describing available tapes or films. (An English translation, please, with entries in another language.)

Enter now for this important award which is sponsored again this year by International Telephone and Telegraph Corporation. Send entries to Deadline Club Awards, c/o William P. Mullane, Jr., Room 506, 195 Broadway, New York, N.Y. 10007.



UN Award Deadline: April 15, 1974. The Deadline Club of Sigma Delta Chi.



No place like home. The energy crisis is more than a state of mind, the Massachusetts Department of Commerce and Development is telling its citizens in a newly created public service campaign—and to save gasoline and traveling time the state to keep in mind is Massachusetts. As an alternative to long-distance travel in these days of energy conservation, the Division of Tourism is turning to broadcast spots to spread the word that Massachusetts has a lot to offer in its own back yard. Ten 30-second TV PSA's tempt citizens to discover such attractions as (l to r) Old Sturbridge Village, Hammond Castle in Gloucester or the New Bedford Whaling Museum. Thirteen 60-second radio spots introduce places ranging from the Wampanoag Indian Museum in Mashpee to the Basketball Hall of Fame in Springfield. The campaign was created by Provandie Eastwood & Lombardi Advertising, Boston.

14. General Electric	4,200,300
15. Heublein Inc.	4,035,800
16. Ford Motor	4,027,800
17. Norton Simon Inc.	3,971,000
18. PepsiCo Inc.	3,957,500
19. William Wrigley Jr. Co.	3,952,500
20. Alberto Culver	3,847,700
21. Schering-Plough	3,698,700
22. Ideal Toy Corp.	3,684,300
23. Quaker Oats	3,579,200
24. Gillette	3,423,700
25. Nabisco	3,340,900
26. Kraftco Corp.	3,243,900
27. Miles Laboratories	3,029,700
28. Popeil Brothers	2,948,700
29. IT&T	2,859,200
30. Milton Bradley	2,837,700

31. Sterling Drug	2,797,700
32. Triangle Publications	2,725,500
33. Hanes Corp.	2,674,800
34. Scott Paper	2,579,000
35. American Motors	2,355,900
36. Seven-Up	2,288,500
37. Schick Inc.	2,229,100
38. American Cyanamid	2,219,100
39. Chrysler	2,213,200
40. General Tel & Electric Corp.	2,160,400
41. Mattel Inc.	2,135,900
42. North American Philips	2,084,500
43. American Dairy Association	1,983,600
44. Plcam Inc.	1,914,300
45. Royal Crown Cola	1,870,800
46. Tampa Marketing Corp.	1,822,100
47. Kellogg Co.	1,785,600
48. Mars Inc.	1,767,900
49. Jos. Schlitz Brewing	1,755,900
50. Squibb Corp.	1,738,300
51. Warner-Lambert Pharmaceutical	1,737,800
52. Texas Instruments	1,719,700
53. Noxell Corp.	1,709,300
54. CBS Inc.	1,671,700
55. Eastman Kodak	1,559,300
56. Ralston Purlina	1,553,000
57. RCA Corp.	1,551,700
58. Standard Brands	1,539,600
59. British-American Tobacco	1,537,600
60. Sun Oil	1,532,600
61. Standard Oil Co. of Ind.	1,526,200
62. Sperry Rand	1,517,800
63. Adam VIII Ltd.	1,502,400
64. Anheuser Busch	1,491,400
65. CPC International	1,459,800
66. Kayser Roth Corp.	1,443,700
67. Zenith Radio Corp.	1,434,300
68. Nestle Co.	1,417,900
69. Toyo Kogyo Co.	1,415,800
70. F. W. Woolworth Co.	1,389,700
71. Beatrice Foods	1,388,100
72. Phillips Petroleum	1,382,800
73. TV Magic Cards	1,352,100
74. American Can	1,343,800
75. GAF Corp.	1,335,900
76. Bulova Watch Co.	1,322,900
77. S. C. Johnson & Son	1,302,000
78. Litton Industries	1,297,400
79. Hoover Co.	1,286,900
80. The Clorox Co.	1,270,600
81. Exxon Corp.	1,263,600
82. CEB Inc.	1,263,100
83. Chesebrough Ponds	1,260,600
84. Block Drug Co.	1,236,400
85. Morton-Norwich Products	1,216,800
86. Faberge	1,192,200
87. Bethlehem Steel Corp.	1,189,700
88. Nissan Motor Corp. U.S.A.	1,167,800
89. Pillsbury Co.	1,160,200
90. Burlington Industries	1,154,000
91. Business Builders International	1,153,600
92. K. Hattori & Co.	1,143,700
93. Chanel Inc.	1,140,700
94. H. J. Heinz Co.	1,135,200
95. Dr. Pepper Co.	1,116,700
96. Mutual of Omaha Insurance	1,112,100
97. Hills Brothers Coffee	1,093,900
98. Sunbeam Corp.	1,093,100
99. Blue Cross Ass'n	1,092,900
100. Rapid American Corp.	1,091,200



10 WATT FM

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a brilliant addition
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B-910 exciter and
B-910T transmitter—
accessories include
the plug-in
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NARB will take children's ads under its umbrella

Etherington says self-regulatory body will expand its operations but not create separate review board; one effect may be to forestall more restrictive codes, he says

A "high-priority program" to strengthen its regulation of children's advertising was announced last week by the National Advertising Review Board, the advertising industry's self-regulatory body.

Edwin D. Etherington, NARB chairman, said the plans had been unanimously endorsed by the National Advertising Review Council, which is composed of representatives of the Council of Better Business Bureaus, the American Association of Advertising Agencies, the Association of National Advertisers and the American Advertising Federation.

The NARB project was not considered likely to conflict with broadcasting's own regulation of children's broadcast advertising through the National Association of Broadcasters Code Authority, just as there has been no conflict between NARB and the NAB code in other areas. NAB code activities are essentially preventive, an official pointed out, while NARB's are corrective.

Mr. Etherington said the Council of Better Business Bureaus has created a task force to develop a detailed plan of action and has also launched a fund-raising drive. "This new dimension to our self-regulatory program simply would not be possible without the leadership and commitment of John Macy, president of the CBBB," he said.

The new project's goal as Mr. Etherington described it "is to strengthen our self-regulatory mechanism to reduce the chances that children lacking the maturity and judgment of adults will be misled or deceived."

He dismissed outside proposals for the creation of a "Children's Advertising Review Board" as inconsistent with "the basic concept of the self-regulatory program." What is needed, he said, is a broadening of the existing monitoring and "trial court" functions of the National Advertising Division of the CBBB, with NARB continuing to serve as the "appellate court" for cases that the NAD is unable to resolve.

The NARB head also noted that differences exist over various proposed codes for children's advertising. NARB's planned self-regulatory project, he said, might well demonstrate that "flexibility and the use of precedent is better than restrictive code provisions."

Business Briefs

Rep appointments. KCTC(FM) Sacramento, Calif., and WTUE(FM) Dayton, Ohio: Blair Radio, New York ■ WPGH-TV Pittsburgh: Bolton/Burchill International, Ltd., New York ■ WEEP-AM-FM

Pittsburgh: Robert E. Eastman & Co., New York.

Rheingold available. Young & Rubicam International, New York, has resigned Rheingold Breweries Inc., New York, account to permit company's new owner, Chock Full O'Nuts Corp., New York, to choose its own agency. Account billed \$2.8 million in 1973 and about \$2 million in 1973 through last September when advertising ceased. Estimated 65% of billing is in broadcast. Agency for Chock Full O'Nuts is Mitchell-Crary & Co., New York.

Ad event. Effect of energy crisis on advertising and political advertising will be among major issues to be taken up by American Advertising Federation at its June 1-5 annual convention and public affairs conference in Washington. Ad club management forum is set for Sunday (June 2) with panel discussions on public service advertising, local ad review boards, advertising education, government relations and club management. Lewis A. Engman, chairman of Federal Trade Commission, will headline event, addressing such topics as significance of FTC's children's ad project, FTC requirements for affirmative disclosure, FTC powers. Convention will be held at Statler Hilton hotel.

Moving day. Peters, Griffin, Woodward has relocated to new Dallas office in suite 512, 6060 North Central Expressway. Phone is (214) 369-6811.

Advertising may see drastic changes in '80s

Harper, of Needham, Harper & Steers, offers his views on the next decade

By the 1980's much of our national advertising will dry up, many of the brand names that are now household words may disappear from the scene, and advertising will become more diversified, using new types of communication such as on-premise showing of audio and video materials.

That is, if the scenario predicted by Paul C. Harper, board chairman of Needham, Harper & Steers, New York, proves to be on target. While ranging over a wide field of subjects last Monday (March 11) in a talk before the Atlanta Advertising Club, he stressed that the advertising agency of the 1980's is not likely to perform as it does today, but will function primarily in strategic planning and conceptual input in the new product and services area.

One dramatic development he envisioned was that similar products or services—those that offer no clearly defined advantages—will not be advertised or marketed extensively. He said the private brands will take over, and these will be advertised and marketed on a local or regional basis.

He also predicted that highly focused advertising will develop, using such media as video cassettes, paperbacks and cable TV.

Little sweet talk expected in replies to consumer ideas for children's ads

Sticky point is ban on spots for products high in sugar; length and number limits will also come under close scrutiny

Advertising industry representatives will get their chance to respond to a set of consumer guidelines on children's television advertising when the code evaluation subcommittee of the Federal Trade Commission's children's TV ad project meets on Thursday. The advertising side has expressed a willingness to talk, but swallowing the code whole is another matter. Among prime questions to be resolved are:

What basis has been demonstrated for some of the more controversial provisions governing the advertising of high-sugar-content products and what will be the effect of the National Advertising Review Board's announcement last week that it has launched itself into children's ad regulation (see page 68).

Industry members will not put forth their own set of "counterproposals" at the meeting but are expected to single out for comment those code provisions on the advertising of high-sugar products (the consumer groups would ban those ads entirely during children's viewing hours and require that warning statements accompany the ads when shown during family viewing times). Standards limiting the number of commercial minutes per hour as well as those limiting the number of messages for any one type of product are also expected to give some trouble.

"We want clear-cut evidence that problem areas exist. We want the grounds for banning sugar advertising," according to Seymour Banks of Leo Burnett, Chicago.

Howard Bell, president of the American Advertising Federation termed "very controversial" those provisions dealing with sugar-product ads and time standards. Those provisions attack "the underpinnings of an entire industry—particularly broadcast advertising," he said. Advertisers had not yet arrived at a firm position on the sugar question, he said, but noted it was an area "in which even the scientific experts are not in agreement." Advertisers are seeking more information on the consumer rationale for the sugar standards before reaching a determination on those provisions, he said. As for the provisions dealing with time standards, those problems are more properly the bailiwick of the National Association of Broadcasters and the FCC, he said.

Mr. Bell said that he does not anticipate that a new code will surface out of the subcommittee. He and other industry representatives have expressed the view that substantial children's ad guidelines are already in existence. However, as the FTC subcommittee reaches agreement on certain problem areas, code measures addressing these issues can be incorporated into existing mechanisms, he said.

Chester LaRoche, of the American Association of Advertising Agencies, called the NARB development "a very healthy sign" that industry is willing to cooperate in the regulation of children's advertising. And while it was not yet clear whether that NARB program would obviate the need for further action by the FTC subcommittee, the NARB can come into play should subcommittee action come to a halt pending resolution of a number of issues, he said. There are "many" points, he said, on which agreement can be reached, but pinpointed nutrition advertising as one area which may require further research before a consensus is possible.

One area of disagreement is: Who's responsible for proving what. While the advertisers will be asking consumers for evidence of need for certain of their proposals, consumers are throwing the burden of proof back on the advertiser. "The shoe is on their foot now," said Warren Braren of Consumer's Union, expressing his view that it was up to industry to prove that current guidelines for children's TV advertising are adequate.

And while supporting the role of NARB as a self-regulatory mechanism, a number of consumer representatives feel that that development has not obviated the need for more comprehensive guidelines regulating the substance and volume of advertising. Mr. Braren pointed out that problems of commercial time limits are not within the NARB jurisdiction.

The March 21 meeting will be the first meeting of the entire code evaluation subcommittee since last September. The joint industry-consumer subcommittee structure arose from FTC Chairman Lewis Engman's call for action in the area of children's advertising last August. Other subcommittees established at that time on current mechanisms, implementation/enforcement and research, have not met pending the outcome of the code evaluation meetings.

Pete Cash to give NAB goers piece of what's on everybody's minds

Commercial clutter, guaranteed ratings, product protection and increased monitoring of TV stations' commercial activity—these are some of the topics high in importance to national advertisers, Norman E. Cash, president of the Television Bureau of Advertising, says in a speech prepared for delivery Wednesday (March 20) at the National Association of Broadcasters convention in Houston.

These, he says, are among subjects brought up by an Association of National Advertisers team that meets with a TVB board committee "to discuss areas of mutual concern." And the TVB committee, he notes, has some favorite subjects of its own, such as whether advertisers would approve "some form of automatic make-goods," and whether they couldn't keep broadcasters constantly posted on TV co-op advertising information.



ANOTHER TALL ONE

FROM THE TOWER PEOPLE

Recently awarded to Stainless, Inc. is the contract to construct a 1926 ft. tower for KCRG-TV, Channel 9, Cedar Rapids, Iowa. Expected completion date is November 1, 1974.

In 1973 alone, Stainless Inc. completed or had in the fabrication stage twenty (20) tall towers. We're proud of this fact, and the following list demonstrates the confidence the broadcast industry places in Stainless Inc.

KOLR-TV	Springfield, Mo.	2000'
KBHE-TV	Faith, S.D.	1696'
WSWB-TV	Orlando, Fla.	1486'
WDTB-TV	Panama City, Fla.	1464'
WHWC-TV	Eau Claire, Wisc.	1200'
KENW-TV	Portales, N.M.	1088'
WBBJ-TV	Jackson, Tenn.	1069'
KMOV-TV	Sacramento, Calif.	1061'
WTTD-FM	Raleigh, N.C.	992'
WMSH-TV	South Bend, Ind.	987'
WMGE/WDCN-TV	Nashville, Tenn.	941'
WHLA-TV	La Crosse, Wisc.	869'
WVIA-TV	Scranton, Pa.	829'
WGAL-TV	Lancaster, Pa.	823'
WLFI-TV	Lafayette, Ind.	787'
WEVU-TV	Naples, Fla.	736'
WTMJ-TV	Milwaukee, Wisc.	686'
WSNL-TV	Patchogue, N.Y.	454'
WHAG-TV	Hagerstown, Md.	399'
WMHT-TV	Schenectady, N.Y.	266'

Stainless, Inc. Offers You . . .
The most complete tower service available.

A seasoned team of experienced management and supervisory personnel prepared to take an aggressive, practical approach to the solution of your particular problem in this very specialized field of communications towers.

A history of more than a quarter of a century of outstanding service to the communications industry.

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Telephone (215) 699-4871 Towers for TV, CATV,
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Programming

Court wants to move fast on FCC's new prime-time rule

NAITPD's petition for stay of effective date is rejected, but judges schedule review of regulation for early April and promise decision soon after

The U.S. Court of Appeals in New York last Tuesday turned down the National Association of Independent Television Producers and Distributors on its request for a stay of the revised FCC prime-time access rule but scheduled for the first week in April an expedited hearing on the merits of the rule.

The NAITPD had filed an appeal from the FCC's rule and a request for a one-year stay last month (BROADCASTING, Feb. 18). The group claimed the modifications would severely limit the amount of time available to independent producers and distributors and would cause them "irreparable injury" because of investments made in program development for next fall.

After hearing oral arguments from attorneys for NAITPD and the FCC on the stay, the court panel of Justices Walter R. Mansfield, Paul R. Hays and Oscar H. Davis made the decision without further comment. The court directed the NAITPD, the Westinghouse Broadcasting Co. and Time-Life Films (intervenors in the case with NAITPD) to file their briefs with respect to the expedited review by March 21 and the FCC to provide its brief by April 1. The court said the case would be heard the week of April 1 and a decision would be made soon after the conclusion of the appeal.

Katrina Renouf, who represented the NAITPD, argued for the stay, saying that sufficient notice had not been given to producers. She said they would sustain serious loss if the revised FCC ruling went into effect this fall since some companies had invested in developing and producing programs before they were aware of changes in the FCC rule. More than that, she said that if the court, in decision-making process, follows the same kind of tight schedule it has set for briefing and arguing the case, the independent producers and distributors will have won half of what they want—the certain knowledge of what the market will be next fall. The present uncertainty on that score, she said, makes it impossible for her clients to make business decisions.

Joseph Marino, attorney for the FCC, claimed there had been ample advance notice of the new rule and asked that the stay be denied.

Ms. Renouf regarded the judges' call for an expedited review of the appeal as a positive development. She said it was unusual for a court to speed up the hearing on this type of case.

Giraud Chester, chairman of the ex-

MEL GOLDBERG

A RESEARCHER WHO KNOWS BROADCASTING
A BROADCASTER WHO KNOWS RESEARCH®

TV NEWS

To achieve top ratings, you must know your audiences—who they are, their attitudes and habits—and what to do to attract them to your station. All this, plus a little luck.

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* Names on request

In the 90 markets airing
Mort Crim's sixty second
radio commentary series,
One Moment Please®...



86 sponsors bought the
package because they
wanted program and
personality identity on a
spot budget.

For audition and rates:

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OR CALL COLLECT: 215-687-5767

In the 90 markets airing
Mort Crim's sixty second
radio commentary series,
One Moment Please®...



64 stations get additional
sales mileage by using
each day's program up
to six times a day as a
D. J. drop-in or in a news
block or station break.

For audition and rates:

ALCARE COMMUNICATIONS

POST OFFICE BOX 72
PHILADELPHIA, PA 19105

OR CALL COLLECT: 215-687-5767

In the 90 markets airing
Mort Crim's sixty second
radio commentary series,
One Moment Please®...



35 sponsors are either
banks or savings & loans.

For audition and rates:

ALCARE COMMUNICATIONS

POST OFFICE BOX 72
PHILADELPHIA, PA 19105

OR CALL COLLECT: 215-687-5767

In the 90 markets airing
Mort Crim's sixty second
radio commentary series,
One Moment Please®...



there are 18 rock for-
mats, 7 classical music,
10 news, 15 top 40, 11
talk, 25 all radio and
15 country and western.

For audition and rates:

ALCARE COMMUNICATIONS

POST OFFICE BOX 72
PHILADELPHIA, PA 19105

OR CALL COLLECT: 215-687-5767

In the 90 markets airing
Mort Crim's sixty second
radio commentary series,
One Moment Please®...



88 sponsors and stations
take advantage of Mort's
personalized commercial
intros and station promos.

For audition and rates:

ALCARE COMMUNICATIONS

POST OFFICE BOX 72
PHILADELPHIA, PA 19105

OR CALL COLLECT: 215-687-5767

In the 90 markets airing
Mort Crim's sixty second
radio commentary series,
One Moment Please®...



44 station managers,
general managers,
commercial managers,
salesmen and clients
wrote telling us how easy
it was to sell and how
glad they were to buy.

For audition and rates:

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BRAND NEW...

From the creators and producers of America's newest most exciting contemporary communications... Century 21 Productions Inc. See us at the N.A.B.—Shamrock Hilton Hotel — Come up to our Hospitality Suite and get a Special Quickie

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PERCEPTION '74 ...

The first really new rock jingle series to solve today's radio identity crises ...

GETTIN' TOGETHER ...

The adult MOR ID concept that actually has the listeners requesting the jingles ...

THE MATCH MAKERS...

Chroma-keyed logos for free flow and instant identification ...

MIDDLE OF THE ROCK...

For the station that knows it and says it with today's music ...

THE TV SOUND BREAKERS...

Video-sonics for contemporary television ...

PROJECT I...

An animated series of station I.D.'s ... Promos ... Programming Intros ...

TWO'S COMPANY...

Unique video and audio identity for all Channel 2 stations ...

CONFIDENTIAL STATION APPRAISALS

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Our Station Appraisals are Sound and Objective
(ask our many clients—names provided on request)

RICHARD P. DOHERTY, TV-Radio Management Corporation
Our new Address after 28 Years in Washington, D.C.:
10 Ezra Lane, Dennis, Mass. 02638. Tel. (617) 385-3946

NAB Convention Headquarters: Whitehall Hotel

ecutive committee of the NAITPD and a vice president of Goodson-Todman Productions, said that "on balance, we are pleased the court has recognized the importance and urgency of this case and has decided to deal with it expeditiously."

Edward Bleier, vice president in charge of network programs and sales for Warner Bros. Television, which is opposed to the aim of NAITPD, said "the denial of the stay upholds the FCC's position." He said he could not envision that the court would have a decision by early or mid-April and claimed "this delaying tactic might have the effect of upsetting the network schedules which have to be firm by early April."

The revised rule prohibits top-50 market stations from carrying network programming at 7:30-8 p.m. NYT, Monday through Saturday. There is no limit on network programs on Sunday. In addition, one of the half hours now denied the networks could be made available to them for children's specials or public affairs programs. In its present form, the rule limits top-50 market affiliates to three hours of network or off-network programming between 7 and 11 p.m.,

Straus vows fight to the finish over personal-attack rule

Fined for alleged violation of it, WMCA owner says it's innocent of charge, but will go all the way to Supreme Court on principle

The FCC's personal-attack rule, which along with the fairness doctrine itself, survived one constitutional test in the Supreme Court's celebrated Red Lion decision five years ago, may be facing another, though one more narrowly based.

At issue is the notice of apparent liability—in the amount of \$1,000—that the commission issued to WMCA(AM) New York in connection with an alleged broadcast attack on Representative Benjamin L. Rosenthal (D-N.Y.).

Straus Communications Inc., the licensee, contends not only that an attack, as defined under the rule, did not occur but also that any application of the personal-attack rules to public officials violates the First Amendment.

Straus sees the case as raising "an important constitutional question of first impression," which, its counsel, Marcus Cohn says, is prepared to take to the Supreme Court if necessary.

Straus expressed its views last week in a response to the notice of apparent liability filed with the commission. Straus said the notice should be withdrawn and the commission's personal-attack rule modified to specify that it does not apply to public officials.

This is essential, Straus said, if broadcasting is to be freed "for the essential task of providing an unfettered medium" for the discussion of the conduct of public officials and the discussion of "con-

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troversial issues of public importance.”

The alleged attack occurred at 12:45 p.m. on March 8, 1973, when a talk-show host, Bob Grant, referred to the congressman as a “coward.” The commission staff said the use of the term was related to a broadcast two hours earlier, in which Mr. Grant commented on the congressman’s refusal to appear on WMCA to talk about the meat boycott then in effect.

Thus the alleged attack was made in connection with what the FCC staff said was a controversial issue of public importance. And the staff concluded that the station had not complied with the personal-attack rule by contacting Representative Rosenthal within seven days of the broadcast to offer him time for response.

But Straus said an attack on the congressman’s “honesty, integrity or like personal qualities”—as the rule puts it—had not occurred “during the presentation of a controversial issue of public importance.” It said nothing more happened than that Mr. Grant had expressed “his personal irritation over the congressman’s failure” to accept the invitation to appear on the station. And the term “coward,” Straus said, “was nothing more than a stronger characterization” of Mr. Grant’s 10:45 a.m. remark that the congressman was “afraid” to be interviewed—a comment the staff said did not constitute a personal attack.

But the major argument is the constitutional one. And Straus bases it on the Supreme Court decision of *New York Times v. Sullivan*, in which the court held

that public officials cannot recover damages for libel unless they can show that criticism of their conduct was made with knowledge that the statements were false or with reckless disregard of their truth.

The court said that speech concerning public officials is entitled to the widest possible latitude in order to encourage debate which “should be uninhibited, robust and wide open [and which] . . . may well include vehement, caustic and sometimes unpleasantly sharp attacks on government and public officials.”

Straus said that is the background against which the commission’s personal-attack rule should be measured in the Rosenthal case. Although the fairness doctrine and the subsidiary personal-attack rule have been upheld, Straus said, the proposed forfeiture “represents a specific unconstitutional application of the personal attack regulations.” It added that, “as applied to comments about public officials, a governmental process cannot withstand constitutional scrutiny which requires the application of subjective standards to determine whether a personal attack has occurred and, if so, whether it relates to controversial issues of public importance.”

Straus also said that, whatever the need for a licensing scheme for broadcasting, “it is constitutionally improper to allow the government to impose sanctions for criticism of public officials.” Straus said that is what the Supreme Court in the *Red Lion* decision said would be censorship—“the official government view

dominating public broadcasting.”

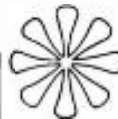
The Straus argument would not free broadcasters completely from accountability for personal attacks on public officials. Straus said that the commission could consider such matters at renewal time, when the station’s over-all performance in keeping the public informed could be determined. Such a review, Straus said, “would more likely be sensitive to free speech considerations than an isolated regulatory action.”

Buttoned-up sequel to topless radio

It's been a year since outraged regulators, legislators and the NAB board combined to do in sex talk at Washington convention; since then, ratings have plummeted and the subject's gone under wraps

One year ago this month, the controversy surrounding “sex-talk radio” came to full boil. Then FCC Chairman Dean Burch denounced the conspicuously successful and much-applied format from the podium of the National Association of Broadcasters convention in Washington as “smut” and “electronic voyeurism.” Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Sub-

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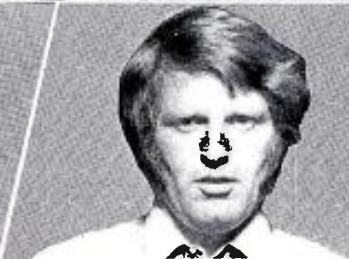
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**Source: ARB, NSI—November '73*

Represented by H-R, Inc.

committee, was publicly urging the FCC to find a test case to get it off the air. By April 1973, sex talk was banished from talk radio as quickly as it had appeared the year before.

Station operators around the country knuckled under to unmasked pressure from Congress and the FCC to sweep sexual banter from the air. But what has been the result of the ban? What has it cost those stations that were executing the format successfully?

For Bill Ballance, the father of sex-talk radio, it's meant the cancellation of his syndication contract with Dick Clark Productions. For KGBS(AM) Los Angeles, the station that first put Bill Ballance on the air and then took most of the heat, it meant losing more than half the Ballance audience. For WPOP(AM) Hartford, Conn., one of the first *Feminine Forum* imitators, topless radio had meant a 30% jump in midday audience when it began programming *Women's Glib* in early 1972. And it meant a 30% drop when the station pulled it off the air in the winter of 1972. The Merv Griffin station group was about to take over WPOP and didn't feel sex talk jibed with Mr. Griffin's image.

KGBS General Manager Ray Stanfield says he is still charging the same amount for spots on the revamped *Feminine Forum*, now called the *Bill Ballance Show*. But is he selling as many as a year ago? "I can't answer that," he said—"but I

guess I just did." KGBS's midday ratings are showing a gentle rise upward again after their drastic plunge last spring. "And we're still finding people who say they didn't know Bill was still on the air," Mr. Stanfield says. "What really hurt the ratings was not the absence of racy talk but a front-page news story in the L.A. papers that said the program was canceled. When we made that announcement, we attached a stigma to the show that never existed here. That stigma was only in Washington," the general manager says today.

KNEW(AM) San Francisco's *California Girls*, hosted by Don Chamberlin, is still on the air in much the same form it was a year ago. Metromedia, the licensee, never made any public announcements about revamping the Chamberlin show. And *California Girls* is still risqué, at times. But the program topics are not exclusively sex-oriented now. The show is geared more to be the "total female dimension," George Duncan, Metromedia's radio division chief, explains. Instead of: "What does your man do to turn you on?" show subjects are: "Is sex an open topic at your house?" and: "Would your husband object if you subscribed to one of the new magazines that treat men like sex objects?" KNEW's numbers, however, did not escape. Its audience was cut by two-thirds after the government sword-rattling and the NAB board statement decrying "tasteless pro-

gramming." In the last rating period, KNEW came back up to about 80% of its pre-ban numbers. "The people who listened for vicarious thrills tuned out and the serious ones stayed," Mr. Duncan says in explanation.

Today, Bill Ballance's show is in more markets than it was when he was at his rating pinnacle and Dick Clark was syndicating it, according to manager Darwin Lamb. (It was in 26 markets last March, was down to 13 when turned back to Mr. Lamb in June, is now in 48.) "It was a blow, there's no doubt," Mr. Lamb says of the antisex-talk barrage. "And it's been uphill since then." He doesn't guarantee ratings any more, as the Clark salesman did, and it's available at a lower cost.

Bob Paiva, who programed WPOP before the Griffin group took over last spring, says the station's midday jump from a 7.7 share of total audience to 12.0 in the winter of 1972 was directly attributable to *Women's Glib*. And the next rating book drop to 6.9 was also directly attributable to pulling the show. "You can't go from sex talk to starched-white, super-clean," he said last week, "and not take a beating." But it didn't really hurt too much financially, he says. "You always sell on the come. If you've got a unique program, you sell it on the come. If you pull it off, you sell that on the come too."

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NBC adds three shows to Saturday AM line-up

Network's ratings for children's fare have surged, but it still ranks third

Three new half-hour programs—two live-action and one animation—boost to 10 the number of children's shows on the NBC-TV Saturday morning 1974-75 schedule, announced Wednesday (March 13).

The new schedule premieres Sept. 7, said Joseph Taritero, director, NBC-TV children's programs.

The new programs are:

Run, Joe, Run (produced by Bill D'Angelo), live-action adventure about a runaway German shepherd wrongly accused of attacking his trainer.

Land of the Lost (Sid and Marty Krofft), live-action adventure fantasy about a forest ranger and his son and daughter, who become lost during a raft trip down the Colorado river and wander into a prehistoric world.

The Chopper Bunch (produced by Hanna-Barbera), animated comedy about a group of personified motorcycles and an invincible small car.

The NBC Saturday children's line-up has seen its ratings jump 30% over the previous season, a network spokesman said. However, NBC is still rated third in Saturday morning programming, he added. ABC's second-rated Saturday

morning schedule increased its ratings by 6% over the past year, while third-rated CBS's Saturday a.m. schedule this past year took an 18% ratings hike.

The three new shows expand NBC's Saturday morning season to an 8 a.m.-1 p.m. NYT schedule:

8 a.m.—*The Addams Family* (Hanna-Barbera), animated comedy based on the Charles Addams cartoon family, returns for second season; 8:30 a.m.—*The Chopper Bunch*; 9 a.m.—*Emergency #4* (Fred Calvert/Universal TV), animated action series about the L.A. County Paramedical Rescue Service (based on NBC prime time *Emergency* series), returns for second season; 9:30 a.m.—*Run, Joe, Run*; 10 a.m.—*Land of the Lost*; 10:30 a.m.—*Sigmund and the Sea Monsters* (Sid and Marty Krofft), live-action comedy/fantasy about a friendly sea monster, returns for second season; 11 a.m.—*The Pink Panther Show* (DePatie-Frelong Enterprises), animated comedy with music by Henry Mancini, returns for sixth season; 11:30 a.m.—*Star Trek* (Fimation Associates), animated version of the popular NBC-TV series, returns for second season; 12 noon—*The Jetsons* (Hanna-Barbera), animated series about a space-age family, returns for fourth season; 12:30 p.m.—*GO* (George Heinemann, NBC-TV vice president, children's programs executive producer), innovative semi-documentary series, video-taped on location and featuring first-person experiences, returns for second season.

CBS-TV schedules Saturday evening slot in fall for children

Network announces plan under FCC's new ground rules in wake of NBC-TV decision on weekends

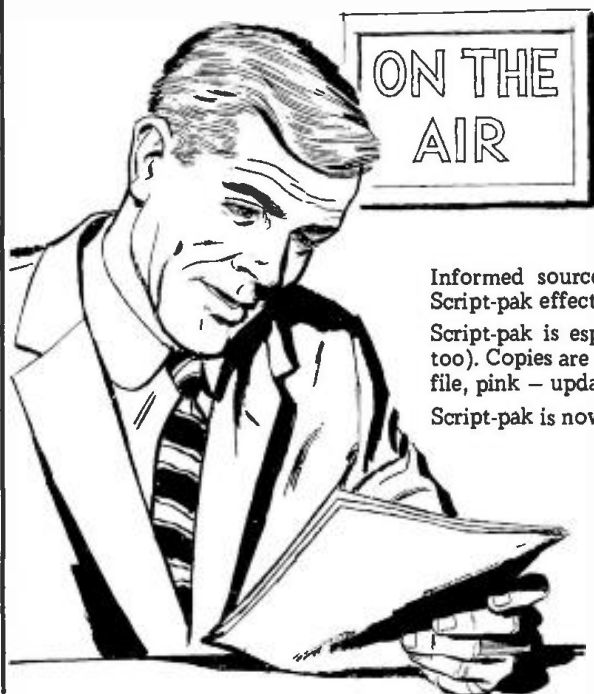
If the revised FCC prime-time access rule prevails, CBS-TV will program children's specials in the Saturday 7:30-8 p.m. period ("Closed Circuit," Feb. 25) and will carry an extra hour of entertainment on Sunday evenings.

CBS-TV President Robert D. Wood said quality children's specials will be presented on Saturday evening on seven out of eight telecasts. There has been no decision made on programming for the eighth Saturday. The revised FCC rule (also see page 70) permits stations to schedule a children's or public affairs show at 7:30-8 p.m. one night out of six (Sunday is exempt).

Mr. Wood said with the expanded Sunday schedule, the network will present four hours of entertainment from 7 to 11 p.m., starting Sept. 15. The nature of the extra hour of entertainment was not divulged.

Earlier NBC had announced it would program Sunday 7-11 p.m., and would fill the Saturday 7-8 p.m. slot with documentaries. ABC has not divulged its plans.

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Growing number of programmers feel there's wealth in health

New offerings by syndicators reflect increasing popularity of series that deal with medical problems

Syndicators are jumping on a new bandwagon this year: the medical information show. There are at least five TV series in the current offerings that fit this category:

■ *I Am Joe's Heart*, the first in a series

(to be followed by *Joe's* spine, stomach, lung and eye), combining animation and live-action footage, produced by *The Reader's Digest* and syndicated by J. Walter Thompson Co.

■ *Today's Health*, based loosely on the American Medical Association's monthly consumer magazine, which Standard Brands will sponsor and Ted Bates Co. will offer to stations on a straight barter deal. Bates has secured the AMA's approval of the first 13 half-hours.

■ *House Call*, a series of 26 half-hour discussions on various medical topics, which is still running on the station where it originated, WCVB-TV Boston, and which will be syndicated this fall by Home International Television.

■ *The World of Medicine*, 13 pro-

grams, each 10 to 12 minutes, that use animation and film to explore broad topics like the common cold, obesity and heart attacks. Four Star Entertainment is trying to line up stations now for a fall starting date.

■ *RX: Keeping Well with John Tyson, M.D.*, a weekly prime-time-access half-hour series on WTOP-TV Washington, which Post-Newsweek will soon offer to its three other stations as a preliminary to a nationwide syndication effort.

"The time is ripe for this kind of program," says Ray Hubbard, Post-Newsweek's vice president for programming. "People are growing more and more aware of their bodies. They're eating crunchy-granola types of health foods, they're worried about being overweight and about taking in too much cholesterol. And, if they're not cutting down on cigarette smoking, at least they know what it's doing to their lungs."

Larry Lynch, the director of sales strategy at the John Blair rep firm, says: "I guess you'd have to call this move to factual medical shows a trend because I can't remember any such syndicated shows in the past."

"It's probably a case of follow-the-leader," adds Philip Oldham, associate director of audience development at the Katz Agency. "*I Am Joe's Heart* did very well last year and now other syndicators see a possible market in the format."

When it was first telecast early in January 1973, *Joe's Heart*, according to Norman Varney, a J. Walter Thompson vice president and the executive in charge of the series, chalked up a Nielsen average rating in the top 50 markets of 13.9 (with the better numbers in the bigger markets, such as Los Angeles' 17.5 rating, and the 16.0 rating of the show in New York and Chicago). The Burroughs Wellcome pharmaceutical company (a JWT client, as is *The Reader's Digest*) bought all of the four commercial minutes slotted with the *Joe's Heart* episode, and then JWT purchased the half-hour's worth of time in each market. The January 1974 rerun of *Joe's Heart* was seen in about 100 markets, and Mr. Varney says that the cost to Burroughs Wellcome for that episode, counting production cost, station fee, agency commission, syndication charges, prints and promotion, added up to about \$175,000. As for the actual production cost of the half-hour, "we lost our shirts," said E. Roger Muir, president of Nicholson-Muir, the production house that did the show. But he hastened to add that the costs are being amortized somewhat now that *Joe's* spine, stomach, lungs and eyes have been given the go-ahead by *Reader's Digest*.

JWT has lined up 75 stations for the telecasting next month of the second of the series, *I Am Joe's Spine*, narrated by the actor Burgess Meredith. (Comedian Henry Morgan spoke for *Joe's* heart.) As a natural tie-in, the Simmons Co., New York (mattresses and sleeping furniture), is taking three minutes on the spine half-hour, with Burroughs picking up the fourth minute.

Today's Health provides "information, up-to-the-minute developments, hints and tips" on a range of topics. "Breast Fed

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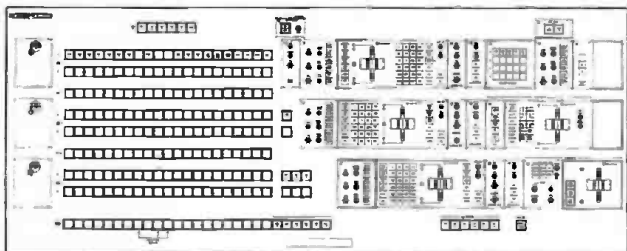
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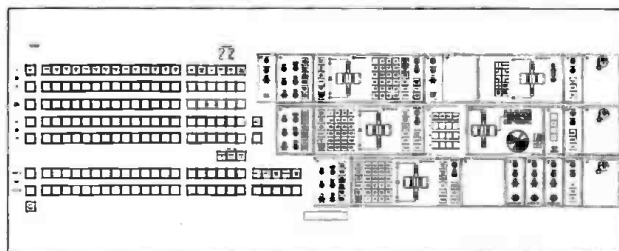
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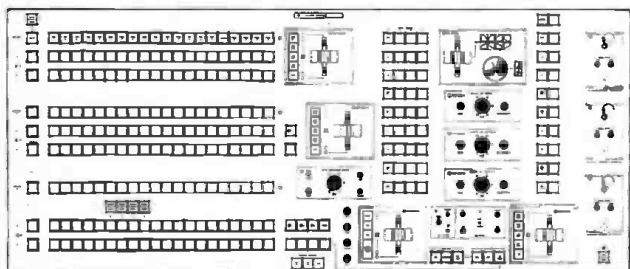
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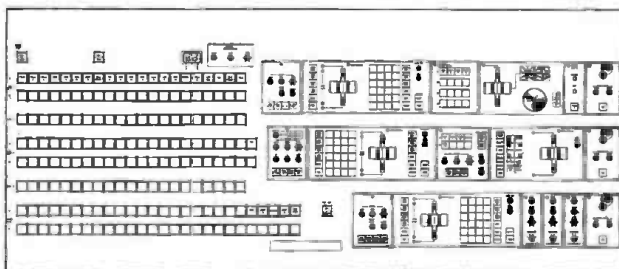
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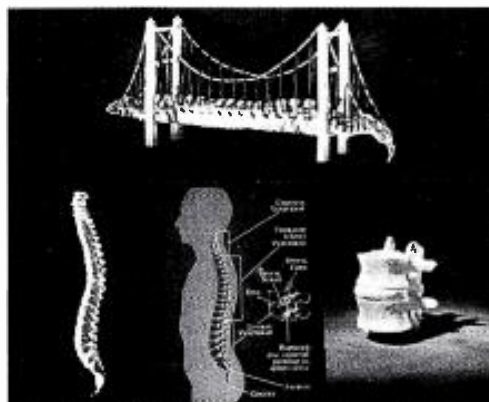
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Is Best Fed . . . Or Is It?," "Skin Care: Dealing With Acne" and "Sex After Sixty" are some of the working titles. The pilot, for example, includes a segment featuring the actor Peter Sellers in a discussion of how he weathered a serious coronary attack. And in future shows, actor Lloyd Nolan discusses his own son's experience as an autistic child, *Bonanza's* Lorne Greene talks about physical fitness at age 59, and Arthur Godfrey muses about what he learned as the result of a near-fatal skirmish with a malignant tumor.

Co-hosts on *Today's Health* are Norman Pastorek, M.D., a surgeon who also teaches at New York hospital-Cornell Medical Center, and Carlin Glynn, an actress and consumer activist. Standard Brands, on behalf of Fleischmann's margarine and Fleischmann's Egg Beaters, has picked up the two national minutes, the other four minutes going to the local station, which gets the show free from Ted Bates as part of the barter arrangement. The production company on the show is Gittelman Film Associates. President Philip Gittelman is a former writer-producer at CBS News.

Dick Moore, vice president for programming at Bates, says he's not ready to reveal the list of stations signed so far. But he indicated that the series would begin in a few key markets around the middle of next month.

House Call opened for business under the title *Medical Call* on WCVB-TV Boston's early-morning show back in

March 1972. The morning show was basically geared to women, but as the host of the program, Timothy Johnson, M.D., began to develop a wider popular following, the station decided to change its name to *House Call* and give it a weekly slot in prime-access time (Thursday, 7:30-8 p.m.). Since that shift in June 1973, *House Call* has become something of a Boston institution, which, according to Richard Burdick, vice president of creative services at WCVB-TV, is "one of the three most popular locally produced programs among all Boston stations, outside of the nightly news shows." The most recent ARB ratings, covering mid-January through mid-February 1974, gave the show a 7 rating and 12 share, which translates into a figure of just under 200,000 viewers.

Dr. Johnson usually invites a guest expert in the particular area of medicine under discussion. After 15 minutes of discussion, the phone lines are opened up for viewers who have questions on the day's subject. The show's producers are now trying to soft-pedal any local Boston angles to make *House Call* more palatable to a national audience. Since there's very little location taping, the show costs only about \$2,000 per half-hour, on the average, according to a station spokesman.

Don Colapinto, vice president of sales at Home International Television, the West Coast distributor for *House Call*, says he's already lined up "a major insurance company," which will pick up the two national minutes. The station

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that accepts *House Call* free on barter will have four minutes to sell locally. Sept. 15, 1974, is Home International's target date for the show's national debut.

At least on paper, *The World of Medicine* is being marketed by Four Star on the premise that the local station will use the 10- to 12-minute program as a centerpiece, to be supplemented by enough additional material produced by the station itself to fill out a half-hour time slot. "We're supplying outline suggestions to stations that buy the series," says Joe Doyle, director of operations at Four Star in charge of the show. "Basically, we suggest that the station bring on local physicians and health people to expand a bit on the topic covered in the film." But he adds that if a station doesn't want to go to that kind of trouble, it can fill up the 30 minutes by squeezing together two *World of Medicine* episodes and connecting them with a brief narrative bridge.

The production cost of the 13 programs in the *World of Medicine* series averages out to \$16,000 per 10- to 12-minute episode, according to Andy Anderson, a vice president of Canawest Film Productions Ltd., Vancouver, B.C., the company putting the shows together. Mr. Doyle says he'd like to sign up a national sponsor and then let the show out on barter, but, failing that, he'll sell it market-by-market, with a target date of fall 1974.

Post-Newsweek's Ray Hubbard says he's in no rush to put *RX: Keeping Well with John Tyson, M.D.* into syndication. "We've got nine half-hours on tape so far but I don't want to put it on our other stations until we've worked out the bugs and given the show plenty of time to develop," he says. But despite his caution about the show's possibilities nationwide, he doesn't hesitate to say that, in Washington, "all the comments I've been getting, and all the mail about the program have been terrifically encouraging. And we're getting ratings of anywhere from 6 to 8 despite stiff game-show competition in the Monday 7:30 time period."

The show uses both celebrities (Pearl Bailey on cardiac arrest, Art Buchwald on obesity, Rosey Grier on the common cold, Gloria Steinem on vaginal disorders) and experts (Jack Pardee on lacerations, Dr. Mary Calderone on geriatric sexuality), but avoids the open-phone set-up because, as Mr. Hubbard puts it, "I don't think that that kind of show can syndicate well—it's too frustrating to a viewer, watching a tape of other people's phone calls, knowing that he can't put his own two cents in."

One swallow does not a summer make, nor one pre-review a change in policy for NBC-TV

NBC's vice president for corporate information, who has manned an increasingly lonely barricade against the pre-reviewing of TV network programs since CBS pioneered the practice in 1969, acknowl-

edged a crack in the wall last week. "We're not rigidly locked in to that policy," said M. S. (Bud) Rukeyser Jr. after suspending the rule for last Wednesday's (March 13) made-for-TV movie, "The Execution of Private Slovik."

But the exception was "strictly a one-shot," he emphasized. "We invited a lot of movie critics like Judith Crist and Pauline Kael to a theatrical screening as part of the advance hoopla for 'Slovik' and we didn't want to put any deadline restrictions on them," he said. The result was a flurry of favorable notices—akin, some noted, to the publicity bonanza accorded by movie and TV critics to CBS-TV's "The Autobiography of Miss Jane Pittman" some weeks before.

Mr. Rukeyser, however, remains essentially a nonbeliever. "There's no evidence," he said, "that pre-reviews of a show, no matter how favorable, increase the audience for that show. As a matter of fact, our specials have consistently outrated CBS's specials over this period of time, so you might say the evidence is the other way."

Mr. Rukeyser gets particularly teed off, he says, at the critics—"especially a minority of TV editors in Chicago"—who "get an inflated sense of their own importance when they're allowed to write about a show before the viewer sees it. TV editors think they have a divine right to pre-review. But NBC is not in the business of catering to the whims of TV editors."

ACLU, citizens group spearhead attack on WGLD-FM fine

**Claim made in appeals court that FCC
misapplied obscenity statute**

Test case of the FCC's authority to enforce an antiobscenity statute on broadcasters, long sought by departed Chairman Dean Burch, has been argued in the U.S. Court of Appeals in Washington, although in an unusual context.

Sonderling Broadcasting Corp., whose WGLD-FM Oak Park, Ill., was fined \$2,000 last year for airing allegedly obscene material on a topless-radio program was not the commission, conducted on obscenity played by the Illinois Citizens Committee for Broadcasting and the Illinois Division of the American Civil Liberties Union which contend the commission has engaged in illegal and unconstitutional efforts to censor sex-related material off air.

The groups cited not only the forfeiture and the notice of apparent liability that preceded it but the nonpublic inquiry that the commission conducted on obscenity on air and Mr. Burch's speech to the National Association of Broadcasters convention in Washington last year attacking topless-radio programming (BROADCASTING, April 2, 1973).

Thomas Asher, counsel for the Illinois groups, contended the commission misapplied the obscenity statute in picking out "snippets" of the language rather than considering the over-all program. He

also said the legal procedures are turned "upside down" in the FCC obscenity proceedings. He said the public should be allowed to participate in such proceedings, with the burden of proof placed on the prosecutors.

The possible relevance of the court's decision to children was indicated by one member of the three-judge panel, Judge Harold Leventhal, who said: "No one could help but be alarmed" if children were involved. Mr. Asher noted that the commission, in its notice of apparent liability, said the decision was not based on the program's effect on children but that the presence of children in the audience strengthened the correctness of its decision (BROADCASTING, April 16, 1973).

Program Briefs

Double action. Independent Television Corp., New York, has combined two of its action series, *The Protectors* and *The Adventurer*, into a one-hour series and is marketing it to TV stations in the fall under title *Double Action Theatre*. Brut Productions, which holds rights to *The Protectors* until fall, reported last week that series will be offered on short-term basis to stations top 80 markets. Brut has chosen FDR Associates, New York, to distribute series in those markets on either cash, barter or cash and barter basis. ITC held rights in other markets during past two years and in fall all rights to *The Protectors* revert to it.

Adventure, mystery, love. National Telefilm Associates, Los Angeles, announces new first-run color TV series of 26 half hours under title, *Theatre Macabre*, featuring mostly works of 19th century writers. Host is film star Christopher Lee.

Likes it like it is. Westinghouse Broadcasting Co., which favors existing form of prime-time access rule, has filed petition in U.S. Court of Appeals for the Second Circuit in New York for review of FCC's Feb. 6 order relaxing rule's restrictions, effective September 1974. Commission three weeks ago unanimously rejected requests for one-year stay of modified rule (BROADCASTING, March 4).

Academic interest. Corporation for Public Broadcasting has launched new program to explore ways that public broadcasting can improve its educational programming. CPB has established education office to help coordinate study to be undertaken by task force organized by CPB's Advisory Council of National Organizations (ACNO). Four newly appointed ACNO committees will assess current situation and make recommendations to CPB board for establishment and funding of specific broadcast activities.

More Emmy time. Emmy awards for TV news and documentary programs will be telecast Sept. 4 on ABC (10-11:30 p.m., NYT) from Hilton hotel, New York. This will be second special Emmy ceremony for news and documentary, first was last year. Entertainment Emmy program takes place May 28, telecast by NBC; network will also cover daytime Emmy awards earlier on same day.

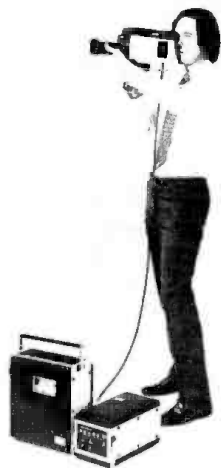
FCC proposal allots three UHF channels for land-mobile services

Dallas-Fort Worth, Houston and Miami are recipients in sharing plan

Land-mobile radio congestion in three cities has prompted the FCC to propose that those areas be included in the commission's UHF land-mobile sharing plan.

The commission last week announced it is proposing to add a single channel for land-mobile use in Dallas-Fort Worth, Houston and Miami. Land-mobile radio services would be able to use ch. 14 (470-476 mhz) in Miami; ch. 17 (488-494 mhz) in Houston, and ch. 16 (482-488 mhz) in Dallas-Fort Worth.

In May 1970 the commission adopted a plan for shared use of channels 14-20 by land-mobile services within 50 miles of the center of the 10 largest urban areas of the country. It said the plan



Picture this. A new Sony U-Matic color video-cassette recorder/player approximately the size of a portable typewriter and weighing less than 31 pounds is slated for demonstration tomorrow (March 19) at a meeting of the Association for Educational Communications and Technology at Atlantic City. Sony Corp. of America, which will present the demonstration, said the new unit operates on rechargeable batteries, AC or DC, and is the world's first such portable unit. Three new associated color cameras will also be shown. They were said to provide resolution "comparable to broadcast quality," but Sony spokesmen explained that this referred to pictures displayed directly through the recorder/player unit, not to broadcast signals. They said Sony had no plan to market the cameras for broadcast use. The video-cassette unit is expected to be priced at about \$3,000 and the cameras at \$3,500 to \$5,000 when the equipment becomes available in the U.S. at the end of this year. It was developed by Sony Corp., Tokyo.

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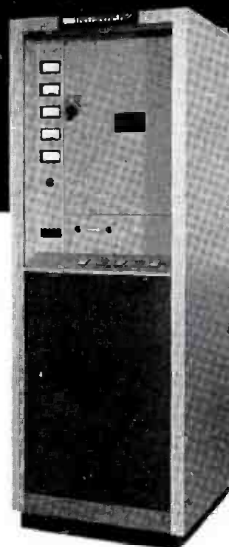
WFLN, Philadelphia, is an FM station specializing in classical programming which is duplicated on AM. When the time came to buy a new 1 Kw AM transmitter, Thomas D. Moyer chose Sintronic. "After a lot of comparison," says Mr. Moyer, "I found that Sintronic delivered the exceptional fidelity our listeners expect from WFLN at the price we wanted to pay. Service, use of standard parts, reliability and conservative construction checked out, too. Now that our new Sintronic AM-1K-A is operational, I know we made the right choice."

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Convention Headquarters—Rice Hotel

would be supervised closely for five years and any changes would be made within that time.

In the four years since that pilot project was initiated, the commission said, there have been no complaints of interference to UHF reception from land-mobile operations in the 470-512 mhz band (ch. 14-20) and there are no indications the sharing plan has adversely affected UHF television.

The results of that experiment and the continued growth of land-mobile in the Houston, Miami and Dallas-Forth Worth areas make the proposal appropriate, the commission said. It added that the land-mobile radio services could be given access to the frequencies immediately while providing full protection to TV stations and without modifying any TV authorization. Replacement UHF channels for those to be withdrawn are available, it said.

The commission set April 22 as the deadline for comments on its proposal. Reply comments are due May 6.

The subject also cropped up last week in the Capitol Hill testimony of FCC Chairman Richard Wiley. Appearing before a House Appropriations Subcommittee on the commission's fiscal 1975 budget request (see also page 38), Mr. Wiley outlined the latest proposal and said that no further additions to the UHF land-mobile sharing plan are anticipated.

Subcommittee Chairman Edward Boland (D-Mass.) commended the commis-

sion for its efforts in fostering UHF broadcasting. But he also suggested the commission consider a recent Rand Corp. study that concluded the most feasible approach—if there is one—of developing a fourth network lies in UHF development (BROADCASTING, Jan. 7). In light of that conclusion, Mr. Boland said, the FCC should determine if it is wise to shift spectrum space to land mobile users.

Motorola to give up on television receivers

Matsushita plans to buy four plants, set up subsidiary in U.S.

Motorola Inc., Chicago, announced last week it will sell its television set business to Matsushita Electrical Industrial Co., Japan. According to Motorola, the business accounted for about 17% of its 1973 consolidated sales of \$1.4 billion. That amounts to about \$243 million.

Under the agreement, subject to approval by the boards of the two companies and other conditions, including approval of the Japanese government, Matsushita will form a new U.S. subsidiary to make the purchase. Closing of the transaction is anticipated in late April, the companies said.

Motorola said it proposed the sale to Matsushita because the TV set business "has not achieved appropriate profit objectives in recent years."

The new company will market its TV

sets under Motorola's Quasar brand through the same distributors and dealers Motorola has used. Matsushita, which makes Panasonic TV sets and other home electronic products, will continue to use its own distribution systems.

The purchase includes Motorola plants at Franklin Park, Pontiac, and Quincy, all Illinois, and assumption of the lease on another plant at Markham, Ont. Motorola said it will retain its plant in Taiwan, which accounts for most of its black-and-white TV set production, and will gradually convert it to other product lines.

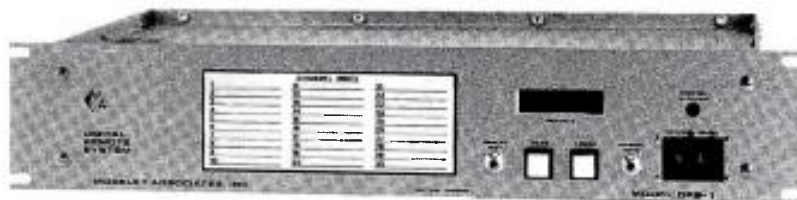
Technical Briefs

Price boost. International Video Corp., Sunnyvale, Calif., announces price increases of from 5% to 12% on its line of video-tape recorders and TV cameras, effective March 25. Not affected by the price boosts is company's IVC-9000 broadcast videotape recorder, priced at \$70,000-\$90,000 on which deliveries have begun.

Orders from Iran. Ampex Corp., Redwood City, Calif., announced two contracts valued at \$1.45 million from National Iranian Radio and Television Organization to be used in televising Seventh Asian Games Sept. 1-15 in Teheran, Iran. Contracts include purchase of two Ampex VR-1200S compact high band color/monochrome video-tape recorders;

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EEE honors. Institute of Electrical and Electronics Engineers Inc., New York, at its annual convention in New York March 27 will award Edison Medal to Dr. Jan A. Rajchman, staff vice president, information sciences, RCA Laboratories, Princeton, N.J.; Founders Medal to Lawrence A. Hyland, vice president and general manager, Hughes Aircraft Co., El Segundo, Calif.; Lamme Medal to Dr. Seymour B. Cohn, president, S. B. Cohn Associates, Tarzana, Calif., and Education Medal to Dr. John G. Truxal, dean of engineering, State University of New York at Stony Brook.

New quadraphonic. RCA will introduce its newly developed discrete four-channel FM broadcasting system at this week's National Association of Broadcasters convention in Houston. System includes RCA's existing BTS-1B stereo generator modified to quadraphonic capability, turntable, tape machine, audio console and receiver. System which requires FCC authorization to be put into use by industry, will be submitted for consideration to National Quadraphonic Radio Committee subsequent to NAB

show. NQRC, arm of Electronic Industries Association, is studying various forms of discrete quadcasting and will eventually issue recommendations to commission.

Equalizer. Model 3000 is latest in series of equalizers for individual microphone channel use from Modular Devices Inc. It features three independent overlapping frequency ranges (50 hz to 500 hz, 300 hz to 3 khz and 1.5 khz to 15 khz) and voltage-controlled equalization in-out switch and LED indicator for use with automated programmers. Cost is \$325. 1385 Lakeland Avenue, Airport International Plaza, Bohemia, N.Y. 11716.

Stand by, please. Fidelipac, division of Telepro Industries Inc., has newly designed studio on-air light. Unit features unbreakable front panel, measures 5 inches high, 10 inches long and 2 1/2 inches deep. Price: \$28.95. 3 Olney Avenue, Cherry Hill, N.J. 08034.

Commemoration. Electronic Industries Association, which is celebrating its golden anniversary this year, has published book outlining history of organization, formed in Chicago in 1924 as Radio Manufacturers Association. "EIA—The First Fifty Years" costs \$7.50 and is available from EIA, 2001 Eye Street, Washington 20006.

Looking at sky. Eighteen public television stations around country will be taking turns testing reception capability of Teleprompter's portable receive-only

satellite earth station. Stations will be picking up signals—not for broadcast—from Canadian Broadcasting Corp., which utilizes Canada's Anik I communications satellite for domestic transmission of its program material. Experiment is extension of tests conducted in Washington with Teleprompter unit by Public Broadcasting Service two months ago. Current series of tests is expected to last into May. PBS is leasing Teleprompter station with assistance from Corporation for Public Broadcasting.

Transmission tester. Edison Electronics, division of McGraw-Edison Co. has introduced model 12C solid-state transmission test set for measuring gain or loss, line noise and distortion in audio frequency systems. It uses variable frequency oscillator covering 5 hz to 55 khz in four ranges. Grenier Field Municipal Airport, Manchester, N.H. 03103.

Five to be SBE fellows

The Society of Broadcast Engineers was to honor five members with the grade of fellow at the organization's annual meeting in Houston yesterday (March 17). They are: Martin R. Williams, consulting engineer, and Harold E. Ennes, author, both of Indianapolis; Joseph A. Risse, International Correspondence Schools, Scranton, Pa.; Leo Reetz, engineer, ABC, New York, and Orville J. Sather, director of engineering, WOR(AM) New York.

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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 WNYS Syracuse ABC; Channel 10 WHEC Rochester CBS; Channel 13 WOKR Rochester ABC; Channel 11 WPIX New York Independent; Channel 24 WCNV 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.

Broadcast Journalism-

Full freedom urged for broadcasters

**Cronkite and Louisiana governor
call for equal rights for all media
in talks at Texas schools**

Two Texas universities provided forums for calls for renewed efforts to insure that the First Amendment freedoms is applied to broadcast journalists.

"We in broadcasting are not free," CBS News anchorman Walter Cronkite told an audience at the University of Texas at Austin. Because broadcast operations are licensed by government, "the ax lies there, temptingly, for the use of an enraged administration." Up to now that power has not been used, he said, but "threats have come in recent days." And, he warned, the country stands on the brink of a "communications crisis" that threatens to undermine democracy's foundation, the freedom of the press.

Journalists, he said, must "fight tenaciously through Congress and the courts for the guarantees that will free us forever from present restraints. Our job is to keep our society honest by exposing dishonesty. Only if the press does that job well can we maintain the credibility in one another and our system of government without which our system cannot endure," he concluded.

Mr. Cronkite was presented the University of Texas's first DeWitt Carter Reddick Award March 9 in recognition of outstanding achievement in communication.

Louisiana Governor Edwin Edwards used the podium at Texas Tech University, Lubbock, to urge broadcast and print journalists to work together to assure that press freedoms are extended equally to both media. One set of rules should govern the dissemination of news, he said, rules that apply equally to print and broadcast media, he said.

And, like Mr. Cronkite, Governor Ed-

Naked truth. What started as a phenomenon on college campuses is now making its mark in the non-academic world—if an incident at WQAD-TV Moline, Ill., is any indication. The phenomenon? Streaking, of course. Its latest target? That station's 10 p.m. weather forecast. The motive? A try for television exposure, as a scantily clad male (he was wearing a ski mask) dashed between forecaster Bob Stewart and the camera during a live outdoor telecast. Though one viewer reported spotting "a flash of bare skin," Arthur Swift, WQAD-TV general manager claimed the view wasn't that spectacular. The camera caught only a head shot, he said. Since the incident, WQAD-TV has tightened its streaking security—the weather set is now roped off and patrolled by the local police.

wards forecast growing pressures on the media. Press freedoms will be increasingly subject to restriction from the judiciary, not the legislative side of government, he said. He predicted a "growing battle" and said that "lines are going to be more clearly drawn in the future."

The governor's remarks were made during TTU's mass communications week when he was awarded the Thomas Jefferson Award for his efforts in preserving First Amendment guarantees of the people's right to know.

Landon, Goodman, Kelley top APBA's agenda

**National convention to be held
May 30-June 1 in Kansas City, Mo.**

A onetime presidential candidate, since turned broadcaster, will tell the fourth national convention of the Associated Press Broadcasters Association about the media coverage in the 1936 election when he lost in a landslide to Franklin D. Roosevelt.

Turning back the clock nearly 38 years at the May 30-June 1 convention at the Alameda Plaza hotel in Kansas City, Mo., will be former Kansas Governor Alf M. Landon, whose current business holdings include WREN(AM) Topeka, KSCB(AM) Liberal and KEDD(AM) Dodge City, all Kansas.

Earlier APBA had announced that Julian Goodman, chairman and chief executive of NBC, will be keynote speaker for the convention.

FBI Director Clarence Kelley also is slated to speak.

The convention opens Thursday evening with a reception for state APBA presidents hosted by the organizations' board. Business sessions will follow Friday and Saturday morning with the convention closing with a Saturday luncheon. Meetings of the Kansas and Missouri state APBA groups will coincide with the national meeting of the Associated Press Broadcasters Association.

'Time', 'Newsweek' feel Reasoner barbs

**Watergate coverage in news
magazines assailed in ABC
newsman's editorial**

ABC Evening News anchorman Harry Reasoner criticized the Watergate reporting of *Time* and *Newsweek* magazines during his March 12 *Evening News* television commentary. After describing Richard Nixon as "an injurious influence on American politics" and lauding "the exposure of his philosophies and methods of operation," Mr. Reasoner blasted coverage by the two national weekly magazines of the whole Watergate story as "unprofessional."

"Week after week their lead stories on the subject have been more in the style of pejorative pamphleteering than objec-

tive journalism," Mr. Reasoner declared, "and since they are highly visible and normally highly respected organs of our craft, they embarrass and discredit us all."

The national wire services Wednesday (March 13) picked up from the ABC anchorman's editorial, which was expressly labelled as his own opinion. Mr. Reasoner affirmed the right of editors and columnists to print their opinions in editorials and columns but insisted, "the sordid story of Watergate writes its own editorial for most citizens without the patronizing help of journalists who would deeply—and rightly—resent any similar attempt to spoon-feed them their conclusions."

An article in the March 11 issue of *Newsweek* was cited as "typical," by Mr. Reasoner, whose own quick check of that week's *Newsweek* coverage of Mr. Nixon and the Watergate indictments yielded "more than 30 instances of phrases that any editor should automatically strike out." The example was a story which read that the seven former administration officials indicted in connection with the alleged Watergate cover-up "were hauled before Sirica like common criminals for a formal reading of the charges." That, according to Mr. Reasoner, "is the kind of writing *Time* used to reserve for people who had criticized Chiang Kai Shek, a style which *Newsweek* people despised. Times change but the principles of journalism should not."

"We are going through a substantial national tragedy," he concluded, "and journalists have been among the few heroes of the epoch. Let's not tarnish our pride in that."

New anchor at WNBC-TV

NBC News has hired a second anchorman—and is considering hiring a third—for its two-hour New York local newscast beginning April 29 on WNBC-TV (BROADCASTING, March 11). Charles Scarborough was lured from his anchor position at Boston's WNAC-TV to join WNBC-TV's 6-7 p.m. and 11-11:30 p.m. mainstay, Jim Hartz. Mr. Scarborough will anchor the upcoming newscast's first hour (5-6 p.m.) and Mr. Hartz its second hour (6-7 p.m.).

Rumors that Betty Furness, already slated to head a nine-person WNBC-TV consumer affairs unit, might also get the third anchor slot were denied by a WNBC-TV news source. "We are considering hiring a third anchor," the WNBC-TV spokesman said. Ms. Furness will head WNBC-TV's "Action 4" consumer report.

Mr. Scarborough had been a reporter for WLOX-TV Biloxi, Miss., and an anchorman and assistant news director at CBS affiliate WAGA-TV Atlanta, before joining WNAC-TV.

The two-hour newscast, the first on the East Coast, will open its new studio facilities March 25. Since the newscast expansion cuts out the 4:30-6 p.m. WNBC-TV afternoon movie, the station will rerun the syndicated *Room 222* from 4:30 to 5 p.m.

CBS, Vanderbilt duel over legal niceties of news archives

University's Heard says in exchange of letters with CBS's Taylor that nothing is sold; network chief replies that school is avoiding real issue: that video taping violates copyright

CBS President Arthur Taylor has had the latest word in the verbal volley with Alexander Heard, chancellor of Vanderbilt University, Nashville, over CBS's lawsuit against the university for alleged infringement of the network's copyright by the school's distribution of tapes of *CBS Evening News* (BROADCASTING, Jan. 7).

Responding to a March 5 letter from Mr. Heard, Mr. Taylor said Vanderbilt "continues to refuse to acknowledge the central point at issue: that Vanderbilt Television News Archives' unauthorized video taping, editing and distributing of the *CBS Evening News* . . . constitute an infringement of CBS property rights."

Mr. Heard's letter, also released by CBS, was in response to Mr. Taylor's Feb. 22 letter explaining the reasons for the suit. It challenges CBS's allegations of "editing," "selling" and mistakes in editing tapes by the archive. "No material is sold," Mr. Heard wrote, "nor is there any 'editing' as I understand the term." The archive excerpts material ac-

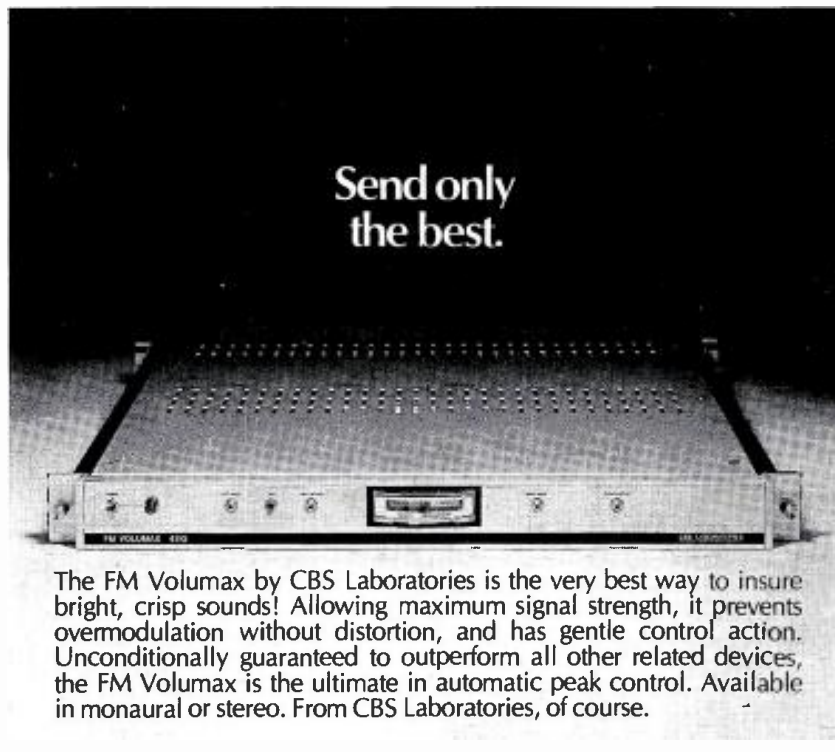
cording to the specific subjects requested by a renter of tapes, he said.

CBS's charge that the university exercises control over tape distribution while barring the network from such control was also challenged. Mr. Heard reprinted the archive loan agreement, which stipulates no copying, rebroadcasting or public display of rented tape material.

Rejecting CBS's repeated offer of "royalty-free license" to the university for on-campus tape use only, Mr. Heard insisted records must be "readily accessible to public." Vanderbilt undertook in 1968 duplication of CBS, NBC and ABC evening newscasts in the absence of any other repository. Later Senator Howard Baker (R-Tenn.) introduced legislation to establish a permanent network news archive to be located in the Library of Congress.

Mr. Heard called the conflict a "disagreement over important principles of public policy . . . that can be resolved best through the judicial process." The suit filed Dec. 21 in Nashville, is not yet docketed.

As for Mr. Taylor's claim that the archive is funded by the Ford Foundation, Mr. Heard, who is also the foundation's chairman, notes Ford's grant was not received until 1973, five years after the archive began. Of \$500,000 operating expenses for that five-year period, the Ford Foundation contributed only \$100,000, which was exceeded by "other donors," Mr. Heard said.



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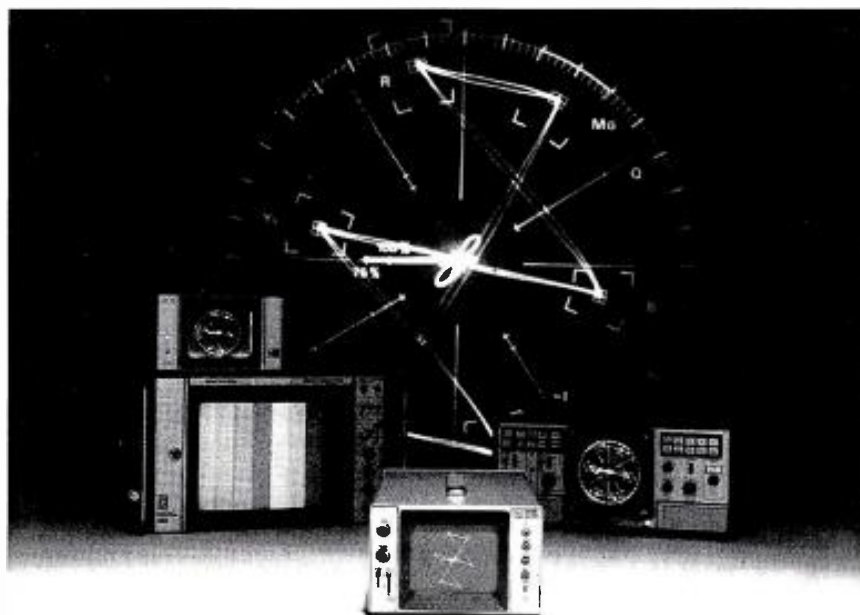
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Cablecasting

Wiley lays down his laws for pay cable

New FCC chairman outlines his criteria for admitting a new boy on the block: It must offer something new and it ultimately must benefit the public interest

Less than a week into his new role as chairman of the FCC, Richard E. Wiley was giving voice to some of the principles that will guide him as policy maker and dominant force on the commission. Some of the views—expressed in Senate and House Appropriations Subcommittee hearings—reflect a concern for tight administration and wariness about intruding into program content (BROADCASTING, March 11, also see page 38).

But of perhaps longer range significance was the statement—expressed in a speech last Tuesday—on the introduction of competition into what have been monopoly or oligopoly services: He is not an either/or man. There is something to be said for protecting the valued services of an established industry (like television), he said, and a need on the part of the hopeful entrant (like pay cable) to prove it has something really new to offer.

Chairman Wiley, who was delivering his first speech as chairman, was speaking as replacement for his suddenly departed predecessor, Dean Burch, at a luncheon meeting in Washington of the Electronic Industries Association. And although he cast his views in terms of the telephone industry, he made it clear that parallels could be drawn to other areas the commission regulates, including television and pay cable.

Chairman Wiley's point of departure is that the commission is misunderstood on the issue of competition in areas previously dominated by one industry. Critics who say the commission is protectionist are wrong, he said. But, he added, so are those who say the commission regards competition and the public interest as always "identical and synonymous."

For instance, he said, the telephone industry has served the country well, and if it were prevented from doing its job effectively and economically, "the American public would be the ultimate loser." But if a disability will not inevitably flow from the introduction of competition, he added, he would subscribe "to a basic philosophical commitment to the concept of competition." After all, he said, "competition is a basic cornerstone of our free-enterprise society and should be fostered wherever feasible."

And where there is no "demonstrated harm" to the basic system, he said, "there is nothing inappropriate whatsoever for certain segments of the public to have the option of paying more in order to get more—that is, to receive a particu-

lar type of service not available (or not precisely or conveniently available) from the existing system."

Chairman Wiley noted that the commission has opened the door to competition in the telephone industry in the belief that no significant harm would befall the telephone companies. But if the public is to reap the benefits of competition, he said, three caveats must be considered:

- Specialized entrants must offer "something new and different." They may not be able to provide only novel services, particularly in the first years of operation, but it is not enough merely to duplicate the service already being provided. To permit such duplication and eventual "siphoning" of business would be simply to engage in market allocation, something which is neither the antitrust policy of this country nor "as long as I can help it, the communications policy of this country."

- It is "appropriate and consistent to permit an opportunity for a competitive response by the basic industry. . . . The policy goal of our agency in this area is full and fair competition between established carriers and new entrants serving specialized markets."

- If competition is to be real, "the inexorable force of the market place" must dictate the success of some and the failure of others. To avoid "protectionism in its most classic sense, we must guard against the tendency . . . to insure that industries and companies created by our own administrative actions continue to thrive whether or not they have something to offer the American people that the American people actually want."

In case any EIA members in his audience did not get the full import of his words, beyond their application to the telephone industry, Chairman Wiley said that the commission "in the months ahead" will again try "to resolve the vexing regulatory dilemmas inherent in the development of pay cable vis-a-vis so-called free, over-the-air, television. . . ."

Growing piracy problem confronts pay cable

Resourceful free-loaders blamed for Florida failure; need seen for improved scrambling devices

As pay cable operators continue refining their procedures, they will have to place particular emphasis on developing hardware that will be free of bugs—literally.

Bugging—or "piracy," as the industry calls it—is an increasingly troublesome problem. It concerns a small—but apparently growing—number of conventional cable subscribers who have figured out how to tap the optional pay cable service without contracting for it. Most pay operators agree that it's a problem deserving considerable concern, since a subscriber need not have the technological expertise of an engineer in order to accomplish the deed.

Basically, all that is required is a converter tuned to the channel on which the service is operating. Such devices can be purchased, and subsequently mod-

ified, from several manufacturers. And a particularly enterprising pirate can, in the case of some pay systems, save himself even that expense by building his own converter—a process requiring little more than a boxful of raw materials and some rudimentary engineering know-how.

No one is more cognizant of the piracy problem than Dore Schary, head of Theatre Television Inc., the New York pay cable venture. Mr. Schary's pilot pay cable project, on a system operated by Storer Cable in Sarasota, Fla., closed down last month, largely due to the piracy problems the firm experienced with the converters it had ordered from a Northeast firm ("Closed Circuit," March 11). "There was a lot of it going on in our particular case," Mr. Schary said. "That's why I stopped the Sarasota thing. I couldn't permit people to get it for nothing."

Though other pay operators have not experienced problems as severe as Mr. Schary's, several acknowledged that the threat of piracy is real and could worsen.

"I don't have any way to quantify it," said Spencer Harrison, executive vice president of Warner Cable, and presently presiding over the operations of Warner's Star Channel pay systems. "We don't believe it's presently a severe problem." On Warner's 10 pay operations, Mr. Harrison said, "there's some evidence of high school kids fooling around," but little more. However, he added, Warner's pay systems are presently located in rural communities, where subscribers may be

less gifted in technical expertise than their urban counterparts. "I think it can and will be a problem if you move into larger communities," Mr. Harrison said. "We'll probably have to develop far greater security in the future."

John Calvetti, vice president of Optical Systems Corp., is equally sure that his firm has managed to avoid the piracy problem to a great extent. He noted—as did other pay operators—that there has been no evidence of anyone attempting to market devices on the implicit premise that they could be used for illegal piracy. "It would seem to me," Mr. Calvetti said, "that for somebody to pirate systems on a large scale, he would have to be a pretty smart engineer." But, he acknowledged, "I don't think that anybody has pioneered a system that is absolutely foolproof."

The closest thing to a foolproof pay system, operators agree, is one in which the signal can be effectively scrambled at the transmission point and decoded in the home. Such a process would necessitate operations on one or, at most, two constant channels. While hardware capable of doing this is currently available, most pay operators do not believe that current scrambling technology has progressed far enough. "The next step in the hardware effort," Warner's Mr. Harrison said, "has got to be the development of an effective scrambler. It is our opinion that the scrambler we're looking for hasn't been developed yet." Mr. Schary agreed. "There's no doubt about



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it that there's a demand and interest in pay TV," he said. "The problem is that the technology hasn't caught up with the demand."

Mr. Schary, however, hopes he has solved the problem. Theatrevision, he revealed, is planning to experiment with a new converter system developed at the Santa Ana, Calif., plant of its financial backer, Chroma Log Corp. "It's a very clean new system," Mr. Schary said. Theatrevision will begin to find out exactly how clean the system is within two months, with the initiation of the firm's second pay cable experiment at a new system serving Irvine, Calif. While Mr. Schary professed optimism, he preferred not to specify the new system's technical characteristics. "I'm not making any announcements until I know it works," he said.

Schenectady makes a bet with its cable channel

**Starting next month, via loophole,
city will run OTB morning line,
horseracing results and other sports
in hopes of picking up revenues**

When Athena Communications's new cable system in Schenectady, N.Y., commences operations later this month, viewers will be treated to more than the standard fare of retransmitted TV signals, time, weather and stocks. There will also be a channel devoted to sports in general, horse racing in particular and—at least implicitly—to the off-track betting that has been legally sanctioned in parts of New York state. What's more, the service will be programed and maintained by the municipally controlled OTB facility and will be offered on the channel reserved by FCC edict for municipal use.

Operations of this nature automatically raise questions concerning the FCC rules that prohibit broadcasters or cable systems from transmitting any material that could encourage the act of gambling—legal or otherwise. But in the case of the Schenectady proposal, nobody, including the commission, seems to be particularly worried about the ramifications of those rules.

The off-track betting facility's use of the Schenectady municipal channel is completely sanctioned by local officials. In fact, according to OTB spokesmen, they are encouraging the development. The rationale behind their interest is no mystery. Since the city and county of Schenectady derive revenues from the public use of OTB, anything that could enhance the use of that facility is looked on with favor. And while the solicitation of OTB business will not be the primary function of the channel, OTB officials do not conceal their interest in promoting the facility in some form over the cable.

At present, OTB intends to present a variety of sports information on the channel, which could be operational with the rest of the cable system when the

latter energizes on March 25, but will in any event be in business sometime in April. Negotiations are in progress for the live transmission of some horse races from New York City. OTB also intends to present a series of sports "featurettes," some dealing with sports other than racing, but most concentrating on that subject. The channel will also present the daily results of races in the area. But perhaps the most controversial nature of the intended programing is OTB's plan to run the preliminary odds on those races—the so-called "morning line" which graces the sports pages of many daily newspapers.

"I think we'll be able to give a morning line," said the Schenectady OTB's Bob Stanley. "What we'd be prohibited from doing is flashing odds throughout the day."

FCC officials aren't so sure about that statement, noting that broadcast and conventional cable systems venturing to give pre-race odds to their audiences might be subject to some problems. But in the case of municipal cable channels, they observe, the issue is rendered somewhat academic.

"It's a loophole," said one commission staffer. "It's just something we never considered." The commission, apparently, had not anticipated that cities would be using the cable channels allocated (in larger markets) to them free of charge. But, the commission spokesman said: "From as far as we can figure out, there are no rules prohibiting the government from doing anything it wants to do with its channel." Whether this will remain the case is a question for debate. "I don't know how long it will last," the staffer said of the current regulatory situation.

Schenectady OTB Director Davis Etkin, for one, would prefer to maintain the status quo. He feels it's justified. "We're part of the municipality," he emphasized. "We're no more than an agency, a part of the city of Schenectady." And Mr. Etkin maintains that there will be nothing questionable about the planned operation. "We aren't going to do anything directly to promote gambling," he stressed. But by virtue of the fact that the channel will be run by a proponent of gambling—albeit the legal variety—the channel will doubtless serve to increase public awareness of OTB's existence, Mr. Etkin acknowledged. That prospect does not trouble the OTB director. "We've been advertising over radio and television for the past two years," he noted. And the sales pitch included in those efforts, Mr. Etkin claimed, has been "a lot more direct than this channel will ever be."

Mr. Etkin also emphasized that the channel would be under the direct supervision of the city at all times, and that the local government would be able to break into the OTB programing with its own programing at any time. In fact, Mr. Etkin noted, Sundays have tentatively been reserved for more conventional municipal programing, provided by the city via video tape. There is no racing in New York state on Sundays. As long as the channel refrains from giving view-

ers ongoing daily odds, such as those which can be observed throughout the day on a race track's tote board, OTB believes that it will be immune to legal difficulties. "If the bookies could see the tote board," Mr. Stanley observed, "they'd have a ball."

How is the cable system responding to the development, knowing that what goes on the municipal channel is entirely beyond its control? "I love it," said Colby Fletcher, manager of Schenectady Cablevision, the Athena subsidiary. Mr. Fletcher noted that OTB is even planning to use space in the system's production facility until it can move to a permanent headquarters later in the year. (OTB officials estimate that the operation will cost \$25,000 to get off the ground, \$15,000 of which has already been put into the purchase of equipment.)

"It's another channel, you know," Mr. Fletcher observed. "Everything I can put on that will make the system more attractive, I like."

Fla. cable fights with county over proposal for competing translators

CATV firm operating in Keys is not providing adequate service to isolated area, local officials feel, and government-run boosters might be better in long run

Traditionally, cable systems and television translators have performed a common function—the extension of TV reception—without significant interference with each other. All that may be on the verge of changing in Monroe county, Fla., where local officials last week won a court suit permitting the county to implement a system of publicly owned translators that could eventually be in direct competition with the cable system the county franchised nine years ago.

Circuit Judge James Kehoe, in a March 12 decision, rejected a suit brought against the county by John M. Spottswood, president of Cable-Vision, the system franchised in 1965 to service all of Monroe county. The cable firm had contended that the county's plan to construct translators to improve television reception violates the 1965 franchise in that it would provide for a service intended to be performed by CATV. In rejecting that argument, Judge Kehoe ruled that the original franchise covers the authorization of cable only; while translators perform one of the functions of cable, the two are not the same.

The problem arose some time back when Monroe county officials started worrying about inferior over-the-air television service local residents were receiving. Monroe county, which encompasses the Florida Keys and part of the Everglades, gets most of its conventional television from Miami stations. At the extreme, Key West is some 100 miles away, and, says county attorney Paul Sawyer, "the service is bad at times."

Cable could solve that problem, Mr.

Sawyer observed. But Cable-Vision, while authorized to serve the entire county, has expanded from its Key West base of operations only once in its nine years of existence—to Marathon, Fla. The rest of the county, Mr. Sawyer said, remains unserved.

That the cable firm plans eventually to extend its facilities to serve more of the county's residents is apparently of no consequence to the local government at this time. "The fact is," Mr. Sawyer said, "that he [Mr. Spottswood] isn't giving the service he was authorized to give." Hence, the translator plan, which itself has not advanced very far beyond the drawing board stage.

County officials are planning to apply to the FCC for construction permits to cover the translator system soon after the litigation with Cable-Vision is resolved.

Cable Briefs

Acquired. Video Data Systems, Hauppauge, N.Y., has purchased Sterling Television Presentations Inc., news distribution service of Time Inc., for undisclosed amount. Sterling leases Alpha-numeric News Service, automated news, stocks and local-message service, to cable systems in North America.

Funded. Heller-Oak Cable Finance Corp., Crystal Lake, Ill., has advanced \$2.5-million line of credit to Mahoning Valley Cablevision Associates, Warren, Ohio. Mahoning official said money would be applied to construction of firm's 225-mile, 30-channel system to serve Warren and Niles, both Ohio.

Sold. Harry's Mountain TV Cable Co., operator of system serving Crescent City and Del Norte county, both California, has been purchased by Staddon Inc. for undisclosed amount. Harry Hatley is seller of system, which currently serves 1,000 of 4,500 potential subscribers, with 40 miles of plant. Dick English heads buying firm. Broker: Daniels and Associates, Denver.

Grassroots activity. Dover, N.J.: township committee awarded franchise to Clear Television Cable Corp., Berkely, N.J., one of four applicants. *Cortlandt, N.Y.:* Continental Cable received 10-year extension of its franchise from town board. *Bloomfield, Mo.:* city council awarded franchise to Midwest Video Corp. *Manteno, Ill.:* board of trustees granted 15-year franchise to Kraus Electronic Systems, Joilet, Ill. *Cahokia, Ill.:* Metro East Cable Communications, subsidiary of Communications Properties Inc., awarded franchise. *Garfield, N.J.:* Franchise request by International Cable TV Co. denied by city council. *Kennebec, Wash.:* Columbia Television said it would raise rates 15%, to \$6.25 per month, to cover \$750,000 expense of rebuilding system. *St. Pauls, N.C.:* town council approved request by St. Pauls Cablevision Inc. for 55-cent rate increase, to \$5.50 per month. *San Jose, Calif.:* city council has authorized Gill Cable TV to raise monthly rates by \$1, to new fee of \$6.95.



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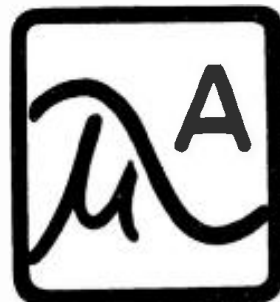
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Music

Will Mr. Greenjeans have to stop singing?

He will or nearly will if group of composers are right about proposed ASCAP policy that would pro-rate payments on basis of television dayparts

Much of the music now heard on children's TV programs would be severely downgraded if not deleted as a result of changes that the American Society of Composers, Authors and Publishers wants to make in its formula for distributing royalties to ASCAP members, according to a group of songwriters opposing those changes. The controversy came to light last week in a transcript of court proceedings on the still unresolved issue.

ASCAP claims that, under its present distribution formula, members whose works are played on some programs—including children's programs—receive disproportionately large shares of the royalty pie, while members represented on other programs receive disproportionately small shares. The new plan, according to ASCAP, is designed to make the distributions more equitable by setting up different "credits" and allowances for music played in different dayparts. But attorneys for ASCAP members claim the net effect would be to reduce ASCAP payments for music on children's shows by anywhere from 62% to 90% and that this would "destroy the business" of creating such music and force those composers to seek other outlets.

As examples of the claimed inequities of the present system, Herman Finkelstein, retired general counsel and now special counsel for ASCAP, told the court that music on CBS-TV's *Captain Kangaroo* accounted for 12.75% of ASCAP's distribution in one week of 1972 and 9% in a 1973 week, although the program represented only 0.27% of CBS-TV's revenues from sponsors.

In contrast, he said, NBC-TV's *Tonight* show accounted for only 4.65% of ASCAP's distribution in 1972 and 4.77% in 1973, though it represented 2.7% of network income. Members and publishers deserve higher payments for music played at night, he argued, because that's "where music really amounts to something; without these well known songs there would be no audience."

Counsel for opposing ASCAP members were not impressed. They insisted payments should continue to be in proportion to use, regardless of daypart. They also protested that one portion of the new plan would reduce the payments for TV music that failed to get 400 "credits" for use on radio as well. By its nature, they contended, music used on children's TV programs is not apt to get much if any radio play and thus would be doubly penalized.

Elliot Solomon, who said many of his clients compose for *Captain Kangaroo*, contended it would be "literally impos-

sible" to upgrade children's programs if the new ASCAP plan went into effect, because composers "would be compelled to turn their efforts elsewhere merely in order to survive economically." Paul Morofsky, representing 18 ASCAP publishers and writers, said in emphasizing the economic importance of children's programs that he understood it was just such programs that kept ABC-TV out of the red in 1971.

ASCAP's proposed changes are subject to court approval under a consent decree governing the society's operations. The case is being heard by Judge Harold R. Tyler Jr. of the U.S. Southern District Court in New York, where argument was heard Feb. 4. Further argument is expected within a few weeks.

Judge Tyler has been designated to take over from Judge Sylvester Ryan, who retired the first of this year, as principal judge in district court matters involving the ASCAP decree. These intermittently include negotiations for new licenses and fees for the use of ASCAP music on TV and radio, which inevitably seem to wind up in court but have been settled thus far by compromise, though often only after years of litigation.

Breaking In



Angels

Poppa's Side of the Bed—The Angels (Polydor) • The Angels are back after a 10-year search for the perfect follow-up to *My Boyfriend's Back*, the sixties classic. Jiggs Darryll, Peggy McGannon, and Barbara Roberts look older and sound wiser. In 10 years, the boyfriend has become Poppa, who has taken to staying out all night, which is why *Poppa's Side of the Bed* has not been slept in.

Poppa is obviously no *Boyfriend*. A classy horn riff introduces the trio's new soulful backwoods sound. It's a pleasure to discover the three can do a great deal more than whine "Hey la di la." In fact, the vocals are slick, strong and as sophisticated as the persistent instrumentals by Lauro Nyro's producer, Charlie Calello.

Ray Dahrouge's lyrics offer the melancholy dialogue of a child's wondering what happened to Poppa last night, and Mama's tearful attempt to come up with an explanation.

Polydor signed the Angels March 4, and within two weeks after the release of *Poppa's Side of the Bed*, three Pennsylvania stations were playing it: WLAN(AM) Lancaster, W100(AM) Carlisle and WFEC(AM) Harrisburg.



Pointer Sisters

Steam Heat — *Pointer Sisters (Blue Thumb)* ■ Some may remember that this song was the big production number of the fifties Broadway musical, "Pajama Game." The Pointer Sisters obviously do—their version of "Steam Heat" is hissing and chugging, sounding not that differently from the original stage version. *Steam Heat* is the first single off of the Pointers' new album, *That's A Plenty*.

Due to the vintage of *Steam Heat* and the adult palatability of its arrangement and production, this record should be a hot MOR item. *Yes We Can Can*, the Pointers' last hit, was. But Bette Midler's redo of Glenn Miller's "In the Mood" wasn't. So nostalgia programming is a guessing game at best.

But *Steam Heat* is a cute record. And cute records—witness Terry Jacks's *Seasons in the Sun*—are doing better than average lately.

And the Pointer Sisters were strong out of the gate with *Steam Heat*; the following big-market stations were play-listing it last week: KMPC(AM) Los Angeles, KNBR(AM) and KIOI(FM) both San Francisco; KJOY(AM) Stockton, Calif.; WIIN(AM) Atlanta; KSFO(AM) San Francisco; WAMO(AM) Pittsburgh and KNDE(AM) Sacramento, Calif.

If I Were a Carpenter—*Leon Russell (Shelter)* ■ This spirited and personalized version of the Tim Hardin favorite previews the April release of a new Leon Russell LP—the first Shelter album distributed by MCA Records since Mr. Russell and Shelter co-founder/co-producer Denny Cordell switched from Columbia three months ago.

Described as "a Sly Stone-type sound," featuring the nine-member Gap Band soul group, the upcoming album marks an about-face from Mr. Russell's previous country music LP, *Hank Wilson is Back*, and his hit single, *Rollin' in My Sweet Baby's Arms*. Mr. Russell has been lying low for the past year, mostly at his Oklahoma farm/studio, getting into an R&B bag.

If I Were a Carpenter is no clue to its LP's promised electric blues. The brief



Russell

single is Mr. Russell at his most familiar with plenty of honky-tonk piano.

Capitalizing on his talent for re-interpreting others' songs and making them his own (as in the Stones' "Jumpin' Jack Flash" or Bob Dylan's "A Hard Rain's Gonna Fall"), Mr. Russell turns Mr. Hardin's sweet melody into a chipper boogie. And his alteration of the old sentimental lyrics is not to be believed: "If I were a rock star/ And you were my groupie..."

If I Were a Carpenter is getting solid radio reception with more than 50 stations playing it after two weeks of release. Included in the 50 are WDR(AM) Hartford, Conn., WMAK(AM) Nashville, WNEW-AM-FM New York, WPLJ(FM) New York, WEBR(FM) Cincinnati, KUDL(AM) Kansas City, Kansas, WIST(AM) Charlotte, N.C., and KJOY(AM) Stockton, Calif.

Music Briefs

Ringo and George maybe. Rock impresario Bill Graham denied and clarified month-long reports of imminent Beatles tour in *Washington Post* last weekend. George Harrison and Ringo Starr, it seems, have been discussing possible tour on their own—and without Paul McCartney and John Lennon. It was Messrs. Starr and Harrison who tentatively reserved "Starship I"—charter jet—and not whole group. Starship management leak to press precipitated Beatle tour rumors originally.

Grand Funk-Knight settlement. When superloud, superrich, supergroup Grand Funk broke from their manager-producer Terry Knight more than year-and-half ago, Mr. Knight filed 36 separate suits
Continued on page 96

Tracking the 'Playlist.' There are 13 bolted records on this week's chart, and the outlook for the next several weeks is for a broad turnover in the "Playlist" top 20. Nevertheless, Terry Jacks's *Seasons in the Sun* is number one for the third week in a row. Two records break top 10 for the first time: Blue Swede's *Hooked on a Feeling* (eight) and Mecedades' *Eres Tu* (10). Four records are bolted as they enter top-40 positions, two with large jumps from the bottom of the chart. Three Dog Night's *The Show Must Go On* (33) leaped from number 75; Grand Funk's *Locomotion* (31) was 61 in its first appearance; Helen Reddy's *Keep On Singing* (30) was 51 last week and Billy Joel's *Plano Man* (29) was 40 the week before. Other new records breaking top 40 are Bachman-Turner Overdrive's *Let It Ride* (38) ("Breaking In," Feb. 18), *Tell Me a Lie* (39) by Sammi Jo and Bob Dylan's *On a Night Like This* (40). Chicago's *I've Been Searching So Long* is 58 in its initial week of release. *Oh Very Young* by Cat Stevens is 59 in its second week of release. Maria Muldaur's *Midnight at the Oasis* (65) is bolted and new this week.

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The Broadcasting Playlist **Mar 18**

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

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	Seasons in the Sun (3:24) Terry Jacks—Bell	1	1	1	1
3	2	2	Dark Lady (3:26) Cher—MCA	2	5	3	6
5	3	3	Sunshine (3:18) John Denver—RCA	3	2	4	5
4	4	4	Rock On (3:13) David Essex—Columbia	4	4	2	3
7	5	5	Boogie Down (3:30) Eddie Kendricks—Tamla	6	6	5	4
9	6	6	Mockingbird (3:45) Carly Simon & James Taylor—Elektra	7	3	7	2
2	7	7	The Way We Were (3:29) Barbra Streisand—Columbia	5	7	6	11
12	8	8	Hooked on a Feeling (2:54) Blue Swede—EMI	9	8	8	7
10	9	9	Jet (2:48) Paul McCartney & Wings—Apple	10	11	9	8
13	10	10	Eres Tu (Touch the Wind) (3:12) Mocedades—Tara	8	9	12	10
15	11	11	Bennie and the Jets (5:00) Elton John—MCA	12	10	10	9
11	12	12	Spiders & Snakes (3:03) Jim Stafford—MGM	11	12	11	12
21	13	13	TSOP (3:18) MFSB—Phila. Int'l.	17	14	15	13
16	14	14	Jungle Boogie (3:08) Kool and the Gang—Delite	18	17	13	14
6	15	15	You're Sixteen (2:50) Ringo Starr—Apple	14	15	14	16
8	16	16	Love's Theme (3:30) Love Unlimited Orchestra—20th Century	13	13	20	17
14	17	17	Last Time I Saw Him (2:45) Diana Ross—Motown	15	16	17	18
17	18	18	Until You Come Back to Me (3:25) Aretha Franklin—Atlantic	16	18	18	20
22	19	19	Rock & Roll Hootchie Koo (2:55) Rick Derringer—Blue Sky	28	20	16	15
24	20	20	Oh My My (3:39) Ringo Starr—Apple	19	19	19	19
23	21	21	The Best Thing That Ever Happened to Me (3:45) Gladys Knight & the Pips—Buddah	20	21	22	22
20	22	22	Come and Get Your Love (3:30) Redbone—Epic	21	22	21	21
25	23	23	The Lord's Prayer (2:59) Sister Janet Mead—A&M	22	23	23	23
39	24	24	I'll Have to Say I Love You in a Song (2:30) Jim Croce—ABC/Dunhill	24	26	25	24
32	25	25	Last Kiss (2:31) Wednesday—Sussex	25	29	24	27
19	26	26	Love Song (2:50) Anne Murray—Capitol	23	27	28	26
26	27	27	My Sweet Lady (2:40) Cliff De Young—MCA	27	28	26	28
33	28	28	A Very Special Love Song (2:44) Charlie Rich—Epic	26	24	27	29
40	29	29	Piano Man (4:30) Billy Joel—Columbia	29	25	33	25
51	30	30	Keep on Singing (3:03) Helen Reddy—Capitol	32	31	29	32
61	31	31	Loco-Motion (2:45) Grand Funk—Capitol	31	32	30	31
35	32	32	Lookin' for a Love (2:37) Bobby Womack—United Artists	38	30	32	30
75	33	33	The Show Must Go On (3:29) Three Dog Night—ABC/Dunhill	36	35	31	37
29	34	34	Put Your Hands Together (3:05) O'Jays—Phila. Int'l.	33	33	40	38
36	35	35	Jim Dandy (2:38) Black Oak Arkansas—Atco	37	45	34	34
30	36	36	I Love (2:06) Tom T. Hall—Mercury	34	39	41	35
18	37	37	Let Me Be There (3:00) Olivia Newton-John—MCA	30	41	35	46
50	38	38	Let It Ride (3:33) Bachman-Turner Overdrive—Mercury	45	40	36	33
69	39	39	Tell Me a Lie (2:59) Sammie Jo—MGM South	35	36	44	45
43	40	40	On a Night Like This (2:57) Bob Dylan—Asylum	49	37	39	36

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
28	41	41	Show and Tell (3:28) Al Wilson—Rocky Road	40	34	51	40
37	42	42	I Like to Live the Love (3:15) B. B. King—ABC/Dunhill	41	42	42	41
57	43	43	Tubular Bells (3:18) Mike Oldfield—Virgin	42	38	45	42
38	44	44	Smokin' in the Boys Room (2:57) Brownsville Station—Big Tree	39	57	38	53
41	45	45	Star (2:58) Stealers Wheel—A&M	47	43	46	43
31	46	46	Energy Crisis '74 (2:00) Dickie Goodman—Rainy Wednesday	52	46	37	48
55	47	47	Just Don't Want to Be Lonely (3:31) Main Ingredient—RCA	44	44	50	44
27	48	48	Mighty Love (3:14) Spinners—Atlantic	51	48	47	39
46	49	49	W O L D (3:56) Harry Chaplin—Elektra	48	49	43	47
49	50	50	Once You Understand (3:55) Think—Big Tree	46	50	48	49
52	51	51	There Won't Be Anymore (2:22) Charlie Rich—RCA	50	47	52	61
42	52	52	The Joker (3:36) Steve Miller Band—Capitol	43	71	49	73
59	53	53	Star Baby (2:37) Guess Who—RCA	56	51	58	50
70	54	54	Must Be Love (3:30) James Gang—Atco	59	56	54	51
53	55	55	Baby Come Close (3:20) Smokey Robinson—Tamla	62	52	60	55
64	56	56	Virginia (2:30) Bill Amesbury—Casablanca	54	61	55	59
72	57	57	I'm a Train (3:16) Albert Hammond—Mums	58	53	59	60
—	58	58	I've Been Searching So Long (4:19) Chicago—Columbia	65	63	53	56
—	59	59	Oh Very Young (2:33) Cat Stevens—A&M	57	66	57	63
45	60	60	Trying to Hold on to My Woman (4:24) Lamont Dozier—ABC/Dunhill	60	58	63	64
68	61	61	I've Got a Thing About You Baby (2:20) Elvis Presley—RCA	53	59	63	68
63	62	62	Dancing Machine (2:29) Jackson Five—Motown	67	55	65	57
58	63	63	Sexy Mamma (3:05) Moments—Stang	71	62	56	58
44	64	64	Midnight Rider (3:22) Gregg Allman—Capricorn	61	67	62	70
—	65	65	Midnight at the Oasis (3:36) Maria Muldaur—Reprise	69	69	61	65
71	66	66	Touch a Hand, Make a Friend (3:26) Staple Singers—Stax	6	64	67	69
—	67	67	Would You Lay with Me (In a Field of Stone) (2:23) Tanya Tucker—Columbia	64	60	70	77
54	68	68	I've Got to Use My Imagination (3:29) Gladys Knight & the Pips—Buddah	*	54	*	54
—	69	69	Honey, Please Can't Ya See (2:54) Barry White—20th Century	66	65	69	74
34	70	70	Abra-Ca-Dabra (2:56) DeFranco Family—20th Century	70	*	*	52
56	71	71	She's Gone (3:24) Daryl Hall & John Oates—Atlantic	72	68	*	67
—	72	72	Watching the River Run (3:25) Loggins & Messina—Columbia	75	*	66	71
—	73	73	Dance with the Devil (3:32) Cozy Powell—Chrysalis	*	70	73	66
60	74	74	Living for the City (3:12) Stevie Wonder—Tamla	74	*	68	72
—	75	75	Rockin' Roll Baby (3:15) Stylistics—Avco	55	*	*	62

Alphabetical list (with this week's over-all rank): Abra-Ca-Dabra (70), Baby Come Close (55), Bennie and the Jets (11), The Best Thing That Ever Happened to Me (21), Boogie Down (5), Come and Get Your Love (22), Oance with the Devil (73), Dancing Machine (62), Dark Lady (2), Energy Crisis '74 (46), Eres Tu (Touch the Wind) (10), Honey, Please Can't Ya See (69), Hooked on a Feeling (8), I Like to Live the Love (42), I Love (36), I'll Have to Say I Love You in a Song (24), I'm a Train (57), I've Been Searching So Long (58), I've Got a Thing About You Baby (61), I've Got to Use My Imagination (68), Jet (9), Jim Dandy (35), The Joker (52), Jungle Boogie (14), Just Don't Want to Be Lonely (47), Keep on Singing (30), Last Kiss (25), Last Time I Saw Him (17), Let It Ride (38), Let Me Be There (37), Living for the City (74), Loco-Motion (31), Lookin' for a Love (32), The Lord's Prayer (23), Love Song (26), Love's Theme (16), Midnight at the Oasis (65), Midnight Rider (64), Mighty Love (48), Mockingbird (6), Must Be Love (54), My Sweet Lady (27), Oh My My (20), Oh Very Young (59), On a Night Like This (40), Once You Understand (50), Piano Man (29), Put Your Hands Together (34), Rock On (4), Rock & Roll Hootchie Koo (19), Rockin' Roll Baby (75), Seasons in the Sun (1), Sexy Mamma (63), She's Gone (71), Show and Tell (41), The Show Must Go On (33), Smokin' in the Boys Room (44), Spiders & Snakes (12), Star (45), Star Baby (53), Sunshine (3), Tell Me a Lie (39), There Won't Be Anymore (51), Touch a Hand, Make a Friend (66), Trying to Hold on to My Woman (60), TSOP (13), Tubular Bells (43), Until You Come Back to Me (18), A Very Special Love Song (28), Virginia (56), W O L D (49), Watching the River Run (72), The Way We Were (7), Would You Lay with Me Awhile (67), You're Sixteen (15).

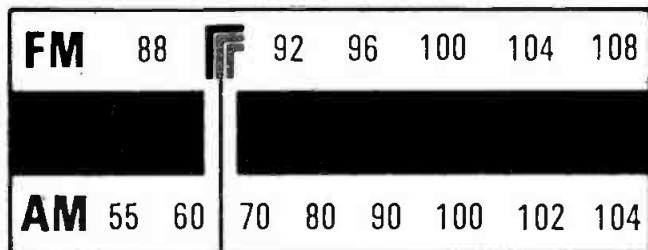
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on various grounds against band, Capitol Records and promoters who booked act. But earlier this month, he agreed to drop all litigation, totalling \$73 million, for out-of-court settlement of \$284,000.

Cycle plus completed. Jim Croce's *I Got a Name*—number-one hit through January and February—was originally written as theme for 20th Century-Fox's "The Last American Hero." Record was so much more popular than film that picture company is re-releasing "Hero" under new title—"I Got a Name."

And the hits keep on happening . . . Hollies newest single, *The Air That I Breathe*, should be arriving at stations this week. *Air* is Albert Hammond-penned tune, currently top five on British charts. New O'Jays single is *For the Love of Money* from *Ship Ahoy* album. It ships this week. Live O'Jays LP is due within month. Live Marvin Gaye album is also scheduled to ship by month's end. And fate of live recording of Bob Dylan's tour has yet to be decided. If Dylan and Band like tapes, it will be released in April. Eagles' new single and album—both called *On the Border*—ships next week. New Edgar Winter album—no title yet—will be ready for release in about month, as will new Sly and the Family album—also without name.

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).
- A DREAM GOES ON FOREVER, Todd Rundgren (Bearsville).
- ECSTASY, Raspberries (Capitol).
- HAPPINESS IS ME AND YOU, Gilbert O'Sullivan (MAM).
- HEAVENLY, Temptations (Gordy).
- HELP ME, Joni Mitchell (Asylum).
- HOUSTON, Glen Campbell (Capitol).
- I JUST CAN'T GET YOU OUT OF MY MIND, Four Tops (ABC/Dunhill).
- I'LL BE THE OTHER WOMAN, Soul Children (Stax).
- 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).
- PEPPER BOX, Peppers (Event).
- SHE, South Colt (Buddah).
- SHE'S MY LADY, Don Reed (MGM).
- SIMONE, Henry Gross (A&M).
- SINGING IN THE RAIN, Sammy Davis (MGM).
- SKYBIRD, Neil Diamond (Columbia).
- SUNDOWN, Gordon Lightfoot (Reprise).
- TAKE GOOD CARE OF HER, Elvis Presley (RCA).
- TOUCH & GO, Al Wilson (Rocky Road).
- UNBORN CHILD, Seals & Crofts (Warner Brothers).
- STILL . . . YOU TURN ME ON, Emerson, Lake and Palmer (Atlantic).
- YOU WON'T FIND ANOTHER FOOL, New Seekers (MGM South).
- YOUR CASH AIN'T NOTHING BUT TRASH, Steve Miller Band (Capitol).

NBC brings home a lot of bacon for parent RCA

Company breaks out for first time earnings and profits of divisions; consumer products contributes most, closely followed by broadcasting

NBC came within a whisker of being RCA's biggest profit center last year. It accounted for \$47.7 million or a flat 26% of the company's net profits, reaching virtually a first-place tie with the consumer electronic products and services operations. The latter accounted for \$48 million or 26.1% of total profits.

The figures, breaking out sales and profits by company segment for the first time, are contained in the RCA 1973 annual report. They show that the broadcasting division — under then-President (now Chairman) Julian Goodman—substantially outperformed the company as a whole, boosting its profits by 32.5% over 1972's \$36 million, on sales of \$684 million, a gain of 11.9%. RCA as a whole set new records on increases of 11% in sales and 16% in profits (BROADCASTING, Feb. 25).

The text of the report gives some additional NBC detail: The NBC-TV network "achieved new records in gross revenues [in 1973], up 13%, and in total advertisers, up 11%. NBC Sports enjoyed its best year: It led the networks in total audience, and its gross billings rose 18%."

If NBC had been RCA's biggest profit center last year, it would not have been the first time lately. Five-year charts in the report show clearly that NBC was the biggest contributor to profits in 1970. The charts do not give specific figures and RCA authorities declined to elaborate, but broadcasting's 1970 profit contributions appeared to be in the 36%-38% range. And its 1969 share of profits appeared to rival if not exceed 1973's.

Sales of RCA's consumer electronic products and services reached a new high of \$1,149,000,000 in 1973 but profits declined from \$57.7 million to \$48 million, partly because of a cost-price squeeze that RCA hopes will be relieved at least to some extent through price increases announced Jan. 1, 1974. In the same division RCA Records reached a new high in worldwide sales but suffered domestically and "is restructuring domestic operations with the goal of a return to profitability."

Sales of commercial electronics products rose 21% to \$644 million and their profits more than doubled to \$25.8 million. One contributor: "U.S. radio and TV stations increased their purchases and more countries abroad switched to color TV programming."

As reported in a proxy statement, Chairman Robert Sarnoff heads the list of RCA officers and directors for remuneration earned in 1973, with salary of \$300,000 and \$150,000 in incentive

RCA's divisional break-out

		Sales and other revenue		Net profit	
(Dollar amounts in millions)		\$	% Total	\$	% Total
Electronics—consumer products and services	1973	1,149	26.8	48.0	26.1
	1972	1,098	28.4	57.7	36.5
Electronics—commercial products and services	1973	644	15.0	25.8	14.1
	1972	531	13.7	11.7	7.4
Broadcasting (NBC)	1973	684	16.0	47.7	26.0
	1972	611	15.8	36.0	22.8
Vehicle renting and related services	1973	677	15.8	19.3	10.5
	1972	636	16.5	15.4	9.7
Communications	1973	165	3.9	18.2	9.9
	1972	137	3.5	13.6	8.6
Government business	1973	381	8.9	3.3	1.8
	1972	396	10.3	3.4	2.2
Other products and services	1973	581	13.6	21.4	11.6
	1972	454	11.8	20.3	12.8
Total	1973	4,281	100.0	183.7	100.0
	1972	3,863	100.0	158.1	100.0

Profit information is after deduction of allocations to the respective segments of corporate expenses not charged directly to any of the reported segments.

pay, of which \$75,000 was paid out last year.

Other highly paid executives and their salaries and incentive paid out in 1973, were: Anthony L. Conrad, president, \$200,000 and \$58,333; Julian B. Goodman, NBC president, \$169,615 and \$43,333; Robert L. Werner, executive vice president and general counsel, \$145,000 and \$40,000; Chase Morsey Jr., executive vice president, finance and planning, \$128,889 (no incentive award); Edgar H. Griffiths, executive vice president, \$117,500 and \$36,667; George H. Fuchs, executive vice president, industrial relations, \$101,667 and \$33,333; Howard R. Hawkins, executive vice president, \$100,000 and \$26,667, and Charles M. Odorizzi, who was executive president and became consultant to RCA last Jan. 1, \$65,200 and \$11,667.

Mr. Morsey resigned from RCA last November and made an agreement paying him \$166,000 and calling for his services as consultant from Jan. 1, 1974, to Dec. 31, 1975, at a monthly rate of \$2,000.

A notice to shareholders sets the date of the annual meeting for May 7 in NBC Studio 8-H in the RCA building, in New York. The meeting is slated to begin at 10:30 a.m.

Financial Briefs

MCA's new loan. MCA Inc., Los Angeles, has entered into \$150 million seven-year term loan and revolving credit agreement with Bank of America, First National Bank of Chicago and Crocker Bank on unsecured basis. New arrangement supersedes \$140 million term loan and revolving credit agreement secured with TV license contracts with first two banks, and provides for \$100 million loan, with annual repayments of \$12 million beginning March 1, 1976, and \$50 million revolving credit. Significance of new financial arrangements is return of MCA loans to unsecured basis, as it had been up until 1969 financial crunch for film industry.

Delay. Annual stockholders meeting of Combined Communications Corp., Phoenix-based outdoor advertising and broadcasting firm, has been postponed from April 16 to date to be set in May, at which time stockholders will have chance to vote again on merger with Pacific & Southern Broadcasting Co., Atlanta-based group broadcast owner. Karl Eller, CCC president, said postponement was due to need for sending stockholders revised proxy statement.

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	Stock symbol	Exch.	Closing Wed. March 13	Closing Wed. March 6	Net change In week	% change In week	1973-1974 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
Broadcasting												
ABC	ABC	N	27 3/4	25 3/8	+ 2 3/8	+ 9.35	34 1/4	20	10	16,584	460,206	
CAPITAL CITIES COMM.	CCB	N	38	35 3/4	+ 2 1/4	+ 6.29	62 1/2	29	15	7,198	273,524	
CBS	CBS	N	34 1/4	34 1/8	+ 1/8	+ .36	52	24 7/8	11	28,315	969,788	
CONCERT NETWORK*	O		3/8	7/8	- 1/2	- 57.14	7/8	1/4	8	2,200	825	
COX	COX	N	18	17 1/2	+ 1/2	+ 2.85	40 1/4	13 3/8	10	5,831	104,958	
FEDERATED MEDIA*	O		5 1/2	5 1/2		.00	5 1/2	2	18	820	4,510	
GROSS TELECASTING	GGG	A	12 1/2	12 3/4	- 1/4	- 1.96	18 3/8	10	8	800	10,000	
LIN	LINB	O	6 1/8	5 7/8	+ 1/4	+ 4.25	14 3/4	3 1/4	6	2,296	14,063	
MOONEY*	MOON	O	3	2 7/8	+ 1/8	+ 4.34	10 1/4	2 1/4	8	385	1,155	
PACIFIC & SOUTHERN	PSOU	O	5	5 1/2	- 1/2	- 9.09	13 3/4	4 1/2	71	1,751	8,755	
RAHALL	RAHL	O	5	5		.00	12 1/4	2 3/4	8	1,297	6,485	
SCRIPPS-HOWARD	SCRP	O	17	17 1/2	- 1/2	- 2.85	21 1/4	14 3/8	8	2,589	44,013	
STARR	S8G	M	7 7/8	8	- 1/8	- 1.56	24 1/2	7	6	1,069	8,418	
STORER	S8K	N	16 7/8	15	+ 1 7/8	+ 12.50	44	12	8	4,751	80,173	
TAFT	TFB	N	22	21 1/4	+ 3/4	+ 3.52	58 5/8	15 1/2	8	4,219	92,818	
WOODS COMM.*	O		3/4	3/4		.00	1 5/8	1/4	6	292	219	
Broadcasting with other major interests										TOTAL	80,397	2,079,910
ADAMS-RUSSELL	AAR	A	2 1/8	2 1/8		.00	5 3/8	2	6	1,259	2,675	
AVCO	AV	N	7	7 3/4	- 3/4	- 9.67	16	6 3/8	3	11,482	80,374	
BARTLELL MEDIA	BMC	A	1 3/8	1 3/8		.00	3 1/2	1	4	2,257	3,103	
JOHN BLAIR	BJ	N	7 1/2	7 1/4	+ 1/4	+ 3.44	13	4 7/8	6	2,403	18,022	
CAMPTOWN INDUSTRIES*	O		3/8	3/8		.00	2	1/4	5	1,138	426	
CHRIS-CRAFT	CCN	N	3 1/2	3 1/2		.00	6 5/8	2	10	4,162	14,567	
COMBINED COMM.	CCA	A	11 1/4	11 5/8	- 3/8	- 3.22	44	10	8	3,274	36,832	
COWLES	CWL	N	6 3/8	6 3/8		.00	9 5/8	4 3/4	14	3,969	25,302	
DUN & BRADSTREET	DNB	N	34 1/8	33 1/4	+ 7/8	+ 2.63	42	30	23	26,305	897,658	
FAIRCHILD INDUSTRIES	FEN	N	6	6		.00	13 3/8	4	55	4,550	27,300	
FUQUA	FQA	N	10	9 5/8	+ 3/8	+ 3.89	20 3/8	6 3/4	4	8,560	85,600	
GENERAL TIRE	GY	N	17 1/4	16 3/4	+ 1/2	+ 2.98	28 3/4	12	5	21,505	370,961	
GLOBETROTTER	GLBTA	O	3 5/8	3 3/4	- 1/8	- 3.33	8 1/8	1 7/8	4	2,759	10,001	
GRAY COMMUN.++	O		7	6 1/2	+ 1/2	+ 7.69	12 7/8	6 1/2	5	475	3,325	
HARTE-HANKS	HHN	N	8 1/4	8 1/4		.00	29 1/4	7	7	4,337	35,780	
JEFFERSON-PILOT	JP	N	31 7/8	32 5/8	- 3/4	- 2.29	40 7/8	27	14	24,082	767,613	
KAISER INDUSTRIES	KI	A	8 3/8	8	+ 3/8	+ 4.68	9 3/8	4	6	27,487	230,203	
KANSAS STATE NET.*	KSN	O	3 1/2	3 3/8	+ 1/8	+ 3.70	6 1/8	3 1/4	6	1,741	6,093	
KINGSTIP	KTP	A	6 1/4	5	+ 1 1/4	+ 25.00	14 1/4	4 1/4	6	1,154	7,212	
LAMB COMMUNICATIONS*	P		1 1/4	1 1/4		.00	2 5/8	1 1/4	25	475	593	
LEE ENTERPRISES	LNT	A	12 1/8	12 5/8	- 1/2	- 3.96	25	9 7/8	8	3,352	40,643	
LIBERTY	LC	N	15 3/8	14 7/8	+ 1/2	+ 3.36	23 7/8	13 3/8	7	6,631	101,951	
MCGRAW-HILL	MHP	N	8 1/8	7 7/8	+ 1/4	+ 3.17	16 7/8	6 3/8	8	23,525	191,140	
MEDIA GENERAL	MEG	A	24 7/8	25 1/4	- 3/8	- 1.48	43 1/2	20 1/2	9	3,546	88,206	
MEREDITH	MDP	N	10 1/4	10 1/4		.00	20 1/2	8 3/8	5	2,887	29,591	
METROMEDIA	MET	N	10	8 1/2	+ 1 1/2	+ 17.64	32 1/4	7	6	6,493	64,930	
MULTIMEDIA	MMED	O	13	12 1/2	+ 1/2	+ 4.00	30 1/4	11 1/2	10	4,388	57,044	
OUTLET CO.	DTU	N	9 1/8	9 3/8	- 1/4	- 2.66	17 5/8	8	5	1,379	12,583	
POST CORP.	POST	O	10 1/2	10 3/4	- 1/4	- 2.32	17	8	5	893	9,376	
PSA	PSA	N	9 1/4	9 3/8	- 1/8	- 1.33	21 7/8	6 1/8	14	3,768	34,854	
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 3/8	13 3/4	- 3/8	- 2.72	29 7/8	11 3/8	9	8,312	111,173	
ROLLINS	ROL	N	19 3/8	16 3/4	+ 2 5/8	+ 15.67	36 1/2	14 1/4	17	13,305	257,784	
RUST CRAFT	RUS	A	9 1/4	9 5/8	- 3/8	- 3.89	33 3/4	7 1/2	5	2,366	21,885	
SAN JUAN RACING	SJR	N	12 1/4	12 3/8	- 1/8	- 1.01	23 3/4	11 3/8	10	2,367	28,995	
SCHERING-PLOUGH	SGP	N	73 1/4	69 1/4	+ 4	+ 5.77	87 5/8	62 1/2	38	52,590	3,852,217	
SONDERLING	SDB	A	9 1/4	8 3/8	+ 7/8	+ 10.44	16 3/8	6 3/8	5	816	7,548	
TECHNICAL OPERATIONS	TO	A	6 3/8	5 7/8	+ 1/2	+ 8.51	13 1/2	4	7	1,359	8,663	
TIMES MIRROR CO.	TMC	N	16 3/8	16 1/2	- 1/8	- .75	25 7/8	13 7/8	10	31,145	509,999	
TURNER COMM.*	O		3 1/8	3	+ 1/8	+ 4.16	6	3	7	1,486	4,643	
WASHINGTON POST CO.	WPD	A	24 1/8	21 1/4	+ 2 7/8	+ 13.52	37	15 3/4	9	4,749	114,569	
WOMETCO	WOM	N	9 7/8	9 1/8	+ 3/4	+ 8.21	19 3/8	7 7/8	8	6,295	62,163	
Cablecasting										TOTAL	337,402	8,237,161
AMECO**	ACO	O	1/4	1/4		.00	3	1/8		1,200	300	
AMER. ELECT. LABS**	AELBA	O	1 3/4	2	- 1/4	- 12.50	3 5/8	1		1,673	2,927	
AMERICAN TV & COMM.	AMTV	O	12 1/2	15 3/4	- 3 1/4	- 20.63	39	7 1/4	36	3,174	39,675	
ATHENA COMM.**	O		5/8	5/8		.00	5 1/2	3/8		2,126	1,328	
BURNUP & SIMS	BSIM	O	21 1/8	20 3/4	+ 3/8	+ 1.80	34 3/4	15 1/8	27	7,907	167,035	
CABLECOM-GENERAL	CCG	A	3 1/8	3 1/2	- 3/8	- 10.71	8 7/8	1 3/4	104	2,536	7,925	
CABLE FUNDING CORP.	CFUN	O	6 3/8	6 1/4	+ 1/8	+ 2.00	9 3/4	4 1/2	53	1,121	7,146	
CABLE INFORMATION**	O		5/8	3/4	- 1/8	- 16.66	2 1/2	5/8		663	414	
CITIZENS FINANCIAL	CPN	A	3 1/8	3 1/4	- 1/8	- 3.84	9 1/2	2 3/8	9	2,390	7,468	
COMCAST*	O		2	1 3/4	+ 1/4	+ 14.28	5 3/8	1 1/2	8	1,705	3,410	
COMMUNICATIONS PROP.	COMU	O	3	3		.00	9 3/4	2 1/8	25	4,435	13,305	
COX CABLE	CXC	A	10	12	- 2	- 16.66	31 3/4	7 3/4	19	3,560	35,600	
ENTRON*	ENT	O	5/8	5/8		.00	9 1/4	1/4	4	1,358	848	
GENERAL INSTRUMENT	GRL	N	16 7/8	15 3/8	+ 1 1/2	+ 9.75	29 1/2	12 1/4	10	6,792	114,615	
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 3/8		.00	11 1/4	2 3/4	18	1,879	6,341	
SCIENTIFIC-ATLANTA	SFA	A	9	9 3/8	- 3/8	- 4.00	15 3/8	6 1/4	10	917	8,253	
TELE-COMMUNICATIONS	TCOM	O	4	4 1/4	- 1/4	- 5.88	21	2 5/8	16	4,619	18,476	
TELEPROMPTER	TP	N	6 1/4	6 7/8	- 5/8	- 9.09	34 1/2	3 3/4	37	16,482	103,012	
TIME INC.	TL	N	38 3/4	37	+ 1 3/4	+ 4.72	63 1/4	25 3/4	9	10,380	402,225	
TOCOM*	TOCM	O	4	4		.00	12 1/8	2 3/4	10	634	2,536	
UA-COLUMBIA CABLE	UACC	O	5 7/8	4 7/8	+ 1	+ 20.51	15	3 3/4	12	1,794	10,539	
VIACOM	VIA	N	6 5/8	7 1/4	- 5/8	- 8.62	20	4 5/8	11	3,851	25,512	
VIKOA**	VIK	A	3 1/8	3 1/2	- 3/8	- 10.71	9 1/8	1 3/4		2,591	8,096	
TOTAL										84,787	988,486	

	Stock symbol	Exch.	Closing Wed. March 13	Closing Wed. March 6	Net change In week	% change In week	1973-1974 High Low		P/E ratio	Approx. shares out (000)	Total market capital- ization (000)		
Programming													
COLUMBIA PICTURES**	CPS	N	3 1/4	3 1/2	-	1/4	-	7-14	9 7/8	2 1/4	6,748	21,931	
DISNEY	DIS	N	53 7/8	51 1/2	+	2 3/8	+	4-61	123 7/8	37	29,155	1,570,725	
FILMWAYS	FWY	A	5 3/8	4 7/8	+	1/2	+	10-25	5 3/4	2 1/8	1,801	9,680	
GULF + WESTERN	GW	N	28 3/8	26 1/4	+	2 1/8	+	8-09	35 3/4	21 3/8	13,945	395,689	
MCA	MCA	N	24 1/4	24 3/8	-	1/8	-	.51	34 1/4	18 1/2	8,379	203,190	
MGM	MGM	N	15	15				.00	24	7 5/8	5,918	88,770	
TELE-TAPE**	O		1/4	1/4				.00	1 3/4	1/4	2,190	547	
TELETRONICS INTL.*	O		4 1/8	4	+	1/8	+	3-12	10 1/2	2 1/2	943	3,889	
TRANSAMERICA	TA	N	9	9 5/8	-	5/8	-	6-49	17 5/8	6 1/8	66,354	597,186	
20TH CENTURY-FOX	TF	N	9	8 7/8	+	1/8	+	1-40	12 3/8	5	8,557	77,013	
WALTER READE**	WALT	O	1/2	1/2				.00	1 3/8	1/8	2,203	1,101	
WARNER	WCI	N	15 5/8	16 5/8	-	1	-	6-01	39 1/8	9	15,064	235,375	
WRATHER**	WCO	A	7 3/8	7 3/4	-	3/8	-	4-83	16 5/8	3 7/8	2,229	16,438	
Service										TOTAL	163,486	3,221,534	
BBDO INC.	O		12 7/8	13 1/2	-	5/8	-	4-62	17 7/8	10	2,513	32,354	
COMSAT	CO	N	38	37 1/2	+	1/2	+	1-33	64 1/2	32 1/2	10,000	380,000	
CREATIVE MANAGEMENT	CMA	A	5 1/4	5 3/4	-	1/2	-	8-69	9 1/2	3	1,016	5,334	
DOYLE DANE BERNBACH	DOYL	O	10 3/4	10 1/4	+	1/2	+	4-87	23 1/2	8 1/2	1,799	19,339	
ELKINS INSTITUTE**	ELKN	O	1/4	1/4				.00	1 1/4	1/4	1,897	474	
FOOTE CONE & BELDING	FCB	N	10 5/8	10 1/8	+	1/2	+	4-93	13 3/8	8 1/8	2,129	22,620	
GREY ADVERTISING	GREY	O	7 7/8	8	-	1/8	-	1-56	17 1/4	7 1/2	1,264	9,954	
INTERPUBLIC GROUP	IPG	N	11 3/4	10 3/4	+	1	+	9-30	25 3/8	9 3/4	2,464	28,952	
MARVIN JOSEPHSON	MRVN	O	8	8				.00	18 1/2	6 3/4	957	7,656	
MCCAFFREY & MCCALL*	O		9 1/4	9 1/4				.00	10 3/4	5	585	5,411	
MCI COMMUNICATIONS+	MCIC	O	4 7/8	5	-	1/8	-	2-50	8 7/8	3 3/4	12,825	62,521	
MOVIELAB**	MOV	A	1 1/2	1 1/2				.00	1 7/8	1/2	1,407	2,110	
MPO VIDEOTRONICS**	MPO	A	2 3/8	2 3/8				.00	4 7/8	2	540	1,282	
NEEDHAM, HARPER	NDHMA	O	7	7 1/2	-	1/2	-	6-66	26 1/4	5	917	6,419	
A. C. NIELSEN	NIEL8	O	22 1/2	20 5/8	+	1 7/8	+	9-09	40 1/2	19 3/4	10,598	238,455	
OGILVY & MATHER	OGIL	O	16 3/4	15 1/2	+	1 1/4	+	8-06	32 1/2	12 3/4	1,777	29,764	
PKL CO.*	PKL	O	1 1/8	1 1/4	-	1/8	-	10-00	3	1/4	818	920	
J. WALTER THOMPSON	JWT	N	10 5/8	10 7/8	-	1/4	-	2-29	24 3/4	8 1/4	2,625	27,890	
UNIVERSAL COMM.*	O		3/4	3/4				.00	12 1/2	1/2	715	536	
WELLS, RICH, GREENE	WRG	N	9 3/8	9 3/8				.00	21 1/8	7 1/2	1,623	15,215	
Electronics										TOTAL	58,469	897,206	
ADMIRAL	ADL	N	13 3/8	12 5/8	+	3/4	+	5-94	18	7 1/4	5,863	78,417	
AMPEX	APX	N	4 1/4	4 1/4				.00	6 7/8	3 1/8	10,878	46,231	
CCA ELECTRONICS*	CCAE	O	7/8	7/8				.00	3	3/4	881	770	
COHU, INC.	COM	A	3 1/2	3 5/8	-	1/8	-	3-44	7 7/8	2 5/8	1,542	5,397	
COMPUTER EQUIPMENT	CEC	A	2	1 3/4	+	1/4	+	14-28	2 7/8	1 3/8	2,372	4,744	
CONRAC	CAX	N	20 1/8	19 3/4	+	3/8	+	1-89	31 7/8	13 1/4	1,261	25,377	
GENERAL ELECTRIC	GE	N	55	56	-	1	-	1-78	75 7/8	53 7/8	182,348	10,029,140	
GRASS VALLEY GROUP	GVG	A	10 3/4	10 3/4				.00	16	5 1/2	1,501	16,135	
HARRIS-INTERTYPE	HI	N	31 3/8	30 1/2	+	7/8	+	2-86	49 1/4	24 1/2	6,227	195,372	
INTERNATIONAL VIDEO	IVCP	O	4 3/4	5	-	1/4	-	5-00	14 3/4	3 3/4	2,741	13,019	
MAGNAVOX	MAG	N	7 1/2	7 7/8	-	3/8	-	4-76	29 5/8	6 1/4	17,806	133,545	
3M	MMM	N	77	77				.00	91 5/8	71 1/4	113,054	8,705,158	
MOTOROLA	MOT	N	61	48 1/2	+	12 1/2	+	25-77	68 3/4	41 1/4	27,740	1,692,140	
OAK INDUSTRIES	OEN	N	12 3/8	12	+	3/8	+	3-12	20 1/2	9 1/2	1,639	20,282	
RCA	RCA	N	21 1/4	20 1/4	+	1	+	4-93	39 1/8	16 1/2	74,515	1,583,443	
ROCKWELL INTL.	ROK	N	28 1/8	26 1/2	+	1 5/8	+	6-13	32 5/8	23 1/8	27,245	766,265	
RSC INDUSTRIES	RSC	A	1 5/8	1 5/8				.00	2 1/2	1 1/8	3,458	5,619	
SONY CORP	SNE	N	28 3/8	29 1/4	-	7/8	-	2-99	57 1/4	21 1/4	66,250	1,879,843	
TEKTRONIX	TEK	N	45 1/2	43 1/2	+	2	+	4-59	56 5/8	29 7/8	8,179	372,144	
TELEMATION**	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	475	2,850	
VARIAN ASSOCIATES	VAR	N	13 1/8	12 1/2	+	5/8	+	5-00	19 1/2	9 5/8	6,617	86,848	
WESTINGHOUSE	WX	N	22 1/2	24	-	1 1/2	-	6-25	47 3/8	21 1/8	88,595	1,993,387	
ZENITH	ZE	N	31 1/8	30 1/4	+	7/8	+	2-89	56	25	18,888	587,889	
TOTAL										671,125	28,246,246		
Standard & Poor's Industrial Average			111.65	109.51	+2.14		GRAND TOTAL			1,395,666	43,670,543		
A-American Stock Exchange		Over-the-counter bid prices supplied by					P/E ratios are based on earnings-per-share					* P/E ratio computed with	
M-Midwest Stock Exchange		Hornblower & Weeks, Hemphill-Noyes Inc.,					figures for the last 12 months as published					earnings figures of company's	
N-New York Stock Exchange		Washington.					by Standard & Poor's Corp. or as obtained					last published fiscal year.	
O-Over the counter (bid price shown)		Yearly highs and lows are drawn from					through <i>Broadcasting's</i> own research. Earning					† No annual earnings figures	
P-Pacific Coast Stock Exchange		trading days reported by <i>Broadcasting</i> .					figures are exclusive of extraordinary					are available.	
††Stock did not trade on Wednesday;		Actual figures may vary slightly.					gains or losses.					** No P/E ratio is computed;	
closing price shown is last traded price.												company registered net losses.	

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
††Stock did not trade on Wednesday;
closing price shown is last traded price.

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.

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.

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

Company	Period/Ended	CURRENT AND CHANGE			YEAR EARLIER		
		Revenues	Change	Net Income	Revenues	Net Income	Per Share
Computer Equipment Corp.	year 12/31	27,546,000	+ 32.5%	521,000	20,789,000	539,000	.21
Fairchild Industries Inc. ¹	year 12/31	237,224,038	+ 3.1%	(2,263,124)	229,986,045	6,187,112	1.36
Gulf & Western Industries Inc.	6 mo. 1/31	1,056,828,000	+ 20.4%	46,504,000	878,378,000	42,152,000	2.08
Ogilvy & Mather International Inc. ...	year 12/31	476,293,540	+ 13.5%	4,967,674	419,511,030	4,426,342	2.43
Rahall Communications Corp.	6 mo. 12/31	4,251,000	- 10.8%	269,000	4,764,000	909,000	.70

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

† Less than one cent per share.

¹ Results for 1973 reflect reduction of \$5.5 million in the carrying value of

the investment in, and advances to, American Satellite Corp., a wholly owned subsidiary.

The Ten Eighty Corporation

has purchased WTIC
AM-FM Hartford,
Connecticut, from

Broadcast-Plaza, Inc.

A Subsidiary of
The Travelers Corp.

for \$6,000,000

The undersigned acted as
agent for Broadcast-
Plaza, Inc.
in this transaction

R.C. CRISLER & CO., INC.

Cincinnati, Ohio • Tucson, Arizona

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Media



Masilotti

Richard E. Masilotti,
VP and director of
network relations,
Foote, Cone & Beld-
ing, Chicago, ap-
pointed director,
Central sales, NBC-
TV, Chicago, replac-
ing Cy Wagner, who
resigns.

Richard A. Williams,
former VP and New
York sales manager,
Metro TV Sales, named general manager
of Kaiser Broadcasting National Sales,
new national sales arm of Kaiser Broad-
casting Co., based in New York. Kaiser
established its own national sales organi-
zation last fall when its former sales
rep, Metro TV Sales, discontinued rep-
resentation of stations not owned by par-
ent Metromedia.

N. Thomas Eaton, VP-news, WFSB-TV
Hartford, Conn., appointed VP-assistant
to Daniel E. Gold, general manager of
newly acquired Post-Newsweek station.

John Risher, general sales manager,
WIXY(AM) Cleveland, named station man-
ager, WDEE(AM) Detroit. Both are GLOBE-
trotter Communications Inc. stations.

Kenneth R. Croes, president/general man-
ager, KOCO-TV Oklahoma City, elected
president, Oklahoma Telecasters Associa-
tion.

Hal Rosenberg, VP and general manager,
KRTH(FM) Los Angeles, named VP-gen-
eral manager, KFSD-FM San Diego.



Orenbach

Robert Orenbach,
sales manager, WRVR-
(FM) New York,
assumes additional
duties as general
manager.

Hal Kemp, program-
ing and news di-
rector, KTRH(AM)
Houston, named sta-
tion manager.

Kip Hawley, gen-
eral manager, WBRU-
(FM) Providence, R.I., named VP,
Brown Broadcast Service Inc., station
licensee.

Charles E. Jackson, administrator, press
and publicity, KNBC(TV) Los Angeles,
named manager of department.

Clyde Formby, program manager, KSAT-
TV San Antonio, Tex., joins KHTV(TV)
Houston as operations manager.

Don Kobiela, announcer, WKBW(AM)
Buffalo, N.Y., joins WHLW(AM) Lake-
wood, N.J., as operations manager.

Gene Swanzy, manager technical opera-
tions, Public Broadcasting Service, Wash-
ington, appointed director, operations.

Sjef Frenken, with radio division, Cana-
dian Radio - Television Commission,

Broadcast Programs Branch, Ottawa, ap-
pointed chief of radio division.

Lovie Dees, with operations department,
KOOL-TV Phoenix, named assistant opera-
tions manager.

Chet Campbell, advertising - promotion
manager, WMAQ-TV Chicago, retires April
first.

Broadcast Advertising

Frank Elliott, director-sales development,
CBS TV Spot Sales, New York, named
national sales manager for Christian
Broadcasting Network, Portsmouth, Va.,
and will make his headquarters at group
owner's WHAE-TV Atlanta.

Robert I. Mart, national sales manager,
KTVU-TV San Francisco-Oakland, named
general sales manager.

Dick Zapata, sales manager, WXON(TV)
Detroit, named general sales manager,
WDRB-TV Louisville, Ky.

Edith Gilson, associate research director,
J. Walter Thompson Co., New York,
named VP.



Weithas

Richard Weithas,
account executive,
Campbell - Ewald,
Detroit, named VP.

R. King Patterson,
account executive,
WSTV-TV Steuben-
ville, Ohio, named
general sales man-
ager.

Stephen L. Coppock,
with sales staff,
Caldwell-Van Riper,
Inc., Indianapolis, named VP.

Charles Bieber, media director, Bozell &
Jacobs, New York, named VP-media di-
rector, Gilbert Advertising Agency, New
York.

Tucker Halleran, assistant general man-
ager, General Foods, Ltd., Japan, joins
SSC&B, New York, as senior VP. Mr.
Halleran was SSC&B account executive
before joining General Foods eight years
ago.

John R. Morris elected VP-marketing of
Campbell Soup Co., Camden, N.J. He
will continue as president of Campbell
subsidiary, Champion Valley Farms, Inc.,
makers of Recipe brand pet foods, Cam-
den.

Jerome Horwitz Jr., sales manager,
WMOD(FM) Washington, joins Harry I.
Clarkson Associates adv., Washington, as
VP-marketing.

Richard D. Flynn, VP/creative director,
BBDO, Minneapolis office, joins The
Bloom Agency of Dallas as VP/creative
director.

Lou Kapuscinski, VP, Weltin Advertising,
Atlanta, named VP-creative director.

Programming



Mortenson

(BROADCASTING, Feb. 11).

Arthur M. Mortenson, chief executive officer and member of board, Hughes Television Network, New York, assumes additional duties of president, post vacated since **Robert D. Hales** resigned last month to join Chesebrough-Ponds, Greenwich, Conn.



Duffy

Angeles.

Christopher Duffy, broadcasting director, KMOX-TV St. Louis, joins WLS-TV Chicago, as program director.

David Dunn, formerly executive director, Chris Craft Productions Inc., Los Angeles, elected president, Creative Productions Inc., Los

Charles Naylor, supervisor-broadcast publicity, ABC Broadcast Division, New York, named Eastern manager, press department, Universal Television, New York.

Bill Franks, production manager, WVTU-TV Milwaukee, named program director.

Fred K. Leo, sports director of KWGN-TV Denver, resigns to go into semiretirement.

Broadcast Journalism

Helen Thomas, senior correspondent, United Press International, Washington bureau, named UPI White House reporter; **Bob Miller**, general news desk, UPI New York, named general news editor there; **David Anderson**, Washington bureau, named UPI religion writer.

John O'Regan, producer, CBS News, New York, named assistant national editor and Northeast bureau chief.

Pete Simmons, New York bureau chief for Television News Inc., syndicated TV news service, named acting news director following departure of **Dick Graf**, VP and news director.

Duane Stacker, news director, WCWA(AM) Toledo, Ohio, joins WITL-AM-FM Lansing, Mich., in same position.

John Raymond, news announcer, KTRH(AM) Houston, named news director.

Randy D. Covington, editorial director, KXYZ(AM) Houston, joins KHOU-TV Houston as news assignment editor and field reporter.

Cable

Gene Robinson, California sales representative, Anixer-Pruzan, Santa Ana, Calif., CATV equipment manufacturer, named Western regional manager.



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Equipment & Engineering



Lehne

Henry Lehne, VP-systems programs, GTE Information Systems, subsidiary of General Telephone & Electronics Inc., named senior VP - manufacturing services, GTEsylvania Inc., also subsidiary of parent GTE.

Stephen A. Schoen, franchising director, Community Telecommunications Inc., Denver joins Jerrold Electronics Corp., Horsham, Pa., as sales manager, Western region.

Gene Maffei, account dealer, Sony Corp., San Francisco, named national administration manager, JVC Industries, equipment manufacturers, Clifton, N.J.

Allied Fields

Larry F. Manuel, product manager, Arbitron Radio, Beltsville, Md., elected VP-general manager, operations and production. He succeeds **Herb Kaufman** who resigns. **Bryce Rathbone**, Eastern sales manager, Arbitron Radio, New York, appointed Eastern sales manager, Arbitron Television, New York. He is succeeded by **Marvin J. Strauser**, formerly with Eastern sales staff, Arbitron Radio, there.

Deaths

Alex Benson, 46, editor and producer of specials for NBC Radio network news, died March 12 in New York of complications arising from meningitis. Mr. Benson joined NBC in 1967 working as assignment editor for WNBC(AM) New York, and writer for WNBC-TV evening

newscast before joining radio network last summer. He is survived by his wife, Hannah, and daughter.

Earl Clifford Walck, 69, FCC trial attorney since 1953, died March 6, of heart attack in Crestline, Ohio, while returning to Washington from trip. His survivors include wife, Nannie Maude, and one daughter.

Mary Merryfield, 62, moderator, *Radio Journal for Women*, on WMAQ(AM) Chicago from 1951 to 1958, and syndicated columnist for *Chicago Tribune*, died March 1.

Martha Wentworth, 80, radio network actress in 1930's and 1940's, died March 8 in Sherman Oaks, Calif. She is survived by daughter and son.

Herb Bloomberg, 70, retired VP, Merv Griffin Group Stations, New York, died March 12 in Scottsdale, Ariz., of heart attack.

For the Record®

As compiled by BROADCASTING, March 4 through March 8, 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. *—noncommercial.

New TV stations

Final action

■ *WPBO-TV Portsmouth, Ohio—Broadcast Bureau granted license covering permit for a new educational TV. Action Feb. 28 (BLET-351).

Call letter application

■ South Carolina Educational Television Commission, Sumter, S.C.—Seeks *WRJA-TV.

Existing TV stations

Final actions

■ KUAM-TV Agaña, Guam—FCC granted request

by Pacific Broadcasting Corp., licensee, for waiver of rules for 120 day period or until June 1, 1974, to permit operation by persons holding third-class radio-telephone licenses. Action Feb. 27.

■ WKYH-TV Hazard, Ky.—Broadcast Bureau rescinded action of Feb. 15, 1974, granting application for renewal. Action Feb. 27.

■ WMTW-TV Poland Springs, Me., and WPTZ-TV Plattsburgh, N.Y.—FCC denied application by Loren and Thomas Rivers, et al., for review of July 10, 1973, ruling by Broadcast Bureau that toy mouse commercials broadcast by WMTW-TV and WPTZ-TV did not violate any commission policy or rule, or provision of the Communications Act. Action Feb. 27.

■ *WDCN-TV Nashville—Broadcast Bureau granted CP to change type trans. (BPET-477); granted CP to install new aux. trans. at main trans.-ant. location (BPET-478). Action Feb. 28.

■ KRIS-TV Corpus Christi, Tex.—Broadcast Bureau granted CP to change ERP aur.; type trans. (BPCT-4704). Action Feb. 28.

■ *KERA-TV Dallas—Broadcast Bureau granted mod. of license covering change in name of station to Public Communication Foundation for North Texas (BMLT-126, BMLTS-592). Action Feb. 28.

Other actions

■ FCC, in response to request by George T. Herreich, applicant for a license to cover CP for KFPW-TV Fort Smith, Ark., and for renewal of license of KAIT-TV Jonesboro, Ark., has scheduled oral argument for April 11, 1974, 9:30 a.m. on exceptions to initial decision in TV proceeding

(Docs. 19291-2). Action Feb. 27.

■ FCC denied petition by Capitol Broadcasting Co. for reconsideration of new rules providing for public inspection of television station program logs. Petition by NBC for partial stay of effective date (March 1, 1974) of new rules as they applied to stations with automatic logging facilities and petition for reconsideration were granted in part and otherwise denied (Doc. 19667). Action Feb. 28.

■ FCC denied request by National Association of Independent Television Producers and Distributors for year's delay (until September 1975) in effective date of changes in prime time access rule which were adopted Jan. 23, 1974, in Report and Order in docket 19622 (FCC 74-80).

Call letter applications

■ KITC Nampa, Idaho—Seeks KIVI.

■ KHPL-TV Hayes Center, Neb.—Seeks KWNB-TV.

New AM stations

Starts authorized

■ KBAI Morro Bay, Calif.—Authorized program operation on 1150 khz, 500 w-D. Action Feb. 11.

■ KZIQ Ridgecrest, Calif.—Authorized program operation on 1360 khz, 1 kw-D. Action Feb. 25.

■ WPUP(AM) Bay St. Louis, Miss.—Authorized program operation on 1190 khz, 5 kw-D. Action Feb. 19.

■ WRRL Rainelle, W. Va.—Authorized program operation on 1130 khz, 1 kw-D. Action Feb. 4.

Other actions

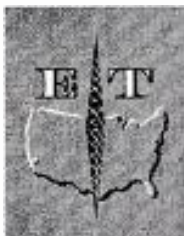
■ Review board in Santa Cruz, Calif., AM proceeding, granted request by Broadcast Bureau for extension of time through March 8 to file reply to opposition to petition to add issues by Progressive Broadcasting. Proceeding involves mutually exclusive applications for new AM by St. Cross Broadcasting at Santa Cruz and Progressive at Aptos-Capitola, Calif. (Docs. 19503, 506). Action Feb. 28.

■ Iowa City, Iowa—Review board granted Braverman Broadcasting Co. 1560 khz, 1 kw-DA-2 (Docs. 19596-7). P.O. address: 1015 Oakcrest, Iowa City 52240. Estimated construction cost \$39,000; first-year operating cost \$69,932; revenue \$48,000. Principal: A. Kent Braverman (100%) is real estate businessman in Iowa City. Board also approved agreement between BBC and Burns, Rieke and Voss Associates for reimbursement of expenses in return for dismissal of BRV application for same facilities (Doc. 19596). Action Feb. 28.

■ Shreveport, La.—Review board granted James E. Reese 1300 khz, 500 w-D (Docs. 19507-9). P.O. address: 43 54th St., Gulfport, Miss. 39501. Esti-

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mated construction cost \$24,046; first-year operating cost \$24,000; revenue \$36,000. Principals: Mr. Reese has interests in KGCM-AM-FM Gulfport, Miss., and in Tri-Cities Broadcasting Co. Competing applications of North Caddo Broadcasting Co. to change operation of KNCB Vivian, La., from 1600 khz, 5 kw-D to 1300, 5 kw-D, and Bossier Broadcasting Co. for new AM to operate on 1300 khz, 1 kw-D at Bossier City, La., were denied. Action Feb. 8.

■ Review board in San Juan, Rio Grande, Isabel Segunda and Vieques, Puerto Rico, AM proceeding, granted petition by Figueroa & Associates for extension of time through March 22 to file responsive pleadings to petition to delete issues and petition to add issues by Boricua Broadcasting, and petition to accept delayed pleadings, petition to modify issues, petition to add issues, and petition to add issues against Vieques Radio filed by Cavallaro Broadcasting. Proceeding involves competing applications of Cavallaro Broadcasting, Boricua Broadcasting, and Summit Broadcasting of Puerto Rico Inc., for new AM on 1030 khz in San Juan, and Figueroa at Rio Grande, and Vieques Radio at Isabel Segunda, Vieques (Docs. 19897-901). Action Feb. 28.

Existing AM stations

Final action

■ KFRB, Fairbanks, Alaska—FCC denied request by Northern Television Inc. for waiver of rules on AM nighttime clear channel station assignments, and its application to change frequency of KFRB Fairbanks from 900 khz to 820 khz has been returned as unacceptable. Action Feb. 27.

Fines

■ KSLY San Luis Obispo, Calif.—FCC ordered KSLY Broadcasting Co., licensee, to forfeit \$1,000 for willful violation of rules by broadcasting editorial endorsements of political candidates on eve of general election without informing other candidates of broadcast and its proposed contents sufficiently far in advance for them to have reasonable opportunity to prepare responses and have them broadcast. Action Feb. 28.

■ WDMG Douglas, Ga.—FCC ordered WDMG Inc., licensee, to forfeit \$2,500 for repeated failure to operate station as required in its license and repeated rule violations by operating at night with nondirectional antenna, failure to log required directional antenna parameters, and maintenance log violations. Action Feb. 27.

Call letter application

- KPNG Port Neches, Tex.—Seeks KSUZ.
- KDNC Spokane, Wash.—Seeks KXXR.

Call letter actions

- KBOM Bismarck-Mandan, N.D.—Granted KWWB.
- KRSD Rapid City, S.D.—Granted KTOQ.
- WAFC Staunton, Va.—Granted KWDW.

New FM stations

Applications

■ *Duluth, Minn.—Minnesota Educational Radio seeks 92.9 mhz, 46 kw. HAAT 603 ft. P.O. address: 400 Sibley St., St. Paul 55101. Estimated construction cost \$65,625; first-year operating cost \$20,000. Principal: William H. Kling is president of Minnesota Educational Radio. Ann. Feb. 21.

■ *Jackson, Miss.—Educational Broadcasters of Mississippi seeks 91.5 mhz, 10 w. P.O. address: Box 6567, Jackson 39212. Estimated construction cost \$2,700; first-year operating cost \$7,700. Principal: Robert Sanders is president of Educational Broadcasters. Ann. Feb. 21.

■ *Raleigh, N.C.—Educational Information Corp. seeks 89.7 mhz, 10 kw. P.O. address: 2517 Wilbon St., Durham, N.C. 27704. Estimated construction cost \$4,850; first-year operating cost \$20,000. Principal: Gregory F. Procopio is technical director of corporation. Ann. Feb. 21.

■ Southport, N.C.—Brunswick Broadcasting Co. seeks 107.1 mhz, 3 kw. HAAT 300 ft. P.O. address: 600 Fairmont St., Greensboro 27401. Estimated construction cost \$43,923; first-year operating cost \$25,200; revenue \$50,000. Principals: Clarence S. Mowery Jr. and Willard S. Taylor (50% each). Mr. Mowery is Western Electric employee; Mr. Taylor is retired radio engineer. Ann. Feb. 25.

■ *Hamilton, Ohio—Hamilton City School District seeks 89.5 mhz, 10 kw. P.O. address: 332 Dayton St., Hamilton 45012. Estimated construction cost \$9,245; first-year operating cost \$1,150. Principal: Dr. James Fry is superintendent of schools. Ann. Feb. 21.

■ *Toledo, Ohio—Board of Education, Toledo City School District seeks 88.3 mhz, 10 kw. P.O. address: Manhattan and Elm, Toledo 43608. Estimated construction cost \$85,000; first-year operating cost \$3,000. Principal: Mr. John Parsons is assistant superintendent of Board of Education. Ann. Feb. 28.

Summary of broadcasting

According to the FCC, as of Feb. 28, 1974

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,374	3	23	4,400	52	4,452
Commercial FM	2,456	0	52	2,508	161	2,669
Commercial TV-VHF	505	1	7	513	7	520
Commercial TV-UHF	191	0	3	194	38	243
Total commercial TV	696	1	10	707	45	763
Educational FM	619	0	28	645	93	738
Educational TV-VHF	88	0	3	91	5	96
Educational TV-UHF	131	0	10	141	3	144
Total educational TV	216	0	17	233	5	240

* Special temporary authorization

■ *San Antonio, Tex.—San Antonio Community Radio Corp. seeks 89.1 mhz, 50 kw. HAAT 450 ft. P.O. address: 225 Castano, San Antonio 78209. Estimated construction cost \$96,339; first-year operating cost \$82,000. Principal: Pleas McNeel is president of company. Ann. Feb. 21.

■ *San Antonio, Tex.—Southwest Texas Public Broadcasting Council seeks 89.1 mhz, 100 kw. HAAT 373 ft. P.O. address: Box 7158 Austin, Tex. 78712. Estimated construction cost \$81,500; first-year operating cost \$68,575. Principal: Council owns *KLRN-TV San Antonio. John H. Nash Jr. is president. Ann. Feb. 25.

Starts authorized

■ *KTOO(FM) Juneau, Alaska—Authorized program operation on 104.3 mhz, TPO 10 w. Action Feb. 11.

■ KYOT(FM) Sterling, Colo.—Authorized program operation on 96.7 mhz, ERP 940 w, HAAT 500 ft. Action Feb. 11.

■ *WRPS(FM) Rockland, Mass.—Authorized program operation on 91.5 mhz, TPO 10 w. Action Feb. 11.

■ *WRSU-FM New Brunswick, N.J.—Authorized program operation on 88.7 mhz, ERP 1350 w, HAAT 126 ft. Action Feb. 4.

■ *KUGS(FM) Bellingham, Wash.—Authorized program operation on 89.3 mhz, TPO 10 w. Action Feb. 11.

Final action

■ Boone, Iowa—Ken Kilmer Broadcasting Co. Broadcast Bureau granted 98.3 mhz, 3 kw HAAT 207 ft. P.O. address 813 Keeler Street, Boone 50036. Estimated construction cost \$12,159; first-year operating cost \$11,020; revenue \$12,500. Principals: Ken Kilmer (66%) and E. G. Wenrick (34%). Messrs. Kilmer and Wenrick own KWBG(AM) Boone. Mr. Wenrick also has interest in KBOE(AM) Oskaloosa, Iowa and KTTN(AM) Trenton, Mo. (BPH-8678). Action Feb. 25.

Initial decision

■ Atlanta, Tex.—Administrative Law Judge Lenore G. Ehrig proposed granting application of Cass County Broadcasting Co. for 99.3 mhz, 3 kw (Docs. 19782-3). P.O. address: 114 w. Main, Atlanta, Tex. Estimated construction cost \$23,717; first-year operating cost \$27,300; revenue \$30,000. Principals: Gloria D. Herring (80%) and A. T. Moore (20%). Ms. Herring is executrix of estate of Alvis N. Dowd, owner of KNCB(AM) Vivian, La. Mr. Moore is radio technician for KNCB. Action Feb. 21.

Other action

■ Review board in Bloomington, Ind., FM proceeding, granted motion by Indiana Communications for extension of time through March 1 to file oppositions to motion for leave to file further motion to add issues and further motion to add issues by Bloomington Media Corp. Proceeding involves competing applications of Henderson Broadcasting, Indiana Communications and Bloomington Media for new FM on 96.7 mhz at Bloomington, Ind. (Docs. 19813-15). Action Feb. 28.

Rulemaking petitions

The following amendments to the FM table of assignments are requested:

■ KIFN Phoenix—Seeks to assign ch. 300 to Phoenix (RM-2320). Ann. March 1.

■ KIEL Elizabethtown, Ky.—Seeks to assign ch. 221A to Elizabethtown, and to substitute ch. 215 for ch. 220 at Louisville, Ky. (RM-2322). Ann. March 1.

■ Carmel, N.Y.—Carmel Broadcasting Inc.—Seeks to assign ch. 288A to Patterson, N.Y. (RM-2321). Ann. March 1.

■ KEPP South Pittsburg, Tenn.—Seeks to assign ch. 269A to South Pittsburg (RM-2323). Ann. March 1.

Call letter application

- *Ricker College, Houlton, Me.—Seeks WRNE.
- Wasque Corp., Tisbury, Mass.—Seeks WVOI.
- Broadcasters and Publishers Inc., Pascagoula, Miss.—Seeks WPEM.
- KSID Radio, Inc., Sidney, Neb.—Seeks KSID-FM.
- *Central School Dist. #1, towns of Rush-Henrietta - Pittsford - Brighton, Henrietta, N.Y. — Seeks WRHR.
- Valley Broadcasters Inc., Edinburg, Tex.—Seeks KESI.

Call letter action

- Clark Communications Corp. Inc., Vandalia, Ill. —Granted WKRV.
- Chief Pontiac Bdcg. Corp. Inc., Cadillac, Michigan—Granted WITW.
- *Board of Trustees of Montclair State College, Upper Montclair, N.J.—Granted WMSC.

Existing FM stations

Fine

■ WYSP(FM) Philadelphia — FCC notified SJR Communications, licensee, that it has incurred apparent liability for forfeiture of \$10,000 for willfully or repeatedly failing to observe provisions of sections 73.282 (program log), 73.283 (operating log), and 73.1205 (fraudulent billing). FCC also admonished SJR Communications, in separate action, concerning broadcast of contest allegedly rigged by station's former general manager. Action Feb. 27.

Call letter applications

- KCAB-FM Dardanelle, Ark.—Seeks KWKK.
- WFMF Chicago—Seeks WLOO.
- KOWC Cedar Rapids, Iowa—Seeks KICR.
- KNDC-FM Spokane, Wash.—Seeks KXXR-FM.

Call letter actions

- WELA Jesup, Ga.—Granted WSOJ-FM
- WKLO-FM Louisville, Ky.—Granted WCSN
- *KZAG Dallas, Tex.—Granted KERA-FM.
- KTW-FM Seattle, Wash.—Granted KZOK

Renewal of licenses, all stations

■ KPLD(FM) Branson, Mo.—Broadcast Bureau granted renewal of license subject to condition that assignment of license be consummated within 45 days. Action Feb. 26.

■ Broadcast Bureau granted renewal of licenses for the following stations, their co-pending auxiliaries and SCA's where appropriate: KRIT(FM) Clarion and KDLS-FM Perry, both Iowa; KGRC(FM) Hannibal and KLTJ Macon, both Mo.; WMUS-AM-FM Muskegon and WIOS Tawas City, both Mich.; WKKD-FM Aurora and *WVKC(FM) Galesburg, both Ill.; and WWWW and WWWW(FM) Cleveland. Actions Feb. 28.

Modification of CP's, all stations

■ KAIR Tucson, Ariz.—Broadcast Bureau granted mod. of CP to extend completion date to August 15, 1974 (BMP-13740). Action. Feb. 26.

■ WKRO Cairo, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to August 7, 1974 (BMP-13737). Action Feb. 26.

■ KXLW Clayton, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to June 1, 1974 (BMP-13743). Action Feb. 26.

■ WVEO(TV) Aguadilla, Puerto Rico—Broadcast

Bureau granted mod. of CP to extend completion date to January 1, 1975 (BMPCT-7524). Action Feb. 28.

■ **WAMB** Donelson, Tenn.—Broadcast Bureau granted mod of CP to extend completion date to June 27, 1977 (BMP-13742). Action Feb. 28.

Other action, all services

■ Oral argument before FCC in multiple ownership proceeding has been scheduled for June 18 and 19. Deadline for filing written comments or notices of appearance is May 1. In further notice of proposed rulemaking, FCC proposed amendment of rules relating to multiple ownership of standard, FM and television broadcast stations to require divestiture, within five years, to reduce one party's media holdings in any market to one or more daily newspapers, or one television station, or one AM-FM combination. Action Feb. 28.

Ownership changes

Applications

■ **KHQL-TV** Albion, **KHPL-TV** Hayes Center, **KHOL-TV** Kearney and **KHTL-TV** Superior, all Nebraska—Seek transfer of control of Bi-States Co. from F. Wayne Brewster, et al. (100% before, none after) to NTV Enterprises Inc. (none before, 100% after). Consideration: \$1,900,000. Principals: John W. Payne (10% share) and Alan M. Oldfather (16 2/3% share) are president and treasurer, respectively, of NTV Enterprises. Ann. Feb. 14.

■ **WCPS-AM-FM** Tarboro, N.C.—Seeks transfer of control of Coastal Plains Broadcasting from V. E. and L. H. Fountain (100% before, 32% after) to Robert L. Harper (none before, 50% after). Consideration: \$152,662. Principal: V. E. and L. H. Fountain own Eastern Shopping Centers Inc., licensee. Mr. Harper is president and general manager of WCPS. Ann. Feb. 14.

■ **KWHO-AM-FM** Salt Lake City—Seeks assignment of license from Reese C. Anderson (100%) to Marvin C. (51%) and Rhea S. Zitting (49%) for \$200,000. Mr. Zitting is training director at Parker Packing Co. and former KWHO engineer. Mr. Zitting is real estate salesperson. Ann. Feb. 14.

■ **WMFM(FM)** Madison, Wis.—Seeks assignment of license from Earl W. Fessler (100%) to Midcontinent Broadcasting Co. for \$275,000. Buyers: N. L. Benson, Joseph L. Floyd, Edmond R. Ruben (3 1/4% each). Midcontinent owns WTOS(AM) Madison, Wis. and KDLO-FM Watertown, KDLO-TV Florence, KPLO-TV Reliance, all S.D. Ann. Feb. 21.

■ **WPDR-AM-FM** Portage, Wis.—Seeks assignment of license from Comstock Publishing Co. to Kramer Broadcasting for \$237,000 and adjustments. Seller: William T. Comstock (100%). Buyer: Edward A. Kramer (100%) is former station manager of WDUX-AM-FM Wampaca, Wis. Ann. Feb. 14.

Final actions

■ **KPLD(FM)** Branson, Mo.—Broadcast Bureau granted assignment of license from Taneycomo Broadcasting Corp. to Taneycomo Broadcasting Co. for \$80,200. Seller: Saul A. Nuccitelli, president, et al. (100%). Buyers: Charles W. and Dolores L. Hestington (together 100%). Hestingtons own real estate and restaurant interests in Branson (BALH-1932). Action Feb. 26.

■ **KQIK(AM)** Lakeview, Ore.—Broadcast Bureau granted assignment of license from Pacific Northwest Radio Inc. to Lake County Communications Inc. for \$55,000. Seller: E. L. McKinney (100%). Buyers: Ernest L. Riedelbach and Max Thorley (each 50%). Mr. Riedelbach is announcer and sales manager of KSUB(AM) Cedar City, Utah. Mr. Thorley has land development interests in Cedar City (BAL-8014). Action Feb. 28.

■ **KBCH(AM)** Lincoln City, Ore.—Broadcast Bureau granted assignment of license from Yaquina Radio Inc. to Lincoln City Broadcasting Inc. for \$175,000. Seller: Thomas R. Becker, president, et al. (100%). Mr. Becker has interest in KNPT(AM) Newport, Ore. Buyers: Leo A. McLachlan (100%), president. Mr. McLachlan recently sold interest in KLTZ(AM) Glasgow, Mont. (BAL-8024). Action Feb. 28.

■ **KYJC(AM)** Medford, Ore.—Broadcast Bureau granted assignment of license from Medford Printing Co. to Matco Inc. for \$325,000. Sellers: Mabel W. Ruhl, president et al. (100%). Buyers: Russell H. Matthias (75%) and William W. Matthias (25%). Messrs. Matthias also own KBOM(AM) Bismarck, N.D., KOOK(AM) Billings, Mont. and application to acquire KERG(AM) Eugene, Ore. is pending (BAL-8048). Action Feb. 28.

■ **KFMN(FM)** Abilene, Tex.—Broadcast Bureau granted assignment of license from Fine Music Enterprises Inc. to David L. Boyll for assumption of liabilities totaling \$46,349. Sellers: Lowell G. Perry, president, et al. (100%). Buyer: Mr. Boyll is general manager of KFMN(FM) (BALH-1906). Action Feb. 28.

■ **KTAP(AM)** Austin, Tex.—Broadcast Bureau granted assignment of license from Kingstip Communications Inc. to Advance Inc. for \$270,000. Sellers: Henry B. Tippie is president of Kingstip

which also owns KTVV(TV) and KHFI-FM, both Austin. Buyer: R. Miller Hicks (100%). Mr. Hicks owns KRMH-FM San Marcos, Tex. and 25% interest in KJOE(AM) Shreveport, La.; KIKN(AM) Sinton and KTRM(AM) Beaumont, both Texas (BAL-8033). Action Feb. 28.

■ **KCOM(AM)** Comanche, Tex.—Broadcast Bureau granted assignment of license from Radio Comanche Inc. to Roy E. Parker for \$110,000. Sellers: W. R. Tabor, president, et al. (100%). Buyer: Mr. Parker (100%), formerly announcer and salesman with KRUN(AM) Ballinger, Tex. (BAL-8042). Action Feb. 28.

■ **KBRZ(AM)** Freeport and **KLJT(FM)** Lake Jackson, both Texas—Broadcast Bureau granted assignment of license from Summit Broadcasting of Texas Inc. to Coastal Broadcasting Inc. for \$540,000. Sellers: Wayne E. Marcy, George A. Mayoral, et al. (100%). Messrs. Marcy and Mayoral have interest in WBOX(AM) Bogalusa, La. Buyers: Jim T. Payne, Lewis Wilburn (each 44%), et al. Mr. Payne is with KIKK(AM) Pasadena, Calif. Mr. Wilburn has real estate and banking interests in Baytown, Texas. (BALH-1892, BAL-7978). Action Feb. 28.

■ **KPET(AM)** Lamesa, Tex.—Broadcast Bureau granted assignment of license from Connor Corp. to KPET Radio Inc. for \$220,000. Seller: Thomas Connor (100%). Buyer: KTLQ Radio Inc. Galen O. Gilbert has 60% interest in purchasing corporation, licensee of KTLQ-AM-FM Tahlequah, Okla. Mr. Gilbert also has interest in KOKN(AM) Pawhuska, Okla., KBTN(AM) Neosho and KSWM-AM-FM Aurora, both Missouri (BAL-8010). Action Feb. 28.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Feb. 27 (stations listed are TV signals proposed for carriage):

■ **Teleprompter** of Woodlake, Box 485, Woodlake, Calif. 93286 proposes for Woodlake (CAC-2475)—to delete KQED-TV San Francisco.

■ **Alamosa Cable TV**, 312 State St., Alamosa, Colo. 81101 for Alamosa (CAC-3582)—requests certification of existing CATV operations.

■ **Teleprompter Florida CATV Corp.**, Box 2591, 334 Belvedere Rd., W. Palm Beach, Fla. 33405 proposes for Delray Beach, Fla. (CAC-1368) to add: translator W64AD North Fort Lauderdale, Fla.

■ **Warner Cable** of Winter Haven, Box 512, Winter Haven, Fla. 33880 for Polk County, (unincorp. areas) Fla. (CAC-3585)—requests certification of existing CATV operations.

■ **Ultra Com** of Rockmart, Box 507, Lansdale, Pa. 19446 for Polk County (unincorp. areas) Ga. (CAC-3591)—proposes to carry WETV, WAGA-TV, WSB-TV, WXIA-TV, WTGG, WHAE-TV and WATL-TV all Atlanta; WGTW Athens, Ga.; WDEF and WTCT Chattanooga; WHNT-TV Huntsville, Ala.; WHMA-TV Anniston, Ala., and WCLP-TV Chatsworth, Ga.

■ **Rush County Cable Television**, 102 N. Perkins St., Rushville, Ind. 46173 proposes for Rushville (CAC-3435)—to delete: WDRB-TV Louisville, Ky.; WTU-TV Bloomington, Ind., and add: WHMB-TV Indianapolis and WCPO-TV Cincinnati.

■ **American Cablevision Co.**, 120 E. Third St., Winona, Minn. 55987 requests for Goodview, Minn. (CAC-3588) and Lewiston Idaho (CAC-3589)—certification of existing CATV operations.

■ **See Mor Cable TV** of Sikeston, 217 Tanner, Box 983, Sikeston, Mo. 63801 for Miner, Mo. (CAC-3583)—proposes to add: KPLR-TV, KDNL-TV and KETC-TV St. Louis, Mo.

■ **Marshall's TV Cable Company**, Box 375 Milltown, Mont. 59851, proposes for Missoula County, (unincorp. areas) Mont. (CAC-2852)—to delete: CJOC-TV Lethbridge, Alberta and add: KWGN-TV Denver.

■ **Missoula TV Cable Co.**, 924 S. Third St., Missoula, Mont. 59801 for Missoula, Mont. (CAC-3587)—proposes to add: KWGN-TV Denver and delete: CJOC-TV Lethbridge, Alberta.

■ **Helms-Tarbox Service Co.**, % Glen Tarbox, Box 1252 Missoula, Mont. proposes for Rattlesnake Valley (CAC-2805) and Rattlesnake Valley area of Missoula County, Mont. (CAC-2806)—to delete: CJOC-TV Lethbridge, Alberta and add: KWGN-TV Denver.

■ **C. S. TV Network**, 211 Park Ave., Raton, N.M. 87740 for Springer, N.M. (CAC-3584)—proposes to carry: KGGM-TV, KOB-TV, KOAT-TV and KNME-TV, all Albuquerque, N.M.

■ **Brookhaven Cable TV**, 1232 Middle Country Rd., Seldom, N.Y. 11784, proposes for Lake Grove, N.Y. (CAC-1884)—to delete WEDH Hartford, Conn.

■ **Community TCI** of Ohio, 114 4th St., Martins Ferry, Ohio proposes for Martins Ferry (CAC-3576) Yorkville (CAC-3577) Tiltonsville (CAC-3578) and Rayland (CAC-3579), all Ohio and Moundsville, W.Va. (CAC-3580)—to add: WPGH-

TV Pittsburgh and delete WKBF-TV Cleveland; and for Glen Robbins (CAC-3581)—to add: WOUC-TV Cambridge and WUAB Lorain, both Ohio, and WPGH-TV Pittsburgh.

■ **Continental Cablevision** of Ohio, 124 W. Front St., Findlay, Ohio 45840 for Wayne township, Ohio (CAC-3586)—proposes to carry: WLWD, WHIO-TV and WKEF Dayton; WOET-TV Kettering; WCPO-TV, WKRC-TV, WXIX-TV and WCET Cincinnati; WUAB Lorain, Ohio; WMUB-TV Oxford, all Ohio and WTTV Bloomington, Ind.

■ **Ultra Com, Inc.**, Box 507, Lansdale, Pa. 19446 proposes for Wayne township, Ohio (CAC-3033)—to delete: WFLD-TV Chicago and add: WUAB Lorain, Ohio.

■ **Hampton Cable TV Co.**, 5110 West Library Ave., Bethel Park, Pa. 15102 proposes for Hampton township, Pa. (CAC-2743)—to add WPGH-TV Pittsburgh.

■ **Berks TV Cable Co.**, Box 107, Reading, Pa. 19603 for Lower Heidelberg township (CAC-3592) and South Heidelberg township (CAC-3593), both Pa.—proposes to carry: WLYH-TV and WGAL-TV Lancaster; WHP-TV and WTPA Harrisburg; WBSA-TV York; KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV and WTAF-TV, all Philadelphia, and WLVT-TV Allentown, all Pa.; WKBS-TV Burlington, N.J., and WPIX-TV New York.

■ **Mt. Oliver Cable TV Co.** proposed for Mt. Oliver borough, Pa. (CAC-2744)—to add WPGH-TV Pittsburgh.

■ **Teleprompter** of Mountlake Terrace, Wash. proposes for Mountlake Terrace (CAC-2893)—to delete: CHAN-TV Vancouver, B.C. and add: KTXL Sacramento, Calif.

■ **Teleprompter Cable Communications Corp.**, 1317-B George Washington Way, Richland, Wash. 99352 for Richland (CAC-3590)—requests certification of existing CATV operations and to add: KTVW Tacoma, Wash.

■ **TelePrompter Corp.**, 1224 So. K St., Box 5216, Tacoma, Wash. 98406 proposes for Tacoma (CAC-1331)—to delete: CHEK-TV Victoria, B.C. and KPTV Portland, Ore. and add: CBUT Vancouver, B.C., and KTXL Sacramento, Calif.

Final actions

■ **Unincorporated areas** of Boone County, Ill.—FCC authorized Community Cablevision to carry Illinois stations WCEE-TV Freeport; WREX-TV and WTVO Rockford; WGN-TV, *WTTW and WFLD-TV, all Chicago; and Wisconsin stations *WHA-TV Madison and WTVV Milwaukee (CAC-2670). Action Feb. 27.

■ **Bloomington, and Monroe county, Ind.**—FCC granted application of Monroe All-Channel Cablevision to add WGN-TV Chicago to its cable systems located in Indianapolis-Bloomington major television market (CAC-245, CAC-246). Monroe presently carries WRTV, WLWI, WISH-TV and WTTV, all Indianapolis; WTHI and WTWO Terre Haute, Ind.; *WTU Bloomington and WDRB-TV Louisville, Ky. Action March 1.

■ **FCC granted Logansport TV Cable Co.**, Logansport (CAC-2559); Greater Lafayette TV Cable Co., Lafayette (CAC-2564), West Lafayette (CAC-2565); and Marion Cable TV Inc., Marion (CAC-2560), Gas City (CAC-2563), Jonesboro (CAC-2562), and Grant County (CAC-2561), all cable television systems operating in Indiana, certificates of compliance to substitute, for carriage of Chicago White Sox baseball games, WSNS-TV for WFLD-TV, both Chicago. Applications of another Indiana cable operator, Telecable of Kokomo, for carriage of WSNS-TV without deleting WFLD-TV, on its systems at Kokomo (CAC-2566) and Howard County (CAC-2567) were also granted, since systems are outside of all television markets. Action Feb. 27.

■ **Keene, N.H.**—FCC granted American Cablevision Co. special temporary authorization and waiver of rules to permit immediate substitution of WSBK-TV Boston for WKBF-TV Cambridge, Mass., on its systems at Keene, Marlboro, and Swanzey, N.H., located within Greenfield, Mass., smaller television market, pending action on applications for certificates of compliance. Action Feb. 27.

■ **Colonie, N.Y.**—FCC authorized Capitol District Better T.V. to carry WAST and WTEN Albany; WRGB and *WMHT Schenectady; WOR-TV and WPIX New York, all N.Y., and WHCT-TV Hartford, Conn. (CAC-75-76). On November 9, 1973, FCC granted special relief from leap-frogging provisions to allow cable systems in Albany-Schenectady-Troy TV market (in which Colonie is located) to carry WOR-TV and WPIX. Action Feb. 27.

■ **Charleston county, S.C.**—FCC authorized Lowlands Cablevision, and Charleston Cable TV to carry WCIV, WCSC-TV, WCBD-TV, *WITY all Charleston, S.C., and WTCC Atlanta on their systems in unincorporated areas of Charleston county. Lowlands also proposes to carry *WEBA-TV Allendale, S.C., and new educational station proposed for Beaufort, S.C. (CAC-1718, CAC-2416). Both Lowlands and Charleston have opposed each other's applications for certification. Decision to consolidate two applications renders moot objection of Lowlands and Charleston to one another's applications on matters relating to franchising process, FCC said. Action Feb. 27.

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Classified Advertising

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

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTRs. 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 Direction: 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.

Vice President/General Manager. Profitable, Southern market. Established station, good numbers. Salary, commissions, bonus plan \$25-30,000 range. Three to five years Sales Management experience required. Must have proven track-record and stable background. Confidential resume and photo to owner. Box C-149, BROADCASTING.

National Sales Manager for top 10 VHF, CBS affiliate. Growth position for results oriented individual makes this an outstanding opportunity. Let's talk it over. Group owned, equal opportunity employer. Box C-154, BROADCASTING.

If you are young, ambitious, with a degree and the desire to work up to a do-it-all management position with one of the nation's top groups, let us hear from you. Mail resume to Box C-169, BROADCASTING.

Top-rated, top-billing station in super midwest medium market needs a bright, young account executive to move up the sales ladder to management. \$20,000 is a conservative estimate of what can be your first year's income with us. Box C-171, BROADCASTING.

Mid-West radio station looking for general manager who is program and sales oriented who understands broadcasting and people. State age, experience not necessary, but state. If you have the guts, you may be our individual. Box C-182, BROADCASTING.

"I want to own a station." If you've said this—our dynamic chain of N.E. suburban stations will make it possible without any cash investment if you can be an "on the street-selling General Manager." Send resume to Box C-190, BROADCASTING.

Would you like to be big person in small market? Do you have radio station management experience? Can you sell? Location southeast next to metro. Write WBER, Moncks Corner, SC 29461.

University of Georgia, School of Journalism seeks applications for senior professorship. Strong background and national reputation in broadcasting and/or film required. Ph.D. with publication desirable but person with considerable industry experience in position with national responsibility will receive full consideration. Salary competitive. Contact: Dr. Worth McDougald, Head, Radio-TV-Film, School of Journalism, University of Georgia, Athens, GA 30602.

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.

Help Wanted Sales Continued

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-12B, BROADCASTING.

Strong Salesperson to become Sales Manager. Black format station medium NE market. Fine opportunity. Excellent incentive plan with Equal Opportunity Employer. Box C-142, BROADCASTING.

New York State No. 1 rated AM-FM seeks young aggressive salesperson. Good draw account list. Fast growing market. Send resume and recent photo Box C-160, BROADCASTING.

Small but dynamic company needs you if you're a recent college graduate with some sales experience and a desire to earn \$18,000-\$22,000 this year. You can grow with us if you are the right person. Send resume to Box C-167, BROADCASTING.

New MOR Stereo Station in Pennsylvania's 3rd largest market has opportunity for Sales-Management-Calibre Sales Person with successful Radio Sales background. Good bread for the right baker. EOE. Box C-193, BROADCASTING.

Sales executive . . . complete responsibility as general sales manager in top 25 market. Stereo-Q format. \$20,000 plus override on sales. Opportunity for top management. Send complete resume to Box C-209, 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.

Solid opportunity if you know sales and are willing to work. You can be part of a most capable staff in one of New Mexico's best market areas. Contact: Dave Button, KSVP-AM-FM Artesia, 505-746-2751.

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.

Experienced retail salesperson wanted for WRFM, New York City. Great opportunity for creative and aggressive person. Phone John Moler 212-752-3322.

Progressive FM, College market. Draw plus 20%, car negotiable. Sales Manager position open soon. Grow with station. Call Joe, 217-352-8212.

Southern Illinois FM college market rocker. Sold out most of the time, want a conscious individual who can do it all the time. Beautiful scenic secluded area, with fine income and relaxed management. 618-687-2000.

Oklahoma's number one radio station needs a smart aggressive salesperson. Send resume to Box 1000, Oklahoma City 73102.

Help Wanted Announcers

SW Desert station. 1st phone announcer with news or sales background. Experience required. Equal Opportunity Employer. Box B-200, BROADCASTING.

PD/Music Director with ideas and ability to organize wanted by Midwest AM-FM combo. New Management wants well-planned adult contemporary format. Send letter and resume. Box C-156, BROADCASTING.

Tired of swinging doors? Wondering whether you'll still be working next week? Is it time for a permanent change? Send complete resume and references to Box C-181, BROADCASTING.

Central Texas AM, changing hands and format (to MOR-POP-CW) needs California type dependable morning personality. Excellent growth potential for versatile individual. Possible PD in time. Resume and aircheck to: KCYL, Box 886, Lampasas, TX 76550.

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.

Help Wanted Announcers Continued

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.

You may be it. Wanted immediately announcer with production ability for no hassle daytime MOR/Contemporary radio station. We needed you yesterday. Send tape, resume and references in first letter to Al Kahn, WAGR Radio, P.O. Box 1056, Lumberton, NC.

Immediate opening Morning Personality, first phone. Send tape, resume, salary requirements to GM, WITY, Danville, IL.

Female/Male jock needed for housewives show on extremely professional west Kentucky rocker. E.O.E. Send tape of commercials and/or music show to WKYX, Paducah, KY 42001.

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 WSRP 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.

Coming soon: "The Truth About Announcers or How Conceited They Are". Watch for it!

Help Wanted Technical

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.

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.

Need maintenance person plus some announcing. Write Box C-135, BROADCASTING.

Engineer who loves it. Must be able to handle FM IGM automation and live AM daytime. No hassle atmosphere. Some weekend board work involved or fulltime shift if interested and able. Need immediately. Send resume and references in first letter to Box C-144, BROADCASTING.

First phone engineer for small market Maryland station. Forward experience and wage demands. Box C-192, BROADCASTING.

He's us put the finishing touches on a brand-new 24 hr. 5 KW AM. Looking for Chief who knows directional arrays, doesn't mind an occasional board shift, benefits, low cost of living in vacationland N. Central South Dakota. EOE. Resume and salary requirements to Box C-194, BROADCASTING.

Get out of the cold humid winters from now on. Chief Engineer wanted for KSVP-AM and KSVP-FM Stereo, some announcing, good equipment, good community and good salary with solid future. Contact: Dave Button, Manager, KSVP, 317 West Quay, Artesia, NM 88210. Phone 505-746-2751.

Maintenance engineer for 5 kw AM-FM 1700 watts. \$140.00 per week. Phone 606-886-2050. D.C. Stephens.

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.

Experienced newscaster. Strong air delivery. Must be aggressive in gathering actualities. Good pay and excellent working facilities in competitive state capital market. Send tape and resume with salary requirements, to Duane Straker, News Director, WITL-AM and FM, Lansing MI 48904.

Immediate Opening. News Director. Send tape, resume, salary requirements to GM, WITY, Danville, IL.

WOHO Toledo needs PM drive person. Good voice a must. Call Craig Edwards 1-419-255-1470.

Help Wanted News Continued

Immediate opening for experienced news reporter, who can gather, write and present news on the air. Great opportunity for right person. EOE. Contact Blair Eubanks at Radio Station WPAQ, Mount Airy, NC 27030 919-786-6111.

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, WVNY-TV, Box 22, Burlington, VT 05401. Phone 802-655-3663.

Help Wanted Programing Production, Others

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.

Program Director small market. Announcer, know MOR programming; supervise 4-man staff; ramrod production; handle board shift; handle interview show; coexist with good, but rigid chief; fully responsible for programming; lovely upper midwest town. Box C-207, BROADCASTING.

Small to Medium market needs P.D., experienced, creative, and pull air shift. Write or call WCWC, Box 156, Ripon, WI 414-748-5111.

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 Airmidia Station and equal opportunity employer.

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.

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.

Manager, engineer, announcer. I've done it all. Desire small area market in midwest. Resume on request. Box C-130, BROADCASTING.

Broadcast ad manager—Young pro with on-air, sales, and copy experience. Currently supervising budget allocation, media buying, copy, and production of radio and TV for in-house agency of fashion department store group. Want similar responsibilities in retail, agency, or broadcast group. Desire atmosphere where broadcast efforts appreciated—attractive area, adequate salary also important. Now earning 12K in Florida metro area. Available for out-of-state interviews in April. Willing to relocate September 1. Box C-150, BROADCASTING.

Situations Wanted Management Continued

Dynamic, ambitious, innovative, and most important, dedicated to family and employer. Seeking a career and not simply a job. Box C-163, BROADCASTING.

Strong sales background including agency, rep and 3 years in radio makes me the choice to be your new medium market sales manager. 32, B.S. Management. Box C-166, BROADCASTING.

Medium market sales is my life and do I live it! Now I'm ready for the move to Sales Manager. Young, aggressive, with good tenure at the two stations I've worked for. Let's talk! Box C-168, BROADCASTING.

Small market sales management has been good to me, and I've been good for my station; 86% billing increase since I arrived 3 years ago. Degree. 29. Plenty of drive. I can make it happen for your station! Box C-170, BROADCASTING.

Expert sales management has been my stock-in-trade for 5 years—all at the same medium market station. Sales have shown marked increases each year. Now I'm ready for the move up to a General Manager's position. 30, BA, married. Box C-172, BROADCASTING.

Small market GM wants move to medium or major market. 32, family, broadcasting degree with excellent sales record and desire to succeed at your operation. Box C-173, BROADCASTING.

Management and sales are my strong points. 10 years in radio, 5 at current station. Degree, family, 27, ready for move to General Managership at your medium market station. Box C-174, BROADCASTING.

Selling Gen. Mgr., mature, experienced, fine track record, references. Sales, promotion expert, civic minded. Can build your sales, profits up. Now managing, want change to Southeast. Box C-187, BROADCASTING.

Western America, single station markets only! Experienced, track record general manager, leading major market salesman desires small town to raise family in. All phases of broadcasting, reply only if you're under 7,000 population. Box C-200, BROADCASTING.

Experienced, responsible broadcaster. Background includes management, programming, airwork, sales, news. Creative, stable. Fine record. Box C-201, BROADCASTING.

Situations Wanted Sales

Sales national or local. Currently employed with national representative. 15 years experience in midwest. Intent on relocating Pacific Northwest or Rocky Mountain region. Box C-148, BROADCASTING.

National sales rep, in second year for a major New York based rep firm, seeks new challenge. Five years experience in local/national sales, plus a B.S. in radio-television/marketing. Young, aggressive and a hard worker. Seeking a national sales manager's position, or will work up to that title from an excellent local agency list. Prefer major California, South Florida or Texas markets. Excellent references. Resume available on request. Now, let me sell myself to you. Box C-164, BROADCASTING.

Promotion pro ready to 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.

Fifteen years highly successful sales experience, local, regional and national. Can document records, prefer mid-west or south-east location. Salary and position negotiable, with room to move up to management. Call 404-351-5773 for complete resume, could be the best call you'll ever make.

Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, 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.

First, looking for Top 40/Rock Position. Experienced Music Director, production, dependable, willing to learn. 714-583-4026. Box C-102, BROADCASTING.

DJ announcer, college grad, vast musical knowledge, especially oldies. Professionally trained, good voice—3rd endorsed. Hard worker. Will relocate. Box C-134, BROADCASTING.

You are looking for me. Major market pro, experienced, stable, mature, seeks new challenge on air or as program director. Box C-136, BROADCASTING.

Situations Wanted Announcers Continued

Character voices to spice up your spots. Heavy experience in all types automation. News award winner. Authoritative musical knowledge. Big on production. 5 years pro. experience. Young, single, loyal, fairly bright! Box C-138, BROADCASTING.

Nineteen years experience. Finest background, with references. Very strong on news, covering beat and airwork. Veteran with college. Third ticket endorsed. Box C-141, BROADCASTING.

Have talent—will travel, 7 years professional, very strong sales, copy writing, production; extra strong air personality-DJ; super strong news, sports, play-by-play; would like sports/play-by-play/news; will do combination news, sports, play-by-play, air shift, and/or sales to warrant no less than present salary of \$250/week. Availability—now. Relocation—no problem. Box C-145, BROADCASTING.

DJ/Announcer, 3rd endorsed. Creative copy, versatile board, good commercials, tight news delivery. Prefer small market in NY/NJ areas. Top-40 or MOR. Voices and accents my speciality. Box C-151, BROADCASTING.

Single 24 years old. Need Sept. work. Have 3rd endorsed, will have 1st by Sept. 1 year experience advertising, news writing, and announcing, 3 years college. Not a libber, not a kitten, just sick of the steno pool. Will move. Box C-155, BROADCASTING.

Ready to move up after six years at Southeast 10 KW. Humble multi-phased imagineer with great twisted personality. Box C-180, BROADCASTING.

"Katz" General Delivery, Williston, N.D. Will go anywhere, 1st phone, production, copy experience. Jazz, blues, R&R format (near college?). Box C-183, BROADCASTING.

For the past 9 years I have announced and free-lanced in Philadelphia. TV voice-overs, agency produced commercials, 50 kw network o & o commercial recording. Also announcing, production and managerial duties at Philadelphia's #1 rated continuous music FM. Prefer East or South but open to any offer. Box C-184, BROADCASTING.

High Quality, economy package. Two pros, one programmer, 25, one chief engineer, 28, 5 and 7 yrs. experience respectively. Both cookin' jocks with numbers. Both aware of business realities. Currently in Top So. Calif. market. Looking for sm. to medium market station to take to the top. Lots more information at 714-433-1350 or Box C-196, BROADCASTING.

O & O Sports Director tired of format changes; NFL, NHL, MLB, college php, ratings, too. Relocate June. Box C-198, BROADCASTING.

Third phone announcer with three years experience desires position. Some college third phone, speech, rcting background. Box C-205, BROADCASTING.

MOR Personality, 26, married. BA, 7 years commercial and military experience. Looking for medium market with reasonable salary to relocate. Waiting for right opportunity. Call 618-327-8480 for resume, references, tape and full details. Box C-208, BROADCASTING.

Sports play-by-play. Only college/professional teams. Tapes available. Marty Burns, 710 9th Street, Washington, D.C. 20003, 202-543-0735.

Ten years of drifting. Can you tie me down? Wife and first phone. Available immediately. 203-874-3361.

New England area. 4 years experience, first phone, married, mature. Seek small or medium contemporary. \$115, minimum. 617-885-3335 collect after 5:30 p.m. or before 10 a.m.

First phone cooker looking for good rock gig. Three years experience. Available immediately. Go anywhere. All replies considered. Danny 315-568-6780.

Country PD's. 1st phone, modern country personality, 1 year experience, DMS grad. Wants small to medium market. Tape and resume on request. Marvin Yust, 311 E. Ogden, Del Rio, TX 78840. 1-512-775-7026 after 3 p.m.

Preparation, Training, Experience. B.S., Radio-T.V., Miami (Ohio), 2 years college experience (Sports P.B.P., News, Weather). 1 year commercial experience, with 3rd. Age 24, willing to re-locate. A good mind, hands and voice is waiting for your news and sports needs. Write Jon Hunt, 501 S. Main St., Poland, OH 44514 or call collect, 216-757-1240.

Versatile AM prime time pro, plus great off-air P.R. work. First phone, college. Will get involved in making you money. Chris Millunzi, 196 So. Palm, Blythe, CA 92225.

First phone, will relocate, hard worker, creative, fast and willing learner, friendly delivery, can read, write, knowledge of music, authoritative news and sports, AM top 40 or progressive FM. Paul Raine, 1520 West Fern, Redlands, CA 92373, 714-792-6157.

Situations Wanted Announcers Continued

Beautiful Music . . . EZ. Desire change anywhere east or south. Money secondary to security. Family man. Industry references. News tape. Third endorsed. 301-320-4664.

1st phone, college radio, D.J., news, good prod. and copy, ready to rock. MOR. Rufo 418 'B' E. Chapman, Fullerton, CA 92632.

Young, creative, MD seeks gig with FM progressive rocker. Midnight drive O.K. Prefer West or South-west. 3rd. Experienced. Dave, 209-439-7221.

Five years with contemporary format. Currently in medium market. Looking for larger market or medium market programming. New, sensible ideas. Let's talk. Lee Brenner, 513-399-4955 or home 399-7389.

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.

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.

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.

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.

Sportscaster. Three years experience of college play-by-play, all sports. Hosted sports program, also news. Excellent voice, degree in speech, 3rd endorsed. Terry Tobinson, 4025 Hartford St., St. Louis, MO 63116. 314-664-5878.

Situations Wanted Technical

Engineer, 20 years experience. AM-DA, FM, stereo, and TV. Family man, prefer South. Box C-115, BROADCASTING.

Engineer seeking chief position with future. Experience AM, FM, Stereo, TV. First class references. Box C-202, BROADCASTING.

Chief engineer desires to relocate. 15 yrs. all phases D.A., remote control, stereo, automation, design-installation. Larry L. Levy, P.O. Box 154, Ashland, OH 44805.

3rd endorsed AM-FM. Lighting board. Marlow Saady, 657 E. 79 St., Brooklyn, NY 11236, 212-444-3573. Available June.

Engineer, currently C.E. at 10 kw station in Nome. Previously chief at stations in New Mexico and New York. Associate degree, first phone, 31 years old; airplane pilot; relocate wherever my plane will fly. Roy Wells, Box 988, Nome, AK 99762.

Situations Wanted News

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.

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.

Non-working reporter wants to. Major market experience as outside man, and quality references at Box C-143, BROADCASTING.

I created a News and Public Affairs dept. for medium market AM/FM. Now seeking a greater opportunity. Degreed. Innovative. Experienced talk show host. Box C-147, BROADCASTING.

I'm a solid, experienced news reporter, specializing in field work and digging. Credentials—over 10 yrs. in radio news, last 5 of them with large Ohio mkt.; want something bigger and challenging. Present salary exceeds \$10,000. College grad, Vietnam Vet, married. Box C-158, BROADCASTING.

Situations Wanted News Continued

Ambitious young newsman with experience in both Radio and Television. Mature, self-starter, first phone and college, presently small-medium market ND. Seeking reporter position with aggressive news team, any market. Good references, available immediately. Box C-199, BROADCASTING.

First phone, mature reporter with good voice and good news judgment willing to live radio news if you're willing to pay a living wage. Four years air experience. College degree, broadcast journalism. Minority, married. Allan Friedman, 1617 Keeney St., Evanston, IL 60202. 312-491-6466.

Knowledgeable and aggressive sports person only wants chance to prove it. College graduate, great voice, did baseball PBP for major NCAA divisional winner. Can write and dig, previously news director, can do boardshift, 3rd class endorsed. Available now! Co-hosted sports talk show. Resume and tape available. Marc Goldberg, 15900 SW 95 Ave., #305, Miami, FL 33157, 305-233-3328.

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 newsman or new director. Bill Hall, 3047 24th West, Apartment 4, Seattle, WA 98199. Phone 284-1872.

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. Pt. Loma Blvd., San Diego, CA 92107.

Situations Wanted Programing Production, Others

Major Market Personality, with extensive programing and music background, looking for programing opportunity, preferably Northeast. Excellent references. Box C-40, BROADCASTING.

Will program contemporary rocker and create, program, direct and co-host telephone talk program that's an award winner. Box C-195, BROADCASTING.

Production assistant, 23, B.S. broadcasting and film, plus college radio experience in production and air work. Willing to work hard. David Hirsch, 4879 Broadway, NY 10034. 212-567-1267.

Solid news and programing background. Looking for major-medium market News Director or Operations Manager position. 1st phone. McLendon trained. Will relocate. Charles Beach, 4020 Holland #212, Dallas, TX, 1-214-521-7877.

Motivated Motivator. Accepting position as Operations Manager, or Program Director if responsibility and authority accompany title; plus advancement for a job well done. Call the Raven (58% listening in seven station mkt.) 1-301-722-3667.

Producer/Director, graduate Iowa State University, May, Telecommunicative Arts. Experience, top 100 station, theatre, music, journalism. Gregory Awbrey, 819 Lincolnway, Apt. #3, Ames, IA 50010. Ph. 515-232-8654.

Working PD in small multi-station market looking for programing and/or announcing. 7 yrs. radio, B.S. R.T. 26 yrs. old. Married. Greg Sureck, 502-821-4096, 502-821-1766.

Seven years exp. and only 21. Tight board, combo, prod., first phone. David A. Schubert. 2613 Victor Ave., Glenview, IL 60025.

James Morgan—Sample formally of the Q. Write Phyllis Morris at Lock Box 14742, St. Louis, MO 63178.

Creative Modern Country Programer 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.

TELEVISION

Help Wanted Management

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.

Group owner looking for strong growth oriented TV Sales Manager ready to make the move to General Manager for upper middle size market. Equal opportunity employer. Send complete resume and letter selling yourself and your record of accomplishment to Box C-146, BROADCASTING.

Help Wanted Sales

TV Sales. Top 60 market. Midwest CBS affiliate needs professional local sales person with experience to handle established billing list. Group ownership offers right person excellent management opportunities. An Equal Opportunity Employer. Send resume to Box C-189, BROADCASTING.

Help Wanted Announcers

Adult/Contemporary needs pro morning personality. Excellent facility. Good money. Five station market. Box C-178, BROADCASTING.

Help Wanted Technical

Energetic Engineer with good technical qualifications for VHF. Texas Resort City. Box C-32, BROADCASTING.

Midwest Independent with Radio affiliate seeks super chief engineer. Top facilities and pay to match. Box C-179, BROADCASTING.

Assistant Chief Engineer wanted for TV station in top 10 market. Must hold valid First Class Radio License and have at least 5 years broadcasting experience. Also needs proof of performance experience and studio and transmitter maintenance experience. Prefer applicant with E.E. degree and P.E. Salary open. An Equal Opportunity Employer. Send resume to Box C-197, BROADCASTING.

VHF Transmitter Supervisor. Send resume to G. Dreger, KTVO, 211 East 2nd Street, Ottumwa, IA 52501.

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.

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 Bosak, 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.

Engineer, 1st class license required, for full color TV station. Contact Donald Newman, Chief Engineer, at 607-754-4777 or write WSKG-TV, P.O. Box 97, Endwell, NY 13760.

Radio engineer with solid background in AM and FM, sharp on solid state, must be self-starter. Now is the chance to move into TV. We are a triple outlet with a TV studio combined with our radio operation. We need a supervisor for this location. We offer excellent benefits and a fair salary. Only someone looking for permanence need apply. Send resume and salary requirements to George Hillier, WVEC-TV, 110 N. Third Street, Norfolk, VA.

Assistant Chief Engineer for established ABC-UHF. Studio-transmitter maintenance experience required. Also need switcher with first ticket. Send resume, salary. Manager, WXLTV, Box 940, Sarasota, FL 33578. Equal Opportunity Employer.

Help Wanted News

Newsperson for South Texas television and radio stations. Must be able to gather, write and deliver news. Box C-31, BROADCASTING.

Assistant News Director for medium market Midwest TV. Must be a pro who can direct staff and co-anchor. Challenging and rewarding. Resume and salary requirements to: Box C-177, BROADCASTING.

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, WVNY-TV, Box 22, Burlington, VT 05401. Phone 802-655-3663.

Help Wanted Programing, Production, Others

Producer/Director for public TV station. Solid experience required. Must be creative and able to work with small staff and budget. Excellent potential for right person. Contact KPTS, Box 288, Wichita, KS 67201. Equal Opportunity Employer.

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.

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.

Experienced, responsible broadcaster. Background includes management, programing, airwork, sales, news. Creative, stable. Fine record. Box C-201, BROADCASTING.

Situations Wanted Sales

TV Sales—Nine years on street in news. Seeking good opportunity to stay on street in TV Sales. Prefer Southeast market. Box C-186, BROADCASTING.

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.

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.

Rat race big city chief Radio-TV want small or medium city with no energy shortage. Box C-185, BROADCASTING.

Engineer First Class. William J. Whitecavage, 87-26 92nd Street, Wodhaven, NY 11421.

Situations Wanted News

Anchorman—Experienced in reporting, writing, performing. Preparing and delivering editorials. Interviews, talkshow moderator. Box B-177, 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.

Journalist—News Director, Anchorman, Reporter with top credentials. Major markets only. Box C-20, BROADCASTING.

Radio newsman wants field reporter position. Married, College Degree, 20s. East of the Mississippi. Box C-48, 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.

Professional weatherman with major market background good on camera appearance and personable delivery looking for a station that wants more than an average weathercast. Experienced in radar as well as standard weather forecasting equipment. Box C-137, BROADCASTING.

Experienced CATV-Radio news and sports anchorman. Looking for anchor or general reporter position with solid TV team. Weekends OK. Hard worker, young, married, BA. Color VTR available. Box C-139, BROADCASTING.

Give me a chance and I can write, report, research, or produce news. Communications graduate with strong radio and television experience. Will relocate anywhere. Box C-152, BROADCASTING.

29-year old East Coast based broadcast news reporter/writer with "J" degree and major market experience desires similar position with top forty market station. Resume and VTR available. Box C-153, BROADCASTING.

Situations Wanted News Continued

For Sale: Ambitious, dedicated, investigative reporter. Commercial Radio and PTV experience. Communications degree. Will relocate. Immediately available. Box C-159, BROADCASTING.

Radio News Director Female, seeks challenging news position with medium or large market TV station. Experienced, energetic, excellent references. Box C-161, BROADCASTING.

AM shooting lots of film; coming up with enterprise, investigative pieces on my own. Definitely not wedded to the anchorman's desk, though that's why I'm in this mid-sized market. Have newsman's instinct, plus the objectivity and ethical responsibility to direct a department. No prospect of getting off nights here so even a good paying, respectable radio opportunity may woo me away. Box C-162, BROADCASTING.

"Vacation relief"—I'm 24, experienced, and anxious for an opportunity to show what I can do as a news writer or editor in a major market. Box C-165, BROADCASTING.

Award-winning News cameraman, 5 yrs. filming, processing, editing, desires advancement. Have resume and tape. Box C-191, BROADCASTING.

Anchorman—First class credentials including NYC wants replies only from pros who want pro. Box C-203, BROADCASTING.

Weather-caster, announcer. Major market experience. Money not paramount, security is. All markets considered. Family man. Industry references. 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.

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.

Currently employed with national affiliate television outlet continuity director and assistant team seeking greater rewarding television radio challenges. Florida Central or East Coast. 100% output all phase national regional media production services sharp on details continuity client services. Box C-28, BROADCASTING.

N.Y.C. Network Radio producer/director. News, sports and special events. Ambitious, hard working, professional. Excellent references. Seeking change back to TV. Willing to re-locate and travel. Box C-54, 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.

Well rounded production man. Air Force trained, recent Communications BA, CTV experience. Looking for PA, AD, directing slot depending on market. Brian Henkel, 94-44 225 Street, Queens Village, NY 11428. 212-776-1438.

Television Producer/Director 23 yrs. All phases. Heavy remote. Sports. Jim Holmes, 1033 S. Delphia, Park Ridge, IL 60068, 312-825-8327.

Situations Wanted Programing, Production, Others, Continued

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 Marketing Manager for aggressive, young midwest CATV system in top 100 market. Must be able to manage media, direct mail and door-to-door sales campaigns. Proven sales success a must. Excellent compensation and advancement possibilities. Send resume to Box C-206, BROADCASTING.

College graduates from the Midwest can move quickly into system management with expanding CATV company. Business experience in marketing and promotion helpful. Call Fred Harms, Management Consultant at 312-693-6171.

WANTED TO BUY EQUIPMENT

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

Wanted good videotape with few runs 399, 400 or equivalent. Call E. Panos, 312-784-5000 afternoons.

FOR SALE EQUIPMENT

A matched stereo pair of Gates Solid Statesman FM limiters, Model 6631, for sale. In excellent condition. \$1100 for stereo pair. Contact: Jim Rogers, WSOA, 300 East State St., Salem, OH 44460. Phone 216-337-9544.

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 61/8" 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.

Most all equipment for class AB or C FM station. 702-673-3739 or Box 170, Reno, NV 89504.

16mm T.V. Jan Projectors, Magnetic Playback 16mm Projectors, 35mm Simplex Projectors. Cinevision, 206 14th St., NW, Atlanta, GA 30318, 404-875-5616.

10 KW Bauer Transmitter, Model FB 10J. Installed April 1969. Has been subjected to smoke and water damage. Needs cleaning and some components. Roy F. Zess, 912-985-1130.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

MISCELLANEOUS

Airchecks, auditions duplicated. Recorder, 862 East 51st Street, Brooklyn, NY 11203. 212-451-2786.

Prizes Prizes! Prizes! National brands for promotions, contests, programing. 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 2634B, San Francisco, CA 94126.

TV Slides \$6. Program topics, news, weather, Quasi-computer style, send for list. Bob Lebar films, 240 E. 55, NYC 10022.

Miscellaneous Continued

Professional Copy Help you can depend on each month. Ideas, leadins and 30 to 60 second commercials, especially prepared for small or medium markets, but helpful in largest markets. Write for details, or send \$5.00 for sample issue for which you will receive credit on a six or 12 month subscription. Coast to Coast, Continuity Service, P.O. Box 7533, Little Rock, AR 72207.

Contemporary Religious Broadcast service free. AM-FM, Small markets, Educational. Station letterhead. Starlight, Box 465, Warwick, NY 10990. Easter Sunrise Service Ready.

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.i.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

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Minimum 3 to 5 years experience in video broadcast equipment. BSEE in lieu of experience will be considered. Must possess basic knowledge of digital techniques. Salary commensurate with experience. Liberal fringe benefit package. Contact Mr. Ed Levine, manager field service, Phillips Broadcast Equipment Corp. at NAB exhibit or Sheraton Lincoln Hotel executive suite 2035. 713-224-9041.

Equal Opportunity Employer

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EDITORIALIST

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March 17-March 20, 1974



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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!



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The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

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. Add \$1.00 for Box Number per issue.

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—Situations Wanted (Personal ads) \$25.00 per inch.

—All others \$40.00 per inch.

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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.

Profile

Curly Vadeboncoeur: going of good heart

For a man who got into radio at least partly because he was told it would give him a chance to do something else, E. R. Vadeboncoeur's life since has been singularly concentrated on broadcasting. For the first three years he held four station jobs at once, the least exciting of which, to him, was the general managership. He has long since shed the subsidiary jobs along with any aversion to being manager, but in more than 20 years as president of Newhouse Broadcasting Corp. his pace has not let up. If anything, he works harder now.

He is on the job before 8 a.m. and stays "as long as necessary" but at least until 5:30 p.m. unless he is traveling, which is approximately half the time. Then the hours are longer. He flies from Syracuse, N.Y., headquarters to the Newhouse stations in Elmira, N.Y., and Harrisburg, Pa., each Monday and to the other Newhouse stations once a month on a schedule that takes him to Birmingham, Ala., and back in the second week of each month, to St. Louis and back in the third week and to Portland, Ore., and back the fourth week, invariably leaving on Wednesdays and returning on Fridays. When he gets back to Syracuse he usually checks in at the office to clean up his desk before going home for the night, and on Saturday and Sunday mornings he is back to put in half a day, at least. It may sound like a grind to most young men, but not to Curly Vadeboncoeur. He is 73.

The nickname is as much a part of his life as his work schedule. He has answered to it since boyhood. Friends know that he uses the initials E. R. on formal occasions but they unfailingly call him Curly. If they have a smattering of French they are as likely to know that his surname translates "Go of good heart" as that his given names are Edmund Robert.

More to the point, however, Vadeboncoeur in its English translation seems to express his approach to life. "He's intelligent and full of zip," said one executive who has seen him work at close range. "He has an independent mind, and he doesn't give up easily on anything. But he's also pleasant and he has a great sense of humor."

He is also a gourmet, a distinction that when combined with old-world graciousness can lead him—and his guests—to uncommon lengths. A businessman friend recalls wrangling with him all day in Syracuse, after which "Curly drove us to the airport and took us in a chartered plane to Quebec for dinner at a French restaurant he thought we'd like. It was a really nice touch."



Edmund Robert (Curly) Vadeboncoeur—president, Newhouse Broadcasting Corp., Syracuse, N.Y. (WSYR-AM-FM-TV Syracuse; WAPI-AM-FM-TV Birmingham, Ala.; KTVI-TV St. Louis; WTPA-FM-TV Harrisburg, Pa.; WSYE-TV Elmira, N.Y., 50% of KOIN-AM-FM-TV Portland, Ore.); b. Feb. 21, 1901, Syracuse; reporter, *Syracuse Journal*, 1918-23; assistant city editor, *Syracuse Telegram*, 1923-25; successively Sunday editor, telegraph editor, news editor and city editor, *Syracuse Journal American*, 1925-39; with WSYR since 1939, first as news editor and commentator, subsequently adding duties as head of promotion and general manager; president of Newhouse Broadcasting since 1952; m. Orletta Schoen, March 21, 1931; one daughter, Joan.

His gourmet touch will be apparent to a wider but nevertheless select audience in Houston this week, when Broadcast Music Inc. holds its 26th annual dinner for present and past officers and directors of the National Association of Broadcasters and BMI. For years the dinner has been the best-known unpublicized event of the NAB convention week, and a large part of its attraction is its menu. Curly Vadeboncoeur, who has been a BMI director for some 15 years as well as a leader in NAB affairs, figures prominently in the menu-planning, although he insists that he is "only the humble assistant of one Paul W. (Fritz) Morency." (Mr. Morency, retired head of WTIC-AM-FM-TV Hartford, Conn., is another epicure whose contributions to BMI menus have made him much admired by trenchermen.)

Curly Vadeboncoeur has not always eaten so well. He started working part time at age 10 as an usher and ticket seller at a Syracuse vaudeville house and from high school went to work full time at age 17 as a reporter for the *Syracuse*

Journal. In the ensuing years he worked his way up through a series of expansions and contractions in the local newspaper field, freelancing on the side for *Saturday Evening Post*, *Esquire* "and a whole flock of pulp magazines." In 1939 he accepted the post of news editor of WSYR, yielding to the blandishments of the late Harry Wilder, then the owner, that he'd get a chance to do more writing. But within a week World War II broke out and he became a commentator, in addition to news director.

"I used to do four or five 15-minute commentaries a day," he recalled, "because I had the background and the brashness and didn't have the intelligence to be overly cautious, and so I got quite a little attention to myself." He also got a sponsor, P. Lorillard for Old Gold cigarettes, that carried his noon-time commentary for 14 years without a break.

Other jobs also fell his way in those wartime years. In addition to being news director and commentator he took over promotion and also became general manager under Colonel Wilder. "General manager was the fourth and least happy of them all," he says, "because at that time I didn't have any very great leaning in that direction. I was for excitement."

S. I. Newhouse must have discerned some leaning toward management, though they had never met. When Mr. Newhouse acquired WSYR from Colonel Wilder in 1947 he invited Mr. Vadeboncoeur to dinner and offered him more than a chance to stay. The colonel had a five-year contract, he said, "but if you would like to stay with us, at the end of five years you will become president of Newhouse Broadcasting and we'll start to build some stations."

"It seemed like a fair proposition," Mr. Vadeboncoeur says, "and he and I have worked together ever since, in one of the most remarkably harmonious and mutually respectful arrangements I've ever seen."

Mr. Vadeboncoeur likes to point out that Newhouse stations operate independently of one another with no group vice presidencies of this or that, or directives applicable to all. On his visits he is thus able to work with individual managers and their key executives on problems solely their own. And he insists all that travel is not tiring—any more than the countless other hours he spends on industry issues and community affairs. These currently range from co-chairmanship of a Jobs for Veterans task force to chairmanship of a committee working for a new Syracuse zoo.

So he has given no thought to retirement, he says, adding: "Somebody will have to retire me, probably, because this is too much fun. It's the greatest business any group of people ever got into."

Editorials

Houston calling

A year ago distraught broadcasters went to Washington for their annual convention with survival on their minds. Many found time to implore their congressional delegations for license renewal relief.

This week the National Association of Broadcasters meets in Houston with the license renewal problem still unresolved but with hope that legislation now in the mill can make it through Congress soon, even if it falls short of providing optimum benefits.

License renewal stability isn't the only burning issue to be spotlighted in Houston. But without it the season remains open for shaking down or shooting down stations of all classes month by month as well as for dismemberment of ownerships. At the last count there were 237 television and radio license renewals hung up at the FCC by challenges of one kind or another — the legacy of court rulings and FCC actions that have distorted and undermined original congressional intent.

The House bill (H.R. 12993) marshalled through subcommittee and committee by Representative Torbert H. Macdonald (D-Mass.) has a better than even chance of House passage, albeit not without struggles to amend on the floor. Chairman John O. Pastore (D-R.I.) of the Senate Subcommittee on Communications has promised speedy hearings once the House concludes its assignment. He is a man of his word.

Broadcasters in Houston will be thinking of Washington on several counts. For one, the President of the United States will be there — an unexpected bonus to them. There will be a new FCC chairman in the person of Richard E. Wiley to address them.

As they think of Washington, delegates should also remember that they need to contact their elected representatives in the House to buttress their case for license renewal relief. And, during the Easter recess, they also should take advantage of the presence of their senators at home, keeping in mind the maxim that politics is the art of the possible. A less-than-ideal bill is better than none at this point. And it is easier to amend than to initiate.

Let the sunshine in

It may be unrealistic to hope that anything positive will come of it, but a congressional committee is at least considering the admission of radio and television to proceedings of the Senate and House. The trouble is that some members want to be both the performers and editors in radio and television coverage.

The Joint Congressional Operations Committee is trying to find ways to get more national exposure of congressional affairs, to counter the attention paid the President and his administration (*Broadcasting*, March 11, Feb. 25). At the outset it was getting bad advice from such witnesses as Senator Edmund Muskie (D-Me.), who testified that Congress should not leave news judgments up to newsmen. "We have to find ways to present *our* views of what's significant," Mr. Muskie said.

Happily for broadcast journalism and the broadcast audience that may some day be admitted to the places where its elected representatives work, later testimony has been more enlightened. Elton Rule of ABC, Arthur Taylor of CBS, C. Edward Little of Mutual, Julian Goodman of NBC, Henry Loomis of the Corporation for Public Broadcasting

and Hartford Gunn of the Public Broadcasting Service have argued for journalistic freedom to cover Capitol Hill as news values warrant. "There should not be two standards," said Mr. Rule, "one for printed press and another for the electronic media." Mr. Goodman suggested that Congress install a counterpart to the United Nations broadcast service which covers all formal sessions with audio and video feeds that may be taken at will by broadcasters for whatever use they want to make of them.

The UN-type of basic service is beginning to pick up support. Senator Robert Byrd (D-W.Va.), the majority whip, has argued for television coverage as "vital, necessary and imperative." Representative Lionel Van Deerlin (D-Calif.) has said of all news media: "We should give the press free access and then lay off."

The Byrds and Van Deerlins may be too progressive to be instantly heeded in halls where clerks still keep inkwells filled and snuff boxes at the ready. But if broadcast gear is ever given permanent admission to the Capitol, those names deserve a plaque on the first camera installed in the chamber.

Wasted energy

The silly season started earlier than usual this year, as the streakers have been demonstrating, and some members of Congress are doing their addled bit. Nothing could be sillier than the assertion by 16 liberals in the House that radio and television ought to be carrying more information on the energy crisis, a subject that has dominated the air for weeks, indeed months.

The congressional group wants radio and television stations to carry announcements, prepared by a consumer group in San Francisco, that malign the oil industry. The argument is that these announcements are needed to counter the "editorial" commercials that the oil companies are using to discuss current problems. Typically, the congressional group fails to note the exhaustive news coverage that has been accorded to all shades of opinion on the subject of energy supply and use.

Silly as it is, this message must be taken seriously, for the threat of legislative or regulatory reprisal it implies. It need not, however, be taken literally. The polite response will explain that energy, if anything, is getting too much attention on the air, without adding this propaganda.



Drawn for *Broadcasting* by Sid Hix.

"I don't care if you did pinch your finger, I don't like to hear those four letter words on TV."

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we have the chance to make
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even better.***

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Puzzle:

**Take all the NBC stations...
add all the CBS stations...
multiply by 2...
What's the answer?**

Solution:

**The answer is you've got a
lot of stations but you
don't have as many as now
carry the Earl Nightingale
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The Earl Nightingale shows are still available
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Maybe in yours.

If they are, you can have them exclusively
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It's quite a package. Well worth looking into.

VISIT US IN SUITE 1640 AT THE SHAMROCK
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Something else worth looking into is our suite
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You can get a free copy of our *THE BOSS*
Program and you can find out more about the
availability of the Earl Nightingale radio and
television shows in your area and our Total
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personal and business development that we'll
be giving away. (Odds on winning are
8 in 10 or thereabouts.)



FREE PRIZES! Visit us during the
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6677 N. Lincoln Ave., Chicago, Ill. 60645 Phone: (312) 478-0050