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Reality outweighs rhetoric at NCTA convention

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Resolution

of the

District of Columbia City Council

TITLE RESOLUTION COMMENDING WMAL-TV AND INVESTIGATIVE REPORTER JAMES D. CLARKE FOR THE PRODUCTION AND BROADCASTING OF "THE TV REPAIR HASSLE" AND "THE AUTO REPAIR GO-ROUND" WHICH EXPOSED AUTOMOTIVE AND ELECTRONIC REPAIR ABUSES IN THE WASHINGTON METROPOLITAN AREA

...Councilman Tedson I. Meyers... Presents the following Resolution:

1 WHEREAS, WMAL-TV (Channel 7, Washington, D. C.), produced and broadcast
2 two news series, "The TV Repair Hassle" (May 11 - 18, 1973) and "The Auto Repair Go-
3 Round" (October 26 - November 2 and November 12 - 16, 1973), to focus public attention
4 on widespread abuses in the area's television and automotive repair industries; and

5
6 WHEREAS, WMAL-TV, in producing these programs, courageously described
7 specific abuses by identified repair dealers to document incompetent and deceptive
8 practices to which District citizens have been subjected; and

9
10 WHEREAS, James D. Clarke, as producer and reporter in both of these series,
11 utilized ingenuity, thoroughness, fairness and accuracy to reach the highest level of
12 excellence in investigative reporting for the public interest; and

13
14 WHEREAS, WMAL-TV and James D. Clarke, in producing and airing these series
15 and in numerous subsequent activities, were of great assistance to the citizens of this
16 community and to the District of Columbia City Council in comprehending the urgent
17 need for the Consumer Goods Repair Regulations, recently enacted.

18
19 NOW, THEREFORE, BE IT RESOLVED by the District of Columbia City Council
20 that:

21
22 Section 1. The District of Columbia Council expresses its gratitude and con-
23 gratulations to WMAL-TV for its outstanding contribution toward the exposure and
24 curtailment of unscrupulous and incompetent television and automotive repair practices.

25
26 Section 2. The Council expresses its respect to James D. Clarke for resource-
27 ful broadcast journalism in the public interest.

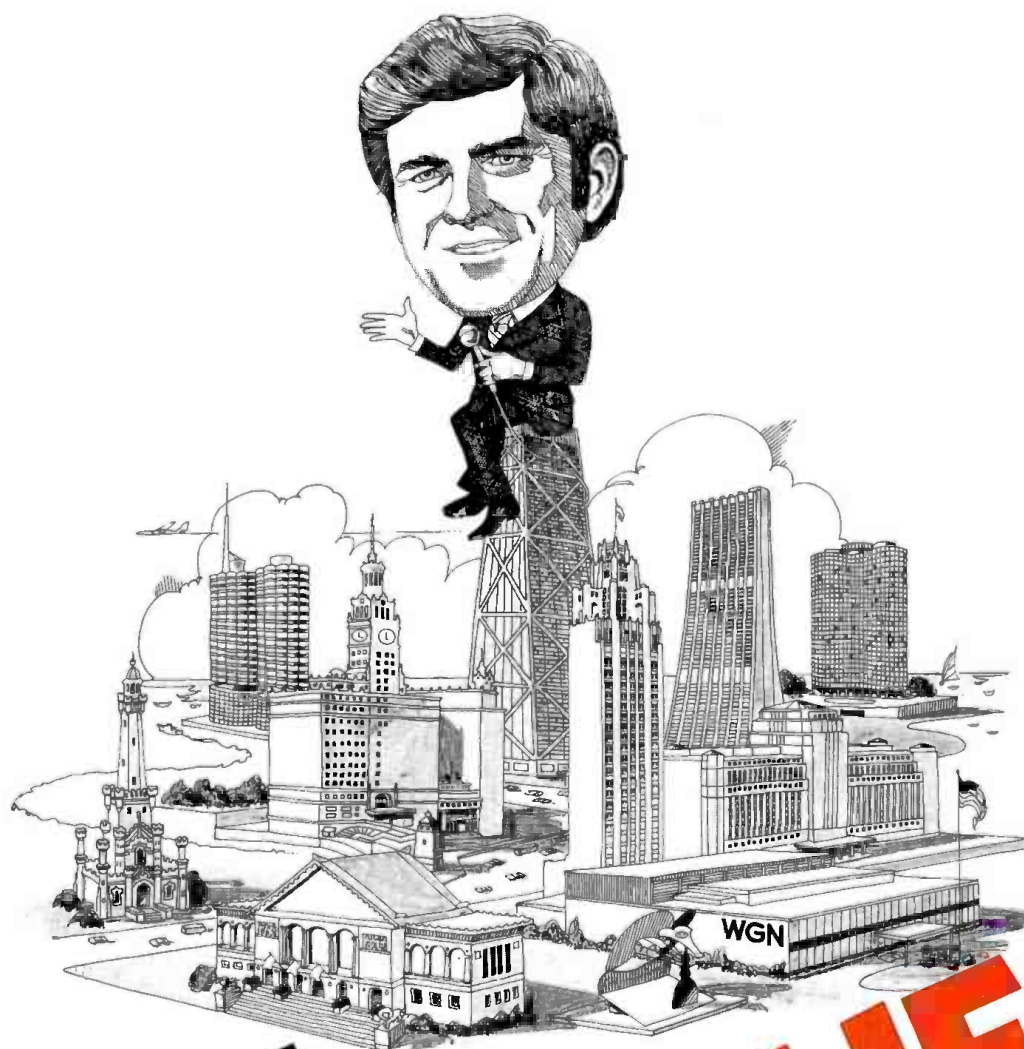
28
29 Section 3. The District of Columbia City Council, in behalf of all consumers
30 in the District, expresses its deep appreciation to WMAL-TV and to James D. Clarke
31 for their significant contribution toward more effective consumer protection in the
32 District of Columbia.
33

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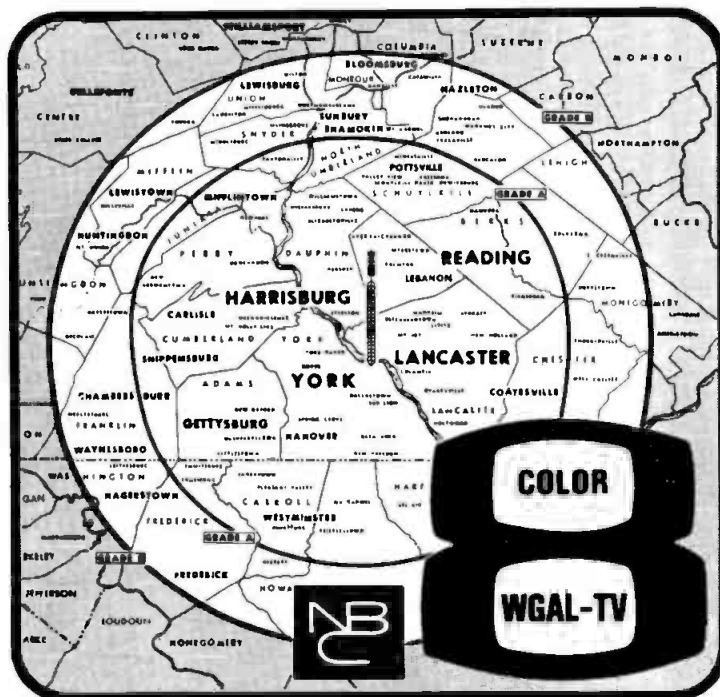
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Commissioner, S.J.? New name has surfaced in speculation over successor to Dean Burch at FCC — that of Dr. John McLaughlin, 47, Jesuit priest who like Mr. Burch is now on White House staff. Speculation is intriguing, for Dr. McLaughlin was Rhode Island Republicans' choice in 1970 to run against Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee and key senator on FCC nominations. What's more, Dr. McLaughlin ran hard-hitting, if ultimately losing, campaign. Dr. McLaughlin has impressive credentials — PhD in communications from Columbia University, two MA's (English and philosophy) from Boston College, producer of television documentary on Biafra-Nigeria war that was shown on ABC, member of staff of respected Jesuit publication, *America*. Surfacing of Dr. McLaughlin's name probably explains visit Jesuit made to Senator Pastore in latter's Capitol Hill office several weeks ago in effort to heal campaign-inflicted wounds; FCC was not mentioned.

Apart from Dr. McLaughlin, those attempting to follow White House selection process still see, as leading contenders for Burch vacancy, Donald E. Santarelli, administrator of Justice Department's Law Enforcement Assistance Administration; Lynn Wickwire, executive director of New York State Cable Commission, and Abbott Washburn, former deputy director of U.S. Information Agency. White House aides, who say final recommendation may be made to President this week, are not yet focusing on new nominee to fill H. Rex Lee vacancy, now that Luther Holcomb has asked that his name be withdrawn (see page 6).

Upbeat. All four radio networks — ABC, CBS, Mutual and NBC — have experienced booming business in second quarter of 1974, spurred particularly by extensive purchases by auto manufacturers and auto-related products and services. Ford, Pontiac and Buick are especially active. Mutual is looking forward to record sales quarter. Networks cite long-range sales effort as key factor.

Access to attic. Rand Corp. is asking FCC for permission to sift through data 31 licensees filed with commission three years ago in study of conglomerate ownership of broadcast properties. Santa Monica, Calif., think tank is collecting and analyzing information on ownership and control of radio, TV, cable TV and newspapers (*Broadcasting*, July 30, 1973). However, it is not clear whether commission will, or can, oblige, since material was submitted under promise of confidentiality.

Commission staff last month wrote licensees involved, passing along Rand request and asking whether they would waive confidentiality. Responses so far have ranged from flat no to yes. Final decision on Rand request will be made by commission on basis of replies and general counsel's opinion. As for use commission made of information, it wasn't much. Report by now-disbanded Conglomerate Study Task Force remains, unused, in commission files.

United front. Last week's National Cable Television Association convention did much to compose differences between corporate and independent factions of industry. Most conspicuous indication that cable's bigs and smalls

seek unified front was convention election in which small-town operator won more votes for board seat than four MSO executives. Robert Weary, Junction City, Kan., topped polls over Teleprompter's Jerry Greene, Tele-Communications' John Malone, LVO's Ray Schneider and Service Electrics' John Walson. Result was 50-50 split among majors and minors for four vacant board seats. (Independent Polly Dunn, Columbus, Miss., also won seat,) Messrs. Schneider, Walson were defeated.

Bigger numbers. Network rating points will be worth more next season. A.C. Nielsen Co. has made preliminary projection of 68-million U.S. television homes as of September. That's 2.7% more than current season's base. If it holds, each rating point will then represent 680,000 homes rather than present 662,000.

Never again. Programing sources at ABC-TV, CBS-TV and NBC-TV say they're optimistic that all three networks will launch their 1974-75 prime-time schedules week of Sept. 9. Sources imply that painful lessons were learned by writers' strike delay of many of last fall's series, and that networks won't let upcoming negotiations with Screen Actors Guild degenerate into similar situation.

Network selling for 1974-75 season is beginning to move into gear. Salesmen for all three TV networks were out in earnest late last week, showing their new fall wares (see page 16) to clients and agencies. But sources at all three said it was still too early to judge likely acceptance, chiefly because all three had made extensive changes in their schedules and one schedule — ABC-TV'S — did not become available until late last Wednesday.

Reward and punishment. Foote, Cone & Belding, which offers stations bonuses for substantially better performance than TV code's time standards call for, has developed penalty plan as well, but has temporarily postponed its effective date. In computing cost-per-thousand efficiencies for spot buys, FC&B plans to penalize stations 15% if they had 20 to 100 "violations" in preceding quarter, 25% if they had 101 to 200 — and not to buy them at all if they had over 200. Violations would be those shown in Broadcast Advertisers Reports' regular studies of compliance with standards set by Media Directors Council, which are similar to — but stricter than — those in broadcasters' own code.

FC&B plans also anticipate increasing audience bonus for qualifying stations from 10% to 25%. At present, officials say, only 10 stations qualify: Westinghouse group and five others. By comparison, FC&B said fourth-quarter analysis indicated 129 stations would have been assessed no penalty; 127, 15% penalty; seven, 25% — and none black-balled.

Chairman-go-round. When FCC's Review Board is reconstituted through retirement of Joseph N. Nelson, likelihood is that chairmanship will start being rotated among board's four members. Incumbent chairman, Donald J. Berkemeyer, who has held post for past 12 years, would step down. Talk is of two-year chairmanship tenure. Mr. Nelson's successor is penciled in as Leonidas P. Emerson, now chief of opinions and review, but appointment awaits Civil Service clearance.

Top of the Week

One in, one out. *James Quello, the Detroit ex-broadcaster whose nomination to the FCC had been in doubt from the beginning, made it to the finish last week: The Senate said yes, and he'll be sworn in on Tuesday (April 30). A parallel nomination, that of Luther Holcomb, vice chairman of the Equal Employment Opportunity Commission, who — unlike Mr. Quello — had seemed a sure bet, was forced to withdraw after exposure of letters and memoranda that cast doubt both on his credentials as a Democrat and his independence from business interests. Developments leave both Democratic and Republican vacancies still to be filled. Page 6, page 37.*

New deck. *With ABC joining earlier starters NBC and CBS in announcing fall schedules, prime time network television is finally on track for fall. New shows, schedule revisions will produce one of most drastic turnovers in programing history — and by far the most expensive new season. Weekly production tab adds to \$15.8 million. Page 16.*

Emmy time. *As far as nominations are concerned, it looks like CBS's year in terms of television entertainment program excellence. That network garnered 127 bids for honors, against 76 for ABC and 75 for NBC. The voting, of course, may tell another story — one due out next month. Page 18.*

Bottomed out. *National Cable Television Association held its 23d annual convention in Chicago last week — an occasion more for reflection than revelry. A gavel-to-gavel report occupies much of this issue. The mini-index on page 20 will serve as guide. Page 19.*

Musclemen. *State broadcaster association presidents were in Washington last week for annual backing-and-filling on industry's political push. In land of Watergate, "money still talks" and intervenors are still active, they were told by NAB officials. Political contributions are needed early, grass-roots lobbying needed desperately. Page 38.*

Proof positive. *Television Bureau of Advertising assembles cadre of successful retailers to demonstrate that what worked for them can do likewise for others. Page 42.*

Protectionists. *American Newspaper Publishers Association, in annual convention assembled, put out the word last week that, in terms of protecting its newsmen from governmental exposure of new sources or overview of their investigative reports, it will settle for something less than absolute shield. Print mediamen emphasize kinship with broadcasters in common cause of news freedom. Page 43.*

Difference of opinion. *Lines are being drawn in battle over whether FCC should include Dallas-Fort Worth, Houston and Miami in its land-mobile UHF sharing plan, with both sides focusing on FCC study supporting idea. Association of Maximum Service Telecasters, opposing plan, says FCC figures are wrong; land mobile interests agree, but say that just bolsters their case. Page 47.*

Consistency. *ABC's first quarter revenues and earnings are up again — 10th straight quarter that has exceeded mark of previous year. Page 47.*

Hand-holder supreme. *In engineering, when all else fails, read the directions. In show business, when all else fails, call Dave Tebet. NBC's vice president for talent relations is acknowledged master at turning no into yes. Page 65.*

Sympathy, support for Nixon re-election, tip-offs to businessmen on EEOC actions prove fatal to Holcomb nomination; his withdrawal leaves two seats open on FCC

White House is back where it was in December in seeking successor to resigned FCC Commissioner H. Rex Lee. Luther Holcomb, vice chairman of Equal Employment Opportunity Commission, whom President nominated in March to fill vacancy, last week asked White House to withdraw his name.

Request came Thursday (April 25), day after Consumer Federation of America made public copies it had obtained of Holcomb letters and memoranda casting doubt on his genuineness as Democrat, offering his services to White House and indicating he had divulged confidential EEOC information to White House and affected businesses (see page 37).

"Due to the confusion that has arisen regarding my party loyalties I do not believe that my nomination is worth pursuing in light of the short time remaining in the term," Mr. Holcomb wrote to President. "Therefore, I respectfully request that my nomination be withdrawn." Lee term runs to June 30, 1975.

Disclosure of documents — particularly those in which Mr. Holcomb expressed interest in working for President Nixon's re-election and indicated he had contributed money to re-election of Senator John Tower (R-Tex.) — caused consternation among his Democratic backers. Democratic National Committee Chairman Robert Strauss said he had withdrawn his support after learning of Mr. Holcomb's "partisan activity on behalf of Republican candidates," and had so advised Mr. Holcomb late Wednesday. Mr. Holcomb's decision to withdraw, Mr. Strauss said, "was a wise one."

Carol T. Foreman, executive director of CFA, whose four-member Washington staff obtained — from sources she would not divulge — and checked out material that proved damaging to Mr. Holcomb, said she hoped next nominee President Nixon sends to Senate is one CFA can support. "I hope it is not someone attached to Richard Nixon or the Republican party, but someone obviously equipped to deal with the problems of communications policy coming before the FCC," she said. She also hopes next nominee is one "equipped to represent the public as consumers."

Ms. Foreman noted that CFA had opposed, unsuccessfully, FCC nomination of James H. Quello, who was confirmed by Senate last week, as well as that of Mr. Holcomb, and added, "If the next nominee is the same quality, we'll oppose it, too."

There was no indication last week whom White House might tap. Presidential aides, who have been concentrating on nominee to fill Republican vacancy created by resignation last month of Chairman Dean Burch, had not had time to refocus on job they thought had been completed.

FCC backs off on exclusivity policy

FCC has retreated from position it took last July in rule designed to enable television station in overshadowed markets to obtain programing now denied them by exclusivity contracts program distributors negotiate with major-market stations. As adopted, rule would limit to 25 miles area in which station could be given exclusive rights to present nonnetwork programing. But after considering barrage of complaints from broadcasters, commission last week made these modifications: raised mileage standard to 35 miles, permitted stations in hyphenated markets to obtain exclusivity protection against stations in same hyphenated markets, provided for two-year test to obtain data on situation

in which Cleveland and Stockton, Calif., stations cannot obtain territorial exclusivity against stations in Akron, Ohio, and Modesto, Calif., respectively, and treated entire island of Puerto Rico as single market for purpose of rule.

Commission said modified rules only established outer limits of exclusivity practices, and broadcasters should not consider compliance with them as guaranteeing protection against antitrust or other action against them. Even within market lists relied on, commission said, "there are stations which if purchasing exclusivity against each other, will be approaching the edge of what a full review of the circumstances might reveal to be 'undue' exclusivity." Same would be true regarding exclusivity against cable television use.

Rule will apply to all contracts concluded on or after Aug. 7, 1973, when first report and order embodying rule was published.

Howard to buy McLendon's Buffalo AM-FM, says he was dealt out on WPGC purchase

Robert Howard, vice president and general manager of WPGC-AM-FM Morningside, Md., sold last month to Marriott family for \$5.8 million (*Broadcasting*, March 18), has purchased McLendon Corp.'s WYSL(AM)-WPHD(FM) Buffalo, N.Y., subject to FCC approval. What's more, status of WPGC deal has been clouded by Mr. Howard's contention that he has first refusal to purchase that property as well as commonly owned WMEX(AM) Boston, and that right was violated by Marriott transaction.

Mr. Howard, who with substantial institutional backing (unidentified) has formed Howard Communications Corp., will pay total of \$1.4 million for McLendon properties. McLendon, which has sold half its broadcast portfolio in past two years, retains WNUS-AM-FM Chicago, KOST(FM) Los Angeles, KNUS(FM) Dallas and KCND-TV Pembina, N.D. Blackburn & Co. brokered Buffalo sale.

Regarding WPGC matter, Mr. Howard said last week that he had obtained right of first refusal to purchase WPGC-AM-FM and WMEX from estate of late Maxwell Richmond two years ago. Marriott family reportedly entered picture last year, when, at suggestion of Richmond estate Richard E. Marriott (majority owner of First Media Corp., family interest purchasing WPGC), visited station with Ralph Williams Hardy of Washington law firm of Dow, Lohnes & Albertson, under guise of insurance salesmen. (Mr. Marriott, it was reported, made visit under alias of Richard Mann.) After checking property, source said, Marriott investigated another Washington market property, WWDC-AM-FM Washington, then returned attention to WPGC and WMEX (Marriott has yet to purchase latter station, and may not.)

When Marriott family made \$5.8 million offer for WPGC, Mr. Howard said last week, he attempted to exercise first option, proposed to pay same amount for WPGC and \$2.8 million for WMEX (\$150,000 more than Marriott bid). Marriott deal went through.

FCC lifts licenses of two Eaton UHF's

Richard Eaton has lost his licenses for WFAN-TV (ch. 14) Washington and WMET(TV) (ch. 24) Baltimore. FCC on Friday (April 26) announced revocation of both licenses and dismissal of applications for renewal, on ground that both stations had been dark for substantial periods of time and there was no indication they would resume operations in near future. Commission said licenses must be revoked to permit persons interested in operating on affected channels to file for necessary authority.

Stations had been dark since February 1972, when commission authorized them to suspend operations until 15 days after it acted on petition of United Broadcasting Co., Eaton-owned company that controls stations, for reconsideration of order designating WMET's renewal for hearing.

Harmonious NCTA board leaves door open for copyright cooperation with broadcasters; convention assessed more up than down

Copyright issue that dominated National Cable Television Association convention in Chicago last week (see page 19) continued to occupy board of directors at follow-up session last Thursday (April 25). Possibility remains for united effort with broadcast industry, but no specific action was taken. John Summers, general counsel of National Association of Broadcasters, had invited hand-holding in his appearance before NCTA — adding that NAB "would probably kill the bill" (before the Senate Judiciary Committee) if Section 114, which establishes new record royalty payment to performers, is not disposed of.

NCTA President David Foster, noting board took "no position" on 114, said prospect for cooperative effort on copyright is "not the kind of an issue you talk about at a board meeting." But, he added, "it's always in the cards."

Board expended most time during Thursday meeting Counsel Stuart Feldstein, Warner Cable Chairman Alfred Stern and Hogan & Hartson's (and former NCTA chief attorney) Gary Christensen. "We trotted through the whole thing," one source said of dissertation, and came out "doing nothing." Board passed resolution reaffirming copyright stance it initiated last month in San Diego, vowed to strongly oppose blackout provision.

Board also commissioned study of cable-newspaper crossownership issue in light of fact that FCC comments on two-year-old docket are due mid-May. NCTA has never taken stance on issue; now, board resolved, it must. Dormant committee authorized year ago on subject will be activated to foster policy.

New NCTA Chairman Bruce Lovett, conducting first board meeting since assuming chair during convention, announced his choices to fill two at-large positions on association's executive committee. They are Henry Harris (Cox Cable Communications, Atlanta), and Edward Allen (Western Communications Inc., Walnut Creek, Calif.).

Choice of latter, who was just elected to board, surprised some board members. Three new committee chairmen also were appointed: Barry Zorthian, Time Inc., legislative; Ralph Baruch, Viacom, subscription cablecasting; John Muir, Cable Media Corp., convention committee.

Board members were unanimous in praise of convention, expressed gratification over unity on major issues between diverse cable constituencies. "We were all worried about this convention being a downer," Mr. Foster said. "But the feeling is up."

Most exiting delegates shared same feeling, although few exhibitors compared equipment show favorably to last Chicago NCTA gathering (1972, also at Conrad Hilton). Most reported volume comparable to 1973 Anaheim, Calif., convention, and many said they preferred "businesslike atmosphere" of Chicago to Disneyland distractions of Anaheim. But with exception of pay-cable entrepreneurs, who reported considerable success, exhibitors' basic feelings reflected satisfaction, but not elation.

Final convention registration tally: 4,883.

Burnett executive advised clients to stay clear of ABC-TV's 'Wedding Band'

Gene Accas, vice president for network relations at Leo Burnett Co., said last week that he had "advised" his clients not to participate as sponsors in Joseph Papp's production of *Wedding Band* (ABC-TV, Wednesday, April 24, 9-11 p.m., NYT) because of "the miscegenation theme." (Also see story page 19.)

"Advertisers are not in business to spend their stock-



“Slash! Kick! Chop! Violence galore! That’s the kind of Saturday afternoon movie action contained in the original ‘Kung Fu’ script.

“I was lucky enough to be the cinematographer on the ‘Kung Fu’ episode that eventually won several Emmys. I relied heavily on Jerry Thorpe’s already established cinematographic style. Like the use of long lenses in flashback sequences for a two-dimensional effect, and slow-motion in the fight scenes to get a kind of lyricism. You know, working with Jerry really does make film the artist’s medium.

“‘Kung Fu’ was intended only for Asian distribution, when Jerry was asked to make a television pilot out of it. The first thing he did was have it rewritten.

“His creative influence helped make it the success it is today.

“We just finished doing a picture together. It’s a detective story shot almost entirely on location. In bars, outdoors in the street, in courtrooms. Because we’re on location where the lighting’s usually difficult and considering the rapid pace Jerry sets to give himself more time for experimental shots, it’s good that I can rely on the quality of Eastman film.

“There was one sequence where Jerry wanted a stunt man to jump off a building because he thought a dummy falling just wouldn’t look right. OK, but ten floors? Anyhow, the stunt man did it and I’m sure he’s just as glad as I was that we were using Eastman film.

“I mean, that’s not the kind of thing you like to do over and over.”

Up on the crane, two Emmy award winners: (left) Jack Woolf, cinematographer; (right) Jerry Thorpe, producer/director.



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holders' money on programs they know will offend people," Mr. Accas added, speaking as panel member on "The Bolder Themes in Television," event put together by New York chapter of National Academy of Television Arts and Sciences. Miscegenation is not even allowable as daytime-TV theme, he continued, "despite the fact that maturity and adult themes have always been accepted in the daytime" because "the viewer then is usually watching alone."

Another panelist, William B. Ray, FCC's chief of complaints and compliance, said that "the biggest source of complaints at the FCC concerns obscenity, indecency, profanity over the air. But if there's no violation of any statute, we're not going to do anything about these complaints because the FCC is forbidden to censor program matter." He added that "I would defend the right of a station to refuse to carry a network program if it felt that program would offend people in its community."

Rev. Constantine Volaitis, vice president of Morality in Media, railed particularly against CBS's situation comedy *M*A*S*H*, which he said treats sex and marriage as "trivial" and "gratuitously tears down the moral fabric of the society in which we live." Thomas J. Swafford, vice president for program practices at CBS, defended *M*A*S*H*'s "quality" and its "huge audience." He also said that viewers tend to accept controversial programs after they've been on awhile. He cited as example *All in the Family*, which got 4,000 complaints its first year, 2,000 its second and only 500 this year.

Radio manufacturers oppose all-channel bill, say market is growing without it

Radio manufacturers delivered only rainy note in two days of hearings on all-channel radio bill (see page 46). Electronic Industries Association figures show upward trend in factory-installed AM-FM sets "obviates the need for passage" of legislation. EIA says by 1975 50% of all autos will have FM capacity, 75% by 1978, if current levels hold up. Also, manufacturers trade group believes that because FM reception in certain situations is so bad — they mentioned heavy city traffic — that burden of added cost is "grossly unfair" to those who have to drive in those situations. All-channel is "inflationary" while "need has disappeared as the marketplace has responded" to growing FM audience, EIA testified.

In Brief

Accolade. Howard Cosell, ABC radio and TV sports reporter and commentator, has been named to receive "Broadcaster of the Year" award of International Radio and Television Society, for "providing new insights into the structures of the broad spectrum of both professional and amateur sports," at IRTS annual meeting May 23.

Probers. "Blue ribbon" committee to investigate relationship among National Cable Television Association president, board and executive committee — as announced by NCTA President David Foster in convention address last week — has been staffed. Members: John Gwin (Cox Cable), Ben Conroy (Communications Properties) and Mr. Foster.

Stutter step. AFL-CIO has held up consideration of broadcast license renewal bill in House Rules Committee for another week. Bill was scheduled to be taken up by rules last Tuesday, is rescheduled for tomorrow (April 30), when it probably will get green light. Labor sought chance to "express their feelings" to Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), wanted him to take second look at crossownership provision (in light of noninterference stance), court of review section that allows appeals to courts of local jurisdiction of licensee and even return to three-year term. Chairman "held firm," according to aide. "They realized that they were coming in pretty late." Mr. Macdonald does not expect labor move on floor to modify bill.

Together. WABC-TV will join crowd of New York TV stations moving transmitters from Empire State Building to World Trade Center building. FCC overlooked approval of ABC's application in first announcement of action last week (see story page 47).

Marconi centennial. One-hundredth anniversary of birth of Guglielmo Marconi (1874-1937), inventor of wireless communication and pioneer of broadcasting, was last Thursday (April 25). Mr. Marconi operated first wireless telegraph in 1895 for Queen Victoria. In 1901 he transmitted first message across Atlantic, from England to Newfoundland. NBC-TV's *Today Show* commentator Gene Shalit, noting 1906 meeting in America of, and subsequent close friendship between, Mr. Marconi and David Sarnoff, late RCA board chairman, said latter coined his definition of an inventor after discovering meager Marconi estate (\$150,000): "An inventor," said General Sarnoff, "is someone who makes other men rich."

Time to tell. FCC Chairman Richard E. Wiley is expected to use appearance before Federal Communications Bar Association in Washington Tuesday (April 30) to announce appointment of new commission general counsel. As previously reported, agency's new top lawyer will be Ashton R. Hardy, of New Orleans ("Closed Circuit," April 8).

Double time. MCA pushed its video disk system step closer to popular consumption last week with demonstration of Disco-Vision's new 40-minute playing capability — 20 minutes better than last public performance (*Broadcasting*, June 11, 1973). Officials at press preview in Los Angeles predicted playing time would be improved by another 20 minutes per side within months. Demonstration also featured Disco-Vision's random access techniques — slow motion, fast-forward, reverse- and freeze-frame capabilities — which MCA says permit system to track down and freeze on screen any of disk's tens of thousands of frames per side.

Low visibility. Best Foods Division of CPC International is embarking on unusual project under which it will pay for production costs and time for Monday-through-Thursday program on WNEW-TV New York called *Speak For Yourself* (6:30-7 a.m.), designed to teach everyday English to viewers. Twist is Best Foods will get no commercials; only tagline saying "Supportive production services contributed by (name of product)." Program begins today (April 29) and will be extended to other markets if successful.

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This week

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.

April 29—Wometco Enterprises Inc. annual stockholders meeting. Byron-Carlyle theater, 500 71st Street, Miami Beach.

April 30—Extended deadline for entries in National Press Club/Montgomery Ward award for excellence in consumer reporting. Categories include radio, TV and print media. Contact: Awards Committee, National Press Club, National Press Building, Washington 20004.

April 30—Storer Broadcasting Co. annual stockholders meeting. WAGA-TV, 1551 Briarcliff Road, N.E., Atlanta.

April 30—RSC Industries Inc. annual stockholders meeting. Marriott hotel, 1201 N.W. 42d Avenue, Miami.

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

May 1—Magnavox Co. annual stockholders meeting. 1700 Magnavox Way, Fort Wayne, Ind.

May 2—Washington, D.C. chapter, American Women in Radio and Television "Exhibit '74"—display of works by college women in broadcasting curriculums. WTTG(TV) studios, Washington.

■ **May 2**—Japan House and Monica de Hellerman Inc. will sponsor sports, business and finance seminar. Participants include Jerry Levin, Home Box Office Inc. Japan House, New York.

May 2—Warner Communications Inc. annual stockholders meeting. New York Hilton hotel, New York.

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

May 3—Covles Communications Inc. annual stockholders meeting. Manufacturers Hanover Trust Co., 350 Park Avenue, New York.

May 3-4—Society of Professional Journalists, Sigma Delta Chi Distinguished Service Awards presentation and region two conference for members in Maryland,

District of Columbia, North Carolina and Virginia. Williamsburg conference center, Williamsburg, Va.

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

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

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

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

■ **May 4**—Greater Montana Foundation 13th annual Radio-TV Awards Dinner. Missoula.

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

Also in May

May 6—Deadline for reply comments on FCC's proposal to extend UHF-land mobile sharing plan to three additional cities (Doc. 18261).

■ **May 6**—Jefferson-Pilot Corp. annual stockholders meeting. Jefferson Standard building, Greensboro, N.C.

■ **May 7**—Gannett Co. annual stockholders meeting. One Marine Midland Plaza, Rochester, N.Y.

May 7—John Blair & Co. annual stockholders meeting. Dorset hotel, New York.

May 7—Washington Ad Club "Radio Day" luncheon. Shoreham hotel, Washington.

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

May 8—Kaiser Industries Corp. annual stockholders meeting. 300 Lakeside Drive, Oakland, Calif.

May 8—Connecticut Broadcasters Association spring convention. Mystic Seaport.

May 8-11—ABC-TV's affiliates' annual meeting. Century Plaza hotel, Los Angeles.

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

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**—Hollywood Radio and Television Society newsmaker luncheon. Speaker: Pete Rozelle, commissioner, National Football League. Beverly Wilshire hotel, Beverly Hills, Calif.

■ **May 14**—Metromedia Inc. annual stockholders meeting. 205 East 67th Street, New York.

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

May 14-16—Central Educational Network workshop on ITV utilization. Ramada Inn, Des Moines, Iowa.

May 15—Deadline for supplemental and updated filings in FCC's newspaper-cable television cross-ownership rulemaking proceeding (Doc. 18891).

■ **May 15**—Outlet Co. annual stockholders meeting. 176 Weybosset Street, Providence, R.I.

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

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

■ **May 16-19**—Western States Advertising Agencies Association Western advertising conference. Featured speakers: Carl Ally, Carl Ally Inc.; Robert Levenson, Doyle Dane Bernbach; Tom Swafford, CBS; Jack Roberts, Carson/Roberts; Sanford Cooper, Burke Marketing Research; Gary Valk, Time Inc.; and Milton Jones, Palm Springs Life and San Francisco Magazine. Spa hotel, Palm Springs, Calif.

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

Major meeting dates in 1974-75

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

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

May 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.

Nov. 17-20—National Association of Educational Broadcasters 50th annual convention. Las Vegas Hilton, Las Vegas.

April 6-9, 1975—National Association of Broadcasters annual convention. Las Vegas convention center, Las Vegas.

Open Mike®

They'll be there

EDITOR: FCC Chairman Richard Wiley is hardly "off on a side trip of purest fantasy" in encouraging public participation in the regional FCC meetings, as **BROADCASTING** (March 25) thinks he is. One would think that a publication which seems to believe that citizens are voiceless without "Washington foundation-supported lawyers" would welcome visits by the commission out into local communities to hear from the people directly rather than over the telephone and on paper.

Good leaders react to stature by rising to statemanship. From a chairman whose past record gave citizens every reason to doubt his even-handedness, the regional meetings represent a first indication that the public interest counts for something on M Street, and that this chairman, like his predecessor, won't be private property of the broadcasting industry.

If broadcasters treated communications issues in detail on their own stations, FCC commissioners wouldn't have to go to Atlanta to hear what citizens think about broadcasting. They could sit home and watch the dialogue on TV instead.—*James McCuller, chairman, National Black Media Coalition, Rochester, N.Y.; Nicholas Johnson, chairman, National Citizens Committee for Broadcasting, Washington; Juan Rocha Jr., treasurer, National Latino Media Coalition, Washington.*

Markets inside markets

EDITOR: I would like to respond to Irwin Davis's "Monday Memo" of April 8. The key question raised is: "What is a radio market?" The answer does not lie in defining a radio market but rather in a horizon-expanding examination of radio from a marketing and media point of view.

In recent years, the trend in audience measurement has been to report media data within Arbitron's area of dominant influences or Nielsen's designated market area. At Blair, we contend that radio should also be measured within these areas so that planners and buyers can evaluate radio's contribution to the total media effort. Since there are a number of television ADI/DMA areas that contain two or more radio areas, we urge that the data be reported in a modular mode. In this way, each of the component radio areas can be analyzed to assess their individual media values. This helps insure that radio markets will not be submerged and that planners will have the opportunity to clearly see the relative importance of each of the radio markets that constitute the television ADI/DMA areas.

Radio should be looked at within the

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same data frame as television, as we now look at both magazine and newspaper data.

Radio measurement of the future should provide data for the metro area, for the ADI or DMA, and a total area measurement. This will enable buyers and sellers of time to examine radio on a statistical basis more directly comparable with television. The two media then can be planned and bought on the same basis.—*Robert E. Galen, vice president, director of research, Blair Radio, New York.*

No handicap

EDITOR: Job seeking has been a rather frustrating experience since graduation from college last December. However, I feel I am qualified for employment in radio. Being blind, of course, has posed some problems in my work at WPPJ, the

station at Point Park college, Pittsburgh. Recently, though, I have purchased some equipment which should show program directors at radio stations that I am capable of performing. One of these devices is called the Optacon, which enables the reading of printed material by means of vibrating pins. These pins reproduce the shape of the printed letters.—*Paul B. Scholl, 3433 Trexler Boulevard, Allentown, Pa.*

Not for all

EDITOR: Is there an error in your "A Short Course in Cable, 1974" [BROADCASTING, April 22] where you state: "All systems will be required to have 20-channel capacity by 1977"? I always thought it was systems in the top-100 markets that had to go to 20 channels by 1977.—*Charles Doty Adams, New York.*

(Mr. Adams is right.)



The eyes and ears, or just the ears?

"Fortunately, the issue of broadcasting the possible impeachment and trial of the President need not be polarized into mutually exclusive alternatives. There is a happy compromise that would amply fulfill the need of the American people for a live verbatim account of the proceedings while avoiding the theatricality of a televised 'special.' And that is to cover the entire process by national radio.

"With unobtrusive microphones present, there would be no need and no temptation to mug before cameras and to make long-winded and self-serving speeches. There would be no concern for blue shirts and carefully selected suits. Above all, there would be far less 'opening-night' tension to exacerbate a situation that has enough built-in stress from the start. The participants could go about the high seriousness of their obligation with a sense of sobriety and responsibility unencumbered by the realization, subliminal or overt, that they were 'on camera.'"—*Charles S. Steinberg, professor of communications, Hunter College, New York, and former CBS-TV vice president, in the New York Times.*

"Beyond all questions of guilt or innocence he must be impeached because we, the Super Bowl people, have been promised the show. We're gearing up for it emotionally the way we did when the ballyhoo built up for the Billie Jean King-Bobby Riggs match. The business is already so advanced that some people like James Reston of the *New York Times* are pressing for a TV blackout, but that can never be. We are a free people and we have been guaranteed the

right to watch everything in our living room."—*Nicholas von Hoffman, in his syndicated newspaper column.*

All the news that fits their purposes.

"I happened to be in a place last week, which while only 45 minutes from Miami in an easterly direction, is almost totally detached from the normal tools of my trade. But I did want to make sure that I didn't miss the announcement of the end of the world, if it came, so I took along a small radio that picked up short wave. The only problem was that the only clear station that I could pick up with a news broadcast in English was Radio Moscow. I don't want to give trouble to my colleagues in the Voice of Russia, or whatever they call it, but it is interesting that it takes only about half an hour of Radio Moscow to make an anti-Communist out of even the most determined liberal. I don't suppose that is what they have in mind, and maybe the Un-Russian Affairs Committee of the Supreme Soviet should investigate.

"Anyhow, Howard [K. Smith], you don't have to fill me in on last week because I listened to Radio Moscow every night, and here is what happened:

"The Israelis launched sneak attacks every day on the Syrians. There were no Syrian casualties or damages and in each case the Israelis were repulsed with heavy losses.

"Chairman Brezhnev met with several visiting leaders from Andorra and other powerful western nations, all of whom were struck dumb with wonder.

"British voters, in letters to Radio Moscow, wonder why their country cannot be run efficiently for the benefit of the workers, as is, say, the Soviet Union.

"Chairman Brezhnev graciously acknowledges tributes from the vast majority of French citizens.

"China has disappeared and no one seems to care.

"I guess you would concede, Howard, that I have kept in touch. It sounds like it was a nice week."—*ABC's Harry Reasoner, in a commentary.*

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



* Reg. U.S. Patent Office.

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Microfilms of BROADCASTING are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.

Monday Memo®

A broadcast advertising commentary from Peter L. Black, vice president and account supervisor, James Neal Harvey Inc., New York

One medium takes to another for sales

An entirely new concept in retail book marketing is causing a revolution in the hitherto staid publishing industry.

The misconception that book publishing is a cottage industry, run by elves in caves who are satisfied with a relatively slow pace and very low earnings, is fast disappearing. In part this is due to the aggressive program developed by Waldenbooks, a retailer, and its advertising agency, James Neal Harvey—a program that includes an unusually heavy emphasis on the broadcast media.

Actually, the publishing business is a mammoth industry—with annual sales of almost \$550,000,000 from 95-cent paperbacks to \$100-and-up first edition art books. Even more remarkable is the fact that these figures do not include editions distributed by book clubs or sales of textbooks.

The publishing industry has remained a tradition-bound business, slow to adapt to modern marketing practices. It has long operated on the basic principle of a publisher promoting and advertising one book at a time. And, the budgets placed behind each book are usually small by most standards. Exceptions are rare when the content or the author warrant the expense, such as a book by Phillip Roth or Jacqueline Susann.

The traditional promotion methods of publishers have always revolved around the allocation of advertising dollars to book retailers on a cooperative basis. Usually, many of the smaller bookstores have neither the time, energy, nor the sales volume to do much with these co-op dollars. Hence, many good new books have suffered from lack of public attention and have gone unnoticed by a potential audience that might possibly appreciate them.

In 1972, the Waldenbooks began to realize it should go beyond the conventional means of promoting and selling books. It subsequently developed a pilot program for publishers who wished to participate in a limited program of mixed media that included spot TV and radio as well as the traditional medium for book advertising—newspapers.

Many publishers were understandably hesitant to go along with this unusual approach. However, a limited number participated and sales results indicated the promise of success.

In April of 1973, Waldenbooks appointed James Neal Harvey Inc. (Milton Bradley, National Liberty Insurance, BMW cars, and Wella hair care products) as its advertising agency.

The Harvey agency was asked to analyze Waldenbooks' advertising effort and point the way to greater efficiencies in



Peter L. Black, vice president and account supervisor at James Neal Harvey Inc., New York, played a key role in Waldenbooks' advertising campaign. He has been with JNH since 1970 and earlier with J. Walter Thompson. Before handling account assignments at JWT (Miles Laboratories, Whitehall Laboratories and Liggett & Myers), Mr. Black worked there in variety of media, traffic, international billing and sales promotion assignments.

media and more effective creative approaches.

The agency put together a special television, radio and newspaper package for Waldenbooks to present to publishers. It was completely unlike anything ever seen to that date, taking advantage of every purchasing and co-op dollar possible.

The agency also recommended the selection of a TV spokesman. This man would be an author, an editor, a highly respected member of the literary community and a recognized figure to the general public.

The man was George Plimpton.

Long an ardent proponent of reading and the building of home libraries. Mr. Plimpton was delighted to participate. His enthusiasm and interest were immediately conveyed to all the major publishers at the presentation of the new program in spring 1973. Also presented were a variety of options regarding media plans and budgets designed to encourage maximum publisher support.

As a result, 53 publishers with 135 titles enlisted for the new promotional effort for fall 1973.

The basic plan consisted of television, radio and newspaper advertising for 10 weeks in 12 major markets.

Key to the effort was television. Two books would be advertised in each 30-second TV commercial. Each commercial would run at least twice on NBC's

The Today Show, the major vehicle. Additional spots were purchased on a scatter basis. An elaborate home library set was constructed and 45 commercials were produced on tape in two days using George Plimpton as spokesman. In three institutional commercials out of the 45 spots, no specific book titles were mentioned, but Mr. Plimpton discussed the importance of books in the home, the pleasures of reading, the benefits of books for children growing up and the enjoyments of bookstore browsing.

Total cost of the TV program for each book title was \$2,500—an amount possibly unprecedented in the efficient use of media and quality of production.

Estimated costs to a publisher to produce and run a similar commercial on his own for one book in 12 markets could have been at least \$14,000, excluding talent costs.

Radio participation in the program consisted of 60-second commercials with three book titles in each. Stations in each of the 12 markets were selected according to their ability to reach the key book-buying public—chiefly women 25 to 49 years of age. Each commercial received from 16 to 20 uses per market. Total cost per title was \$2,000 for the radio package.

The newspaper campaign was designed to complement Waldenbooks' broadcast effort. The idea was maximum visibility as well as frequency. A 200-line format covering two book titles was run every day for eight weeks in key newspapers in each market. Each title was run once per market at a total cost of \$1,500 to the publisher per book.

The program was designed for maximum flexibility with regard to selection of titles or books. In addition, the individual publishers could participate in one of five of the various Waldenbooks' media programs.

Aside from the TV commercials, George Plimpton also made personal appearances on TV talk shows and at bookstores in most of Waldenbooks' major markets, promoting his newest book "Mad Ducks and Bears" and speaking on behalf of Waldenbooks.

Results to date have been staggering. Reports from Waldenbooks indicate that re-order business on advertised books is incredibly high—48% of all books in the program and 67% of new titles have been reordered. Some store managers have said that consumers have stopped on the way to work to pick up specific titles they just saw an hour before on *The Today Show*.

An entirely new method of book selling has been developed by Waldenbooks and the James Neal Harvey agency. Both anticipate that the broadcast medium will play an ever-increasing role in the modern marketing of books.

Programing

Housecleaning in prime time as networks issue line-ups

Heavy casualties among old shows, major rescheduling of holdovers as \$15 million a week is committed

"It's almost a brand-new ball game—all three networks have made radical changes in their schedules."

That assessment was put forward last Wednesday (April 24) by Lawrence R. White, vice president for programs at NBC, the same day his rival, ABC, at last released its prime-time schedule for the 1974-75 season.

CBS and NBC had announced their fall line-ups the previous week (BROADCASTING, April 22). The schedules of all three, with program producers and costs that total \$15.8 million a week, appear in accompanying charts.

Over-all, situation comedies and action-adventure shows continue to dominate the network schedules. Twelve new comedies will turn up on the three networks next season (five on ABC, four on CBS and three on NBC), and 12 new action-adventure programs (five each on ABC and NBC, and two on CBS). The expected rash of *Waltons*-type family dramas failed to materialize, although three of NBC's new programs may be said to fit that category (compared to only one new one on CBS and another on ABC). The variety show appears to be just about dead as a going network format: Only the holdover *Carol Burnett Show* (CBS) and the new *Sonny Comedy Review* (ABC), starring Sonny Bono without Cher, remain on the prime-time schedules.

ABC has jettisoned 10 shows and added 12 new ones. Monday and Tuesday are the only nights that stay as is on ABC.

On Wednesday, *That's My Mama* (8-8:30 p.m.), a situation comedy about a black barber and his family in Washington, replaces *The Cowboys*, and *Get Christie Love* (10-11 p.m.), about a black undercover policewoman, replaces *Doc Elliott*.

ABC has overhauled its Thursday line-up, starting with a fantasy comedy called *Everything Money Can't Buy* (8-8:30

p.m.), about an angel who allows selected people to fulfill their fondest dreams, which replaces *Chopper One*; *Paper Moon* (8:30-9 p.m.), a comedy based on last year's hit movie about a Depression-era drifter and his companion, an 11-year-old girl, replaces *Firehouse*; the holdover *Streets of San Francisco* (9-10 p.m.) moves up an hour, shoving *Kung Fu* to Saturday (9-10 p.m.); and *Harry O*, starring David Janssen as a private eye, fills in the vacated *Streets of S.F.* time slot.

On Friday, *Kodiak* (8-8:30 p.m.), with Clint Walker as an Alaska state-patrol officer, replaces the long-running *Brady Bunch*; *The Texas Wheelers* (9:30-10 p.m.), a broad, farcical comedy about an oddball Texas family, dislodges *The Odd Couple*, which the network has re-scheduled on Sundays (7:30-8 p.m.); and *Kolchak—The Night Stalker* (10-11 p.m.), starring Darren McGavin as a reporter who stumbles onto mostly bizarre, supernatural stories, replaces *Toma*.

ABC has thrown out its entire Saturday night schedule (*The Partridge Family*, *The ABC Suspense Movie* and *Owen Marshall*) and replaced it with *The New Land* (8-9 p.m.), about a Scandinavian immigrant family carving out a life for itself in mid-nineteenth century Minnesota, the returning *Kung Fu* (9-10 p.m.)

Monday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00			
8:30	The Rookies (Spelling-Goldberg) \$210,000	Gunsmoke (CBS) \$230,000	Born Free (Screen Gems) \$215,000
9:00		Maude (Tandem) \$105,000	
9:30		Rhoda (MTM) \$110,000	NBC Monday Night at the Movies (Various) \$775,000
10:00	NFL Monday Night Football \$675,000		
10:30		Medical Center (MGM-TV) \$205,000	
11:00			

Tuesday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Happy Days (Paramount) \$105,000		Adam-12 (Universal) \$125,000
8:30		Planet of the Apes (20th Century-Fox) \$225,000	
9:00	Tuesday Movie of the Week (Various) \$435,000 For two runs		NBC World Premiere Movie (Various) \$425,000
9:30		Hawaii Five-O (CBS; Leonard Freeman) \$215,000	
10:00			
10:30	Marcus Welby, M.D. (Universal) \$205,000	Barnaby Jones (CBS; Quinn Martin) \$205,000	Police Story (Screen Gems) \$225,000
11:00			

Wednesday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	That's My Mama (Screen Gems) \$100,000		Little House on the Prairie (NBC) \$225,000
8:30		Senior Year (Universal) \$180,000	
9:00	Wednesday Movie of the Week (Various) \$435,000 For two runs		
9:30		Cannon (CBS; Quinn Martin) \$205,000	Lucas Tanner (Universal) \$225,000
10:00			
10:30	Get Christie Love (Wolper Productions) \$180,000	Manhunter (CBS; Quinn Martin) \$205,000	In Tandem (DiAntoni-Weitz) \$210,000
11:00			

and *Nakia* (10-11 p.m.), a new show about a Navajo deputy sheriff in New Mexico.

ABC will take advantage of the extra hour on Saturdays vouchsafed by the FCC as part of its modification of the access rule only to the extent of presenting six children's specials from 7 to 8 p.m. over the course of the season. And the network will use its extra hour on Sundays to present *Fireman's Ball* (7-7:30 p.m.), a new situation comedy about a wacky engine company presided over by a Sgt. Bilko-type, and the returning *Odd Couple* (7:30-8 p.m.). (Naturally, the network says, these plans will have to be changed if the courts overturn the FCC's modifications, which have been appealed by independent program companies. The same is true for CBS and NBC, which are also taking advantage of the extra network time on Saturday and Sunday.) Also on Sunday, on ABC, *The Sonny Comedy Review* (8-9 p.m.), starring Sonny Bono, the only new variety hour on any network this fall, replaces *The FBI*.

All three network programming chiefs radiate optimism when they discuss their line-ups. Fred Silverman, the vice president for programming at CBS, who regards the ratings of the season just ended as "the best CBS has done in about 10 years," said he thinks he has solved the problem he had been having with Tuesday and Sunday nights. "We start off Tuesday with *Planet of the Apes*, which should obliterate our main competitor, ABC, in the 8 to 9 time period," he says, basing his prediction on the 50 and 60 shares chalked up by the two *Apes* movies CBS ran last year.

"With that strong lead-in, *Hawaii Five-O* should continue as a top 10 show,

and then we're bringing in *Barnaby Jones* at 10. Buddy Ebsen's appeal in that time-slot will hurt *Marcus Welby* on ABC."

On Sunday, Mr. Silverman said, "NBC is the network to beat, and *Apple's Way* has proved it can take the Walt Disney show consistently. We're going for broke against NBC's *Mystery Movie* by programming *Good Times* at 8 and *M*A*S*H* at 8:30. Next to *All in the Family*, these two may be our strongest situation comedies. Then at 9, we come in with *Kojak*, the most successful new show of last season."

NBC's Larry White is touting *The Little House on the Prairie* (Wednesday, 8-9 p.m.) as "potentially the most explosive new hit of next season." It could set the tone for the rest of the evening, a perennial problem night for NBC. "The 9 o'clock show, *Lucas Tanner*, is emotional storytelling with guts and David Hartman comes of age as a star—he'll have particularly strong appeal to women."

Mr. White also says the new "abrasive" comedy, *Chico and the Man* (Friday, 8:30-9 p.m.), will finally hold the huge *Sanford and Son* lead-in, which had been dissipated in previous years by lightweight comedies like *The Brian Keith Show*, *The Girl With Something Extra* and *Lotsa Luck*.

And the reason the network has no variety hours on its schedule next fall—"a very unusual situation for NBC," "according to Mr. White—is that "the variety form seems to have diminished in broad appeal to general audiences, and without that kind of appeal a show won't make it. Plus a couple of show ideas we were working on didn't generate properly. But we could very well have a new variety series or two come next January."

Robert Boyette, the executive for prime-time programming at ABC, says TV audiences will be surprised at Sonny Bono's new variety hour (Sunday, 8-9 p.m.). "Believe it or not, Sonny plays Sunday

	ABC	CBS	NBC
7:00	<i>Fireman's Ball</i> (Spelling-Goldberg) \$100,000		
7:30	<i>Odd Couple</i> (Paramount) \$108,000	<i>Apple's Way</i> (Lorimar) \$200,000	<i>Wonderful World of Disney</i> (Walt Disney) \$245,000
8:00		<i>Good Times</i> (Tandem) \$100,000	
8:30	<i>Sonny Comedy Review</i> (Blye-Bearde) \$205,000	<i>M*A*S*H</i> (20th Century-Fox) \$105,000	<i>NBC Sunday Mystery Movie: Columbo</i> <i>McCloud</i> <i>McMillan and Wife</i> (Universal) \$450,000
9:00			
9:30		<i>Kojak</i> (Universal) \$200,000	
10:00	<i>ABC Sunday Night Movie</i> (Various) \$675,000		
10:30		<i>Mannix</i> (Paramount) \$213,000	<i>Rockford Files</i> (Universal) \$235,000
11:00			

Thursday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	<i>Everything Money Can't Buy</i> (ScreenGems) \$105,000	<i>The Waltons</i> (Lorimar Productions) \$205,000	<i>The Rangers</i> (Universal) \$225,000
8:30	<i>Paper Moon</i> (Paramount) \$105,000		
9:00			
9:30	<i>Streets of San Francisco</i> (Warner Bros.) \$225,000	<i>CBS Thursday Night Movies</i> (Various) \$750,000	<i>Ironside</i> (Universal) \$260,000
10:00			
10:30	<i>Harry O</i> (Warner Bros.) \$200,000		<i>Petrocelli</i> (Paramount) \$215,000
11:00			

Friday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	<i>Kodiak</i> (ABC) \$95,000	<i>The Love Nest</i> (CBS; Ilson/Chambers) \$95,000	<i>Sanford and Son</i> (Tandem) \$105,000
8:30		<i>We'll Get By</i> (CBS; Helix) \$95,000	<i>Chico and the Man</i> (Wolper Productions) \$90,000
9:00	<i>The Six Million Dollar Man</i> (Universal) \$225,000		<i>Sunshine</i> (Universal) \$105,000
9:30	<i>The Texas Wheelers</i> (MTM) \$105,000	<i>CBS Friday Night Movies</i> (Various) \$750,000	<i>Second Start</i> (MTM) \$100,000
10:00			
10:30	<i>Kolchak: The Night Stalker</i> (Universal) \$190,000		<i>Police Woman</i> (Screen Gems) \$210,000
11:00			

Saturday

	ABC	CBS	NBC
7:00	<i>Local</i> (Except for six hours of network children's shows)	<i>Local</i>	<i>News and Children's Specials</i> (Various)
7:30		<i>Children's Specials</i>	
8:00		<i>All in the Family</i> (Tandem) \$118,000	<i>Emergency!</i> (Universal) \$240,000
8:30	<i>The New Land</i> (Warner Bros.) \$200,000	<i>The Paul Sand Show</i> (MTM) \$105,000	
9:00		<i>Mary Tyler Moore Show</i> (MTM) \$110,000	
9:30	<i>Kung Fu</i> (Warner Bros.) \$215,000	<i>Bob Newhart Show</i> (MTM) \$108,000	<i>NBC Saturday Night at the Movies</i> (Various) \$775,000
10:00			
10:30	<i>Nakia</i> (Screen Gems) \$180,000	<i>The Carol Burnett Show</i> (CBS) \$245,000	
11:00			

better than Cher alone," he says. "And we're going to give him some high-powered guests to do his shtick with. The female guests will really be Cher-substitutes, but don't quote me on that."

Bob Boyette pointed to one ABC trend of "new comedy lead-ins" replacing dramatic shows on Sunday, Wednesday and Thursday. He said he hopes the half-hour comedies will chalk up bigger Nielsen numbers and provide "better audience flow" for these nights.

Mr. Boyette also things the returning *Streets of San Francisco* will do "even better" in its new Thursday-at-9 time slot. "Streets was hit harder than most of the other shows by last year's writers' strike," he said. "A lot of the scripts failed to meet our general quality standards. That situation should change for the better this year."

It's CBS's year in Emmy entries

Programs with most nominations are 'Miss Pittman,' Carol Burnett, 'M*A*S*H' and NBC TV movies

CBS-TV swept the Emmy nominations for 1973-74 last week with 127 to ABC-TV's 76 and NBC's 75. The nominations were announced by Robert F. Levine, president of the National Academy of Television Arts and Sciences.

By networks, the nominations for individual and program awards in prime-time television were: CBS, 106; NBC-TV, 45; ABC-TV, 40, and PBS, six. In daytime they were: ABC-TV, 36; NBC-TV, 30; CBS-TV, 21, and PBS, one.

Westinghouse and Metromedia received nominations for their Merv Griffin and Mike Douglas syndicated shows.

The prime-time awards will be presented on NBC-TV Tuesday, May 28, 9-11 p.m. Daytime presentations will be made on NBC-TV on the same day at noon to 1:30 p.m.

Nominations for awards in news and documentaries will be made later and the awards presented next Sept. 4 on ABC-TV.

Following are prime-time series, specials or single programs receiving two or more nominations:

ABC Theater, "Pueblo," six nominations, "The Merchant of Venice," one, "Judgment—the Trial of Julius and Ethel Rosenberg," two, ABC-TV.

ABC Wide World of Entertainment, "Warner Bros. Movies—a 50-Year Salute," two, "In Concert," two, ABC-TV.

ABC's Wide World of Sports, two, ABC-TV.

All in the Family, five, CBS-TV.

The Autobiography of Miss Jane Pittman, 12, CBS-TV.

Barbra Streisand . . . and Other Musical Instruments, five, CBS-TV.

The Blue Knight, five, NBC-TV.

The Carol Burnett Show, 10, CBS-TV.

CBS Playhouse 90, "The Migrants," six, "The Lie," three, CBS-TV.

A Charlie Brown Thanksgiving, two, CBS-TV.

The Dean Martin Comedy Hour, two,

NBC-TV.

GE Theater, "Tell Me Where It Hurts," one, "It's Good to be Alive," one, CBS-TV.

The Glass Menagerie, four, ABC-TV. *Hallmark Hall of Fame*, "The Borrowers," five, NBC-TV.

Hawaii Five-O, four, CBS-TV.

Hollywood Television Theater, "Steam-bath," two, PBS.

The John Denver Show, two, ABC-TV.

Kojak, six, CBS-TV.

Lily, two, CBS-TV.

Magnavox Presents Frank Sinatra, two, NBC-TV.

Marlo Thomas and Friends in Free To Be . . . You and Me, two, ABC-TV.

The Mary Tyler Moore Show, nine, CBS-TV.

*M*A*S*H*, 10, CBS-TV.

Masterpiece Theater, Upstairs, Downstairs, two, PBS.

Mitzi . . . a Tribute to the American Housewife, three, CBS-TV.

Monday Night Football, three, ABC-TV.

NBC Sunday Mystery Movie, Columbo, three; *McCloud*, two; *McMillan and Wife*, one, NBC-TV.

NBC Tuesday Mystery Movie, The Snoop Sisters, three, NBC-TV.

NBC Wednesday Night at the Movies, "The Execution of Private Slovik," seven, "A Case of Rape," three, NBC-TV.

The New CBS Tuesday Night Movies, "Cry Rape!," one, "The Phantom of Hollywood," one, CBS-TV.

1973 World Series, two, NBC-TV.

The Odd Couple, three, ABC-TV.

Police Story, two, NBC-TV.

Portrait: a Man Whose Name Was John, three, ABC-TV.

The Shape of Things, two, CBS-TV.

6 Rms Riv Vu, three, CBS-TV.

The Sonny and Cher Comedy Hour, six, CBS-TV.

The Streets of San Francisco, three, ABC-TV.

The Waltons, nine, CBS-TV.

Wednesday Movie of the Week, "The Morning After," one, "Trapped," one, ABC-TV.

Following are daytime series, specials or single programs receiving two or more nominations:

ABC Afternoon Playbreak, "A Special Act of Love," two; "Miss Kline, We Love You," two; "Mother of the Bride," three; "The Gift of Terror," one, ABC-TV.

ABC Afterschool Special, "Rookie of the Year," one; "My Dad Lives in a Downtown Hotel," one, ABC-TV.

ABC Matinee Today, "The Mask of Love," five; "The Other Women," three; "Alone with Terror," one, ABC-TV.

All My Children, six, ABC-TV.

Another World, two, NBC-TV.

CBS Daytime 90, "Once in Her Life," four; "Tiger on a Chain," one; "Legacy of Fear," one, CBS-TV.

Days of Our Lives, six, NBC-TV.

Dinah's Place, four, NBC-TV.

The Doctors, seven, NBC-TV.

The Edge of Night, four, CBS-TV.

General Hospital, seven, ABC-TV.

The Hollywood Squares, five, NBC-TV.

Jeopardy!, three, NBC-TV.

The Merv Griffin Show, five, Metro-

media syndication.

The Mike Douglas Show, two, Westinghouse syndication.

Password, three, ABC-TV.

The Young and the Restless, three, CBS-TV.

Emmy boycott called off

Dissident members of the National Academy of Television Arts and Sciences, who were unhappy with the proposed new system of choosing Emmy winners, decided April 20 that they would not boycott the May 28 award ceremonies, now that NATAS has revised its system of awarding honors.

Objectors felt they had made their point and that the final procedure adopted by the NATAS board was satisfactory (BROADCASTING, April 8).

Originally, NATAS proposed to limit the number of Emmy awards to those chosen as "best of" in eight categories. Opposition to this plan came from TV series players and producers, who felt they would be less likely to win Emmys against higher-budgeted specials or limited series. The revised plan meets these objections.

Armstrongs go to seven Americans, one Canadian

The 10th annual Armstrong Awards for excellence and originality in FM broadcasting were awarded last week to eight stations.

First place prizes (consisting of \$500 and bronze plaque) went to commercial stations in the following categories: community service—WPST Trenton, N.J., for *The Unfair, Impractical Equal Time Law and Fairness Doctrine*; news—WRVR New York for *Rockefeller's Drug Law*; music—WTIC-FM Hartford, Conn., for *The Listening Room* series, and education—WFMT Chicago for *A Legacy of War*.

Noncommercial station winners included: community service—KPFA Berkeley, Calif., for *The Little People, or Think Big*; news—WOSU-FM Columbus, Ohio, for *Municipal Court* series; music—WITF-FM Hershey, Pa., for *The Opera: Der Ring Des Nibelungen*, and education—CBL-FM Toronto for *Aldous Huxley and Beyond*.

The awards, given in honor of Edwin H. Armstrong, originator of FM broadcasting, are sponsored by the Armstrong Memorial Research Foundation and administered by Columbia University's Engineering School.

Program Briefs

Over. Columbia Pictures Industries, New York announced it has "terminated all negotiations" related to company's takeover of Tandem Productions, Los Angeles (BROADCASTING, Dec. 17, 1973).

Sue. Both NBC and Hanna-Barbera were sued last week for \$525,000 damages by Cal Worthington, Los Angeles automobile dealer who has used TV extensively. Mr. Worthington claims that an episode in *Wait Till Your Father Gets Home*, broadcast twice last year, included

character that aped his physical appearance and mode of attire but defrauded customers and made false claims, thus damaging his business and reputation.

More menace. Independent Television Corp., New York, reports ABC-TV has ordered six more "thriller/menace" feature films for its *ABC Wide World of Entertainment*. ABC-TV already has carried 20 of these made-for-TV films. Total of series produced is now 29, with others planned for future.

Science hunters. Document Associates, New York, is offering to U.S. TV stations 26 episodes of half-hour series titled *Target: The Impossible*, which focuses on scientific developments of present and future. Series, now on CTV Network in Canada, contains segments on energy from sun and tide; extra-sensory perception; new sources of water; life on other planets and pollution-free automobiles.

'Lucy' hits 111. Paramount Television Sales reports new sales on The Lucy Show, raising total markets to 111. Latest station purchasers include KOA-TV Denver; KITC Nampa, Idaho; WTVN-TV Columbus, Ohio, and WAST Albany, N.Y.

Elton John and others. Independent Television Corp., New York, reports its one-hour music variety special, *Elton John and Bernie Taupin Say Goodbye Norman Jean, And Other Things* has been bought for showing on ABC-TV's *ABC Wide World of Entertainment* segment on May 17. "Norma Jean" refers to Marilyn Monroe's real name.

Papp finds familiar script at ABC-TV

Affiliate rejection of 'Wedding Band' is sequel to CBS-TV problem

Eight ABC-TV affiliates refused to carry last Wednesday's (April 24) telecast of *The Wedding Band* (9-11 p.m., NYT), Joseph Papp's first production for the network. The play, written by Alice Childress, deals with miscegenation and contains some frank language.

The eight stations were said to be KATV-TV Little Rock, Ark.; WNGE-TV Nashville, Tenn.; WJHG-TV Panama City, Fla.; KTVE-TV El Dorado, Ark.-Monroe, La.; WRAL-TV Raleigh, N.C.; KTUL-TV Tulsa, Okla.; WAPT-TV Jackson, Miss.; and WLOS-TV Asheville, N.C.

In addition, four stations delayed the telecast to a later time: WFAA-TV Dallas; WAND-TV Decatur, Ill.; WFTV-TV Orlando, Fla.; and WAST-TV Albany, N.Y.

About 170 ABC affiliates ended up carrying the show, eight of whose 10 commercial minutes were sold to national sponsors.

Mr. Papp is no stranger to controversy, his production of the play "Sticks and Bones" for CBS-TV having resulted in a massive affiliate defection when it was finally aired late last summer (after being postponed from its original spring 1973 air date). Mr. Papp subsequently withdrew from his contract with CBS and signed with ABC-TV (BROADCASTING, Nov. 26, 1973).

Cablecasting

Copyright steals show from pay cable as NCTA's first concern

It's first with Congress, first with FCC, first in priority of industry; sports blackout provision threatens to wipe out chief selling point for most system growth; association mobilizes grass-roots task force to work on Judiciary Committee

Among all the issues plaguing the cable industry during last week's NCTA convention, copyright occupied the place of prominence. Considering the immediacy of the problem (the Senate Judiciary Committee will take up legislation cleared by the Copyright Subcommittee in the next few weeks), and the pressure for settlement applied by FCC Chairman Richard Wiley and Senator Adlai Stevenson III (see separate stories), this was no surprise. As Amos Hostetter, the outgoing NCTA chairman, told the delegates Sunday (April 21), copyright "must be the industry's number-one priority." His words fell on receptive ears.

An indication of the life-or-death nature that cable operators ascribe to pending copyright legislation came early in the convention, when some 350 delegates packed an impromptu strategy session on the problem; the hastily assembled crowd spilled over into an adjoining anteroom. The meeting forced the cancellation of a scheduled reception honoring the association's board of directors and dominated conversation throughout the evening.

The immediate cause of concern was a provision written into the subcommittee's bill that would virtually preclude cable systems from importing any professional sports events carried on a distant television station. The seriousness of that dilemma was underscored during the Sunday strategy session by Donald Anderson,

NCTA director of government relations. Using charts and maps to illustrate that all but "a very few" systems would be deprived of all imported sports carriage by the proposed law, Mr. Anderson evoked surprise from many operators in the room previously unaware of the problem.

With the cable system in Scranton, Pa., as an example, Mr. Anderson noted that due to existing FCC restrictions that facility (which is permitted to import that facility (which is permitted to import three independent broadcast signals from the New York and Philadelphia markets) is already required to black out some 40% of its imported programming. With the addition of the sports provision, Mr. Anderson said, that system would be left with nothing more than local newscasts and the least attractive syndicated offerings from those distant markets. Under those conditions, he stated, "there is no question in my mind that this system would fold." Indeed, other NCTA officials added subsequently, a "substantial" portion of the existing cable industry would face the same plight.

NCTA General Counsel Stuart Feldstein told the same assembly that the bill would cause "a total and complete wipe-out of professional sports events." And this, Mr. Feldstein added, would have the effect of depriving many operators of what is presently their most attractive selling point.

NCTA's response to the purported threat was to muster a carefully organized grass-roots lobbying effort—a procedure initiated prior to the convention but which took concrete form during the four-day meeting. Task forces consisting of cable operators from each of the 16 states represented by members of the Judiciary Committee have been created. Starting this week, operators will be traveling to Washington to meet with legislators. In addition, delegates at the convention were urged to request their subscribers to write their representatives in Washington to express concern over the legislation, with emphasis on the constituencies of the 16 senators directly affected. "It's my feeling that nothing will happen [in the Judiciary Committee] before mid-May," said Charles Lipsen, NCTA vice president for government relations. "But we're still a bit leery. . . Each individual senator is going to have to be handled a little bit differently."

While the sports blackout provision



Stirring the pot. The volatile nature of the cable copyright issue came home dramatically during an NCTA panel on that subject, staffed primarily by individuals not prone to sympathetic reactions to the cable industry's plight. L to r: Gary Christensen, Hogan and Hartson (and a former NCTA general counsel); Al Stern, Warner Cable; Edward Cramer, Broadcast Music Inc.; John Summers, National Association of Broadcasters, and Harry Olsson, CBS.

The convention in brief. To the 4,500 National Cable Television Association delegates who jammed Chicago's Conrad Hilton hotel, it was evident that a test of no small magnitude faces the cable industry. Foremost on the agenda: the industry's ability to stand up to three issues of such consequence that, to many, it seemed the very lifebreath of the medium is on the line: copyright, pay cable and nonduplication. None was ever far from the mainstream of convention events, nor from the attention of those attending.

By virtue of the fact that the sports blackout provisions contained in copyright legislation now pending before the Senate Judiciary Committee would deprive cable of practically all imported broadcast sports coverage—which few cablemen fail to identify as essential to their growth at this stage of the medium's development—copyright must be considered the industry's number-one priority (page 19). Pay cable, while perhaps of greater consequence in the long term, was still a majority contemporary cause of concern (page 24). Nonduplication, cast in the forefront by the presence of an FCC inquiry which could relieve cablemen of one of their biggest regulatory headaches, dominated several convention proceedings (page 29).

On and around those well-beaten paths:

Congressman Macdonald, while still extending his hand in friendship to the troubled industry, made clear he expects to see an improvement in nonbroadcast-related cable services in return for his tolerance (page 23). Senator Stevenson was also talking of a reciprocal arrangement—a year's deadline on the FCC for resolution of the regulatory jurisdiction conflict in return for a resolution of the copyright dispute (outside of Congress, if possible) (page 36). And FCC Chairman Richard Wiley—who extended a hand of fairness, not friendship—told NCTA the "New Ethic" in communications he first sponsored before National Association of Broadcasters is equally appropriate on the cable side (page 28). NCTA President David Foster wasn't talking external issues; the composition and aura of the association's volatile self was topic enough for him (page 31). And Senator Brooke, in an address more country-at-large than cable-in-particular, said the medium could be a useful tool in returning the nation to less skeptical times (page 36).

The necessity for regulation is, after all, in the eye of the beholder, and for delegates at a panel on what future courses that regulation may take, there was much to see (page 21). To another group of panel watchers, the question of why and how subscriber rates should be raised came down to breaking a nasty habit—bargain-basement prices (page 26). A companion piece in today's real world of cable had to do with money, a commodity in short and dear supply (page 32). And for yet another audience, it was apparent that, when it comes to cable's future, there remains no shortage of blue sky (page 22).

was obviously the industry's greatest concern over the proposed legislation, NCTA officials stressed that the lobbying effort would also be geared toward two other objectives: a decrease by half in the payments the present bill would require operators to pay for copyrighted broadcast material (1% to 5% of gross revenues) and addition of a clause exempting all systems having fewer than 3,500 subscribers from any copyright payment. The first issue was the object of particular concern with several representatives from the broadcast and copyright interests on a Monday (April 22) panel.

Following the Supreme Court's freeing of cable systems from distant-signal copyright payments in the CBS-Teleprompter case, claimed CBS's Harry Olsson, the present status of the copyright laws as they apply to cable is "intolerable." "This isn't the kind of copyright law that a civilized country ought to have," Mr. Olsson declared. "Something's got to give."

Under the present circumstance, Mr. Olsson lamented, if a cable interest acquires the rights to a particular program, broadcasters are prohibited from carrying it. But, he added, if a broadcaster obtains access to the same program, cable may use it at will. The ultimate effect could be to "wipe out the value of every [broadcast] market in the country." Mr. Olsson,

however, agreed with the cable industry conviction that smaller systems should be exempted from forthcoming copyright legislation, and that no system should be required to pay royalties on programs picked up from local stations.

National Association of Broadcasters General Counsel John Summers maintained that—the Supreme Court decision notwithstanding—the cable industry has a moral obligation to pay copyright fees. Chiding the cable industry for its alleged failure to live up to the terms of the 1971 consensus agreement calling for swift inter-industry negotiations, Mr. Summers asserted that none of the terms of that agreement is embodied in the present legislation. NAB, he said, has given up on the consensus. However, he added, "I think it will be a long, long time before we enter into another industry compromise sort of thing."

NAB's major concern at present, Mr. Summers said, is not the cable-oriented aspects of the bill, but rather the provision that would establish new royalty payments to be made by broadcasters to recording companies and artists. "Obviously," Mr. Summers declared, "we can't allow this to happen." And noting that the same provision would also affect cable systems because they use recorded music in their local originations, Mr. Summers maintained that "I think the

cable people should be right with us" in fighting that aspect of the bill. The NAB general counsel, however, did not go so far as to say that broadcasters are prepared to reciprocate as far as the cable copyright provisions are concerned. The royalty provision, he said, is NAB's only immediate concern. If that is resolved, he said, "then I think we'll be ready to talk about cable." He did not elaborate.

Edward Cramer, president of Broadcast Music Inc., also was critical of the Supreme Court ruling. "Many authors are going to go without a meal this year" because of the attitude that decision instilled within the cable industry, he asserted. He identified that attitude as one of hesitance to accept any copyright fee without legislation—a feeling "which is contrary to the interests of copyright as a whole."

Mr. Cramer compared this purported hesitance on the part of the cable industry to the resistance of radio licensees to music license fees several decades ago. Today, he claimed, "most broadcasters have come to recognize that a reasonable payment . . . has been and is in their interest." For without such payments, Mr. Cramer claimed, the amount of musical product available to radio stations would be greatly diminished.

On a more positive note, Mr. Cramer maintained that—despite the difficulties over copyright—cable and copyright interests should look forward to a harmonious relationship in the future. "Cable can and will be an important user of our product," he stressed. "I don't believe that artificial barriers should be set up by any interest to the expansion of a new medium."

To Alfred Stern, Warner Cable chairman and the only cable representative on the panel, the condemnations of his colleagues appeared ill-founded. Noting that the industry continues to support the spirit—if not the specifics—of the proposed copyright bill, Mr. Stern stated: "I think it's reasonable for this industry to make some sort of copyright payment." And considering the fact that the Supreme Court has obviated the legal necessity for such a position, he claimed that the industry's posture is "a big move."

But Mr. Stern remained critical of his broadcast adversaries. For that industry, he alleged, "'No change' is the password." He claimed that if the CBS-Teleprompter decision had gone the other way broadcasters would have had the right to deny cable access to any of their material—a development Mr. Stern did not doubt would have been forthcoming absent a negotiated level of copyright payments. "It's that power that you have to be aware of," he advised his cable audience.

But circumstances being as they are, Mr. Stern said, legislation is the only means by which the cable industry should be compelled to pay for broadcast material. Addressing the possibility of a negotiated settlement outside Congress—as had been suggested by CBS's Mr. Olsson and, earlier, by Senator Stevenson—Mr. Stern concluded: "I don't think that should happen, nor will it."

Objection. FCC Chairman Richard Wiley has told the Senate Communications Subcommittee that the commission takes exception to sections of the copyright-revision law that curb cable TV's ability to import distant sports programming, give broadcasters exclusivity protection and minimum signal carriage requirements for cable systems. Those matters, Chairman Wiley said in a letter to the committee, released last week, would be "more appropriately left to the flexibility of the regulatory process." Mr. Wiley said in the letter that Senator John McClellan (D-Ark.) had told him that "provisions of a regulatory nature" would be "eliminated" when his Copyrights Subcommittee took up the bill (the letter was written several days before the mark-up which took place April 10). Consequently, those provisions were preserved in the bill, which now awaits judgment by the Senate Judiciary Committee.

NCTA told cable growth hinges on changes in method or regulation

Cutter: shortage of product hurts; Geller: FCC's game plan is faltering; Goldberg: CATV must justify itself

While the direction the process will take is still clouded, the prospect for continued orderly growth in the cable industry is predicated on a large-scale movement away from the medium's presently multi-tiered regulatory structure. That was the consensus of a panel of prominent communications specialists who conducted a wide-ranging discussion of cable's future at last week's NCTA convention in Chicago.

The industry's primary dilemma, as seen by W. Bowman Cutter, executive director of the Cable Television Information Center, is that, under existing FCC

regulations, cable is being denied an attractive commodity to market. "Entertainment of some sort is the basic vehicle of cable growth," Mr. Cutter noted. But at present, he acknowledged, "cable just doesn't have a service to offer." He claimed that with the present limitations on the number of television signals a system can bring into its market, the extent of cable penetration might not surpass 25% of the nation's television households. But if just four more signals were permitted each operator, Mr. Cutter speculated, that expectation would double.

His theory was supported in essence by Henry Goldberg, general counsel of the Office of Telecommunications Policy. "If the capacity is there and the opportunity is there," Mr. Goldberg told the NCTA delegates, "then we should leave [the industry's future] to the marketplace and hope that some genius comes along." Mr. Goldberg stated that the President's cabinet-level report on cable released last January, which recommended a large-scale exodus of government from the field of cable regulation, offers a "rational regulatory framework for cable's development." While the FCC should continue to govern cable's relationship with the broadcast media, Mr. Goldberg said, regulation of nonbroadcast-oriented cable services can be "minimal" and at a non-federal level. "We just have to stop regulating so much" and have "a little more faith" in the power of the marketplace, the OTP counsel said.

One of the principal problems of today's regulatory environment, according to the Rand Corp.'s Henry Geller, is that while the FCC's present cable rules were designed to encourage cable's growth in the top-100 markets, economic limitations coupled with the problems cablemen have experienced in marketing the services made available to them by the commission have resulted in a virtual moratorium on viable development. While the commission's "game plan was sound," Mr. Geller acknowledged, "it has not worked out."

Mr. Geller knew whereof he spoke. As a former FCC general counsel, he was directly involved in fashioning the present cable rules. But acknowledging that the commission's growth expectations have not been met, Mr. Geller last week con-

ceded that the time might indeed be appropriate for a broad re-examination of those rules.

Mr. Geller was critical of the cable industry on one front. Citing the absence of copyright negotiations among cable, broadcast and programming interests as provided for by the 1972 consensus agreement, he indicated that the cable industry must assume large responsibility for that failure. "You didn't keep your word," he contended. But noting more recent developments in the copyright issue—specifically the Supreme Court's CBS-Teleprompter decision and the copyright legislation now pending in the Senate—Mr. Geller admitted that the consensus agreement "no longer holds water."

The panelists were in agreement on the necessity for the de-regulation of cable in some form, but they were at odds over what form that process should take. Rather than attempting to scuttle the implementation of some cable regulation at the state level, said Harvard's Kass Kalba, the industry would be well advised to realize that such a development is inevitable. "You must recognize," Mr. Kalba said, "that somewhere down the road there is going to be state regulation." He added that the establishment of state cable commissions—already set up in four states with several others proposed—is a more efficient way of dealing with cable than through direct regulation by existing public utilities commissions.

However, Ralph Wickberg of the National Association of Regulatory Commissioners expressed reservations over such a development. "What concerns me is the ultimate structure of regulation when you have federal, state and local governments falling all over each other," Mr. Wickberg said. Ultimately, he warned, there could be "such an imbalance between the structure of regulation and the structure of the industry" that conflicts will be inevitable.

Mr. Kalba also supported the role of the city governments in the regulation of the medium. "Cities have changed their approach to CATV over the years," he maintained. "They've become much more sophisticated," and are now looking at cable as a "multi-faceted technology" rather than a mere distributor of broadcast signals. Mr. Wickberg, however,



Seers. Cable's future regulatory environment was the object of speculation by NCTA delegates last week. Among the more educated guesses were those supplied by a panel of communications experts during Monday's (April 22) management session. L to r: Jack Ricks, Hogan & Hartson; W. Bowman Cutter, Cable Tele-

vision Information Center; Henry Geller, Rand Corp.; Henry Goldberg, Office of Telecommunications Policy; Bill Melody, University of Pennsylvania; Kass Kalba, Harvard University, and Ralph Wickberg representing the National Association of Regulatory Commissioners.

questioned that assessment. Noting that in the western half of the country many urban centers are much less extensively populated than their eastern counterparts, he contended, "I don't think you'll find that sophistication at these levels."

The future regulatory development of pay cablecasting occupied a considerable portion of the session. For Mr. Geller's part, FCC policies designed to prevent siphoning of any popular programs away from conventional television is "a very valid consideration." But the present antisiphoning rules, Mr. Geller disclosed, go much further than that. They are, he said, "designed to protect the broadcasters rather than control siphoning." As an alternative to the status quo, he proposed that "what free [TV] has managed to get in the past two decades, free should keep." But beyond that, "everything should be available to pay."

Mr. Cutter suggested that the presently extensive concern over the pay cable issue may be somewhat academic in the near term. Noting that the total collective subscriber penetration by the top-50 multiple system operators is exceeded by the audience of the most successful New York independent VHF, Mr. Cutter forecast that "we aren't going to see a big threat in the foreseeable future."

Those assessments, it was noted, are relatively harmonious with the cabinet report on cable, with the exception of one area. While the report would open the feature film market to pay operators with no restrictions, it said nothing of how sports should be dealt with. This, explained OTP's Mr. Goldberg, is due to the fact that Congress "has demonstrated that it has a very substantial interest" in keeping major sports events on free television. Thus, Mr. Goldberg contended, "it should be Congress which decides when these restrictions should be dropped."

But whatever the outcome of the pay deliberations, a far more important regulatory decision must be made regarding the necessity to "separate the old from the new." So said the University of Pennsylvania's Bill Melody, who warned that unless such relatively new and "unexploited" technologies as domestic satellites are regulated and controlled separately from established media, the old may very well engulf the new. "You could well anticipate the phone company or the networks owning all the facilities and leasing them out to others."

Mr. Geller suggested that such a development need not only be combated in the broadest sense. Cable operators, with a potential to control a multitude of channels, should also be restricted in their access to broadband communications, he said. It is "unthinkable," he said, "to have one man control 20 or 30 channels." Separation is "desirable and inevitable," Mr. Geller said. And, added Mr. Goldberg, a separation of functions might also ease present concerns over excessive cable regulation.

The bottom line, Mr. Goldberg concluded, is explicit: "Cable has to justify its existence in the marketplace—to the people and not to the FCC."

Minow suggests federal funding to test cable

Former FCC chairman tells NCTA great potential pends determination of services that will work best; Tate sees potential for blacks but warns of "questionable schemes"; Himsworth calls for open-books policy

Television has come a long way since the "vast wasteland" days of Newton Minow's FCC chairmanship. And in the interim, Mr. Minow, now a Chicago attorney, has found cause to ponder further the medium's worth. He now considers it substantial. And now cable, Mr. Minow told a Wednesday (April 24) NCTA convention session, promises to be an essential communications commodity when its promised innovations come to fruition.

It may be some time, the former FCC chairman suggested, before it can be exactly determined which of the more sophisticated cable services can work in a real-life situation. "Nobody knows if they will work," Mr. Minow said of what are essentially paper proposals at present. An indicator of their worth, he suggested, could come from the creation of a small model cable system utilizing as many new technologies as possible. And the "leader" in this development, Mr. Minow added, should be government, through an appropriate financial commitment to the project.

Conventional television, Mr. Minow said, offers "a true sense of community." Indeed, it has "redefined the borders of the U.S." But at the same time, he claimed, television has "amended the Constitution" in that it now offers the chief executive more power than the legislature through the ready broadcast access he enjoys.

"Each of us perceives the public interest in our own way," Mr. Minow noted. But the principal question, he submitted, is "What does the viewer want?"

One possible answer, he said, is the recycling of programs—or retransmitting shows during a time that is at the convenience of the viewer. Another could be the creation of a "nationwide rate average," in which all cable subscribers are charged the same amount regardless of their location—the idea being that the fees paid by urban customers would help finance rural cable operations which otherwise would be unfeasible.

Charles Tate, director of Washington's black-oriented Cablecommunications Resource Center, said minorities see cable as a "unique resource" that can be particularly helpful to them. The medium, Mr. Tate suggested, "could be a positive development aspect for underprivileged communities," which could foster new employment and bring new capital into depressed markets.

However, Mr. Tate cautioned, blacks do not want to become involved in cable in anything less than an ownership ca-

pacify. He warned against "highly questionable schemes" such as leasing channels to black groups for "\$1 per year" in an effort to appease them and sway them away from greater aspirations. Such offers, Mr. Tate said, speak of the "same arrogance" present in the National Association of Broadcasters' "propaganda" on the pay-cable issue.

Winston Himsworth Jr., Salomon Brothers, New York, deplored the present practice of a cable system's market value being measured on a per-subscriber basis. However, Mr. Himsworth, one of the nation's most prominent financial analysts in the cable area, saw improvement in cable's ability to market its product, decrease expenses and procure rate increases. But if the industry's financial crystal ball is to become less cloudy, Mr. Himsworth asserted, the industry will have to be more candid about its financial status with potential investors. He called for a full disclosure of cable's



RSVP to RMN. The President's man at the NCTA convention was ex-cable venturer and ex-broadcaster, Richard Moore. Now a counsel to Mr. Nixon, Mr. Moore not only conveyed the White House's respects but also held out the prospect of an imminent meeting between the President and leaders of the cable industry—presumably a companion to one he held with broadcast industry brass two years ago (*Broadcasting*, June 26, 1972).

"You have a friend in the White House," Mr. Moore told Monday's luncheon, at which he was warmly greeted as a former colleague. Responding to the applause, he said, "I think I'll come back one of these days and stay."

Mr. Nixon's letter to the convention noted that "Supply can never exceed the demand for information and ideas. Thus, there should be no question that the nation has room for both broadcast and cable television. We want both. We need both. And both can flourish side by side." The President also noted pride in the accomplishments of former FCC Chairman Dean Burch, and confidence in Mr. Burch's successor, Richard Wiley. He also lauded Clay Whitehead for his role in producing the cabinet-level report on long-range cable policy.

worth to the investment community. Also, Mr. Himsworth cautioned, the presently sky-high interest rates in the general money market "should not be used" by cable "as an excuse for poor earnings but rather as a reason for increasing profit objectives."

Joseph Stern, Goldmark Communications Corp., acknowledged that cable today "is not what we believed it would be three years ago." Economic and regulatory setbacks, he noted, have belabored advances in such vital areas as two-way communications. However, Mr. Stern insisted, "the potential is still there."

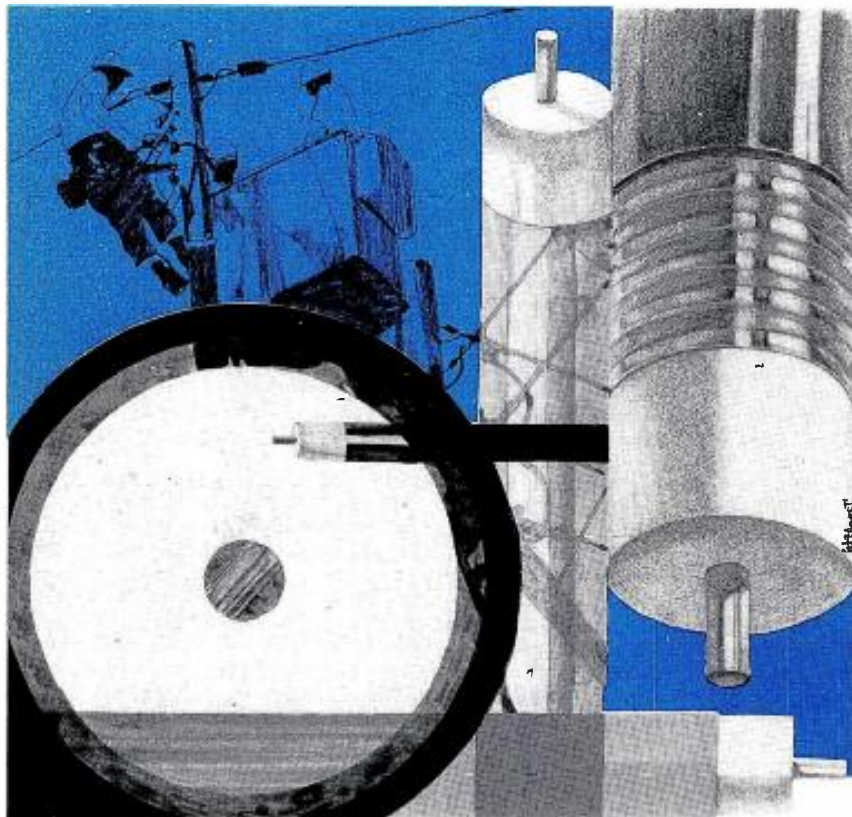
Mr. Stern called the continued growth of cable the "third wiring of the nation"—following the laying of first telegraph and then telephone lines. But cable's business capacity, Mr. Stern claimed, far exceeds that of its predecessors. He noted that the medium's present growth problems are not all of its own making, maintaining that the demands of franchise authorities have often been excessive. In the future, Mr. Stern warned, cable entrepreneurs "must plan ahead on a sound technological basis as well as a sound economic basis."

Communications specialist Richard Mitchell agreed. Cable's next priority, he asserted, "must be the development of new services." But there are many problems, Mr. Mitchell conceded, and in the long run such an effort is going to require "more coordination and more money."

Macdonald wants more origination

"Supply something new, supply something new, supply something new" was the thrice-emphasized word from Washington delivered to NCTA delegates by Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee. Taking his lead from the forum in which he appeared—presentation of NCTA's annual awards for local cablecasting—Mr. Macdonald suggested that "something new" ought to be an emphasis on localism, as opposed to an imitation of what conventional networks and broadcasters supply today. His advice was received cordially and with the respect due his legislative seniority, but without cheers. Last week's convention had its mind on breaking into pay cable, not into the city council.

Mr. Macdonald repeated his aversion to the cabinet-level cable report issued through the Office of Telecommunications Policy. "Many in cable—and the OTP—think the medium should be a broadband, master-antenna service," the congressman said, excluding himself from that number. He recounted that RCA's David Sarnoff, in the early days of radio, had described that medium's function as providing the pipes and the faucets, with others providing the water. It was only a few years before he and others realized that if they wanted water they would have to make it, or at least prime the pump. Mr. Macdonald offered his view that a like fate would overtake cable.



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Back to wall on pay cable, NCTA vows to keep swinging

NAB's antisiphoning campaign labeled 'hogwash' and demagoguery; movie chief sees four-tiered market, from theaters to cable to networks to station syndication; Stanford report called 'foolishly optimistic'

The National Association of Broadcasters' campaign against the emergence of pay cablecasting amounts to nothing more than "hogwash" and siphoning is a "marvelous demagogic word." That was the way Jack Valenti, president of the Motion Picture Association of America, characterized the ongoing conflict over pay cable during the opening session of last week's NCTA convention.

"There will be no siphoning," Mr. Valenti asserted. While maintaining that film producers intend to market their product "wherever it can be shown," Mr. Valenti added that they intend to do so "in a logical and natural sequence." Motion pictures would continue to be available: first to theatrical exhibitors, then to pay cable interests (or "family choice television," as Mr. Valenti prefers that medium be called), then to the commercial networks and, finally, to individual stations as part of a syndication package. In the long run, Mr. Valenti contended, the availability of feature films will not be unlike that of a hard-cover book: "You don't have to buy it. You can wait for the soft-cover edition." This, apparently, is the course the motion picture industry (if Mr. Valenti, as its emissary, speaks for all the interests involved) will follow—if it can. His message was explicit: Hollywood has taken a pounding in recent years (a \$500 million loss since 1968, according to his figures) and must seek out other markets besides movie houses and over-the-air television if it's to re-establish viability. Pay cable is high among the options.

This, however, is not to suggest that Hollywood is prepared to line the pockets of pay cablecasters at the expense of their broadcast adversaries, Mr. Valenti stipulated. Indeed, he spoke of arranging a "ménage à trois" among cable, broadcasters and movie producers—although conceding "it may be rated R."

As for pay cable itself, he maintained, the new medium's growth is likely to be slow and painstaking. Mr. Valenti made scornful reference to the Stanford Research Institute study that predicted pay TV (both over the air and on cable) will be grossing some \$200 million by 1976, and \$4 billion annually by 1985 (BROADCASTING, April 22). Calling that forecast "blindly and foolishly optimistic," the MPAA president commented: "My 7-year-old son could make better predictions than that . . . you can't *sub-poena* that many people." Pay cable's future, he added, depends on three varia-

bles: (1) the future of the FCC's anti-siphoning rules, (2) the product the new medium is able to offer, and (3) the willingness of the buying public to purchase that service in the manner in which entrepreneurs want to offer it. Of those three, it was regulation he rated highest. "Your future will not be determined by Main Street or Wall Street but on M Street," he said, referring to the FCC's Washington address. But, he added, "The American family is going to make the final choice."

For an audience of cable operators, these were encouraging words indeed, and ones echoed by other members of the panel—all with pay cable axes of their own to grind.

According to Ralph Baruch, chairman of Viacom International, any federal regulations that are at once "unreasonable" and diserving to the public interest "should be abolished." And this, Mr. Baruch ventured, may be the case with the FCC's antisiphoning rules. In his assessment, broadcasters want to "keep the libraries and get rid of the bookstores."

Noting that under existing antisiphoning rules, which prohibit pay cable interests from showing more than twelve 10-year-old and older films each year, the medium is denied a stockpile of 15-20,000 available features. Mr. Baruch asked: "Is this in the public interest?" Further, alleging that the commercial networks have been free to obtain exclusive rights to a film far in advance of its broadcast date (the practice referred to by pay cablecasters as "warehousing"), the Viacom chairman submitted: "Is this not siphoning?" Referring to the broadcast industry's claim that siphoning would be rampant were pay cablecasters permitted unregulated access to available software, Mr. Baruch maintained that "this red herring has been waved around long enough."

To underscore his point, Mr. Baruch offered this supposition: If pay cable were to grow a highly optimistic 50-fold (from 50,000 to 25-million viewers) and if viewers watched four hours a week (two movies each), the total pay audience would be watching 10 million hours per week. That would compare to conventional television's three billion hours per week (based on 6 hours, 20 minutes daily). Or, he said, less than three-tenths of one per cent.

Gerald Levin, president of Home Box Office Inc., expressed an optimistic view. "There is public acceptance of this [pay cable] concept," Mr. Levin said. And the issuance two weeks ago of an FCC report stating that it intends to deal with the pay cable issue on its own—without any regulatory interference from state and local interests (BROADCASTING, April 15)—signifies that "there is some awareness" in Washington of the new medium's plight. However, he cautioned, any subsequent FCC attempts to deal with the program content of pay cablecasting would raise "grave constitutional concerns." In the long run, he asserted, "perhaps the real answer lies in the courts."

Speaking of the industry's future,

Warner Cable Chairman Alfred R. Stern contended that pay cable's success need not be limited to the larger markets. But in any case, he added, the problem the medium presently confronts "is that we just don't have the product." Mr. Stern said he was "absolutely convinced" that films older than 10 years "could do a very good job" in enhancing the industry's viability were the FCC to make more film available to pay cablecasters.

But for that development to occur, all the panelists agreed, the broadcasters' efforts to stifle the medium must be discredited. Unless this is accomplished, said Geoffrey Nathanson, president of Optical Systems Corp., "we cannot economically stay in business because we'll have nothing to sell." Speaking of the NAB's current antipay campaign, Mr. Nathanson maintained that "they're not stopping with the newspaper ads." As evidence, he displayed an NAB-compiled informational kit on the issue which is being distributed to that association's constituency. Included in the package were such items as bumper stickers, lapel buttons and information regarding the creation of local chapters of the planned National Coalition to Keep Free TV Free (BROADCASTING, March 25, et. seq.). In order to counter such practices, Mr. Nathanson stated, "it is absolutely essential that a tremendous educational effort" on the part of the cable industry "begin immediately. . . . We have to be in a position to fight this as an industry."

To this, Mr. Valenti agreed: "Unless you can get a free flow of information," the MPAA president warned, "there can be no future . . . without programing, your creative oxygen, the patient can't live."

Foster extends a tentative olive branch in 'phony war' between broadcasters, cable

Two days before the start of last week's NCTA convention, the association's president was suggesting that the current controversy over pay cable is a "phony war" conceived by broadcasters to stifle a new industry. But on a more conciliatory note, NCTA President David Foster predicted that, in the long run, broadcasters and cablemen must reach some accord on the issue, if for no other reason than mutual self-preservation.

"There must be accommodation between CATV and broadcasting in the coming years," Mr. Foster told an April 19 pay seminar sponsored jointly in Chicago by the American Law Institute and the American Bar Association.

While continuing to be critical of broadcasters' alleged efforts to deter the development of pay cablecasting, Mr. Foster sounded less hostile on the issue than in months past. Apparently addressing both industries, the NCTA president warned: "I urge that we don't make fools of ourselves with phony wars."

Speaking specifically of cable's relationship with broadcasters, Mr. Foster noted there is no small amount of reciprocity between the two industries. For cable's part, he said, some 90% of the

program material distributed by that medium has its origin at broadcast stations. Addressing those interests that in the past have alleged that pay cable intends to "kill off" the broadcast industry, Mr. Foster asked: "How suicidal does anyone think we are?"

The purportedly fabricated issues upon which the cable-broadcast conflict is based, Mr. Foster lamented, "totally misrepresent the status of the pay cable experiment in this nation."

The NCTA president, however, did not suggest that the cable industry is prepared to extend a peace offer to its adversaries—at least before the other side abandons its tactics. At present, Mr. Foster maintained, "the whole antipay campaign is an attempt to use a sensitive political issue to stop the growth and vitality of the entire CATV industry."



Gridtronics. "We started out thinking we were going to shoot for the moon," Warner Cable Chairman Alfred Stern says of his firm's Gridtronics pay service, now carried on an experimental basis on 10 Warner-owned systems; "Then some problems began developing." The major one involved Warner's initial decision to provide a month's free service, which Mr. Stern regards in retrospect—as "a big mistake—a number of them didn't like it." Presently, Gridtronics is serving 15% of the 81,000 conventional subscribers on the 10 Warner systems. Pay customers are billed separately for the pay service on a monthly basis. Two films are offered each week and are run three or four times daily. A "big, fundamental problem," Mr. Stern said, lies in the fact that while the major Hollywood producers are targeting for an audience 19-25 years of age, Warner's "rural" customers are 25 years or older. Although he views a per-program fee arrangement as desirable, Mr. Stern said Gridtronics' present hardware makes monthly charges mandatory. As far as the experiment is concerned: "We've learned all that we can learn."



Via Code. Viacom International Chairman Ralph Baruch views the experimental Via Code pay service—of which his firm acquired 100% control three weeks ago (*Broadcasting*, April 15)—as "an extension of the motion picture theater." Indeed, the service, now operating on Viacom's Smithtown, N.Y., system, is the only such operation making a per-program charge \$3 for movies, \$1-\$2 for other programming. The pay system reaches 30% of the Smithtown system's 2,000 conventional cable subscribers. In addition to the program charges, subscribers pay a \$1.50 monthly service charge and receive the converter (manufactured by K'Son Corp.) free. Four channels are offered—one previewing attractions, two showing films from 10 a.m. to signoff, and one programming educational material from 10 a.m. to 4 p.m., and movies thereafter. Recent titles include "Nicholas and Alexandra," "Blume in Love" and "The Poseidon Adventure." Acceptance of the film offerings varies between 15% and 65% of the total pay customers. Via Code offered the recent Ali-Norton fight live for an \$8.50 fee; 24% of the subscribers bought it. Mr. Baruch reports conventional subscriptions up 3-5% since the pay service was established.

Pay television reaches 12% penetration on cable systems where it's offered

NCTA surveys subscription services that are scattered over 10 states

Pay television is now offered on 46 cable systems and has been bought by 60,000 customers, about 12% of the 500,000 conventional subscribers that the systems serve. The figures were reported last week by Donald Witheridge, NCTA director of subscription cablecasting ("Closed Circuit," April 22).

Pay service is now being offered in 10 states—Pennsylvania, New York, Cali-

fornia, Florida, Georgia, Massachusetts, New Jersey, Oregon, Virginia and Arkansas. Pennsylvania has the greatest concentration of systems (20), followed by New York (nine) and California (five). The survey indicates there is virtually no limit to the size of the conventional system on which a pay service may be offered. The largest number of pay systems (14) are carried on cable operations with between 1,000 and 5,000 conventional subscribers. Eleven pay services are found on systems with 5,000-10,000 subscribers; 12 are on systems of between 10,000 and 20,000 subscribers; two between 20,000 and 30,000, three between 30,000 and 40,000 and one on a system with over 90,000 subscribers (Cox Cable's San Diego system).

The study found that all but one of the present pay systems (at least one



Geoffrey Nathanson

Channel 100. Pay cable is "alive and well" in San Diego, boasts Optical Systems Corp. President Geoffrey Nathanson, who should know. The company, which claims a total 25,000 pay subscribers (40% of the entire business), will soon sign on its 10,000th there. Optical, which leases channels from conventional cable operators, does everything but maintain the cable plant. Consumers pay \$6.50 a month for Optical's "Channel 100" service plus a \$1.50 monthly service charge. For this, they receive about 15 films each month, five of which are repeat performances from earlier showings. A customer is not signed on until he relinquishes \$33 (including a refundable \$25 deposit). The company, Mr. Nathanson said, experiences a delinquency factor of only .05%. Optical presently uses a single channel, but will be adding a second this fall. Although it will not lease facilities in the smaller towns which "are not economically viable in our opinion," Mr. Nathanson said, Optical has begun to license Channel 100 to operators of small cable systems.



HBO. "We are a pay cable network," says Home Box Office President Gerald Levin of his firm's product. HBO supplies programming, but no hardware. A \$6-\$7 fee is charged pay customers. It is presently on 22 cable systems and has a total of 17,500 pay subscribers. Levels of penetration identified by Mr. Levin range from 30% in Wilkes-Barre, Pa.—which became the first HBO affiliate in November 1972—to 75%-80% in three unnamed urban markets. Seven or eight movies are offered each month; some are repeated later. A total of 175 events was transmitted from New York's Madison Square Garden last year, including regular Monday night boxing. It also carried all games of the ABA's New York Nets not telecast over the air. This summer, it will carry the pro bowlers' tour. In addition, HBO announced last week that it has acquired home game rights to the New York Stars and the Philadelphia Bells of the new World Football League. Two weeks ago, it began carrying those games of the New York Yankees not telecast by WPIX-TV New York (which is providing HBO with coverage facilities). Mr. Levin noted that three of every four HBO customers are new cable subscribers.

more is planned in the near future) base their operations on a monthly fee, with the loner charging per-program fees ranging up from \$1. A majority of the systems (24) charge \$6 per month. Of the 43 systems reporting information to NCTA (the association identified three others on its own), seven charge \$5 per month, 24 charge \$6, 10 charge between \$6.25 and \$7 and one charges \$8.

The existing pay systems, NCTA said, offer between six and eight feature films per month. In addition, several offer repeat showings of previously transmitted movies when such activity is justified by subscriber demand. Of the 43 reporting systems, 22 said they offered films only,

although several added that they are contemplating the addition of other services. The other 21 reported the inclusion of sports, cultural, travel and other programming in their monthly schedules.

The NCTA survey found three methods of obtaining pay service available to cable systems. The most common, employed in 22 cases, involves a partnership between pay and conventional cable entrepreneurs in which the former provides programming and the latter procures hardware and actually runs the operation (including marketing and billing). Eight systems offer pay in a leased-channel arrangement, in which the conventional operator is no more than a carrier of the

pay venturer's service. In the third, embraced by 13 systems, the pay service is conducted entirely by the system operator.

NCTA reports that a total of seven firms supply programming to their own pay operations and an equal number provide technical facilities. The program suppliers are Home Box Office Inc., Optical Systems (Channel 100), Cinca Communications, Digital Communications Corp. (Key Cinema), Telemation Program Service, Warner Gridtronics (Star Channel) and Viacom Communications (Viacode). The hardware distributors are Digital Communications, Jerrold Electronics, JVC, K'Son, Magnavox, Oak Industries and Sony Electronics.

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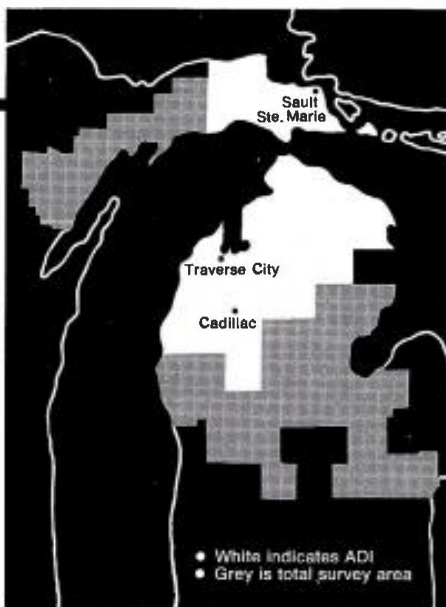
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How hard it is to kick habit of low cable rates occupies NCTA delegates

Consensus emerges on three points: cultivate political contacts, do your homework, be ready to tell all

Part of that "reality" to which cable television has returned in 1974 is that, from a revenue base, it's still living in 1954. The hard fact is, as moderator Ed Allen preambled NCTA's panel on rate increases last week, that cable has been tabbed as a \$5-a-month industry. While the rest of the economy was going through the roof, cable—in terms of its charges to subscribers—was staying on the floor. Today, having realized that immediate viability depends almost entirely on the classic services, cable faces the problem of persuading a public that it should have paid all along.

Mr. Allen, of Western Communications, Walnut Creek, Calif., and his panel (one of two dealing with that subject last week) delineated the problem without guaranteeing an easy way out. They did, however, have some suggestions.

First, said Martin Malarkey, of Malarkey, Taylor & Associates, Washington, acknowledge the fact that cable is a rate-regulated medium and will always be. Acknowledge, also, he said, that three things stand in the way of persuading most city or state regulators to lift the lid: (1) that many operators have neglected their basic service, and that their product is not acceptable, (2) that many of those same operators have neglected their political position, and come as a stranger when it's time to ask for rate increases, and (3) that operators are reluctant to disclose their financial status, fully and openly.

Assuming those flaws are corrected, he offered three steps to winning a rate increase. (1) Do your homework, including comparative analyses of rates on other systems in the area and/or nationwide. (2) Prepare a public-utility-commission type of rate-of-return analysis,

based on fixed assets and going back two years as well as forward that many—and based on present market value, not on original cost. (3) Prepare an operating margin analysis, a method Mr. Marlarky both prefers and recommends. Such analyses are based on gross revenues against operating costs, excluding interest and taxes. If, on a rate-of-return basis, the answer is 10% or below, the cable operator has a good argument for an increase to bring that figure to 15%. If, on an operating margin basis, the answer is 50% or below, again there's good argument for increase, up to the 55-60% range.

Morris Tarshis, director of franchises for New York City, maintained his reputation as a maverick on the subject. Although his office has recently granted a "tremendous" 50% increase to that city's two franchisees—from \$6 to \$9—he said cable operators were making a major mistake if they relied on conventional subscribers to provide their revenue growth. It's the broadband area—what most now consider blue sky—in which he has greatest hope. Indeed, Mr. Tarshis foresaw the day when cable would decrease its rates, perhaps even as far as zero, as its revenue from other services began to depend on the number of sets an operator could connect. He wasn't shouted down—no person present could have done that—but it was evident his audience wasn't buying. Not, at

least, in 1974. (Said Mr. Allen: "We're trying to get up off our knees so that we can walk before we start to run.")

Mr. Tarshis found greater receptivity on another point—that New York buys the concept that cable is not a public utility. The public can live without it, he said, and so long as that is true he is willing to let the marketplace prevail. His rationale: If rate increases are denied, cable will die. If cable's charges are too high, and the public disconnects, cable will die.

But there was a Catch-22 in that argument, too. If, he said, a cable system raises its rates and significant numbers do not disconnect, he might have to re-

vise his conclusion on public necessity. (Ed Allen noted his company had never experienced more than a 2% drop-off after a rate increase, and said those numbers were quickly built back.)

Jeff Forbes, executive director of the Massachusetts Cable Commission, came with a classic good news-bad news presentation. The first was that the state might well pre-empt rate regulation from localities (presently mandated by law to a \$7 maximum rate, although that statute expires this year). The second was that with pre-emption would probably come a requirement for uniform accounting.

Mr. Forbes joined the crowd in stress-

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Victors. Six directors were elected to the National Cable Television Association's board in at-large capacities during last week's convention. Chosen during the Tuesday NCTA membership meeting (in order of votes cast) were Robert K. Weary, Junction City Television, Junction City, Kan.; Polly Dunn, Columbus TV Cable Corp., Columbus, Miss.; Jerry Greene, Teleprompter Corp., New York, and John Malone, Telecommunications Inc., Denver. Two other candidates, Gene W. Schnelder, LVO Cable, Tulsa, Okla., and John Walson, Service Electric Cable, Allentown, Pa., failed to make the board. In addition, NCTA associate members, representing primarily hardware manufacturers, chose two men to represent them on board. Gorge M. Acker, Aberdeen Co. and Cable TV Supply Co., Culver City, Calif., who served as an associate-member alternate to the board during the past term of Ray Schnelder (Times Wire Cable), was elected to a full term of his own. Irv Faye, AEL Communications Corp., Colmar, Pa., becomes a new alternate. After ratification by the full NCTA membership of a by-laws change permitting the addition of second associate representative to the board, Nathaniel M. Marshall, Anaconda CATV-Systems Wire and Cable Inc., Phoenix, was chosen to fill that position. Richard L. Jackson, Jackson Communication Corp.-Ohio Valley Cablevision, will be the alternate.

ing the importance of continued political contact. "If you come in only once every three or four years, with a cadre of outsiders, you may be in trouble." Another procedure upon which he frowned: that recommended by a multiple system operator at last year's NCTA convention who said his company started asking for rate increases for its system A, then went down the list to system Z, then started back over again with A.

Moderator Allen, subbing as a panelist for Leslie Read of HLC Associates, New York (who was called away in connection with two rate increase problems of his own), offered these observations from his experience: Good political relations are essential ("Without it, even if your case is good, you're in trouble"); total and absolute disclosure of finances is essential; comparisons to cost-of-living and wholesale indexes can be helpful, as cable's expenses generally are ahead of both; most city councils require public hearings on rate increases, and the amount of flak a system encounters in that exposure is in direct ratio to its good will with politicians and subscribers. He recommended persuading city councils to appoint a subcommittee to go through the detailed studies in advance of final council hearings and consideration. That way, he said, the council is acting on its own committee's recommendation, and in most cases will side with it.

Mr. Tarshis underscored the rate-increase dilemma with his story of an unidentified system operator in New York who, advised that a competitor was raising its rates, disconnected in anger. "If one of your own feels that way," said Mr. Tarshis, "how dare you ask that others feel differently?"

Local cable originators plant acorn, hope for oak

Groundwork for a new professional organization stressing the development of locally originated cablecasting was laid last week at the NCTA convention. Dubbed the International Cablecasting Society, the group was organized to provide "a well-planned, purposeful forum for the exchange and development of programming possibilities for CATV," according to Mary Catherine Oltman-Woodward, one of its founders.

Mrs. Woodward, editor of the *Originator*, a bimonthly newsletter published in Malvern, Pa., said response to the society from NCTA delegates has been encouraging. The group held five introductory sessions during the convention, attended by more than 200 delegates, and elected Flemming Nielsen, program director of Canada's Community Antenna Television Ltd., Calgary, Alberta, as president pro tem. It has the support of both NCTA and the Canadian Cable Television Association and has attracted the interest of cable representatives of at least one other foreign nation—Brazil—who were present at the convention. The society's temporary address is P.O. Box 416, Malvern, Pa. 19355.

He's no one's creature but the public's, Wiley tells cable meeting

FCC chairman disavows advocacy of broadcast interests, and makes it clear he's had enough of such allegations; NCTA advised to get on to settlement of copyright, comply with 'New Ethic' for cable; two commission task forces go after re-regulation, look to 1977

Richard Wiley went to Chicago to tell them it was a lie. He was not a captive of the broadcast interests. Neither, he made it "perfectly clear," was he a friend of cable. Nor would he be. Rather, what the new chairman of the FCC wanted them to know was that he would be both fair and true, as best he was able, to his first constituency, the public interest.

The chairman delivered his declaration with a smile, but also with a cutting edge. "Frankly," he said, "I am somewhat weary of hearing that our [FCC] rules are irrational, that they were created simply to impede you and, most of all, that old bromide that they are simply the result of a commission sell-out to the established interests of the broadcasting world."

Mr. Wiley said a number of other things along the way, but this was the bottom line. "As a regulator," he said, "it's not my business to be your friend—and I don't intend to be. It is my business to see that you get a fair shake and, more importantly, that if you have something of value to offer the American people, you get a decent opportunity to present it to them unimpeded by 'overregulation.' And you can be assured that I will do my business fairly, efficiently and as expeditiously as possible."

The chairman also told his National Cable Television Association audience what it should do. First of all, settle the copyright issue. "Nothing could be more in your interest, as I see it, than to lay to rest, once and for all and in a fair and even-handed manner, the nagging issue of copyright. And let me make that perfectly clear."

Mr. Wiley, in a repeat performance of the "New Ethic" speech he delivered to the National Association of Broadcasters in Houston last month (BROADCASTING, March 25), declared a similar new ethic for cable, one that:

"... aims for quality service to the American public—even when you're the only game in town... which voluntarily complies with FCC rules... which recognizes that the local broadcaster is also providing a useful service to the public and needs to make a decent living as well as you... which accepts the fact that the FCC has a tough job and can do without inadequate explanations by you to your subscribers of the reasons for our regulations, frantic and often in-



Wiley

accurate last-minute lobbying on certain issues and, as indicated, repeated allegations of impropriety and favoritism... which recognizes your word is your bond... which strives for a medium which truly presents a choice and not just an echo... which is willing to decline the temptations of short-range advantage for the ultimate realization of the enormous potential, in terms of public service, which cable truly represents."

The chairman may have brandished a stick, but he also offered some carrots. The first was announcement of a "cable television re-regulation task force" in the FCC's Cable Bureau—a parallel to that in the Broadcast Bureau which has been responsible for a number of downward modifications in regulatory red tape—primarily in terms of technical requirements. Its point will be to simplify "what I know is one of the most complicated set of rules ever devised by the mind of man." And he also announced a "1977 Task Force," which takes its name and its mission from the fact that all cable systems must answer to the commission's rules by March 31 that year. Its job will be to effect a "systematic transition from substantial to uniform compliance."

After all was said and done, the chairman offered his audience a choice—a "Pascal's choice," as it were, referring to the French philosopher-theologian who said his faith was based on a gamble. In Pascal's logical construct, there was a God or there wasn't. If Pascal believed in a God and there wasn't one, nothing was lost. If he disbelieved and there was, it made, Mr. Wiley said, "a hell of a difference." The parallel was made explicit when he said that "Wiley's support for the development of cable either exists or it does not... I suggest that perhaps a healthy application of Pascal's Law would be in order: Why not believe? You have nothing to lose."

Exclusivity: big headache for small cables

**Public gets on them for blackouts;
they get on FCC's cable people
at panel at NCTA convention**

When 200 operators of small cable systems meet face to face with key personnel of the FCC's Cable Television Bureau, what do they talk about? They talk about the commission's nonduplication rules and the industry's purported need to be rid of the burden they represent. That was evident during a panel at last week's NCTA convention, when acting Cable Bureau chief David Kinley and several colleagues asked the regulated for feedback. They got an earful.

"You listen to the broadcasters," complained one voice from the audience. "Why can't you listen to us?" The dissident, however, appeared to be a conspicuous minority. Most were encouraged by the bureau's beginning to send out staffers to confer with cablemen and, in the words of deputy chief Al Cordon, "find out the difference between a head-end and an outhouse."

From those discussions (begun last January), Mr. Cordon said, the bureau has determined that nonduplication is "probably the greatest problem you have." And, he maintained, that determination has resulted in action on the commission's part. He said the commission's recently issued notice of inquiry (Docket 19995) on the subject is "your biggest chance to get your licks in. You've had a big headache. This is your opportunity to get some relief."

The problem, as underscored by several operators in the audience, is that under existing rules, systems are required to afford exclusivity to local television stations—and therefore black out popular distant channels—any time the local station is broadcasting the same material. (In the Rocky Mountain time zone, same-day exclusivity is required.) The sudden loss of a signal, it was emphasized, has resulted in numerous complaints from subscribers, who do not realize that the action has been taken in response to federal regulations.

But the commission envoys stressed the importance of supplying the agency with facts rather than rhetoric in arguing for relief. "Don't just come in and say that this is hurting you and you don't like it," warned the bureau's Stephen Effros. "We want hard data."

(It is apparent that the commission will get its wish as a result of last week's convention. Members of NCTA's newly created Independent Operators' Board (IOB) occupied three Conrad Hilton rooms during the gathering and were kept busy collecting data from about 200 delegates to be used in a forthcoming NCTA pleading against the rules.)

The Cable Bureau, Mr. Effros indicated, is making a concerted effort to insure that the nonduplication proceeding is thoroughly publicized in the industry.

He noted that the bureau has ordered 5,000 copies of the notice of inquiry for subsequent distribution to operators and city officials. "We want to help," Mr. Effros acknowledged.

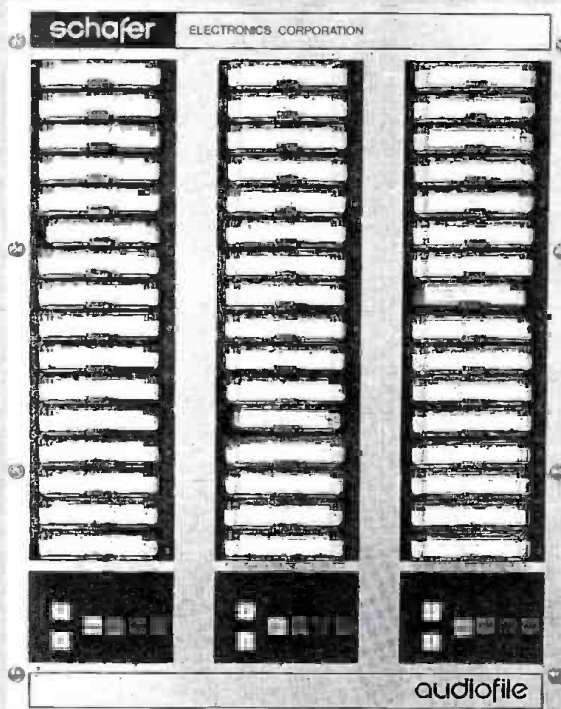
Not being considered in the current proceeding is the question of the rules governing syndicated exclusivity (the current rulemaking addresses only network exclusivity). To judge by the storm warnings raised by panelists in two separate NCTA sessions, and their audiences, the commission is delving only into the lesser of two evils.

Syndication rules are complex. In TV markets 1-50, cable systems are prohibited from importing nonnetwork programs to which the local station has se-

cured rights for the duration of the local exclusivity contract. That period, said NCTA's Donald Anderson, one of the panel members, could run as long as 10 years. In markets 51-100, the commission has broken down syndicated programs into four categories and has established different exclusivity periods—ranging from one to two years—for each. The cable system is prohibited from importing any of those programs acquired by the local broadcaster during the applicable period of protection.

The nature of the rules, according to Anthony Cavender of the Cable Bureau, is at least partially traceable to conditions at the time they were being considered (1972) when the copyright issue

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was nowhere near resolution. In the opinion of former FCC Chairman Dean Burch, Mr. Cavender said, until cable came within the "competitive world of television" through payment of copyright fees, the future "will be clouded."

But the result for cable, said NCTA Associate General Counsel Charles Walsh, has been "the worst day-to-day problem that many systems have." The syndicated exclusivity rules, Mr. Walsh claimed, make the nonduplication (network exclusivity) rules "seem like a Sunday school picnic. . . . The losses we have already seen are incredible." Not only that, added Washington attorney Mort Berfield, they have "spawned more bad blood between broadcasters and cable" and "more paper" at the commission than any other issue.

And, according to Bill Brazeal, Tele-Communications Inc., the rules have resulted in a serious falling-out between cable operators and their subscribers, who neither comprehend nor accept the Washington justification for the many channel blackouts. Mr. Brazeal noted two specific incidents. In one case, he said, a western state legislator introduced a bill to initiate state control of cable because he was angered over the numerous deprivations of distant-signal service on the local system. In another, one city undertook to prohibit its cable system from making the channel deletions, not knowing that they were mandated by the FCC.

Among all the nonduplication horror stories being told in Chicago last week, few matched that related by Barry Stigers (Verto Cable Corp., Scranton, Pa.). Verto, a 19,000-subscriber system in a TV market with three UHF network affiliates but no independents, is permitted to import three independent signals—WOR-TV and WPIX-TV, both New York, and WPHL-TV Philadelphia. Since the local stations have acquired rights to many of the syndicated and film programing carried by the distant stations, Mr. Stigers noted, his system is forced to black out the majority of the distant transmissions. Presently, he said, his subscribers are losing a cumulative total of eight hours of distant programing per day (36% in prime time), or an average of 11 single programs per day, 72 per week and a total over the past 25 weeks of 960. What's more, Mr. Stigers lamented, if the sports blackout provision of the pending CATV copyright bill goes through, those numbers would increase substantially.

The problem is complicated further, Mr. Stigers claimed, by the fact that neither the local nor the distant stations have been thorough about advising the system of last-minute program changes, which adds significantly to the confusion. (Such notification is required by the commission's rules, but the panelists—including some from the FCC—agreed that this requirement is not being adequately met in many cases.)

The FCC's Mr. Cavender indicated the agency might consider modifying the rules but not scrap them. For now, he said, relief will have to be case-by-case, adding that the FCC is dead serious about enforcement.



Foster declares peace on NCTA, says cable has bottomed out

President's address to membership dwells on aftermath of internal dissent, seeks to put it behind; acknowledging traumas of 1973, he sees 1974 as beginning of upswing

Annual conventions of major trade associations ordinarily are forums for declaration of major policy. Wherever such events take place, the speakers have in mind an audience beyond the walls. Not so when David Foster, president of the NCTA, addressed that convention last Tuesday (April 23). His remarks were meant for those in the room.

For 12-plus pages, he delivered what was titled "1974—A Statement of Challenge and Faith." Its subject, however, was not cable, but the organization that represents it. Mr. Foster said later that his speech was a signal that all at last is well with relationships among the president, the chairman, the executive committee, the board and the membership. If his indeed was a declaration of peace, it must have been some war.

Speaking of the board: "The board is large, perhaps too large, thoroughly heterogeneous, highly vocal, strongly argumentative and, for the most part, amazingly effective in struggling with complex and controversial issues." Mr. Foster went on to praise the result, "as conscientious a group of elected delegates as anyone could hope to have." He didn't, however, deliver a clean bill. "Believe it or not," he said, "there are a few NCTA board members who have never been to see their congressman or senator, or to personally visit an FCC commissioner . . . There are board members who have never contributed one penny to NCTA's political action program. In an election year, when we are facing congressional action on copyright legislation, I find it incredible that any member of the industry, much less a board member, cannot find the time, energy and expense to let members of Congress know, in an absolutely legal fashion, that the cable industry cares about their future and that

we expect them to care about ours."

Of the chairman: "Clearly, there is no sense in which Bud Hostetter has been an honorary or token chairman," said the president in undisguised admiration. "With unfailing vigor, with a high degree of insight and intelligence, and with astute political sensitivity he has both motivated and aggravated us all into a search for excellence. [His qualities] have served and, indeed, saved us all in both large and small ways."

Of relationships among NCTA's leadership: "Many of you have asked me if there have been problems or frictions or discord from time to time in these relationships and if I were to answer with a loud and affirmative yes—and indeed I must so answer them—I would hasten to add that that's precisely as it should be."

Of the "blue ribbon" committee to study those relationships: "I applaud the board's decision [but] I hope that the committee will not attempt to define the respective functions too rigidly, for without the pressures and conflicts that will inevitably arise when all of us are trying to do the best job possible for the industry, I fear that our representation may become sterile and useless."

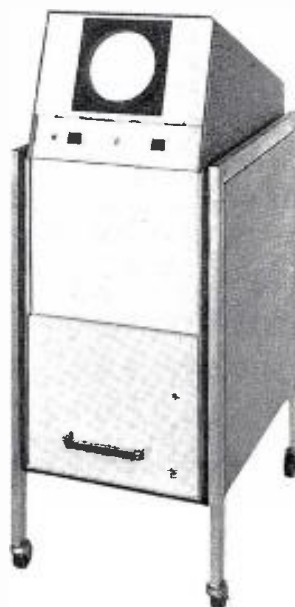
Of NCTA's committees: Many rate high marks, he said, singling out government relations, public relations, utility relations, pay cable and satellite. Many more, he said, "have either been inactive or devoid of guidance." Mr. Foster expressed the hope that the blue-ribbon committee "will move expeditiously in this regard so that next year we will have a more efficient and rational committee structure."

Of independent system operators: "We discovered that the quality and quantity of communication with the small and independent operators was just as bad as everyone had been saying . . . There was a reservoir of both membership potential and political strength that NCTA had been systematically and almost contemptuously ignoring." It was in answer to that finding that NCTA created the Independent Operators Board (IOB), an organization whose achievements were touted repeatedly during the convention, and whose two leaders were honored as the association's outstanding committee chairmen of the year (see picture, page 33).

Of criticism in general: "There are those who still feel that NCTA, because of the diverse interests it represents, or for some other reasons, is not a tough, vigorous advocate for the cause of cable television. The record simply defies that assertion," Mr. Foster said, responding specifically to allegations of being soft on copyright ("How many fees have you paid?"), soft on pole-line negotiations ("How many increases have gone into effect?") and not worth the dues ("Have you figured how much in FCC fees you are not paying this year?").

Although association affairs seemed to preoccupy its president, they were not the sole object of his rhetoric. Having been introduced by Chairman Hostetter as "the man who can lead us to our Yorktown,"

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Mr. Foster first faced the job of raising morale at Valley Forge. He started with a recitation of facts:

Costs of operating established systems are soaring. Interest rates are sky high. Rate increases are hard to come by. Sports blackouts are threatened. Stock market evaluations of MSO's are at "fire-sale levels." Regulation—"hard line" regulation, in his words—persists at federal, state and local levels. "And while all this is going on, the broadcasting monopoly, led by NAB and the networks, has embarked on a million-dollar campaign to force cable into a no-profit, no-growth pattern which can only lead to stagnation and death . . . a calculated program to cut the cable industry back to a million or two subscribers and to frustrate entirely and for all time the growth of cable into the national communications resource that it can become and to which the country is entitled."

Mr. Foster professed to be undeterred. If nothing else, he said, "the worst is behind us . . . 1974 is a better year and I believe will become even more so."

High-priced money, and less of that, confronts cable in year of the bear

There's no need to throw in towel, however, and one specialist advises this may still be best time to build

Other people's money will be increasingly costly and scarce as far as cable operators are concerned. That point was made by many and often at last week's NCTA convention, particularly during two panel sessions devoted to the subject. As if to underscore that truism, one of the panelists—Benjamin Lenhardt Jr. of First National Bank of Chicago—notified the convention that his institution was raising its prime rate to 10.4%. The news occasioned grimaces, but no surprise.

At an earlier session, James Ackerman of Becker Communications noted that prime rates had averaged 5% over the past 20 years, 6% over the last 10 years, and predicted such levels would not be seen again. Rather, he and his colleagues on the financial scene felt that an 8% average would prevail over the next 10 years. As for 1974, most agreed the peak has been reached; prime rates of 7½-8% were forecast by fall.

All that doesn't mean money won't be available to finance cable's growth and ambitions, nor does it suggest this isn't a good time to build. Interest rates aren't the whole story, Mr. Ackerman advised, saying that while money is costly, equipment is selling at the rates of two and three years ago. "I don't think you'll be able to build a system cheaper than you can today."

And there are several ways to go about getting the capital to do it. One of the most intriguing, to judge by questions put to Louis Hribar, president of Cable Me-

dia Corp., is lease financing. That's his company's specialty, and he had no qualms in recommending it to those borrowers seeking upwards of \$1 million. "Leasing," he said, "meets the operator's need for long-term money at low interest rates" (in his case, 12-year recoveries at about 8%). To the lessor accrue the tax advantages of initial depreciation. The tie-ups are better, he said—although he cautioned borrowers to watch out for terms that specify market value at which equipment may eventually be repurchased. Cable has proved itself a good pay risk, he said, but leases to smaller borrowers—those under \$1 million—are undesirable because of the legal costs involved.

John Saeman, president of Cablevision Properties, urged cable operators to look for hidden equities in their balance sheets, particularly for maturing systems with growing bottom lines that may permit re-financing for acquisition or growth. He gave as an example a system that five years ago might have had \$150,000 in investment and \$400,000 in debt. Now it has 3,000 subscribers, \$90,000 to \$100,000 in cash flow and an asset value of \$900,000. Such a system, he said, would have a loan value of at least \$600,000. After taking into account depreciation down to \$200,000, that would leave a \$400,000 equity available for acquisition or franchising. Proceeding to do so would then generate tax losses that can be applied against the existing system to help pay for the new venturing.

Mr. Saeman said there will be an increasing amount of tax shelter financing in cable, as did Leonard Tow, president of Century Communications Corp., who mentioned entertainers and athletes as particularly likely candidates.

Dave Wicks of A. G. Becker & Co. addressed the question of venture capital and private placements, a market he said both exists and is growing. The price an operator must pay could run from a high of 20-30% of system equity to as low as bank prime rates. He said 15-year debt would run in the 12-15% range. Insurance money, he said, was in the 9¼ to 9½ range, although operators could expect to pay 1½ points and perhaps provide an equity kicker based on the assumed eventual market price. (A later panelist—Kent Phillips of Home Life Insurance—agreed that participations would

be sought in cable loans, but said that sector would remain a solid source of system financing.)

Mr. Wicks also observed, however, that "CATV is still in the dark ages as far as the lending committees to which analysts must report." In a tight money market, that tends to favor more conventional investments, such as housing and utilities.

Simon Pomerantz, the treasurer of Jerrold, a major CATV equipment manufacturer, said his firm used financing as a sales tool, although it is not a bank in the general sense—but "We tie you up as neatly as the others do." The general arrangement of such debt financing involves a down payment, interest-only repayment for a year or so and then principal repayment. He described the rate at "some percent above prime," but noted there was no prepayment penalty. Mr. Pomerantz also noted that lease-backs are increasingly popular.

Paul Kagan, financial specialist and publisher of several newsletters in the cable field, said there were three kinds of systems as far as Wall Street is concerned: (1) those that saturate quickly, (2) those that don't at all and (3) those about which one can't be sure. Those in the first category—probably bringing the first outside signals into a market—are likely to have 40% saturation in the second year and soon move up to 60%, and "will never have to meet the lender of last resort." The second category is of systems that are suburban to a major city with no essential imports. They can expect initial saturation of 12% with 35-40% in the first five years. In such systems, "start-up losses are above average, the banker won't take your calls, when he does he offers six points over prime and the lender of last resort calls every day." The third category comprises systems that don't quite make it. They have three or four out of every 10 homes but need four or five out of 10.

Mr. Kagan admitted his description was a cartoon of real life, but one close enough to the truth to hurt. His advice to cable operators: take advantage of someone else's need for tax losses. Citing the cost of money in relation to cable's rate revenues, he noted the prime rate was 1.75% in 1949, and now is six times that high, yet cable's rates remain essen-



Money on their mind. These were among the carriers of pessimistic fiscal tidings to NCTA's convention last week. L to r: James Ackerman of Becker Communications, Indianapolis; Simon Pomerantz of Jerrold Electronics, Horsham, Pa.; Robert Todd of Pittsburgh National Bank, Pittsburgh; Paul Kagan of Paul Kagan and Associates, New York; John Saeman of Cablevision Properties, Denver; Louis Hribar of Cable Media Corp., Los Angeles, and Dave Wicks of A. G. Becker & Co., New York.



Sweetheart of NCTA. Easily the sentimental favorite of last week's cable convention was Polly Dunn, president of Columbus (Miss.) TV Cable Corp. who was presented the Idell Kaitz memorial award at last Tuesday's annual banquet. The honor goes to that woman "who has cumulatively over the years made a significant contribution to the advancement of the cable TV industry and NCTA." Mrs. Dunn operates what was the first cable system in that state, was re-elected last week to her second term on the NCTA board and is a key member of the new Independent Operators' Board. She is pictured here receiving congratulations from McLean A. Clark, of Big Timber (Mont.) Cable TV, himself a winner, along with Jim Y. Davidson of Davco Electronics, Batesville, Ark., of NCTA's outstanding committee chairmen award for their developmental leadership of the IOB.

tially the same. (The rate increase problem was the subject of two other panels during last week's NCTA; see page 32.)

Robert Todd Jr., ex-Teleprompter and now with the Pittsburgh National Bank, told the convention what everyone knew: that the stock market has written off cable. The MSO isn't going back to the market for capital, he said, and, indeed, "cable may not be able to sell stock at any price." Equity capital, however, will be available from other sources, although profits must be sufficiently enticing to attract it—at least as attractive as alternative investments. As for bank financing, he said it would be there but more selective. Many have been caught with slow loans, urban cable building needs long term money and banks have ample loan opportunities elsewhere. His two-tiered bottom line: 1974 will be a tough year, expansion will be limited and the volume of business will be down. But, he said, "we have long term confidence in the industry and will continue to welcome good cable loans."

Mr. Todd and Dave Wicks, asked whether the promise of pay cable might affect lenders' evaluations of the industry, both gave qualified no's. Mr. Todd: "It's too young to tell. Most lenders have not ascribed any greater value based on pay. But does it really add value? You're damn right." Mr. Wicks: "Most analysts strip it out of their projections, although they may give it an edge."



Top honor. NCTA's annual Larry Boggs Award, the association's highest honor, was presented last week to Frank P. Thompson, of Daniels Properties Inc., Denver, who has twice been vice chairman and twice secretary of the cable association, as well as serving for 11 consecutive years on its board of directors.

Panel says cable, independent TV's share sports goals

Rice contends congressional action, FCC's proposal should be countered

The cable industry has a friend in the fraternity of independent telecasters as it fights to strike the sports blackout provision from copyright legislation now pending in the Senate (see page 19). Roger Rice, Cox Broadcasting West Coast vice president and a founding father of the Independent Television Station Association, told last week's NCTA convention that INTV's board of directors will consider a resolution to oppose the sports restriction.

Mr. Rice's announcement highlighted an NCTA panel exploring the future relationship between cable and independent stations. The consensus of the session's participants was that the outlook for an essentially harmonious association is positive. INTV and NCTA, said Mr. Rice, "have understood each other" during the two years the former has been in existence. "We do not agree on all the issues," he noted, but on the "key" ones, there have been few problems.

Speaking of both the sports blackout provision and another proposed by the FCC (Docket 19497), Mr. Rice warned NCTA delegates that "you've got to take action on it now." He said the proposals would hurt both cable and independent telecasters, who are increasingly dependent on cable for distribution of their sports-laden programming. "But most of all," Mr. Rice said, "it will hurt the public."

The only conflict which presently exists between cable and independents, Mr. Rice said, is that "you're not moving fast



Honoree. Robert J. Tarlton (r), of William Penn Cable Co., Murrysville, Pa., and first executive director of the Pennsylvania Cable Television Association, received NCTA's 1974 award for outstanding contribution through state and regional activity. The award was presented by Amos Hostetter Jr., NCTA chairman.

enough for us." He implored the cablemen to proceed swiftly in adding to their systems all the independent distant signals now permitted them under the FCC's rules.

The necessity for cable to continue to deliver distant sports programming—which would be all but prohibited under the proposed blackout provisions—was emphasized by Robert Wormington, KBMA-TV Kansas City, Mo. "The most important thing we have to offer on our schedules, and the thing that we have to be most concerned with today," Mr. Wormington said, "is our sports coverage." Noting that increases in AT&T occasional user line fees have been "extremely high" (about 60%), he predicted that independents will increasingly have to rely on cable to deliver local sports coverage to households traditionally reached by regional TV networks.

"We feel that we have a lot to share together and can work together to expand our service," Mr. Wormington said. But if the cable-independent relationship is to prosper, he said, "we need to know what you're doing." Noting that ratings services consider a station's level of cable carriage in determining its popularity, he called on the delegates to be more open about disclosing their subscriber figures. In the past, Mr. Wormington noted, KBMA-TV's cable liaison "was almost thrown out of town a few times" on such investigative missions.

Mr. Wormington has a particular interest in future tranquility of the cable-independent relationship. Starting in July, KBMA-TV will initiate a service to cable systems called Target Network Television. The service, for which the station hopes to line up several hundred cable systems—primarily in the Midwest—will offer a minimum of 10 hours of live programming (with an emphasis on sports) via microwave each day. Through the implementation of this and other such arrangements, Mr. Wormington said, cable and independents will share a common goal—a greater delivery and diversity of program choices.

"We feel the future of cable is excellent," Mr. Wormington said, "and we want to be a part of it."

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Senator Stevenson holds out promise of cable support—if medium upholds its end of bargain

He would set year's deadline on FCC to resolve problem of regulatory jurisdiction, but says CATV's first priority is to resolve copyright

The first good news the NCTA heard at its Chicago convention last week came from the first man up to bat: Senator Adlai E. Stevenson (D-Ill.), who presented a three-element equation for cable's securing its place in the nation's communications sun. Four pages into his prepared remarks the senator—a member of the Commerce Committee—touched off applause with his declaration that “I have no interest in crippling a pioneering industry by rigid, insensitive government regulation.” Moments later, he reached his audience by calling for a one-year deadline for the FCC to resolve the federal-state-local regulatory tangle in which cable is ensnared.

“At the moment,” he said, “you are almost being ‘public-interested’ to death. Everyone—the FCC, state governments, county governments and city governments—wants a piece of the action, and sometimes a piece of you, all in the name of ‘the public interest.’” Cable has a right to know, the senator said, at what level it will be regulated, and how.

Although putting no deadline upon it, Senator Stevenson also declared for prompt resolution of long-range cable policy—a problem complicated, in Watergate-dominated Washington, because “we have few policies at all—no foreign policy, no economic policy” and, by extension, no cable policy. Among the other barriers, he said, was that “we are seeking to build the future on a law [the Communications Act] that was written 40 years ago.” The senator suggested it might be necessary to re-evaluate that basic law before creating new ones.

The senator's favor, however, did not come without quid pro quo. As he defined it, the first is a speedy resolution of the copyright issue—preferably, without the assistance of government. “You have won a major Supreme Court victory,” he said. “Allow me to give you some tactical advice. Use your victory to resolve copyright; don't use it, even unconsciously, as an excuse to avoid settling the issue. I cannot overemphasize the importance to you of getting this matter behind you. As long as it exists, your friends in Congress will have trouble defending you.”

A second consideration for favorable treatment on Capitol Hill, according to Senator Stevenson, is the development of new services. If there is a bottom (profit) line in the business world, so too is there in government, he said—the demand for “decent service and a high regard for the citizen.” Amplifying, he said that “Congress wants to see the access chan-

nels in use; to see innovative programming actually produced, not just promised; to see the new programming that pay cable makes possible—and not just movies and sports. I suspect that Congress will be reluctant to support new pay cable rules,” he said, “unless we think such rules broaden public choice, not narrow it.”

Moreover, the senator urged the cablemen not to forget the “blue sky.” While acknowledging that many had grown pessimistic about services that seemed closer a year ago than today, he reminded them that “what may seem remote today may, a generation from now, prove essential to our national well being.”

Acknowledging he was twisting his metaphors, the senator spoke not only of “blue sky” but also of “pie in the sky.” “I would remind you that almost everything new that today we take for granted—the automobile, the airplane, the telephone and the cathode ray tube—once were dismissed as pie in the sky. [But] you are the creators of the pie. I hope you will never fail to see how broad and limitless and exciting are the possibilities that lie out there.”

Senator Stevenson, in his opening remarks, sought to put together a humpty-dumpty over which others have despaired: to him, cable operators and over-the-air mediamen are as one—broadcasters all. In his vision of things, however, it is cable's challenge to make up for conventional television's shortcomings—among which he enumerated that “the average 14-year-old has watched almost 17,000 murders on television,” and that “there is the danger that television news—fragmented, fast-moving and episodic as it is—may too often inflame as well as inform.” Cable, he said, can be a defense against these “looming dangers.”

Brooke: Cable has role to play in restoring confidence in America

Senator Edward Brooke (R-Mass.) key-noted the closing general session of last week's NCTA convention with a plea for the cable industry to aid in a “restoration of confidence” in the American governmental system.

In an address which contained few statements pertinent to the issues currently faced by cablemen, Senator Brooke indicated a desire to see the industry develop in an orderly fashion. “I have every trust and confidence,” he said, “that your industry will not only survive, but will flourish.”

The thrust of the speech, however, was a condemnation of what Mr. Brooke termed the “privacy crisis” currently plaguing the country in the wake of Watergate. There are “powerful forces working against the privacy of the American citizen,” he warned. This “assault,” Mr. Brooke asserted, “flourishes in the wake of Watergate” and “raises painful questions about the entire direction of our society.”

In light of the significant public distrust toward a Watergate-tarnished administration, Mr. Brooke indicated, there is a need for a “massive educational campaign” to re-establish public credibility in Washington. Cable, he observed, could play a significant role in that process. “I would be remiss if I did not say to you that if there is anything essential in this country today, it is a restoration of confidence.” And “you,” Senator Brooke told his cable audience, “can help in that.”



Perspective. The outgoing chairman of NCTA reviewed an eventful 10-month tenure last week. Amos (Bud) Hostetter Jr. was able to count some conspicuous good news among the bad. Notably, he credited persistent association staff work for victory in the Supreme Court. On the progress side he listed an easing of the federal-state-local regulatory tangle, and unanimity, if not yet settlement, on pole attachments. Still ahead, and among cable's first priorities, were an eventual copyright resolution and a pitched battle with broadcast interests over antisiphoning regulations—the latter a “victory snatched from our grasp by a last minute, blatantly political, network power play” that resulted in a Capitol Hill-ordered moratorium on FCC action in the last days of Dean Burch's tenure as chairman. Of cable's problems in the marketplace, Mr. Hostetter said: “What appears as a tidal wave in our little cove is the backwash of a far larger and turbulent sea”—a general economic downturn and energy, constitutional and other crises that have beset the country. Although he did not urge his constituents to dismiss their problems, he did offer that “our frustrations are no more or less than those of other groups who would affect major changes within our society. Keep the faith,” he said. “We shall overcome.”

Quello to take seat this week, but new trouble hits Holcomb

Senate confirms ex-broadcaster but delays action on Texan who's accused of favoring Nixon and leaking EEOC complaints

The nomination of Luther Holcomb to a seat on the FCC appeared to be in jeopardy last week. It seemed to have survived the shock administered three weeks earlier when the Consumer Federation of America produced copies of correspondence placing in doubt his bona fides as a Democrat and suggesting his commitment was to business rather than consumer interests (BROADCASTING, April 15). But last week, the same organization produced copies of additional documents that revived the questions with sufficient force to trouble powerful Democrats like Democratic National Committee Chairman Robert Strauss and cause some observers on Capitol Hill to speculate that Mr. Holcomb would give up the fight and ask the White House to withdraw his nomination.

The CFA delivered its material to the Senate Commerce Committee on Wednesday morning, a few hours before the committee was to go into executive session to consider the Holcomb nomination. Along with the material was a covering letter from CFA's executive director, Carol T. Foreman, urging the committee to reopen the hearing on the nomination "to allow a full airing of all issues and to resolve all doubts." And Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, directed that consideration of the nomination be postponed so that the material CFA produced could be considered.

The Holcomb nomination was sidetracked a day after the Senate finally completed action on another nomination to fill one of the three vacancies on the FCC—that of James Quello, 60, the Detroit ex-broadcaster. Senate action on his nomination had dragged on since September because of the same kind of questions that are now being raised about Mr. Holcomb. Consumer groups felt that Mr. Quello's background as general manager of WJR-AM-FM Detroit and vice president of Capital Cities Communications Inc. did not augur well for consumer interests once he joined the commission. And there was some uncertainty over his status as a Democrat—like Mr. Holcomb, he was being appointed to a non-Republican seat—because of an \$1,100 donation to the Nixon campaign in 1972.

However, the Quello nomination was formally approved by the Senate Commerce Committee three weeks ago by a 14-2 vote, and sailed through the Senate last Tuesday (April 23) on a voice vote. Mr. Quello is scheduled to be sworn in—by U.S. Judge Damon Keith of Detroit, a black who had testified in his behalf at his confirmation hearing—on Tuesday

morning. He will be legally qualified to participate in commission matters at the meeting on Wednesday. Thus, the commission will have four votes on hand, enough for a quorum, despite the absence of Commissioner Robert E. Lee, who is in Geneva at a World Administrative Radio Conference. Mr. Quello, whose term ends June 30, 1980, succeeds Nicholas Johnson.

But the troubles besetting Mr. Holcomb, a Texas Democrat who is now vice chairman of the U.S. Equal Employment Opportunity Commission, suggested that the White House, still looking for a Republican successor to departed Chairman Dean Burch, might once again be seeking a Democrat to fill the seat left vacant in December by the resignation of H. Rex Lee.

The Senate Commerce Committee last week had been expected to accept Mr. Holcomb's explanation for the May 18, 1972, letter to Donald W. Kendall, chairman of Pepsico Inc., and a large contributor to President Nixon's re-election campaign, expressing "total commitment" to the President's re-election and Mr. Holcomb's willingness to use his "contact" with "businessmen" to help achieve that goal: He had written it simply to "enhance the position" of a personal friend who was a Pepsico executive. And the committee did not appear interested in pursuing questions raised by a White



Holcomb

House memorandum produced by a chicano group, asserting that Mr. Holcomb had informed Senator John Tower (R-Tex.) in June 1972 of a then-pending EEOC suit against the University of Texas. Mr. Holcomb and the senator denied such information was passed between them.

But last week, there were copies of six more letters and memoranda to consider. They indicated that the letter to Mr. Kendall did not mark the only time Mr. Holcomb expressed support for Mr. Nixon. And some of the material indicated a

readiness on Mr. Holcomb's part to "run errands" for the White House staff and provide it and affected companies with confidential information concerning impending EEOC lawsuits.

Four months before the letter to Mr. Kendall, Mr. Holcomb wrote to Senator Peter Dominick (R-Colo.), according to one of the documents produced by CFA, expressing the view that "the re-election of President Nixon is a must." The letter referred to an enclosed check for the Senate-House dinner on March 8, and asked that the amount—which was not disclosed—be designated for Senator Tower's campaign.

Three months later, according to another document in the CFA file, Mr. Holcomb wrote to George Christian, President Johnson's former news secretary, who was active with former Texas Governor John Connally in the Democrats for Nixon organization. Mr. Holcomb was "exceedingly pleased" to learn of that involvement, and said: "In my opinion this can make the difference between winning or losing in November." He volunteered his services to Mr. Christian.

And a copy of a memorandum dated Sept. 13, 1972, addressed to Harry Dent, then a special counsel to President Nixon, suggested that Mr. Holcomb was offering his services to the White House. "My number-one interest these days is that of President Nixon," the document says. "I do not want to intrude, but if you have any 'fires to put out' or errands that you want me to run, please have someone in your office call and I will know that it is coming from you."

That document was not the only one that, in Ms. Foreman's view, indicated that Mr. Holcomb has "not fully appreciated" the need to maintain regulatory agencies' independence of the White House. CFA produced a copy of a June 28, 1972, memorandum to Stanton Anderson, a presidential assistant, in which Mr. Holcomb disclosed that EEOC had voted to bring suit against General Motors; the action was not officially made public until a month later, when the suit was filed in court. (Mr. Holcomb said in the memorandum that he had opposed filing the EEOC action.)

And on June 29, 1972, according to another document, Mr. Holcomb told the same presidential aide that EEOC's office of general counsel was due to be enlarged and reorganized, with five new divisions to be created, each with a chief and deputy, and with five field officers to be established, each with a director reporting to the general counsel, and added: "Because of the sensitive nature of this new development at EEOC, I strongly recommend that each attorney appointed be approved by the proper White House staff member." He also expressed his "eagerness to be of assistance" to Mr. Anderson in his efforts "on behalf of President Nixon."

Another document was cited by Ms. Foreman in expressing concern over Mr. Holcomb's "close relationship with the business community." It was a letter addressed to Ralph W. Kittle, of the International Paper Co., marked "private and confidential," and dated June 28, 1972.

"The contents of the attached must be kept confidential. I merely wanted you to see the initial step of court enforcement involving a pulp paper company."

The referenced material was not included among the documents CFA made available. But in her covering letter, Ms. Foreman noted that International Paper was sued by EEOC in May 1973, 11 months after the letter to Mr. Kittle. She said the committee should determine whether EEOC documents accompanied the letter and whether any violation of law or regulation was involved.

Nor was that necessarily the end of the CFA pile of Holcomb material. Ms. Foreman said that CFA is still in the process of "acquiring additional information and documents—including exchanges of correspondence between Mr. Holcomb and the White House or other persons associated with the administration, as well as Mr. Holcomb's relations with the business community."

Ms. Foreman said that on the basis of material already presented, the committee should seek to resolve the apparent conflict between Mr. Holcomb's public explanation of this letter to Pepsico's Mr. Kendall and his correspondence on the subject of Mr. Nixon. She also said the committee should inquire into Mr. Holcomb's contacts with the White House which, she said, "invite" White House intervention into the operation of regulatory agencies.

Mr. Holcomb was not immediately available for comment on the CFA dis-

closures. On Capitol Hill, doubts were taking root as to whether Mr. Holcomb would or could be confirmed. One Commerce Committee aide said he was not sure Mr. Holcomb was confirmable. An aide to Senator Lloyd M. Bentsen (D-Tex.), who had supported Mr. Holcomb at his Senate confirmation hearing, said that the senator had not withdrawn his support but that once the committee evaluates the material supplied by CFA, "he'll have to take another look." In any case, the aide, said, Senator Bentsen "is not getting out front to support" Mr. Holcomb.

What most troubles Democrats like Senator Bentsen is that while they supported Mr. Holcomb with the understanding that he was a bona fide Democrat, that understanding has now been shaken.

The DNC chairman, Robert Straus, a Texan himself, is a case in point. "I supported Luther for that nomination as had others in Texas on the basis of our experience with him in Texas politics, where he supported Democrats of all persuasions—liberal and conservative," Mr. Straus said.

"Now there is evidence raising questions about Luther being active in support of Republican candidates. If the evidence is true, I'd withdraw my support. I'm taking a second look. I don't want to prejudice the situation, and will proceed with caution. But Luther led me to believe he was not active in behalf of Democrats for Nixon or of the President. If he was, it's a different picture."

State broadcasters go to the seat of their problems

Association presidents meet in Washington to lobby, be lobbied

The presidents of the state broadcaster associations filed into Washington last week for an earful of politics. From license-renewal legislation to copyright revision, the day-and-a-half conference was designed to be a review of and reinforcement for the industry's combined efforts among legislators and regulators. From FCC Chairman Richard Wiley to the National Association of Broadcasters staff, the presentations came hot and fast and the discussion of problems was frank and unembellished.

"Money talks in this town," NAB Chairman Andrew Ockershausen said in calling for contributions to the Committee for the Support of Free Broadcasting, the broadcasters' political action arm. "Despite Watergate, these people will be around in November," he said.

NAB President Vincent Wasilewski said he feared that if license-renewal legislation is not passed by Congress this year, "its chances will be seriously diminished." As well, the NAB "just cannot accept" the performers' copyright presently envisaged in a copyright renewal bill in the Senate, he said.

These statements, and others like them, were aimed at enlisting more support by the state associations for the industry's Washington campaigns. Pointing to the NAB logo, Vice President Bill Carlisle said, "What you see before you is power . . . The NAB, coordinated with 50 active, aggressive state associations, can communicate and make things happen."

Full of pep talk, the presidents' conference passed a resolution urging the state associations to lobby for the repeal of the year-round daylight savings time law. Originally several presidents wanted a position statement on DST from the conference itself. But since resolution-making was a new idea for the conference and there was a question of whether or not the group had the power to do it on its own, they fell back to milder language calling on each state association board to decide the issue. There were four negative votes on the resolution. (The Utah and Rocky Mountain broadcaster associations had decided not to take a stand on the issue at conventions earlier this year.)

Harold Kassens, assistant chief of the FCC's Broadcast Bureau, speaking on an FCC staff panel, held out some hope of relief to daytime-only stations operating on international clear channels. "We're going to get something on the Canadian clears. I can guarantee that," Mr. Kassens said. As well, he thought that the clear-channel agreement with Mexico involved only a "re-interpretation of our presunrise authority agreement" and he didn't "see any through there," either. The Bahamas has just been granted in-

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dependence by the United Kingdom and because of the change of government, he didn't see the Bahamians entering serious negotiations on presunrise authority before this fall.

Mr. Kassens added one note of caution to the DST problem. Under the FCC order issued last December allowing an earlier sign-on time for stations operating on American clears and which were ineligible for presunrise authority, stations that chose to take advantage of that earlier sign-on time had to notify the commission by April 15. To date, the FCC has received letters of notification from only about 30% of those stations affected by the order. "I won't say it's illegal," Mr. Kassens said, "but anyone operating under that order is subject to fine."

Neal McNaughton, chief of the FCC's rules and standards division, gingerly approached the subject of a new licensee fee schedule—setting up further comment by Chairman Wiley later in the day. The Supreme Court invalidated the commission's collection of fees for services rendered for the public benefit in a ruling last month. "If we can't recover operating expenses from fees [in the area of] public benefit," Mr. McNaughton said, "our schedule will be reduced to a significant degree." He thought the commission would be ready to issue a revised schedule by the end of May.

"I suppose I ought to have come here with a big bag of money," Chairman Wiley quipped when he took the podium late Tuesday afternoon. He was referring to refunds of this year's licensing fees that are currently being mailed to broadcasters. Still, the chairman did not see "fees going away. One way or another, we'll continue to collect a considerable part of the budget."

Highlights of Chairman Wiley's question-and-answer period included:

- His feeling that the FCC will be able to complete its deliberations on cross-ownership by the end of the year.
- A plan to bring the possible remodel-

ing of the fairness doctrine before the commission once it is back to full strength, though he warned that "I am not one for abolishing the fairness doctrine."

▪ His position that radio re-regulation was a "continuing process" but that the first fruits of that effort will probably not be seen until 1976.

▪ His statement that FCC "hasn't made up its mind" on how strict FCC rules on the importation and duplication of signals should be on small cable systems. "We think exemption for systems with less than 500 subscribers was appropriate, but beyond that I have an open mind," he said.

Richard Shiben, chief of the renewal branch, earlier in the day told the state presidents that, if Congress passes a four- or five-year renewal bill this year, not all stations will be renewed for that length of time during their first period under the new law. He said the commission plans to regroup and combine more states into fewer, larger regional areas for staggered renewal filings. Since the commission will be putting a larger number of stations onto the same timetable, some stations will be renewed for a fraction of the new, longer licensing period, he noted.

NBC-TV's *Today* Washington editor, Bill Monroe, delivered a strongly worded luncheon address on the broadcasters' responsibility to fight for the same First Amendment freedoms as the print media. Terming the fairness doctrine the "blandness doctrine," Mr. Monroe urged the broadcasters to not "let yourself give in, conscious or subconsciously, to the potential harassment from government . . . Go ahead and do the program if it's worth doing. If we think like prisoners, act like prisoners, we will one day, finally and irrevocably, be prisoners," he said.

(One state association president said later, "I go to hear Bill Monroe a couple of times a year to get my First Amendment courage.")

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Criterion Compact III is a brand new 3 in 1 playback from Harris/Gates—the originator of tape cartridge machines. It offers three playback decks in a single compact unit, for flexibility and space saving.

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Statehood. NAB President Vincent Wasilewski was on the stump last week with state broadcasting association executives in NAB efforts to raise money for political committees and support for NAB's "one-to-one" lobbying program on Capitol Hill. Mr. Wasilewski is pictured above (second from left) at a reception during the state broadcasters' conference with (l-r) George Allen, president-elect of the Iowa Broadcasters Association; Jack Shelley, executive director of the IBA, and Bill Turner, present president of the association.

We are pleased to
announce the consummation
of the sale of
100% of the stock of

Television Station KTIV Sioux City, Iowa

from
Perkins Brothers Company
to
Black Hawk
Broadcasting Company
at a price of \$2,500,000

Blackburn & Company, Inc.
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74-21

ment restraints on broadcast journalism because the control evolved slowly; "no single step seemed all that threatening," he said. "The reasons for this passivity comes out of human nature: we grew up with regulation, we can make money under it, we can live with it, so who's got the need or the stomach to fight city hall, or in this case, the Congress of the United States . . . If those of us charged with the day-to-day conduct of broadcast journalism don't accept the responsibility of undertaking to establish its clear-cut First Amendment integrity, history may deal with us one day as a bunch of small-minded clerks and managers who took our profits at the expense of a 200-year-old tradition of press freedom."

Mr. Monroe even went so far as to suggest that broadcast freedom be guaranteed by a system of permanent station licensing. "If press freedom means anything at all, the people of this nation have more to gain from radio and television stations clearly independent of government than they do from the government guidance inherent in license renewals," he maintained.

The NBC newsmen even offered a suggestion that might make that type of situation more acceptable to the public. Broadcast news has, over the years, been able to develop all the services of a newspaper (weather, sports, editorials, investigative journalism, movie and theater criticism) except one—the letter to the editor, he pointed out. "There's nothing more impressive about American newspapers than that quiet corner occupied by letters," he said. "No FCC can force any American newspaper to carry letters, but I wonder if there's a single American paper that doesn't do so." Mr. Monroe recommended that broadcast journalists not just read the letters they get over the air, but that they take film crews and microphones to letter-writers and interview them. The "electronic op-ed page" could be formatted within regular newscasts, he suggested. "All of those people who get irritated at our newscasts and special programs for some reason or other would feel gratified to hear viewers and listeners of like mind take the station or the network over the coals, fuss at us for bias, stupidity, insensitivity, dullness, racism, sexism, Communism or whatever," he said.

Changing Hands

Announced

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

■ KUKI(AM) Ukiah, Calif., and CP for class B FM on 103.3 mhz at Ukiah: Sold by Daniel S. and Elman J. Cubberly to Concerned Communications Corp. for \$200,000 plus other considerations. Principals in purchaser are Todd R. Baker, Mickale D. Landrith and Charles A. Lawton, who also own KBLF(AM) Red Bluff, Calif., and have contracted to buy KOB0(AM) Yuba City, Calif. (BROADCASTING, April 15). KUKI is 1 kw-D, 250 w-N on 1400 khz. Broker: Blackburn & Co.

Approved

The following transfer of station ownership was approved by the FCC (for other FCC activities see page 53):

■ **WVNY-TV and WEZF-FM Burlington, Vt.:** Sold by Vermont-New York Television Inc. and Vermont-New York Broadcasters Inc. to International Television Corp. for \$1,238,055. Principals in purchaser are Donald Martin (45.5%), consulting engineer with real estate interests in Burlington; Gerald Vincent Bull (45.5%), president of technical research firm in North Troy, Vt.; Dean J. Slack (4.5%), now president and general manager of stations, and John R. Hughes (4.5%), now sales manager of stations. WVNY-TV, ch. 22, is ABC-TV affiliate, with 501 kw visual, 75.9 kw aural and antenna 2,753 feet above average terrain. WEZF-FM is on 92.9 mhz with 36 kw and antenna 2,700 feet above average terrain.

Hill starts on bill to ease lottery law

A subcommittee of House Judiciary last week began hearing testimony on legislation that would repeal the ban on broadcasts of results from state-conducted lotteries. Broadcasters are prohibited by the U.S. Criminal Code from broadcasting any lottery information, but that law was passed before several states decided to institute legal lotteries to raise revenues.

National Association of Broadcasters General Counsel John Summers told the committee, in a statement submitted for the record, that though a U.S. circuit court of appeals had overturned an FCC rule specifically prohibiting the broadcast of winning numbers in the New Jersey lottery, "the scope of that decision is extremely narrow." That case dealt only with broadcasting winning numbers as "hot" or timely news items. H.R. 6668 would exempt advertising, lists of prizes and general lottery information in states with legal lotteries from the Criminal Code. "It is this broad exemption which is sorely needed if states are to be allowed to carry forth their legislative determinations in an unfettered manner," Mr. Summers said.

The NAB suggested a simple language change in the bill to specify the state in which a station is licensed as the determining factor in whether or not it would be exempted. The NAB felt that, as drafted, the bill's provision that stations be "located" in the state with a legal lottery was unclear.

At last. John Eger's long wait to become deputy director of the Office of Telecommunications Policy finally ended last week. The one-time legal assistant to former FCC Chairman Dean Burch had been nominated for the OTP job by President Nixon in July. The Senate approved the nomination by a voice vote on Tuesday. Mr. Eger has been working at OTP as a consultant.

Media Briefs

Out of the past. Former FCC Commissioner Nicholas Johnson says Justice Department has not been evenhanded in its current campaign of challenging what it considers undue concentration of mass-media control. Mr. Johnson, now seeking Democratic nomination for Congress from Iowa's third district, spoke to owners of newspaper chains brought together in Atlanta by Delafield Childs Corp. He said Justice has filed petitions to deny against stations associated with "independent newspapers" "but ignores those associated in the conservative newspa-

pers." One conservative newspaper already caught up in department's campaign, however, is the *St. Louis Globe-Democrat*. And two multimedia companies that Mr. Johnson said Justice should attack on concentration grounds — Stauffer Publications in Topeka, Kans. (WIBW-AM-FM-TV) and Oklahoma City Publishing Co. in Oklahoma City (WKY-AM-TV) are being considered by Justice as possible targets (BROADCASTING, April 1).

For a while. FCC has authorized ABC to affiliate with two AM stations in Big Spring, Tex., until 60 days after resolution of over-all rulemaking proceeding

NORTHWEST Exclusive

Profitable daytimer — Class "C" FM combination.
Explosive industrial growth market. Predicted
100% population increase in 4 years.

Priced at \$395,000, includes real estate.
Terms to qualified buyer.

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SOUTH PACIFIC Exclusive

Radio Station KSTO (FM) — Guam

Class "C" FM in booming international market.
Sale due to under-capitalization, station silent
for ninety-day period.

Price — \$250,000-\$80,000 down payment.
Balance to be spread over 7 years, non-interest bearing.

Contact: John H. Bone, San Francisco Office

involving network radio it expects to initiate shortly. Under commission policy adopted in 1969, ABC would be permitted to affiliate with only one AM in Big Spring. However, network has retained affiliations with two—KBST(AM) and KBYG(AM) as result of special temporary permission given KBYG. Permission is conditioned on ABC not feeding programming to FM in Big Spring while AM's were operating. Commission said its action largely preserves status quo pending over-all proceeding.

Relocated. Pacific & Southern Broadcasting Co. has moved corporate headquarters to 1611 West Peachtree Street N.E., Atlanta 30309; (404) 892-1611.

CBS grant. CBS Foundation has made \$100,000 grant to University of Southern California to provide fellowships in Division of Cinema in School of Performing Arts for students TV or theater.

Ascertaining procedure. FCC says there is no flat ban on broadcasters using telephone to interview community leaders, particularly those outside city of license, in ascertaining community needs. FCC issued ruling last week in response to questions by Robert M. Light, president of Southern California Broadcasters Association. Commission said broadcaster using telephone would have to make prime facie showing that he has consulted with representative cross-section of community leaders. It also stressed importance of formalizing interview "by contemporaneous notes or subsequent follow-up letters."

Broadcast Advertising

Views on retail ads exchanged at N.Y. workshop

Retailers and agencies ponder ways to improve TV commercials; TVB's Cash deplores low agency role

A bank in Philadelphia gave away \$5 each time a teller didn't say "thank you" to a depositor. A department store in Raleigh, N.C., built a "secret shop" for its small-fry shoppers. And a supermarket chain in the northeast dispensed consumer news during the food and energy crunches.

These events had a common thread: They were bases for effective television commercials described by three of the speakers at the Television Bureau of Advertising's Third Annual Retail TV Commercials Workshop in New York last Wednesday and Thursday (April 23 and 24).

Speakers represented both retailers and their advertising agencies, but Norman E. (Pete) Cash, president of TVB, in his opening remarks, tossed out this challenge: "Most agency new business departments are still calling on the same old business that other agencies already have and so are overlooking the great opportunity of helping the billion dollar account no one has: retailers."

Mr. Cash claimed that progress to convince retailers to use advertising agencies has been slow, though strides are being made. He pointed out that agencies now place \$125 million in billings for 11 important retail accounts.

Other speakers addressed themselves to the problems of creating effective campaigns.

Martin Bell, advertising director, Hudson-Belk Co., Raleigh, N.C., focused on two distinct campaigns created for the store. The first sought to induce Christmas shoppers to "shop in November . . . relax in December" and was effective in pulling customers to the store. The second attempted to find a substitute for the "Santa Claus" attraction for youngsters in stores. Hudson-Belk hit upon a "secret shop," where the smaller children could buy "secret" gifts for their families and friends, and produced a series of 60-second commercials for use on programs aimed at the younger viewers.

Hal Langerman, executive vice president and creative director of Spiro Associates, reported on an identification campaign for First Pennsylvania Bankers. The agency devised several 10-second spots using the concept: "If our teller doesn't say 'thank you' we'll give you \$5." In the eight weeks the campaign ran, according to Mr. Langerman, First Pennsylvania had to pay out only \$600. He said the bank is now known as the "Thank You" bank and intends to repeat this \$5 offer every year.

The use of spot TV advertising as a key ingredient in a mixed-media adver-

tising campaign tied to the food shortage and the energy crisis was recounted by Zal Venet, president of Venet Advertising, New York. For the Pathmark supermarket chain, Venet developed a consumer-oriented campaign during the food shortage last summer in which commercials asked viewers to call toll-free numbers to receive tips on food preparation, best buys of the week and other suggestions. During the energy crises, Pathmark commercials stressed that the chain was taking bold steps to save fuel, though its stores would continue to be open 24 hours a day. Mr. Venet said both campaigns were highly successful.

Jim Harris, production manager, Smith Patterson, the in-house advertising agency for Jordan Marsh, Boston, emphasized that outside production companies used for store commercials are involved in planning the spots. Jordan Marsh, he said, also has made good use of personalities on its TV commercials, having developed a local performer to the point where she is identified with the store.

Herbert Zarkin, vice president, advertising and sales promotion, Zayre Corp., Framingham, Mass. (discount stores), pointed up the importance of working together with its advertising agency, Ingalls Associates, Boston, in production planning and campaign merchandising. He said Zayre's current campaign uses "simple and straight-forward copy and production" to advance the theme: "Compare, You can't do better than Zayre." Zayre also uses extensive in-store point of purchase items to reinforce its advertising theme.

To Lois Wyse, vice president and creative director of Wyse Advertising, Cleveland, the agency for Higbee's department store there, "most retail advertising is a disgrace . . . a mattress sale interrupted by an upholstery special punctuated by a dress event." Retailers must remember, she said, that "advertising—even on television—has to captivate, intrigue and romance women," while answering their "chief question: Why should I buy your label when for the same price I can buy someone else's? Or, for less money, buy at a discount store and get nobody's label?"

Alan S. Deitch, president of Mitchell Craig & Co., told how his client, Potamkin Cadillac, New York, became "the number one Cadillac dealership in the country" with the help of a campaign started in June 1972 using TV as the prime medium, supported by newspapers and radio. "Television," he said, "has proved to Mr. Potamkin that it can sell not only new cars but can sell and lease used cars as well." It will be used, he said, to promote Potamkin dealerships—for Chevrolet—in Philadelphia and Miami.

Jerry Smith, president of his own Milwaukee agency, offered tips on meeting retailers' needs for "high-quality, low-budget commercials," citing his own experience in production during the 1970 recession: "We cut corners where it didn't show—by doing the sound tracks before starting to shoot, by getting out

Advertisement

SOLICITATION FOR BIDS CABLE TELEVISION VILLAGE OF MACEDON, WAYNE COUNTY, NEW YORK

PLEASE TAKE NOTICE THAT THE VILLAGE BOARD OF THE VILLAGE OF MACEDON, Wayne 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 Village of Macedon, Wayne County, New York. (Located in the Rochester, New York metropolitan area.)

(a) The area for which a franchise is proposed to be awarded is the Village of Macedon, Wayne County, New York.

(b) The type of system desired is as follows: A 12 channel system with possible increase in capacity to 20, providing subscribers with all-brand FM radio, the 4 Rochester channels, the 4 Syracuse channels, and 2 New York City independent channels.

(c) Applications for the Franchise shall be submitted in writing to the Village Clerk of the Village of Macedon on or before 8:00 P.M. on June 12, 1974, at which time applications will be opened publicly at the Macedon Village Hall. All applications shall be notarized and shall contain at least information on all items specified in the Rules of the Commission on Cable Television Part E, Franchising Procedure, paragraph E. No. 3. Applications will be available for public inspection during normal business hours at the Village Clerk's Office after the public opening.

(d) Applications for the franchise shall also contain a statement as to when installation would commence and the estimated time to install the system for availability to the Village residents.

(e) All persons interested in additional information concerning the proposed award may contact Catherine Crowley, Village Clerk, Village of Macedon, 106 East Main Street, Macedon, New York 14502, telephone 315-966-4706.

BAR reports television-network sales as of March 31

ABC \$171,979,800 (31.3%), CBS \$195,291,300 (35.6%), NBC \$181,621,200 (33.1%).

Day parts	Total minutes week ended March 31	Total dollars week ended March 31	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	71	\$ 494,600	789	\$ 5,310,900	\$ 5,822,400
Monday-Friday 10 a.m.-6 p.m.	1,021	9,192,800	12,782	114,222,700	108,796,300
Saturday-Sunday Sign-on-6 p.m.	299	4,045,300	3,612	59,152,800	54,247,300
Monday-Saturday 6 p.m.-7:30 p.m.	99	2,307,100	1,267	29,754,100	27,431,000
Sunday 6 p.m.-7:30 p.m.	12	231,600	188	5,152,600	5,361,200
Monday-Sunday 7:30 p.m.-11 p.m.	388	23,702,900	5,023	304,572,700	293,460,900
Monday-Sunday 11 p.m.-Sign-off	162	2,536,500	2,017	30,726,500	28,725,900
Total	2,052	\$42,870,800	25,678	\$ 548,892,300	\$ 523,845,000

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

of the studio, by using good talent more efficiently, by animating store logos inexpensively on camera. We showed them how to plan campaigns enough ahead of time to take advantage of tremendous savings realized in doing more than one spot at a time."

Robert A. Steelneck, sales and engineering representative of Eastman Kodak, Rochester, urged retailers not to overlook "the advantages of using motion picture film" in commercials. "Strides in electronics recording techniques have tended to overshadow advances in film technology," he said. Film advances ranging from portable "go-anywhere" cameras to lighting and sound equipment, he said, "have helped make film the easiest material to handle." Mr. Steelneck said 80% of network commercials are produced on film, while local commercials rely extensively on video tape. "Film and tape each have advantages and we regard them as complementary tools," he said.

Howard Axelberg, president of Liller, Neal, Battle & Lindsey, Atlanta, described the involvement its local client, Rich's department store, has had with TV. He noted that at the outset, Rich's spending in TV amounted to about \$30,000 and now is approaching \$800,000.

During the Wednesday luncheon Mr. Cash presented a special award to Rich's "in appreciation of 25 years of retail television achievement, both accomplished and shared."

At Thursday's luncheon Mr. Cash presented the TVB's Gold Screen Award to the T. Eaton Co., Toronto, for contributing to "the art of total communications through the expanding and creative use of television." In accepting the award, Robert Bradshaw, Eaton's advertising and sales promotion manager, said the company "has used TV to sell items, image and total store, and also as a support for major sales events and fashion introductions."

FTC gets Whirlpool to stop hot air about 'panic button'

Whirlpool Corp., Benton Harbor, Mich., has agreed to halt claims of uniqueness for its air-conditioning products in a consent order provisionally accepted by the Federal Trade Commission.

The order, which also applies to Whirlpool's former advertising agency, Doyle Dane Bernbach, New York, settles a 1972 complaint arising from the FTC's advertising substantiation program. That complaint charged that a 1971 TV commercial falsely advertised that Whirlpool air conditioning systems were unique because they featured a "special panic button to cool you off fast" and that Whirlpool lacked sufficient basis for claiming that the cooling capacity of its systems was substantially greater than that of competing products.

Business Briefs

3M's bicentennial splurge. 3M Co., St. Paul, Minn., through BBDO, New York, will sponsor series of dramatic specials exploring history of America on Hughes Television Network, starting in September and continuing through 1976. Series, *From Sea to Shining Seas*, will be produced by Jean and John H. Secondari, will consist of 60- and 90-minute programs and may total seven episodes.

Amicable separation. Advertising Contractors Inc. and SMY Inc., media buying services which merged in 1970, have agreed on corporate separation, effective May 1. Advertising Contractors will make its headquarters in New York and SMY in Chicago, with branches in Los Angeles and New York. A. E. (Gene) Staley has reacquired SMY and will be president and chief executive officer. Howard H. March, former executive vice president, has been named president and chief executive officer of ACI.

Broadcast Journalism

ANPA would settle for partial 'shield'

Session in New York also touches broadcast-related problems: station renewals, network influence

The American Newspaper Publishers Association held its annual convention in New York last week in an atmosphere familiar to broadcasters—one of concern over actual and threatened inroads on press freedoms.

The publishers' government relations committee issued a report noting the committee had abandoned hope of getting an "absolute" shield law for newsmen and that the ANPA board had joined other media organizations last fall in endorsing a modified bill (HR 5928), now pending, which in the committee's view is "the closest thing to an absolute shield bill with any chance of passage by the Congress."

The committee, noting that newsmen are still being jailed for refusal to disclose news sources, concluded that "reliance on First Amendment guarantees is not enough and that this legislation [HR 5928, which would shield newsmen except when there is "compelling and overriding public interest in requiring disclosure"] should be enacted."

The committee also called attention to the *Miami Herald* case involving a state law requiring newspapers to give free space to political candidates to reply to editorials criticizing them, much like the fairness doctrine in broadcasting (BROADCASTING, April 22). It noted that the ANPA, supporting the *Miami Herald* appeal to the Supreme Court, had said the case presents "the most substantial and clear-cut violation of the constitutional guarantee of a free press that this court has ever been called upon to review."

Another bond between many publishers and many broadcasters—that of common ownership—was evident in a report by the ANPA task force on broadcast and CATV ownership. It said ANPA was continuing to work with the National Association of Broadcasters in opposing FCC's proposed ban on cross-ownership of newspapers and broadcasting stations and would appear with the NAB in further opposition when oral argument is held June 18-20—and will continue also to oppose any ban on newspaper/cable TV cross-ownership.

The task force, headed by Harold W. Andersen of the *Omaha World-Herald* [KETV(TV)], also said it was "encouraged now by the prospects of favorable House action" on the pending broadcast license renewal bill (HR 12993), which among other things would bar FCC from refusing renewal on cross-media ownership grounds on a case-by-case basis.

The task force said it had wanted even stronger legislation but was convinced any serious effort to obtain it would doom

the current bill to failure.

"Our communications counsel," the report said, "advises that passage of this bill in substantially its present form would provide significant relief for newspaper-owned stations against renewal challenges (and the possible threat of confiscation of their broadcast investments) either by other applicants or by the Justice Department or so-called public interest groups."

Broadcasters and publishers were also called upon to share a modicum of blame. Martin Hayden of the *Detroit News* (WWJ-AM-FM-TV) complained during a panel discussion that newspapers across the country were allowing themselves to be indirectly edited by two newspapers and two network news organizations. This happens, he said, because every Washington correspondent starts his day by reading the *New York Times* and *Washington Post* and listening to either NBC News or CBS News, thus becoming "totally indoctrinated as to what the news is."

Mr. Hayden had another complaint—that a front-page story of national importance in the *Cleveland Plain Dealer* had remained "a national secret" until the reporter involved mentioned it to a CBS News reporter.

There was one area, however, where the publishers had nothing to share with broadcasters: advertising business. The Newspaper Advertising Bureau (formerly known as the Bureau of Advertising) held its meeting in conjunction with ANPA's and announced dues increase to boost its annual budget from \$3.8 million last year to \$4.6 million for the year commencing June 1. Bureau executives outlined plans for more aggressive salesmanship and also said newspapers would be flexible enough to accommodate any "advertisers who will be slashing their television budgets."

A push for televised impeachment reporting—and a warning

As a vote on the impeachment of Richard Nixon moves closer to the House floor, 20 congressmen are co-sponsoring a rule-change proposal that would allow television cameras to broadcast the proceedings. Representative Wayne Owens (D-Utah) retrieved from the House hopper his proposal introduced earlier this year for broadcast coverage of House deliberations so that 19 of his colleagues could join his effort.

But on the other side of the Hill, Senator John Stennis (D-Miss.) was warning Congress of possible adverse effects of televised impeachment proceedings. "When you televise it," the powerful Democrat said, "the worst part of it goes to every capital of the world. It's very unfair and detrimental to the nation."

Congressman Owens is a member of the House Judiciary Committee, which is considering whether to recommend that the House impeach the President for a Senate trial. Judiciary members Don Ed-

wards (D-Calif.) and Jerome Waldie (D-Calif.) are among the co-sponsors. All co-sponsors of the House resolution, except for James Cleveland (R-N.H.), are Democrats and include Lionel Van Deerlin (Calif.), Ken Heckler (W.Va.), Patsy Mink (Hawaii), Parren Mitchell (Md.), William Moorhead (Pa.), Lester Wolff (N.Y.), Charles Wilson (Calif.), Fortney Stark (Calif.), Gerry Studds (Mass.), George Brown (Calif.), Jonathan Bingham (N.Y.), Bella Abzug (N.Y.), Patricia Schroeder (Colo.), Robert Leggett (Calif.), Ron De Lugo (Virgin Islands) and Antonio Won Pat (Guam).

Group W's MacLeish: News is more than just the facts

He urges journalists to break out of uniformity in reporting

Broadcast journalism is "in trouble" with its definition of what is news, Group W News's senior commentator asserted last week at Columbia University's sixth Elmer Davis Memorial Lecture. Rod MacLeish, Westinghouse Broadcasting Co. commentator, cited uniformity of news content in the three network newscasts—as well as in newspapers—as causing journalism establishmentarianism. "There is nothing wrong with that catholicity," he stated, "it simply illustrates the uniformity of definitions that inevitably overtakes institutions."

Broadcast journalists must broaden their scope of reporting, Mr. MacLeish contended. "Watergate, war, international economics, the politics of the city of New York, and the fate of the latest kidnap victim are all news, all important, all real."

"But out there also, sparrows are falling, dreamers dream and a computer is trying to reduce St. Thomas Aquinas's five demonstrations of God's reality to immutable numbers."

Mr. MacLeish's suggestion is to "liberate ourselves from the tyranny of events, from the thralldom of facts. Use events, base reportage on facts, yes, by all means. But use more. Look farther. Open the mind to possibility as news, to uneventful importance."

The Elmer Davis lectures are major addresses by prominent journalists, sponsored by Columbia's graduate journalism school.

Sevareid takes after happy-talk news

He notes that as entertainment shows become more realistic, the news becomes entertainment

Eric Sevareid, CBS newsman, said in a commentary on the *CBS Evening News* last Monday (April 22) that local newscasts "in city after city" are "burlesque"—because of the infusion of "happy talk" into TV journalism.

"The astounding daily story of the astounding human race is apparently now

regarded by many local station managers as not compelling enough," he stated. "Reality itself must be jazzed up . . . the news is delivered by newsmen turned actors, very bad actors. They grin, they laugh, they chuckle or moan the news. They puff cigars and pipes; they wear pin-stripes and carnations or sweatshirts. They kid each other or applaud each other. And any day now, one of them will sing the news while doing a buck-and-wing stark naked."

Mr. Sevareid offered these remarks in the context of the upcoming television prime-time season. A "reversal in network entertainment" is taking place, he noted, because "programs on human values, we're told, are in. Hollywood's blank-cartridge industry faces a bleak outlook for next season," he said, because "there will be fewer shoot-em-ups, more programs about life as it is in most families."

CBS News gets three of six

The Overseas Press Club of America, New York, has honored CBS News with three of its awards for 1973; NBC News with two, and ABC News and Group W with one each.

CBS News was selected for its *First Line Report* (best radio interpretation of foreign affairs); *Vietnam Perspective: A Question of Peace* (best radio documentary) and correspondent John Laurence and cameramen Alex Ben-Dor, Alex Brauner, David Green and Juergen Neuman (best TV spot reporting).

NBC News was cited for *Peace Begins*, featuring 18 of its correspondents (best TV interpretation of foreign affairs) and *The Sins of the Fathers*, Robert Northshield, producer (The Madeline Ross Award). ABC News's award went to Harry Reasoner (best TV documentary on foreign affairs). Group W Foreign News Service's award was for "best reporting of spot news."

APBA's best

The Associated Press Broadcasters Association last week named five member stations and five AP staffers as winners of its top awards for 1974. The awards are to be presented at APBA's convention in Kansas City, Mo., May 30-June 1.

Stations cited for top awards by the association are WLCY(AM) St. Petersburg, Fla., for "best weekend coverage"; KGAK(AM) Gallup, N.M., for "spot news coverage"; WVUE-TV New Orleans for "enterprise"; KGFV(AM) Kearney, Neb. for "over-all coverage" and KMTY(FM) Clovis, N.M., for "over-all cooperation."

AP staffers named to receive awards are Al Den Beste of the Seattle bureau for "best regional coverage" Marvin Schneider of the national broadcast desk for "enterprise"; Jerry Carrier of Oklahoma City for "best spot coverage" and Bruce Hodgman, night news report supervisor, for improving the night spot report. Ruth Ann Ragland of Albuquerque, N.M., will receive a special citation for her efforts to promote news cooperation among broadcast and newspaper members.

The Broadcasting Playlist[™] Apr 29

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

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		5-10a	10a-3p	3-7p	7-12p
1	1	TSOP (3:18) MFSB—Phila. Int'l.	2	1	3	1
3	2	Bennie and the Jets (5:00) Elton John—MCA	1	2	1	3
2	3	Hooked on a Feeling (2:54) Blue Swede—EMI	6	3	4	4
6	4	Loco-Motion (2:45) Grand Funk—Capitol	4	5	2	2
5	5	The Best Thing That Ever Happened to Me (3:45) Gladys Knight & the Pips—Buddah	5	4	5	5
4	6	Sunshine (3:18) John Denver—RCA	7	7	6	9
11	7	I'll Have to Say I Love You in a Song (2:30) Jim Croce—ABC/Dunhill	3	6	11	6
12	8	Come and Get Your Love (3:30) Redbone—Epic	8	9	7	8
18	9	The Entertainer (2:57) Marvin Hamlisch—MCA	11	8	8	7
17	10	Dancing Machine (2:29) Jackson Five—Motown	9	11	9	11
9	11	Oh My My (3:39) Ringo Starr—Apple	12	10	10	12
10	12	The Lord's Prayer (2:59) Sister Janet Mead—A&M	10	13	13	16
20	13	The Show Must Go On (3:29) Three Dog Night—ABC/Dunhill	17	12	14	10
14	14	Tubular Bells (3:18) Mike Oldfield—Virgin	14	15	12	13
7	15	Seasons in the Sun (3:24) Terry Jacks—Bell	15	14	15	14
8	16	Mockingbird (3:45) Carly Simon & James Taylor—Elektra	16	16	17	15
22	17	I've Been Searching So Long (4:19) Chicago—Columbia	13	19	16	17
24	18	Keep on Singing (3:03) Helen Reddy—Capitol	18	18	19	21
13	19	Eres Tu (Touch the Wind) (3:12) Mocedades—Tara	19	20	24	18
15	20	Dark Lady (3:26) Cher—MCA	20	17	23	20
25	21	Just Don't Want to Be Lonely (3:31) Main Ingredient—RCA	21	21	21	19
21	22	Lookin' for a Love (2:37) Bobby Womack—United Artists	24	22	20	23
32	23	Band on the Run (5:09) Paul McCartney & Wings—Apple	22	26	18	24
28	24	I Won't Last a Day Without You (3:47) Carpenters—A&M	23	23	25	22
31	25	Midnight at the Oasis (3:36) Maria Muldaur—Reprise	25	24	22	25
23	26	Piano Man (4:30) Billy Joel—Columbia	26	25	28	26
38	27	The Streak (3:15) Ray Stevens—Barnaby	27	27	26	27
27	28	Let It Ride (3:33) Bachman-Turner Overdrive—Mercury	29	28	27	28
26	29	Spiders & Snakes (3:03) Jim Stafford—MGM	30	37	29	30
19	30	A Very Special Love Song (2:44) Charlie Rich—Epic	28	35	32	37
40	31	You Make Me Feel Brand New (4:45) Stylistics—Avco	31	30	31	32
29	32	Don't You Worry 'Bout a Thing (3:40) Stevie Wonder—Tamla	33	32	30	33
16	33	Jet (2:48) Paul McCartney & Wings—Apple	34	31	33	31
33	34	Thanks for Saving My Life (2:57) Billy Paul—Phila. Int'l.	35	33	35	34
34	35	I'm a Train (3:16) Albert Hammond—Mums	32	36	34	36
30	36	Rock On (3:13) David Essex—Columbia	41	29	38	29
45	37	For the Love of Money (3:45) O'Jays—Phila. Int'l.	36	34	36	35
42	38	My Girl Bill (3:12) Jim Stafford—MGM	37	38	40	39
35	39	Tell Me a Lie (2:59) Sami Jo—MGM South	38	39	39	46
56	40	Sundown (3:37) Gordon Lightfoot—Reprise	39	40	41	44
39	41	Help Me (3:22) Joni Mitchell—Asylum	40	41	42	42

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		5-10a	10a-3p	3-7p	7-12p
57	42	Billy Don't Be a Hero (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	45	47	37	38
55	43	Payback (3:30) James Brown—Polydor	46	42	44	40
36	44	Boogie Down (3:30) Eddie Kendricks—Tamla	42	49	45	47
58	45	Dance with the Devil (3:32) Cozy Powell—Chrysalis	48	50	43	43
44	46	Oh Very Young (2:33) Cat Stevens—A&M	43	45	50	41
54	47	Star Baby (2:37) Guess Who—RCA	44	46	48	48
41	48	Keep It in the Family (2:47) Leon Haywood—20th Century	51	43	49	45
52	49	My Mistake Was to Love You (2:55) Diana Ross and Marvin Gaye—Motown	50	44	47	49
60	50	Standing at the End of the Line (2:45) Lobo—Big Tree	47	48	46	50
62	51	One Hell of a Woman (2:52) Mac Davis—Columbia	49	52	52	55
43	52	Touch a Hand, Make a Friend (3:26) Staple Singers—Stax	53	51	51	54
53	53	Chameleon (2:50) Herbie Hancock—Columbia	57	53	54	51
61	54	If You Love Me (Let Me Know) (3:12) Olivia Newton-John—MCA	54	58	53	62
37	55	Last Kiss (2:31) Wednesday—Sussex	52	57	*	56
51	56	A Dream Goes on Forever (3:21) Todd Rundgren—Bearsville	60	55	62	61
50	57	Love Song (2:50) Anne Murray—Capitol	75	54	75	52
—	58	The Air That I Breathe (3:33) Hollies—Epic	56	62	57	64
69	59	Daybreak (3:03) Nilsson—RCA	61	61	58	60
67	60	Rock Around the Clock (2:08) Bill Haley—MCA	55	63	59	69
70	61	Put a Little Love Away (3:10) Emotions—Stax	58	60	61	59
68	62	Happiness Is Me and You (3:06) Gilbert O'Sullivan—MAM	59	56	66	72
66	63	Werewolf (3:30) Five Man Electrical Band—Polydor	62	67	55	63
75	64	Another Park, Another Sunday (3:39) Doobie Brothers—Warner Brothers	73	66	64	53
—	65	You Won't See Me (3:07) Anne Murray—Capitol	66	59	65	65
—	66	Once You Understand (3:55) Think—Big Tree	63	73	60	66
49	67	Rock & Roll Hootchie Koo (2:55) Rick Derringer—Blue Sky	71	*	56	57
65	68	I'm in Love (2:48) Aretha Franklin—Atlantic	67	65	70	*
63	69	Let's Get Married (3:16) Al Green—Hi	64	69	69	75
48	70	Jungle Boogie (3:08) Kool and the Gang—Delite	68	71	67	68
—	71	I Am What I Am (2:32) Lois Fletcher—Playboy	74	68	72	67
—	72	Loving You (2:42) Johnny Nash—Epic	65	64	*	*
—	73	Billy Don't Be a Hero (3:25) Paper Lace—Mercury	70	72	71	71
46	74	My Sweet Lady (2:40) Cliff De Young—MCA	*	*	63	58
—	75	Harmony (2:49) Elton John—MCA	72	*	68	*

Alphabetical list (with this week's over-all rank): The Air That I Breathe (58), Another Park, Another Sunday (64), Band on the Run (23), Bennie and the Jets (2), The Best Thing That Ever Happened to Me (5), Billy Don't Be a Hero (42), Billy Don't Be a Hero (73), Boogie Down (44), Chameleon (53), Come and Get Your Love (8), Dance with the Devil (45), Dancing Machine (10), Dark Lady (20), Daybreak (59), Don't You Worry 'bout a Thing (32), A Dream Goes on Forever (56), The Entertainer (9), Eres Tu (Touch the Wind) (19), For the Love of Money (37), Happiness Is Me and You (62), Harmony (75), Help Me (41), Hooked on a Feeling (3), I Am What I Am (71), I Won't Last a Day Without You (24), If You Love Me (Let Me Know) (54), I'll Have to Say I Love You in a Song (7), I'm a Train (35), I'm in Love (68), I've Been Searching So Long (17), Jet (33), Jungle Boogie (70), Just Don't Want to Be Lonely (21), Keep It in the Family (48), Keep on Singing (18), Last Kiss (55), Let It Ride (28), Let's Get Married (69), Loco-Motion (4), Lookin' for a Love (22), The Lord's Prayer (12), Love Song (57), Loving You (72), Midnight at the Oasis (25), Mockingbird (16), My Girl Bill (38), My Mistake Was to Love You (49), My Sweet Lady (74), Oh My My (11), Oh Very Young (46), Once You Understand (66), One Hell of a Woman (51), Payback (43), Piano Man (26), Put a Little Love Away (61), Rock Around the Clock (60), Rock On (36), Rock & Roll Hootchie Koo (67), Seasons in the Sun (15), The Show Must Go On (13), Spiders & Snakes (29), Standing at the End of the Line (50), Star Baby (47), The Streak (27), Sundown (40), Sunshine (6), Tell Me a Lie (39), Thanks for Saving My Life (34), Touch a Hand, Make a Friend (52), TSOP (1), Tubular Bells (14), A Very Special Love Song (30), Werewolf (63), You Make Me Feel Brand New (51), You Won't See Me (65).

All-channel radio hearings tune in on auto makers

Proposed legislation would require that all but the cheapest sets have AM-FM capability; lawmakers eye pricing of factory-installed car sets

All-channel radio legislation appeared as uncontroversial as mom and apple pie during hearings on Capitol Hill last week. Senator John O. Pastore (D-R.I.) and the Communications Subcommittee last Wednesday and Thursday began collecting testimony on a bill that would require radio manufacturers to include FM capability in sets costing more than \$15.

But auto makers did take a beating from broadcasters and legislators for their alleged overpricing of AM-FM car receivers. "It's a rip-off," Representative Lionel Van Deerlin (D-Calif.) plainly said.

Congressmen Van Deerlin and Clarence Brown (R-Ohio)—who are co-sponsoring a companion, all-channel bill in the House—led off the hearings saying that if FM service is to grow, legislation is necessary.

"The AM frequency is exhausted," Mr. Brown said. "Moreover, half the 4,400 AM stations now on the air are licensed for daytime-only operation. Many areas in the U.S. lack local service at night. FM has the capacity to provide such service. But to fully realize the potential, more radios must be equipped to receive FM signals."

Congressman Van Deerlin slammed at "what appears to be virtually a conspiracy in the automobile industry to suppress the development of FM radio. Evidence of this negativism is found in pricing policies for car radios which I can only describe as weird. There is little competition in this trade," he stated. An informal survey by his staff in the San Diego area "found that monaural AM-FM receivers run as high as \$145. And when stereo is added, the sky's the limit, with suggested retail prices of \$221."

A study by Arthur D. Little Corp. showed that the direct parts-and-labor cost of adding FM capacity to any AM car radio was about \$6.95. The direct cost for an AM car receiver, the study said, was \$13.52. Nevertheless, the Van Deerlin survey also showed no factory-installed AM radio cost less than \$58 and no AM-FM radio priced at less than \$100.

By and large, FCC Chairman Richard Wiley told the committee, the big four auto-makers (Ford, General Motors, Chrysler and American Motors) all price their radios along the same formula. An AM-FM monaural set costs twice as much as an AM only set, an AM-FM stereo set is priced at three times the cost of an AM-only set. "Perhaps the auto manufacturers, the Federal Trade Commission or the Department of Justice can shed

additional light on the question of the price structure in this area," the FCC chairman said.

Chairman Wiley felt that if all-channel legislation is passed, the commission should move initially in the area of car radios. The bill (S. 585) would give FCC powers to implement rules over the whole area of FM receivers, in and out of home. "Naturally we would want to retain the flexibility to consider the home radio market," he added, "if we later deem it necessary or desirable."

The only hesitancy on all-channel came from Mr. Wiley, near the end of his appearance. He mildly qualified his endorsement of the bill by saying that he was "concerned with reducing the consumer's freedom of choice and the possible extra cost that may be involved for citizens who still want to purchase an AM only receiver."

The results of a second, broadcaster-funded all-channel study also were presented at last week's hearings. William J. Kessler, president of W. J. Kessler Associates, testified that the only "defensible reason" for the high mark-up on radios with FM capability was the added features manufacturers build into those receivers. Such extras as push-button tuning, tone controls and automatic frequency control, he found, helped jack up FM set prices.

Still, the Kessler study found the retail cost differential between nonautomobile (consoles, portables, etc.) AM only sets costing more than \$18 and AM-FM radios was about 20%. For car radios, it was a 70% increase for a set with FM. All-channel legislation, he felt, would encourage manufacturers to come up with lower-priced AM-FM sets, probably without the extra features. Terms like "collusion" and "conspiracy" when talking about the auto makers pricing structure, were used even by Republican stalwarts like Senator Glenn Beall (R-Md.) during the course of the hearings.

A panel of broadcasters also appeared at the hearings to plead their case for all-channel. CBS/FM Group Vice President Robert Cole and ABC Radio President Harold Neal told the committee that both their companies had invested large sums in FM after the FCC's nonduplication order of 1966. But, if they were going to be able to recover that investment and continue to operate FM stations in the interests of expanding radio diversity (as the nonduplication rule was intended), all-channel legislation is necessary. The FM divisions of both networks are operating at a loss, they said.

The commercial benefits of all-channel radio sets aside, the public radio people—Corporation for Public Broadcasting President Henry Loomis, National Public Radio President Lee Frischknecht and Association of Public Radio Stations President Matthew Coffey—testified as to how the legislation could extend the reach of that fledgling service. Mr. Coffey called the bill a "logical extension of the Public Broadcasting Act." The lack of FM-capable sets around the nation has limited the choice of a public unaware of the noncommercial networks' public service programming, he felt.

New York TV's once again will be on highest building

FCC finally decides to permit stations to move up to World Trade Center, but VHF's will keep transmitters on Empire State for comparison

In apparent resolution of a seven-year-old controversy, the FCC last week gave seven New York television stations permission to place transmitters atop the World Trade Center building.

The commission approved the applications of CBS (WCBS-TV), NBC (WNBC-TV), Educational Broadcasting Corp., (WNET), City of New York Municipal Broadcasting System (WNYC-TV), Metro-media (WNEW-TV), and RKO General (WOR-TV) to move their transmitters from the Empire State building to the north tower of the WTC building. A seventh station, Spanish International Communications Corp.'s WXTV, received permission to move its transmitter to the building from lower Manhattan.

All but the two UHF stations, WNYC-TV and WXTV-TV, will be required to keep transmitters at the Empire State building so that the quality of reception from the two sites can be compared, the FCC said.

The action came despite a request for a hearing from the Port of New York Authority, owner of the WTC building. Such a hearing "would only further delay a matter which has been too long delayed and would serve no useful purpose," the commission said.

The Port Authority agreed in 1967 to permit the relocations because the building's 1350-foot twin towers were expected to create massive interference to over-the-air TV reception. Last fall the broadcasters complained to the FCC (BROADCASTING, Oct. 8, 1973) that the Port Authority was trying to back out of the agreement, despite what they said were demonstrated interference problems.

EIA disputes number of fires caused by home television sets

The Electronic Industries Association, which represents manufacturers of 85% of the TV sets sold in America, said at a hearing last week that it stands ready to help develop mandatory federal safety standards for the manufacture of new TV sets. The association took issue, however, with government estimates that the number of fires traceable to TV sets is in the 10,000's, saying that figures in the 100's are a closer approximation.

In a public hearing before the Consumer Product Safety Commission, the EIA said that fire and shock incidents related to TV sets declined from 8.6 per million black-and white sets and 31.6 per million color sets in 1970-71 to 7.4 and 12.3, respectively, in 1972-73. Set manufacturers testified that more stringent safety tests are being performed on new

sets and that wider use is being made of less flammable plastics and flame-retardant wire in set construction.

One witness at the hearing, Peter Young, of Summit, N.J., said it "seems quite likely" that faulty TV sets were to blame in a fire at his home Jan. 1, 1973—that took the lives of his family—and two other fires in neighboring towns that killed 11 others. He called for the development of safety standards for new sets, and, as a preventive measure for sets currently in the home, he suggested pulling the plug when the set is not in use.

Manufacturers of the sets tied with the New Jersey fires, Zenith and RCA, have denied that their products caused the fires, but testimony presented at the hearing indicated that both firms are planning to phase out the "instant on" device that keeps a low amount of electrical current in the set in order to produce a picture as soon as the set is switched on.

A representative of the National Electronic Service Dealers' Association testified that TV sets can be traced to some 800 potentially serious fires each year. But, he said, consumer abuse and accidents may be as much at fault as set construction.

The CPSC hearings, April 23-24, investigated fire and electrical shock hazards associated with TV set use to elicit information on which to base safety rules for set manufacture.

AMST, land-mobiles square off on UHF sharing proposal

Both sides hit FCC study on channel availability and other findings

In the controversy over whether the FCC should include three more cities in its UHF land-mobile sharing plan (BROADCASTING, March 18), both sides challenged the staff study undergirding the commission's proposal, but each for its own purposes.

The proposal would add Dallas-Fort Worth, Houston and Miami to the 10 urban areas where land-mobile services were authorized by the FCC, in a 1970 pilot project, to share channels 14-20. The added cities would each be given one channel.

Calling the proposal "an unjustified give-away," the Association of Maximum Service Telecasters argued in its comments filed with the FCC last week that the study, through various miscalculations, overestimated the saturation of present land-mobile channels by at least 50%. It said further that the staff's projection of immediate land-mobile needs was too high because it was based on authorized rather than actual usage. Even so, AMST said, "the study itself reveals that there are sufficient 'zero-loaded' channels in each of the three urban areas in question to accommodate fully growth projections to January 1976 and beyond."

But it was just this "zero-loaded" finding in the study that troubled land-mobile interests, which strongly support the proposal and do not want the congestion

problem understated. The information used by the staff was outdated, according to comments filed by the Land Mobile Communications Council, and therefore the study did not show zero-loaded frequencies that have been assigned to services in recent years. And other such frequencies, the council said, could not be used without violating FCC frequency separation requirements or interfering with frequency assignments and coordination plans of certain services.

AMST, which has over the years blamed land-mobile frequency congestion on mismanagement of allocated space, urged the commission to begin monitoring present frequency use in each city. "Such a monitoring effort would both identify the problem areas, if any, and supply the information needed . . . to shift users on these channels to other, lightly used channels."

But land-mobile users countered that low frequency bands, plagued by skip, high ambient noises and interference, are no longer adequate in urban areas. "In fact," said the Utilities Telecommunications Council, "in two of the urbanized areas involved, the major electric utilities serving these areas abandoned the low band frequencies because of their inability to provide the quality of service needed."

Though all the land-mobile interests filing supported the proposal, some calling for even more widespread sharing, they all balked at the commission's proposal to provide just one large pool of space for each city. Instead, they urged that the commission suballocate frequencies to specific services, as it has done in the past, to insure that large chunks of space are not gobbled up by big services before future users can begin operation.

Technical Briefs

Running interference. Association of Maximum Service Telecasters has told FCC it should not relax rule limiting to 250 number of radio call boxes that may operate in any single highway call-box system. In opposing rulemaking petition by Solid State Technology Inc., AMST said Solid State failed to show there would be no interference to television reception. (Call boxes operate in 72-76 mhz band, between channels 4 and 5.) Solid State's argument rests on lack of complaints by viewers, AMST said, but only way to determine interference factor is through "reliable tests and surveys."

Million-dollar deal. RCA reports that Cox Broadcasting Corp., Atlanta, has ordered six TCR-100 video-tape cartridge recorders valued at about \$1 million for its television station group. RCA also said that broadcasters in U.S. and abroad now have more than 165 tape cartridge systems in regular on-air service.

Color in Algeria. RCA Corp. has sold and delivered two color TV mobile units to Radio-Television Algerian, which has not yet converted to full color operations. Sales price of units was about \$500,000.

Finance

Tenth up quarter in a row for ABC

ABC Inc. last week reported increases in earnings and revenues from continuing operations for the first quarter of 1974.

The company noted this marked the tenth consecutive quarter in which earnings from continuing operations exceeded those of the comparable prior year quarterly periods. ABC said earnings were bolstered by "the strong performance of the television network."

Earnings from discontinued operations for the first quarter of 1973 were \$649,000, net of taxes, reflecting the sale of the television program syndication subsidiary ABC Films in March 1973 and the contract to sell the Northern Theater Group which is scheduled to close tomorrow (April 30). For the three months ended March 31:

	1974	1973
Earned per share	\$ 0.80	\$ 0.72*
Revenues	230,034,000	222,260,000
Net income	9,993,000	12,490,000*
Net income from continuing operations	9,993,000	9,173,000

*Reflects earnings from extraordinary gains and from discontinued operations.

Cable weighs heavily on Time's shoulders

Time Inc.'s cable television and pay TV interests had revenues totaling \$2,275,000 but operated at a \$6,042,000 loss in 1973, according to the company's annual report. The results were more than double their comparable 1972 revenues (\$951,000) and almost double their 1972 losses (\$3,319,000). The activities involved are those of two Time subsidiaries, Sterling Manhattan Cable Television Inc., New York CATV operator, and Home Box Office, pay cable service currently operating in Pennsylvania and New York, and investments amounting to "an effective majority position" in Computer Television Inc., closed-circuit TV firm.

James R. Shepley, Time Inc. president, told the annual meeting of Time stockholders on April 18 that Sterling Manhattan "has just begun to benefit from higher subscriber payments" and "is also working on the commercial use of its facilities for data transmission and other non-TV applications." He also said Home Box Office had increased its affiliates from five to 21 last year and experienced a 50% increase in individual subscribers thus far in 1974.

Financial results of Time Inc.'s remaining broadcast facility, WOTV-TV Grand Rapids, Mich., were lumped with those of film production and distribution and a variety of other activities whose total 1973 revenues were \$96,719,000 and income \$5,692,000. The report also showed that 1972 income of broadcasting properties subsequently sold was \$2,611,000.

Time Inc.'s total revenues for 1973 were put at \$728.3 million, up 20% from 1972, and net income at \$47.5 million as against \$31.8 million in 1972.

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	CURRENT AND CHANGE					YEAR EARLIER		
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
American Television & Communications Corp.	3 mo. 3/31	6,983,752	+ 29.4%	494,292	+ 3.0%	.12	5,395,298	479,814	.13
Comsat Corp.	3 mo. 3/31	32,380,000	+ 19.5%	10,891,000	+ 54.1%	1.09	27,102,000	7,066,000	.71
Cox Broadcasting	3 mo. 3/31	20,869,192	+ 9.0%	2,046,203	+ 1.5%	.35	19,137,543	2,015,071	.34
Cox Cable Communications	3 mo. 3/31	5,290,512	+ 23.6%	490,449	+ 11.2%	.14	4,280,235	440,943	.12
Dun & Bradstreet	3 mo. 3/31	117,656,000	+ 7.8%	9,460,000	+ 9.1%	.36	109,163,000	8,671,000	.33
Harris-Intertype Corp.	3 mo. 3/31	121,701,000	+ 6.3%	5,005,000	+ 20.5%	.80	114,507,000	4,153,000	.66
Magnavox	3 mo. 3/31	124,836,000	- 19.8%	805,000	- 76.9%	.05	155,712,000	3,479,000	.11
Meredith Corp.	9 mo. 3/31	111,337,000	+ 4.3%	5,493,000	+ 2.8%	1.89	106,704,000	4,294,000	1.52
Melromedia	3 mo. 4/1	46,193,255	- 6.4%	(753,786)	*	(.12)	49,370,007	1,523,612	.23
Multimedia	3 mo. 3/31	12,601,426	+ 12.0%	1,375,065	+ 11.0%	.31	11,211,925	1,241,193	.28
Rollins Inc.	9 mo. 3/31	137,081,456	+ 2.0%	10,795,530	+ 13.4%	.78	114,377,183	9,511,246	.70
Transamerica Corp.	year 12/31	2,110,362,000	+ 8.9%	89,274,000	+ 1.3%	1.34	1,936,563,000	88,094,000	1.30
	3 mo. 3/31	506,801,000	+ 2.3%	13,650,000	- 45.8%	.21	495,324,000	25,172,000	.37
Viacom International Inc.	3 mo.	8,610,000	+ 18.5%	541,000	+ 20.2%	.14	7,265,000	450,000	.12
Walter Reade Organization Inc.	year 12/31	26,032,000	+ 6.6%	1,400,000	*	.28	24,413,000	(5,600,000)	(2.19)
Wometco Enterprises Inc.	3 mo. 3/23	33,064,000	+ 20.4%	1,552,000	+ 4.6%	.26	27,440,000	1,483,000	.24

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

Broadcasting's index of 138 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. April 24	Closing Wed. April 17	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N 23 5/8	25	- 1 3/8	- 5.50	28 3/8	21 5/8	9	16,584	391,797
CAPITAL CITIES COMM.	CCB	N 22 3/4	34 1/2	- 11 3/4	- 34.05	39 1/4	22 3/4	9	7,198	163,754
CBS	CBS	N 36	36		.00	36	25	11	28,092	1,011,312
CONCERT NETWORK*	O	1 1/4	3/8	- 1/8	- 33.33	7/8	1/4	5	2,200	550
COX	COX	N 14 3/4	15 5/8	- 7/8	- 5.60	19 3/8	14 3/4	8	5,831	86,007
FEDERATED MEDIA***	O	5 3/4	5 3/4		.00	5 3/4	5	19	820	4,715
GROSS TELECASTING	GGG	A 10 1/2	10 1/2		.00	13 5/8	10 1/4	7	800	8,400
LIN	LINB	O 4 1/2	4 7/8	- 3/8	- 7.69	6 3/4	4	4	2,296	10,332
MOONEY*	MOON	O 3	3		.00	3 5/8	2 1/4	8	385	1,155
PACIFIC & SOUTHERN	PSOU	O 5	5		.00	6 1/4	4 1/4	71	1,751	8,755
RAHALL	RAHL	O 4 1/2	4 1/8	+ 3/8	+ 9.09	6	3 3/4	8	1,297	5,836
SCRIPPS-HOWARD	SCRIP	O 16	16 1/4	- 1/4	- 1.53	17 1/2	15 1/4	8	2,589	41,424
STARR	S8G	M 6 1/4	7 1/2	- 1 1/4	- 16.66	9	6 1/4	5	1,069	6,681
STORER	.S8K	N 13 5/8	13 3/8	+ 1/4	+ 1.86	17 3/8	13	6	4,751	64,732
TAFT	TFB	N 18 1/2	19 3/8	- 7/8	- 4.51	23 3/8	16 1/2	7	4,219	78,051
WQOO COMM.*	O	3/4	3/4		.00	3/4	1/4	6	292	219
TOTAL									80,174	1,883,720
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A 2 1/2	2 1/2		.00	2 1/2	2	7	1,259	3,147
AVCO	AV	N 6 1/4	6 3/4	- 1/2	- 7.40	8 7/8	6 1/8	6	11,481	71,756
BARTLELL MEDIA	BMC	A 1 1/4	1 1/2	- 1/4	- 16.66	2 3/8	1 1/8	4	2,257	2,821
JDHN BLAIR	BJ	N 5 5/8	6 1/8	- 1/2	- 8.16	7 1/2	5 5/8	4	2,403	13,516
CAMPTOWN INDUSTRIES*	O	3/8	3/8		.00	7/8	3/8	5	1,138	426
CHRIS-CRAFT	CCN	N 3 3/8	3 1/2	- 1/8	- 3.57	4 1/4	2 1/8	42	4,162	14,046
COMBINED COMM.	CCA	A 11 1/2	11 5/8	- 1/8	- 1.07	13	9 5/8	8	3,274	37,651
COMLES	CWL	N 5 3/4	5 3/4		.00	7	5 5/8	11	3,969	22,821
DUN & BRADSTREET	DNB	N 28 3/8	30	- 1 5/8	- 5.41	36	28 3/8	19	26,198	743,368
FAIRCHILD IND.**	FEN	N 5 1/8	5 1/8		.00	6 1/4	4 1/8		4,550	23,318
FUQUA	FQA	N 8 7/8	9 3/8	- 1/2	- 5.33	10 3/4	6 3/4	3	8,560	75,970
GENERAL TIRE	GY	N 15 1/8	15 3/4	- 5/8	- 3.96	18 1/4	13	4	21,515	325,414
GLOBETROTTER	GLBTA	O 4	3 7/8	+ 1/8	+ 3.22	4 3/4	3 3/8	6	2,759	11,036
GRAY COMMUN.	D	8 1/4	8	+ 1/4	+ 3.12	8 1/2	6 1/2	6	475	3,918
HARTE-HANKS	HHN	N 9	9		.00	14 1/4	9	7	4,337	39,033
JEFFERSON-PILOT	JP	N 26 3/8	27 5/8	- 1 1/4	- 4.52	38 1/4	26 3/8	12	24,121	636,191
KAISER INDUSTRIES	KI	A 7 1/2	8 1/4	- 3/4	- 9.09	8 1/2	6 3/4	5	27,487	206,152
KANSAS STATE NET.*	KSN	O 3 7/8	3 7/8		.00	3 7/8	3 1/4	7	1,741	6,746
KINGSTIP	KTP	A 4 1/4	4 1/2	- 1/4	- 5.55	6 3/4	4 1/4	4	1,154	4,904
LAMB COMMUN.***	P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A 12 7/8	13 1/4	- 3/8	- 2.83	13 1/4	10 3/4	9	3,352	43,157
LIBERTY	LC	N 13 3/8	13 5/8	- 1/4	- 1.83	15 5/8	13 3/8	6	6,632	88,703
MCGRAW-HILL	MHP	N 8 3/4	8 3/4		.00	9	6	8	23,486	205,502
MEDIA GENERAL	MEG	A 22 1/4	23 3/4	- 1 1/2	- 6.31	26 1/2	20 1/4	9	3,546	78,898
MEREDITH	MDP	N 10	9 1/2	+ 1/2	+ 5.26	11 3/8	8 1/4	5	2,897	28,970
METROMEDIA	MET	N 7 3/8	8	- 5/8	- 7.81	10 5/8	7 3/8	5	6,447	47,546
MULTIMEDIA	MNED	O 12 3/4	13	- 1/4	- 1.92	14 1/4	10 1/2	9	4,388	55,947
OUTLET CO.	OTU	N 9 5/8	9 1/2	+ 1/8	+ 1.31	9 3/4	8	5	1,379	13,272
POST CORP.	POST	O 7 3/4	7 3/4		.00	10 3/4	7 3/4	3	882	6,835
PSA	PSA	N 7 5/8	7 7/8	- 1/4	- 3.17	10	6 3/8	42	3,181	24,255
REEVES TELECOM	RBT	A 1 1/4	1 1/4		.00	1 3/4	1 1/4	7	2,376	2,970
RIDDER PUBLICATIONS	RPI	N 13 1/4	13 7/8	- 5/8	- 4.50	15 5/8	11	8	8,312	110,134
ROLLINS	ROL	N 14 5/8	16	- 1 3/8	- 8.59	19 3/4	14 5/8	13	13,305	194,585
RUST CRAFT	RUS	A 8 1/4	8 1/2	- 1/4	- 2.94	10 1/4	7 3/4	5	2,366	19,519
SAN JUAN RACING	SJR	N 9 3/8	10 7/8	- 1 1/2	- 13.79	13 3/8	9 3/8	8	2,367	22,190

	Stock symbol	Exch.	Closing Wed. April 24	Closing Wed. April 17	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capital- ization (000)
SCHERING-PLOUGH	SGP	N	67 1/4	71 1/4	- 4	- 5.61	74 3/8	61 3/4	34	52,574	3,535,601
SONDERLING	S08	A	7	7 1/8	- 1/8	- 1.75	10	7	4	816	5,712
TECHNICAL OPERATIONS	TO	A	5 1/8	5 1/4	- 1/8	- 2.38	6 3/4	4 1/2	5	1,359	6,964
TIMES MIRROR CO.	TMC	N	13 3/8	14 5/8	- 1 1/4	- 8.54	17 5/8	13 3/8	8	31,145	416,564
TURNER COMM.***	O		1	3 1/4	- 2 1/4	- 69.23	3 1/4	1	2	1,486	1,486
WASHINGTON POST CO.	WPO	A	22 1/2	22 7/8	- 3/8	- 1.63	24 3/8	14 3/4	8	4,749	106,852
WOMETCO	WOM	N	8 7/8	9	- 1/8	- 1.38	10 1/4	8 1/4	7	6,094	54,084
TOTAL										336,454	7,312,573
Cablecasting											
AMECO**	ACO	O	7/8	3/4	+ 1/8	+ 16.66	7/8	1/4		1,200	1,050
AMER. ELECT. LABS**	AELBA	O	1 5/8	1 3/4	- 1/8	- 7.14	2 1/8	3/4		1,673	2,718
AMERICAN TV & COMM.	AMTV	O	9 3/4	11 1/4	- 1 1/2	- 13.33	19 1/4	9 3/4	28	3,174	30,946
ATHENA COMM.**	O		1/2	1/2		.00	3/4	3/8		2,126	1,063
BURNUP & SIMS	BSIM	O	16 3/4	19	- 2 1/4	- 11.84	24 1/8	15 1/8	19	7,907	132,442
CABLECOM-GENERAL	CGG	A	2 3/4	2 7/8	- 1/8	- 4.34	4 1/2	1 3/4	34	2,560	7,040
CABLE FUNDING CORP.	CFUN	O	5 3/4	5 3/4		.00	7 3/8	5 1/2	48	1,121	6,445
CABLE INFO.***	O		5/8	5/8		.00	3/4	5/8		663	414
CITIZENS FINANCIAL**	CPN	A	3	3 1/4	- 1/4	- 7.69	4 1/4	2 3/4		2,390	7,170
COMCAST*	O		2	2		.00	2	1 1/2	8	1,705	3,410
COMMUNICATIONS PROP.	COMU	O	2 1/2	2 3/4	- 1/4	- 9.09	3 3/8	2	28	4,761	11,902
COX CABLE	CXC	A	8 3/4	8 5/8	+ 1/8	+ 1.44	15 1/4	7 1/2	17	3,560	31,150
ENTRON*	ENT	O	1/2	1/2		.00	5/8	1/2	4	1,358	679
GENERAL INSTRUMENT	GRL	N	12 3/8	13 7/8	- 1 1/2	- 10.81	17 1/8	12 3/8	7	6,792	84,051
GENERAL TELEVISION*	O		1 1/4	1 1/4		.00	1 1/2	1 1/4	63	1,000	1,250
LVO CABLE	LVOC	O	3 3/8	3 1/2	- 1/8	- 3.57	4 5/8	2 3/4	18	1,879	6,341
SCIENTIFIC-ATLANTA	SFA	A	8 1/8	9	- 7/8	- 9.72	9 1/2	6 3/4	9	917	7,450
TELE-COMMUNICATIONS	TCOM	O	3 1/4	3 5/8	- 3/8	- 10.34	5 3/4	3	13	4,619	15,011
TELEPROMPTER	TP	N	4 5/8	5 1/8	- 1/2	- 9.75	8 1/4	4	27	16,482	76,229
TIME INC.	TL	N	39	40 1/4	- 1 1/4	- 3.10	40 1/4	30 3/4	8	10,380	404,820
TOCOM*	TOCM	O	4	4 3/8	- 3/8	- 8.57	4 7/8	4	10	634	2,536
UA-COLUMBIA CABLE	UACC	O	5 7/8	5 7/8		.00	6	3 3/4	13	1,790	10,516
VIACOM	VIA	N	5 3/8	5 5/8	- 1/4	- 4.44	7 1/2	4 5/8	9	3,850	20,693
VIKOA**	VIK	A	2 1/4	2 1/2	- 1/4	- 10.00	4	2		2,591	5,829
TOTAL										85,132	871,155
Programing											
COLUMBIA PICTURES**	CPS	N	2 3/4	2 7/8	- 1/8	- 4.34	4 3/4	2 5/8		6,748	18,557
DISNEY	DIS	N	42	45 7/8	- 3 7/8	- 8.44	54 1/2	35 1/8	25	29,155	1,224,510
FILMWAYS	FWY	A	4 3/4	3 7/8	+ 7/8	+ 22.58	6	3 5/8	7	1,790	8,502
FOUR STAR			3/4	3/4		.00	1 3/8	3/4	1	665,950	499,462
GULF + WESTERN	GW	N	25 3/4	26 3/4	- 1	- 3.73	29 1/8	22 5/8	5	14,088	362,766
MCA	MCA	N	23	24 1/4	- 1 1/4	- 5.15	25	19 1/4	8	8,379	192,717
MGM	MGM	N	12 7/8	12 3/4	+ 1/8	+ .98	15 5/8	9 1/4	9	5,918	76,194
TELE-TAPE**	O		1/8	1/8		.00	3/8	1/8		2,190	273
TELETRONICS INTL.*	O		3 1/2	3 5/8	- 1/8	- 3.44	4 1/8	3 1/2	7	943	3,300
TRANSMERICA	TA	N	8 1/4	8 1/2	- 1/4	- 2.94	10 3/8	8 1/4	7	65,420	539,715
20TH CENTURY-FOX	TF	N	7 3/8	8 1/8	- 3/4	- 9.23	9 1/8	5 1/4	8	8,557	63,107
WALTER READE**	WALT	O	3/8	3/8		.00	3/8	1/8		2,203	826
WARNER	WCI	N	12 7/8	13 1/2	- 5/8	- 4.62	18 1/2	9 5/8	6	15,064	193,949
WRATHER	WCQ	A	7 1/2	7 5/8	- 1/8	- 1.63	8 1/8	4 3/8	150	2,229	16,717
TOTAL										828,634	3,200,595
Service											
88DO INC.	O		11 1/4	12 3/8	- 1 1/8	- 9.09	14 1/4	10	5	2,513	28,271
COMSAT	CO	N	30 7/8	34	- 3 1/8	- 9.19	40 3/8	30 7/8	9	10,000	308,750
CREATIVE MANAGEMENT	CMA	A	4 3/8	4 5/8	- 1/4	- 5.40	6 5/8	3 3/8	5	1,016	4,445
DOYLE DANE BERNBACH	DOYL	O	9 1/2	10	- 1/2	- 5.00	11 1/2	8 3/4	5	1,799	17,090
ELKINS INSTITUTE***	ELKN	O	3/8	5/8	- 1/4	- 40.00	5/8	1/4		1,897	711
FOOTE CONE & BELDING	FCB	N	10 1/4	10 7/8	- 5/8	- 5.74	11 1/4	8 5/8	6	2,122	21,750
GREY ADVERTISING	GREY	O	7 5/8	8	- 3/8	- 4.68	8 3/8	7 1/2	4	1,264	9,638
INTERPUBLIC GROUP	IPG	N	11 1/2	11 5/8	- 1/8	- 1.07	13	10	4	2,319	26,668
MARVIN JOSEPHSON	MRVN	O	8	8 1/4	- 1/4	- 3.03	8 1/2	6 3/4	5	957	7,656
MCI COMMUNICATIONS+	MCIC	O	3 7/8	3 3/8	+ 1/2	+ 14.81	6 1/2	3 3/8		12,825	49,696
MOVIELAR**	MOV	A	1 1/4	1 1/4		.00	1 5/8	5/8		1,407	1,758
MPD VIDEOTRONICS**	MPD	A	2 1/4	2 1/4		.00	2 5/8	2 1/8		539	1,212
NEEDHAM, HARPER	NOHMA	O	6 3/4	6 3/4		.00	7 1/2	4 3/4	3	917	6,189
A. C. NIELSEN	NIELB	O	15	17 1/4	- 2 1/4	- 13.04	28	15	14	10,598	158,970
OGILVY & MATHER	OGIL	O	15	15		.00	17 1/4	12 3/4	5	1,777	26,655
PKL CO.***	PKL	O	1 3/4	1 3/4		.00	1 3/4	1/4	3	818	1,431
J. WALTER THOMPSON	JWT	N	9 7/8	10 3/8	- 1/2	- 4.81	12	9 1/4	6	2,600	25,675
UNIVERSAL COMM.***	O		5/8	1/2	+ 1/8	+ 25.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	7 3/4	8 1/2	- 3/4	- 8.82	9 5/8	7 1/2	4	1,632	12,648
TOTAL										57,715	709,659
Electronics											
ADMIRAL	ADL	N	13	13		.00	13 3/4	9 3/4	8	5,863	76,219
AMPEX	APX	N	3 5/8	3 3/4	- 1/8	- 3.33	4 7/8	3 3/8	7	10,796	39,135
CCA ELECTRONICS*	CCAE	O	5/8	3/4	- 1/8	- 16.66	7/8	5/8	1	881	550
COHU, INC.	A		3	3 1/8	- 1/8	- 4.00	3 7/8	3	6	1,542	4,626
COMPUTER EQUIPMENT	CEC	A	1 1/2	1 1/2		.00	2 1/8	1 1/2	9	2,372	3,558

	Stock symbol	Exch.	Closing Wed. April 24	Closing Wed. April 17	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
CONRAC	CAX	N	17 3/4	20 1/2	- 2 3/4	- 13.41	21	13 1/4	8	1,261	22,382
GENERAL ELECTRIC	GE	N	53 1/8	54 3/4	- 1 5/8	- 2.96	65	50 3/4	17	182,348	9,687,237
HARRIS-INTERTYPE	HI	N	25	27 3/8	- 2 3/8	- 8.67	33 1/2	25	8	6,227	155,675
INTERNATIONAL VIDEO	IVCP	O	4 1/2	4 1/2	-	.00	7 1/2	3 1/4	15	2,741	12,334
MAGNAVOX	MAG	N	6 1/4	6 3/4	- 1/2	- 7.40	9 7/8	6 1/4	21	17,806	111,287
3M	MMM	N	73 3/8	75 1/4	- 1 7/8	- 2.49	80 1/2	68 1/2	28	113,100	8,298,712
MOTOROLA	MOT	N	52 1/2	57	- 4 1/2	- 7.89	61 7/8	40 1/2	18	27,740	1,456,350
OAK INDUSTRIES	OEN	N	11 1/8	12	- 7/8	- 7.29	12 7/8	9 1/2	4	1,639	18,233
RCA	RCA	N	16 7/8	18 3/4	- 1 7/8	- 10.00	21 1/2	16 7/8	7	74,407	1,255,618
ROCKWELL INTL.	ROK	N	26 5/8	27 1/8	- 1/2	- 1.84	28 3/8	25 1/8	6	27,245	725,398
RSC INDUSTRIES	RSC	A	1 5/8	1 1/2	+ 1/8	+ 8.33	2 1/8	1 1/8	10	3,458	5,619
SONY CORP	SNE	N	26 1/4	27 5/8	- 1 3/8	- 4.97	29 7/8	20 7/8	18	66,250	1,739,062
TEKTRONIX	TEK	N	40 1/4	41	- 3/4	- 1.82	47 3/4	34 3/8	16	8,646	348,001
TELEMATION**	TMT	O	2 1/8	2 1/8	-	.00	2 3/4	1 3/4		1,050	2,231
TELEPRO IND.***		O	8	8	-	.00	8	2 1/2	50	475	3,800
VARIAN ASSOCIATES	VAR	N	9 3/4	10 3/8	- 5/8	- 6.02	13 1/4	9 3/4	10	6,617	64,515
WESTINGHOUSE	WX	N	19	20	- 1	- 5.00	26	19	10	87,876	1,669,644
ZENITH	ZE	N	24 3/8	25 3/4	- 1 3/8	- 5.33	31 5/8	24 3/8	8	18,797	458,176
TOTAL										669,137	26,158,362
GRAND TOTAL										2,057,246	40,136,064

Standard & Poor's Industrial Average

101.43

105.80

-4.37

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.

Fates & Fortunes®

Media



Hoyt

Tom Hoyt, general manager, KBRE(FM) Houston, joins Taft Broadcasting as VP, and will oversee KODA-AM-FM Houston, and Multipoint Television, off-air closed circuit television service in Houston hotels.

Larry V. Davidson, general manager, WYDE(AM) Birmingham, Ala., assumes additional title of executive VP, WYDE and WWVA(AM) Wheeling, W. Va. Both are Screen Gems stations.

Craig Magee, sales manager, WMAQ(AM) Chicago, named assistant general man-

ager and general sales manager of KBOX-AM) Dallas.

George F. Staudter, director of auditing, Champion International, New York, named to new position of VP-general auditor, CBS Inc. New York.



Loers
City.

Lloyd D. Loers, station manager, KGLO-TV Mason City, Iowa, appointed VP-broadcasting, of parent Lee Enterprises Inc., Quincy, Ill.

Ron Kight, sales manager, KCMO(AM)-KFMU(FM) Kansas City, Mo., appointed to be manager, KAYQ(AM) Kansas

Joseph P. Sabatino, VP-manager New England operation, Universal Publications Inc., Chicago, appointed general manager, WLNH-AM-FM Laconia, N.H.

Ernesto Balleste, account executive, Spanish International Network, New York, named station manager, KFTV(TV) Hanford, Calif., owned by Spanish International Communications Corp., also owner of SIN.

Craig Scott, operations director, WJJD-AM) Chicago, joins WSLR(AM) Akron, Ohio, in similar capacity.

Jerry Haines, announcer, WIXZ(AM) McKeesport, Pa., appointed operations director.

Joseph T. Chairs, business manager, WCBM(AM) Baltimore, joins WDBO-AM-FM-TV Orlando, Fla., in same capacity.

James E. Feeley, with WGN Continental Broadcasting, Chicago, appointed director of accounting and administrative services.

Lynn S. Barrett, staff associate, corporate public relations department, Mobil Oil Co., joins WCBS-TV, New York, as manager, press and public relations.

Hank Rieger, NBC VP-public relations, West Coast, and president of Hollywood chapter, named trustee of National Academy of Television Arts and Sciences, succeeding Grant Tinker, president, MTM Productions, who resigned following controversy over new Emmy awards plan (BROADCASTING April 8). Stan Robertson,



Booth

executives have been elected to board: Charles H. Crutchfield, Jefferson Pilot Broadcasting Co., Charlotte, N.C., Mark Evans, Metromedia Inc., Washington.

Arch N. Booth, executive vice president, Chamber of Commerce of the U.S. since 1950, named president. In president post (formerly one-year elective role), Mr. Booth will continue as chamber's chief of operations with responsibility for administrative management. During his tenure with chamber, Mr. Booth has made extensive use of broadcast media to expose business viewpoint; among other things, he moderates weekly Mutual Broadcasting System program and hosts monthly public affairs series produced for cable TV systems. Charles H. Smith Jr., Sifco Industries, Cleveland, elected to one year term as chamber's chairman of board, and Clinton Morrison, First National Bank, Minneapolis, elected to new post of vice chairman. Following communications industry

VP-film programs, NBC-TV, Los Angeles, named to succeed Mr. Tinker as member of board of governors of Hollywood chapter.

Robin Youngs, with production department, WSBK-TV Boston, named production coordinator.

Broadcast Advertising



Smart

officer and director of company. Mr. Smart will continue to make his headquarters in Chicago.

Theodore H. Wrobel, general sales manager, WTOP(AM) Washington, transferred to Boston to be Northeast regional sales manager for Post-Newsweek Stations.

Dick Brown, general sales manager, Lions group at Telerep, New York, **Bob Miggins**, West Coast sales manager and **Bob Jacquemin**, St. Louis manager, named VP's.

Jerry Marcus, VP-local sales, KTTV(TV) Los Angeles, joins WTTG(TV) Washington, as VP-general sales manager. Both are Metromedia stations.

James G. Blashill, special sales coordinator, CBS Radio Network, New York, appointed sales development manager, CBS Radio Spot Sales, New York.

Charles E. Briggs, media supervisor, Tracy Locke, Columbus, Ohio, joins WLWC(TV) there as national sales manager.

Gordan A. McCaw, marketing representative for IBM Corp., Detroit, named Detroit radio sales manager of Avery-Knodel Inc., New York.



Kirby

rejoins WWDC-AM-FM Washington as general sales manager after two-year absence.

Laurence V. Lubin, VP-management supervisor, Grey Advertising, New York, joins Ketchum, McLeod & Grove, Pittsburgh, as senior VP-management supervisor.

Henry H. Siegel, VP-associate media director, Grey Advertising, New York, named media manager.

Dan McCarthy, account executive, KGT(TV) San Diego, named sales manager, Los Angeles office of Avco Television Sales. **John Castleton**, account executive with Katz Agency, San Francisco, appointed sales manager of Avco office in that city.

Michelle Adrian, with sales staff, Peters Griffin Woodward, Boston, named Boston office manager.

Charles R. Tyson Jr., **Margaret A. Myers**, **Joseph H. Caserta**, and **Harriet S. Harrison**, formerly with N. W. Ayer & Son, New York, announce formation of Tyson & Partners Inc., 2011 Walnut Street, Philadelphia.

Mike Cohn, media supervisor, McCann Erickson, Cleveland, named media director, Chiat/Day, Los Angeles.

Fred Holzer, consumer research manager, Volkswagen of America, Englewood Cliffs, N.J., named research director, Clinton E. Frank Inc., Los Angeles.

Sanford Gassman, sales representative, Katz Radio, New York, appointed division manager.

Bob Taylor, production manager, WDRB-(FM) Springfield, Ill., named sales manager. **Rick Ramsey** joins sales staff as account representative.

Jack Shaver, Chicago sales manager, KCOP(TV) Los Angeles, named national-regional sales manager, WTOL-TV Toledo, Ohio.

John B. Ryan Jr., with sales staff, WPHL-TV Philadelphia, named local sales manager, WTAF-TV Philadelphia.

Robert R. O'Brien Jr., general manager, WIXO(FM) New Orleans, named commercial director, WGSO(AM)-WQUE(FM) New Orleans.

Jack Snow, senior account executive, Cunningham & Walsh, New York, named account supervisor, national passenger cars/trade and fleet, American Motors Corp.

John Redfield, with sales staff, KOOL(AM) Phoenix, named program sales manager.

Ed Doherty, with sales staff, ABC Radio Network, New York and Chicago, joins CBS Radio Spot Sales as account executive.

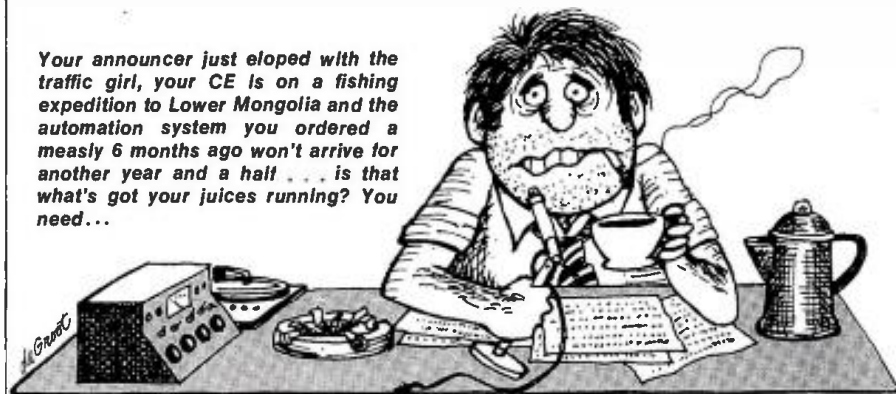
Robert H. Barton, account executive, joins Blair Television, New York, in same position.

Harold (Mike) Hogan, VP-account supervisor, Post Keyes Gardner, Chicago, joins D'Arcy MacManus & Masius, Bloomfield Hills, Mich., as account supervisor.

Eve Hatounian, operations manager, KOOL-TV Phoenix, named manager, computer and commercial operations. **Hazel Flanagan**, with KOOL-TV's sales department, appointed commercial manager.

Dick McMahon, manager, network clearances, Mutual Broadcasting System, New York, joins KOSI-FM Aurora, Colo., as account executive.

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Jan Dirk Wagenaar, VP, manager, Young & Rubicam, Berne, Switzerland, named VP-representative director at agency's Tokyo office. **Marius Krugel**, with agency in Paris, succeeds Mr. Wagenaar as Berne manager.

Programing



Walters

Barbara Walters, on-air personality for NBC-TV's *Today* show, named co-host. *Today* host Frank McGee, died April 17 (BROADCASTING, April 22). NBC News correspondent **Garrick Utley** will serve two weeks as temporary co-host until permanent co-host is chosen.

Charles Robert McLain, associate director, special programs, CBS-TV, New York, named director, special programs.

Jack P. Jacobson and **Richard Jones**, acting program managers of WGN Continental Group Stations, Chicago, and WGN(AM) Chicago, respectively, named program managers. **Patricia Nealin**, director of films, WGN-TV Chicago, named manager of films.

Wayne Walker, CBS NFL announcer and former linebacker with Detroit Lions, named sportscaster, KPIX(TV) San Francisco.

Robert H. Friedman, formerly with

WSSB(AM) Durham, N.C., named program director, WDNC(AM) Durham.

Bill Minkler, program director, KPAM-FM Portland, Ore., joins KSJO-FM San Jose, Calif., in same position.

Neil E. MacMillan Jr., production manager, WGCH(AM) Greenwich, Conn., named program manager.

James Stewart, formerly with WEAM(AM) Arlington, Va., named music director-announcer, WWTC(AM) Minneapolis.

Ron Swoboda, former New York Mets right fielder, joins CBS Radio Network as sports reporter and anchorman on CBS Radio *Worldwide Sports*.

Edward Piette, producer-director, WKBD-TV Detroit, joins WJXT(TV) Jacksonville, Fla., as executive producer.

Rudy Green, program director, WJMO(AM) Cleveland, resigns.

John Martin, program administrator, ABC-TV's *Wide World of Sports*, promoted to director of program planning for that show.

Morton Dubin, Directors Circle Inc., New York, elected international and national chairman of Videotape Production Association for 1974. Other VPA officers chosen: **Will Roth**, Teletronics Inc., president of New York section; **Hugh Hole**, Vidtronics Inc., president of West Coast section; **Peter Hollidge**, Advertel Inc., president of Canadian section; **Joe DiBucno**, Unitel Inc., international and national VP; **Grey Hodges**, Jefferson Productions, international and national secretary.

Lou Selner, director, video tape, King Features Syndicate/Hearst Metro-Tone News, New York, appointed sales manager, Compact Video Systems, Los Angeles production facilities house.

David H. Riehl, director, national advertising division, Council of Better Business Bureaus, Washington, named director of public program information, Public Broadcasting Service, Washington.

David S. Conant Jr., chief announcer, WFLN-AM-FM Philadelphia, named program director.

Broadcast Journalism

Peter Herford, producer, CBS News's *60 Minutes*, named to newly created post of director, affiliate liaison, for CBS News, New York.

Meryl Comer, writer, reporter, producer, named to co-anchor WTTG(TV) Washington's late-night newscast. She is station's first anchorwoman.

Richard M. Stapleton, managing news editor, WCAU(AM) Philadelphia, appointed news director, WNEW(AM) New York, succeeding **Rudy Ruderman**, who resigns.

Paul A. Bottoms, news director, WAMS(AM) Wilmington, Del., joins KONO(AM) San Antonio, Tex., in same position.

Bob Horner, correspondent, KTWO-AM-TV Casper, Wyo., named news director.

Ford Rowan, original member of TVN's Washington bureau, joins UPITN's Washington bureau April 29 as correspondent.

Joseph Angotti, associate producer, *NBC Nightly News*, New York, named producer.

Dick Sinclair, financial reporter, KFI(AM) Los Angeles, named farm director in addition to current duties. Additions to KFI news staff include **J. J. Smith**, from KPOL(AM) Los Angeles, **Kenneth Woo**, from KROQ(AM) Burbank, Calif.

Phil Van Stavern, with news department, WFAA(AM) Dallas, named news editor, KTOK(AM) Oklahoma City.

Lee Thornton, weekend anchorwoman, WLWT(TV) Cincinnati, resigns May 12 to join CBS News bureau, New York, as reporter.

Frank V. Grief, senior news producer, KIRO-TV Seattle, appointed news producer, KOMO-TV Seattle.

John McCable, news director, KAYC(AM) Beaumont, Tex., joins KIMN(AM) Denver, as afternoon news announcer.

Rita Hunt, special news correspondent, KYOK(AM) Houston, named consumer reporter, KHOU-TV Houston.

Bob Petty and **Pat Brown**, reporters with WLS-TV Chicago, named anchormen.

Joe Cassella, news director-anchorman, WCBJ-TV Gainesville, Fla., assumes additional responsibilities as night news editor.

Bonnie Ginzburg, news writer, WINS(AM) New York, joins WLIW(TV) Garden City, N.Y., as reporter.

AP selections. Paul Miller, board chairman of the Gannett Co., Rochester, N.Y. (Gannett Stations), was re-elected chairman of The Associated Press at its annual meeting in New York last week.

Others re-elected were D. Tennant Bryan of *Richmond* (Va.) *News Leader* and *Richmond Times-Dispatch*, first vice chairman; Martin S. Hayden, *Detroit News* (WWJ-AM-FM-TV Detroit), second vice chairman, and Wes Gallagher, president and general manager. Conrad Fink was elected vice president and secretary, succeeding Harry Montgomery, who is retiring.

Katharine Graham, publisher of *Washington Post* (Post-Newsweek Stations), was elected to the 18-member board of the AP, becoming its first woman director. Three other new directors chosen were James F. Chambers, *Dallas Times Herald* (KDFW-TV Dallas); William H. Cowles 3d, *Spokane* (Wash.) *Spokesman-Review*, and Robert M. White 3d, *Mexico* (Mo.) *Ledger*. Re-elected to the board were J. Kelly Sisk, *Greenville* (S.C.) *Piedmont* (WFBC-AM-TV Greenville) and Richard C. Steele, *Worcester* (Mass.) *Telegram and Evening Star* (WTAG [AM] Worcester).

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Steve F. Haskins, news producer, KCRA-TV Sacramento, Calif., named news assignment editor, KPDX(TV) San Francisco.

Equipment & Engineering

Reed R. Prior, manager, engineering division, Prior/Taylor Corp., Bay City, Mich., engineering maintenance and consulting firm, elected president.

Paul Lee, manager of Telecommunications Division of Chu Associates Inc., Thousand Oaks, Calif., assumes similar post there in new West Coast office of Lawrence Behr Associates Inc., Greenville, N.C. Latter firm has taken over facilities personnel, facilities and client list of Telecommunications Division of Chu Associates.

William R. Ramsay, director of engineering, Nebraska ETV Network, Lincoln, Neb., elected chairman of engineering committee, Central Educational Network, Lincoln.

Brooke McCarter, sales manager, Dayton Communications Corp., Dayton, Ohio, appointed VP, audio-video systems division.

Cynthia D. Brown, managing editor, RCA's *Communicate* magazine, New York, named manager, public relations

and advertising, Phelps Dodge Industries, New York.

Cablecasting

Leonard C. Gregory, former board member of Florida CATV Association, appointed northern Florida district manager for Teleprompter Corp., New York.

Robert Rolonz, VP-public relations, advertising, Atlantic Records, New York, a Warner Communications Company, named director of corporate information, Warner Communications Inc., New York.

Walter E. Baxter, VP-marketing, Jackson Communications Corp., Clayton, Ohio, CATV construction and engineering firm, named executive VP.

Allied Fields

Edward Case, and **Darrell Dyer**, both account executives, A. C. Nielsen Co., Northbrook, Ill., named VP's.

Don Alloway, manager of press relations for ABC News, New York, named press secretary for Senator Jacob Javits (R-N.Y.).

Edward H. Zukerman, for past two years with Daniels and Associates, CATV brokerage and consulting firm, rejoins Firstmark Financial Corp.'s communica-

tions finance division, Indianapolis, in business development area.



Hauser

Gustave M. Hauser, president and chief operating officer, Warner Cable Corp., nominated by President Nixon to second term as director at large of Overseas Private Investment Corp., agency encouraging private foreign investment.

Art Secrest, radio editor, information division, Illinois Farm Bureau, Bloomington, Ill., named director of radio and television.

Deaths

Nate Milder, 67, national sales manager, WHIZ-AM-FM-TV Zanesville, Ohio, and host of *The Uncle Nate Children's Hour*, died April 23 of apparent heart attack at his home in Zanesville.

Bud Abbott, straight man of comedy team of Abbott and Costello, prominent in radio and early television, died April 24 of cancer at home in Woodland Hills, Calif. He was 78. Lou Costello, his partner, died in 1959.

For the Record®

As compiled by BROADCASTING, April 15 through April 19, 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 authorization. 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

Application

■ *Council Bluffs, Iowa—State Educational Radio and Television Facility Board seeks UHF ch. 32 (578-584 mhz); ERP 730 kw vis, 73 kw aur. HAAT 316.5 ft.; ant. height above ground 1677 ft. P.O. address: Box 1758, Des Moines, Iowa 50306. Estimated construction cost \$513,075; first-year operating cost \$113,247. Geographic coordinates 41°15'15" north; 95°50'7" west. Trans. type TTV-30C. Ant. type TPU-30J. Legal counsel: Pierson, Ball & Dowd, Washington; consulting engineer Jansky & Bailey. Principal: Dr. Robert F. Ray, chairman. Board operates *KIIN-TV Iowa City, KDIN-TV Des Moines and KRIN-TV Waterloo. Ann. April 19.

Other actions

■ Review board in Denver, Colo., scheduled oral argument for April 30 at 10 a.m., on reinstated application of Comet Television Corp. for extension of time to complete construction of television station KTOV-TV (ch. 31) Denver (Doc. 19985). Action April 9.

■ New York—Chief, Broadcast Bureau, denied petition by John Cervase, requesting reconsideration of Feb. 12 action dismissing his petition for rulemaking to reassign one of New York VHF chs. 2, 4 and 7, now utilized by TV network-owned stations Newark, N.J. Action April 16.

Call letter application

■ *South Carolina Educational Television Commission, Beaufort, S.C.—Seeks WJWJ-TV.

Call letter action

■ *South Carolina Educational Television Comm., Sumter, S.C.—Granted WRJA-TV.

Existing TV stations

Final actions

■ KGO-TV and KPIX-TV, both San Francisco—FCC granted applications of ABC for modification of CP for KGO-TV, to include ant. beam tilt and by Westinghouse Broadcasting Co., for CP to install aux. trans. for KPIX-TV. Petitions by Community Coalition for Media Change to deny both applications were denied. Action April 17.

■ New Castle, Ind.—Broadcast Bureau informed Robert J. Luellen, candidate for Republican pri-

mary election for Congress, that no action was warranted on his complaint that he had been denied equal time to respond to his opponent, who had appeared on local TV station (not specified by FCC) on January 7, since neither Mr. Luellen nor his opponent was legally qualified candidate until March 21. Ann. April 11.

■ Santa Fe, N. M.—Broadcast Bureau informed Hon. Jose Cruz Castellano Jr., district attorney, first judicial district, Santa Fe, that no commission action was warranted on his complaint that editorial broadcast by station KOB-TV Albuquerque, N.M., attacked his honesty, character and integrity as district attorney, attacking him professionally as well as individually. Bureau said that it was "unable to conclude that editorial constituted personal attack within the meaning of commission rules and precedent." Ann. April 11.

Other action

■ WRIC-TV Ponce, Puerto Rico—FCC extended time for filing comments in proceeding involving amendment of TV table of assignments to change

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WRIC-TV Ponce to Ponce-San Juan assignment, or policy statement covering questions involved, to June 3 and reply comments to June 24. Action April 16.

Call letter action

■ KITC Nampa, Idaho—Granted KIVI.

New AM stations

Applications

■ Perry, Fla.—H. S. Hagan Jr. seeks 1400 khz. 1 kw-D, 250 w-N. P.O. address: 4909 Sunflower Drive, Rockville, Md. 20853. Estimated construction cost \$53,023; first-year operating cost \$44,000; revenue not given. Principal: Mr. Hagan (100%) is former general sales manager at WWDC(AM) Washington. Ann. April 18.

■ *Memphis—Southwestern Inc. (nonprofit) seeks 1220 khz, 250 w-D. P.O. address: c/o Fred Neal, 2000 North Parkway, Memphis 38112. Estimated construction cost \$905; first-year operating cost \$500. Principal: Southwestern at Memphis college also operates *WLYX-FM Memphis: George McClintock, station manager. Ann. April 18.

■ Friona, Tex.—Beacon Broadcasting Corp. seeks 1070 khz, 250 w-D. P.O. address: c/o Jake Goble, 1915 Spruce Street, Murphysboro, Ill. 62966. Estimated construction cost \$20,000; first-year operating cost \$26,936; revenue \$35,000. Principals: Jake Goble, Frederick Borgsmiller, and James A. Lander Jr. (33⅓% each) are, respectively, salesman for WQDN(AM) DuQuoin, Ill., merchant, and attorney. Ann. April 18.

■ Amery, Wis.—Polk County Broadcasting seeks 1190 khz, 5 kw-D (1 kw-CH) P.O. address: c/o Reynold Lark, 2491 Lake Elmo Avenue, North Lake Elmo, Minn. 55042. Estimated construction cost \$29,854; first-year operating cost \$48,500; revenue \$90,000. Principals: (both 50%): David L. Carlson, farm equipment businessman in Stillwater, Minn., and Reynold P. Lark, engineer at WAVN(AM) Stillwater and KDWB(AM) St. Paul. Ann. April 18.

Final action

■ Tracy, Calif.—FCC granted request of West Side Radio, applicant for CP for new AM at Tracy on 710 khz with 500 watts (BP-14016), for waiver of section 1.569(b)(2)(ii) of the rules, since West Side's proposal would not involve first adjacent channel overlap with any future class II-A assignment on 700 khz, and therefore would not prejudice future consideration on that channel. Action April 16.

Initial decision

■ Carrollton, Ga.—Grant of application of William P. Johnson and Hollis B. Johnson (Radio Carrollton), for new AM on 1330 khz (500 w-D), at Carrollton, has been proposed in initial decision by Administrative Law Judge David I. Kraushaar. (Docs. 19636-7). Application of Faulkner Radio for renewal of license for WLBB Carrollton (1100 khz) would be denied. P.O. address: c/o Johnson & Johnson, Peoples Bank Building, Carrollton 30117. Estimated construction cost \$31,884; first-year operating cost \$36,038; revenue \$48,000. Principals: Messrs. Johnson are attorneys (Johnson & Johnson) in Carrollton. Ann. April 16.

Other actions

■ Review board in Jacksonville, Ala., denied application of Jacksonville Broadcasting Co. for new AM on 1090 khz at Jacksonville, Ala. Jacksonville's exceptions to initial decision released February 8, 1972, which proposed grant of University Broadcasting Co. application were dismissed as moot. (Doc. 18899). Action April 3.

■ Review board in West Hazleton, Pa. denied application by Broadcasters 7 Inc., for new class III AM at West Hazleton, since Broadcasters had failed to establish that it would not be Hazleton rather than West Hazleton outlet and could not meet technical provisions (Doc. 18491). Action April 3.

■ Arroyo-Patillas, Puerto Rico—FCC waived provisions of section 73.25(a)(4) of rules, and accepted application of Arroyo Broadcasters, for new AM to operate on 780 khz, unlimited, in Arroyo-Patillas, for filing. Arroyo requested waiver because its proposed nighttime 0.025 mV/m—10% contour would overlap border of contiguous 48 states. Action April 16.

Call letter application

■ Mount Susitna Broadcasting Corp., Anchorage—Seeks KANC.

Existing AM stations

Applications

■ KGBS Los Angeles—Seeks CP to change to unlimited hours, change trans. site to Sixth Avenue & Proctor Avenue, Industry City, Calif., change type trans. to RCA. BTA-50H1 and change to DA-2. Joint petition for reconsideration filed by KWSW Roswell, N.M., and KGBS, both 1020 khz. Ann. April 10.

■ KPUA Hilo, Hawaii—Application (BP-19423) of Hefel Broadcasting Corp. for CP to change frequency of KPUA from 970 khz. 5 kw-U. to 620 khz. 5 kw-U. has been amended to specify same power and hours on 670 khz. New file number assigned to this application is BP-19630, new "cut-off" date is May 24. Ann. April 15.

■ KGBM Honolulu—Seeks CP to use former trans. site 1701 Ala Wai Boulevard, Honolulu as aux. facility. Trans. RCA 5DX with 5 kw. Ann. April 18.

■ KWK St. Louis—Seeks CP to decrease nighttime power to 1 kw, change nighttime trans. site to Davis Street, 0.8 miles south of city of East Carondelet, Ill. Trans. Gates. BC-LH. Ann. April 18.

■ KSWB Roswell, N.M.—Seeks CP to increase nighttime power to 50 kw, construct three new ams and make changes in the nighttime DA system and change studio location to 1717 West Second Street, Roswell (See KGBS, above). Ann. April 10.

■ KBOX Dallas—Seeks CP to increase nighttime power to 1 kw, and change ant. system. Ann. April 18.

■ KWWY Everett, Wash.—Seeks CP to change ant. trans. site to 0.8 miles south on Home Acres Road, Everett. Ann. April 18.

Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown: WWCN, Brazil, Ind. (BP-19,503) April; WLOA Braddock, Pa. (BP-19,526) April, and WDLB Marshfield, Wis. (BP-19,391) April.

Final actions

■ KIIS Los Angeles—Broadcast Bureau granted mod. of license covering change of main studio and remote control location to 8560 Sunset Boulevard, Los Angeles (outside corporate city limits) (BML-2507). Action April 8.

■ WIRA Fort Pierce, Fla.—Broadcast Bureau granted CP to move ant.-trans. and main studio location to South 37th Street and north of North White Way Dairy Road, Fort Pierce; condition (BP-19713). Action April 9.

■ KSEK Pittsburg, Kan.—Broadcast Bureau granted CP to increase tower height to support FM ant. (BP-19624). Action April 9.

■ WEBB Baltimore—FCC granted application of J. B. Broadcasting of Baltimore Ltd. for CP to change trans. site (BP-19626), and its outstanding special temporary authority to operate nondirectionally with 1 kw extended to July 1. Action April 9.

■ Big Spring, Tex.—FCC permitted ABC to have affiliations with two AM stations licensed to Big Spring, until 60 days after decision in overall proceeding concerning network radio. Commission stated, however, that if ABC does maintain affiliation with two such stations, its programming may not be permitted over FM station licensed to city during hours when both AM are operating, and directed ABC to take whatever steps required to insure against FM broadcasting in contravention of foregoing limitation. Action April 16.

Action on motion

■ Chief Administrative Law Judge Arthur A. Gladstone in Puyallup, Wash. (KAYE Broadcasters), license renewal proceeding, designated Administrative Law Judge Lenore G. Ehrig to serve as presiding judge, and scheduled prehearing conference for May 8, 9 a.m., and hearing for June 17, 10 a.m. (Doc. 18929). Action April 11.

Other actions

■ Review board in Birmingham, Ala., AM-FM proceeding, denied appeals by two creditors of Hertz Broadcasting of Birmingham, applicant for renewal of license of WENN-AM-FM Birmingham, from adverse rulings of Administrative Law Judge James F. Tierney on their petitions to intervene. (Docs. 19874-5). Judge Tierney had denied petitions to intervene filed by Citizens & Southern National Bank by First National Bank of Jackson; he said neither bank had right to intervene simply because it had creditor relationship to licensee. Action April 16.

■ Southern California—FCC denied petition by Orange Radio Inc. for reconsideration of FCC decision released Dec. 10, 1973, in proceeding involving several competing applications to operate on 1110 khz (formerly KRLA), in Los Angeles-Long Beach, Calif. urbanized area. Orange Radio's request for stay of decision was dismissed. Frequency, which became available in 1962 when FCC refused to renew license of KRLA Pasadena has been operated since 1964 on interim basis by Oak Knoll Broadcasting Corp. (Docs. 15754-56, 15762, 15764-66). Action April 10.

■ FCC granted waiver of commission policy limiting ABC's multiple radio networks to one or two AM affiliations in markets of fewer than six stations. Action April 10.

Fines

■ KWAD Wadena, Minn.—Broadcast Bureau notified KWAD Broadcasting Co. of apparent liability for forfeiture of \$1,000 for willful or repeated violation of terms of license and by operating with excessive power, or for willful or repeated violation of rules by entering incorrect meter readings in operating log, or both. Action April 11.

■ KMIN Grants, N.M.—FCC denied petition by KMIN for reconsideration of commission denial (Oct. 25, 1973) of its application for mitigation or remission of \$2,000 forfeiture assessed against it (April 4, 1973) for repeated unauthorized operation during presunrise hours and failure to observe terms of station license. Action April 17.

Call letter actions

■ KPNG Port Neches, Tex.—Granted KSUZ.
■ KDNC-AM-FM Spokane, Wash. — Granted KXXR-AM-FM.

Designated for hearing

■ WSWG-AM-FM Greenwood, Miss.—Renewal applications of Leflore Broadcasting Company, licensee of WSWG(AM) Greenwood, and Dixie Broadcasting Co., licensee of WSWG-FM Greenwood, have been designated for hearing by FCC. Officers and owners of licensees are identical and stations simulcast and operate from same studios. (Docs. 20025, 67). Action April 17.

New FM stations

Applications

■ Gainesville, Fla.—Gainesville Media seeks 100.9 mhz, 3 kw. HAAT 300 ft. P.O. address: 205 South-east 16th Avenue, Apt. 3-G, Gainesville 32601. Estimated construction cost \$70,984; first-year operating cost \$80,000; revenue \$75,000. Principals (33⅓% each): Ronald H. Strother, salesman at WAKA(AM) Gainesville and president of applicant for new FM in Tallahassee, Fla.; C. L. Brice, businessman, and J.R. Lowry, attorney, both in Gainesville. Ann. April 17.

■ *Auburn Heights, Mich.—Avondale School District seeks 89.5 mhz, TPO 10 w. P.O. address: 2950 Waukegan Street, Auburn Heights 48057. Estimated construction cost \$12,000; first-year operating cost \$1000 plus. Principal: William H.

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Saville, superintendent. Ann. April 17.

■ **Baldwinsville, N.Y.**—Baldwinsville Central School District seeks 90.7 mhz, TPO 10 w. P.O. address: East Oneida Southeast Complex, Baldwinsville 13027. Estimated construction cost \$540; first-year operating cost \$345. Principal: Allen Jenner, chief operator. Ann. April 17.

■ **Mitchell, S.D.**—BMA Broadcasting seeks 100.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 506 East 15th Avenue, Mitchell 57301. Estimated construction cost \$50,513; first-year operating cost \$35,820; revenue \$144,000. Principals: Bruce Lee (40%), Duane Moke (39%), et al. Mr. Lee is former program director KORN(AM) Mitchell; Mr. Moke is photographer in Mitchell. Ann. April 1.

■ **Austin, Tex.**—Allandale Baptist Church of Austin (nonprofit) seeks 102.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 2615 Allandale Road, Austin 78756. Estimated construction cost \$47,142; first-year operating cost \$60,000; revenue \$88,500. Principals: Louis R. Timberlake, president, is head of Decision Dynamics, Austin, human potential development firm. Ann. April 17.

■ **Walla Walla, Wash.**—Walla Walla Community College seeks 89.7 mhz, TPO 10 w, HAAT 62 ft. P.O. address: Tausick Way, Walla Walla 99362. Estimated construction cost \$21,431; first-year operating cost \$4,482. Principal: Dr. Wayland DeWitt, dean of instruction. Ann. April 17.

Starts authorized

■ **WCLK Atlanta**—Authorized program operation on 91.9 mhz, ERP 54 w, HAAT 340 ft. Action April 5.

■ **WWQC Quincy, Ill.**—Authorized program operation on 90.3 mhz, TPO 10 w. Action April 5.

■ **WRNE Houlton, Me.**—Authorized program operation on 89.1 mhz, TPO 10 w. Action March 27.

■ **WMHB Waterville, Me.**—Authorized program operation on 91.5 mhz, TPO 10 w. Action April 9.

■ **WAVM Maynard, Mass.**—Authorized program operation on 91.7 mhz, TPO 10 w. Action April 10.

■ **WUUN Marquette, Mich.**—Authorized program operation on 100.1 mhz, ERP 1.8 kw, HAAT 370 ft. Action April 5.

■ **KREG Greenfield, Mo.**—Authorized program operation on 93.5 mhz, ERP 2.35 kw, HAAT 330 ft. Action April 4.

■ **KOMS Lebanon, Ore.**—Authorized program operation on 103.7 mhz, ERP 30 kw, HAAT 360 ft. Action April 5.

■ **WQOX Memphis**—Authorized program operation on 88.5 mhz, ERP 2140 w, HAAT 510 ft. Action April 3.

Final action

■ **Tisbury, Mass.** (Wasque Corp.)—Broadcast Bureau granted request for SCA on 67 khz (BSCA-1335). Action April 10.

Other action

■ Review board in Cabo Rojo and Hormigueros, Puerto Rico, FM proceeding, denied motion by David Ortiz Radio Corp., applicant for new FM station, to operate on ch. 221 at Cabo Rojo, requesting addition of suburban community and financial issues against Southwestern Broadcasting Corp., competing applicant for same channel at Hormigueros. (Docs. 19920-1). Action April 17.

Rulemaking petitions

Following amendments to FM table of assignments are requested (ann. April 15):

■ **West Chatham Broadcasting Co., Garden City, Ga.**—Seeks to assign ch. 221A to Garden City (corrected) (RM-2351).

■ **Triplett Broadcasting Co., Marlton, N.J.**—Seeks to assign ch. 255 to Cape May Court House, N.J. and substitute ch. 288A for 224A at Rehoboth Beach, Del. (corrected) (RM-2347).

■ **Woodstock Communications, Jamaica, N.Y.**—Seeks to assign ch. 261A to Woodstock, N.Y. (RM-2358).

Rulemaking actions

■ **KIFN Phoenix**—Chief, Broadcast Bureau on request of KIFN Radio, extended through May 1, time for filing replies to oppositions submitted to petition by KIFN proposing assignment of FM ch. 300 to Phoenix (RM-2320). Action April 15.

■ **Merced, Calif.**—FCC amended FM table of assignments to assign ch. 248 to Merced as second class B assignment, in response to petition by Radio One Inc. (Doc. 19800). Action April 9.

■ **Healdsburg, Calif.**—Broadcast Bureau proposed, in response to petition by Wallace Heusser, amendment of FM table of assignments to assign ch. 225 to Healdsburg. Opposition to petition was filed by Redwood Empire Stereocasters (Doc. 20017). Comments are due by May 23, reply comments by June 3. Action April 10.

■ **Marco, St. Augustine, Milton, Fla.**—Broadcast Bureau proposed, in response to three petitions, amendment of FM table of assignments to assign

Summary of broadcasting

According to the FCC, as of March 31, 1974

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,378	3	21	4,402	53	4,455
Commercial FM	2,465	0	54	2,519	162	2,681
Commercial TV-VHF	505	1	7	513	5	520**
Commercial TV-UHF	192	0	3	195	34	241**
Total commercial TV	697	1	10	708	39	761
Educational FM	632	0	23	655	92	747
Educational TV-VHF	88	0	3	91	4	96**
Educational TV-UHF	131	0	11	142	3	147
Total educational TV	219	0	14	233	7	243

* Special temporary authorization

** Includes off-air licensees

ch. 266 to Marco, ch. 283 to St. Augustine and ch. 274 to Milton (Doc. 20002). Action April 8.

■ **Naples, Fla.**—Chief, Broadcast Bureau, on request of Naples Image, extended through May 15 and May 27, respectively, dates for filing comments and reply comments on proposed rulemaking in proceeding involving amendment of FM table of assignments (Doc. 19945). Action April 16.

■ **Red Oak, Iowa**—FCC denied proposal to assign FM ch. 249A to Red Oak by reassigning it from Nebraska City, Neb. Action was proposed in response to petition by Red Oak Broadcasting Co., which intended to apply for license to operate on channel if assigned to Red Oak. KNCY(AM) Nebraska City opposed change, stating it had already taken steps toward applying for ch. 249A at Nebraska City (Doc. 19937). Action April 9.

■ **Mexican border area**—Pending negotiation and effectuation of U.S.-Mexico FM broadcasting agreement concerning channels along common border, action on petitions for FM channel assignments in 199 mile border area have been held in abeyance. Petitions filed prior to November 9, 1972 may be amended or supplemented, if filed with the commission no later than May 23, 1974. Following channel assignment proposals are affected: 272A to Schulenberg, Tex. (RM-1510); 232A to Floresville, Tex. (RM-1639); 234 to Pearsall, Tex. (RM-1741); 297 to San Diego (RM-1869); 272A to Bullhead City, Ariz. (RM-1901); 257A to Parker, Ariz. (RM-1979); 261A, in lieu of 221A, to Bisbee, Ariz., and 221A to Sierra Vista, Ariz. (RM-2042), and 258 to Parker, Ariz. (RM-2047). Action April 9.

Call letter applications

■ **Gadsden State Junior College, Gadsden, Ala.**—Seeks WEXP.

■ **Triton College, River Grove, Ill.**—Seeks WRRG.

■ **David A. Carmine, Harrison, Mich.**—Seeks WKKM.

■ **Buccanero Broadcasting Ltd., Geneva, N.Y.**—Seeks WECQ.

■ **Utah Broadcasting & Television Co., Vernal, Utah**—Seeks KVEL-FM.

Call letter actions

■ **Ricker College, Houlton, Me.**—Granted WRNE.

■ **Wasque Corporation, Tisbury, Mass.**—Granted WVOI.

■ **Broadcasters and Publishers, Pascagoula, Miss.**—Granted WPEM.

■ **KSID Radio, Sidney, Neb.**—Granted KSID-FM.

■ **Valley Broadcasters, Inc., Edinburg, Tex.**—Granted KESI.

Existing FM stations

Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown: KSFM Woodland, Calif. (BPH-8138), April 10; WYFM Lakeland, Fla. (BPH-8518), April 9; WKES-FM St. Petersburg, Fla. (BPH-7977), April 4; KBBK-FM Boise, Idaho (BPH-8444), April 5; WFYR Chicago (BPH-8768), April 4; *WVCM-FM Brazil, Ind. (BPH-8594), April 5; *WVUV Vincennes, Ind. (BPED-1518), April 8; WAAL Binghamton, N.Y. (BPH-8572), April 5; WNCO-FM Ashland, Ohio (BPH-8763), April 8; WLOA-FM Braddock, Pa. (BPH-8603), April 3; *KTRU Houston (BPED-1599), April 10; KNTD Wichita Falls, Tex. (BPH-8309), April 10; WRKR Racine, Wis. (BPH-7857), April 4.

Final actions

■ **WALX Selma, Ala.**—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 300 ft. (BLH-6049). Action April 11.

■ **KFMM Tucson**—Broadcast Bureau granted mod. of SCA to change subcarrier frequencies from 65

khz and 26 khz to 67 khz and 41 khz and change equipment and programing (BMSCA-363). Action April 10.

■ **KFMF Chico, Calif.**—Broadcast Bureau granted CP to install new trans. and ant.; ERP 14 kw (BPH-8860). Action April 8.

■ **WWKI Kokomo, Ind.**—Broadcast Bureau granted CP to install new aux. trans. and ant. at main trans. location for aux. purposes only; ERP 2.65 kw; ant. height 140 ft. (BPH-8838). Action April 8.

■ **WLCB Hodgenville, Ky.**—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 235 ft. (BLH-6133). Action April 11.

■ **WTGI Hammond, La.**—Broadcast Bureau granted request for SCA on subcarrier frequencies 41 and 67 khz (BSCA-1332). Action April 8.

■ **KWOA-FM Worthington, Minn.**—Broadcast Bureau granted request for SCA on 67 khz (BSCA-1333). Action April 10.

■ **WBAD Leland, Miss.**—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 290 ft. (BLH-6054). Action April 11.

■ **KLPH St. Louis**—Broadcast Bureau granted license covering new station (BLED-1132). Action April 11.

■ **WPEA Exeter, N.H.**—Broadcast Bureau granted CP to replace expired permit (BPED-1794). Action April 10.

■ **WIBQ Utica, N.Y.**—Broadcast Bureau granted license covering new station; ERP 25 kw; ant. height 660 ft. (BLH-6059). Action April 11.

■ **WDLA-FM Walton, N.Y.**—Broadcast Bureau granted license covering new station; ERP 490 w; ant. height 660 ft. (BLH-5993). Action April 11.

■ **KORA-FM Mayaguez, Puerto Rico**—Broadcast Bureau granted request for SCA on 67 khz (BSCA-1334). Action April 10.

■ **WPRO-FM Providence, R.I.**—Broadcast Bureau granted request for SCA on 67 khz (BSCA-1331). Action April 10.

■ **WHHR Hilton Head Island, S.C.**—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 300 ft. (BLH-5879). Action April 11.

■ **WMKC Oshkosh, Wis.**—Broadcast Bureau granted CP to install new ant. and operate by remote control from studio site at 41 West Eighth Avenue, Oshkosh (BPH-8861). Action April 5.

Fine

■ **WEBB Baltimore**—In letter of admonition, FCC pointed out that WEBB had been operating under STA's almost continuously since March 25, 1970; that no steps had been taken to restore proper operation, and that J. B. Broadcasting had permitted facilities to deteriorate to unacceptable level. In separate action FCC notified J. B. Broadcasting that it had incurred apparent forfeiture liability for \$10,000 for operation with modes and powers other than authorized; overpower operation; operation with parameters at variance without authority; failure to measure monitoring point field intensities; failure to report changes in officers and directors; failure to file annual financial reports; operation without common point meter, modulation monitor, and frequency monitor; and failure to make equipment performance measurements. Action April 9.

Rulemaking actions

■ **FCC proposed amendment of rules governing transmission of nonaural signals on FM subcarrier in accordance with SCA**, by limiting band width of nonaural signal used to modulate subcarrier and specifying permissible level of signal components falling outside permitted pass band. (Doc. 20012). Action April 9.

■ **FCC proposed amendment of rules to limit further amount of AM programing that may be duplicated by commonly owned FM in same local area.** Comments are due by July 25, reply comments by Aug. 26. Action April 10.

Call letter application

- WKRX Louisville, Ky.—Seeks WVEZ.
- WHAG-FM Halfway, Md.—Seeks WOCM.
- WDNC-FM Durham, N.C.—Seeks WDCG.

Call letter action

- WRLC-FM Whitehall, Mich.—Granted WLRQ.
- KUSN-FM St. Joseph, Mo.—Granted KSFT.

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's when appropriate on April 9: KBMA-TV Kansas City, Mo.; KCHF-AM-FM Sioux Falls, S. D.; KCMT(TV) Alexandria, Minn.; KCSU(FM) Fort Collins, Colo.; KDHL-AM-FM Faribault, Minn.; KFBB-TV Great Falls, Mont.; KFTM-AM-FM Fort Morgan, Colo.; KFYR-TV Bismarck, N.D.; KGCA-AM-FM Rugby, N. D.; KHDN(AM) Hardin, Mont.; KICC(FM) International Falls, Minn.; KCLS-AM-FM Rapid City, S. D.; KLOH-FM Peopstone, Minn.; KMSP-TV Minneapolis; KNMT(TV) Walker, Minn.; KRNL-FM Mount Vernon, Iowa; KSOO(AM) Sioux Falls, S. D.; KTRF(AM) Thief River Falls, Minn.; KUMM(FM) Morris, Minn.; KVRB(AM) Brainerd, Minn.; KVRH-AM-FM Salida, Colo.; KYTV(TV) Springfield, Mo.; WDJQ-TV Duluth, Minn.; WKYH-TV Hazard, Ky.; WMGR(AM) Bainbridge, Ga.; WTCN-TV Minneapolis; and WMPP(AM) Chicago Heights, Ill.
- WCAU-AM-FM Philadelphia—FCC granted applications of CBS for renewal of licenses. Opposing petitions by Concern Communications and Janet C. Whitaker and others were denied. (Action on the renewal application for WCAU-TV was not taken due to a competing application.) Action April 10.

Modification of CP's, all stations

- Broadcast Bureau granted following CP modifications on date shown:
- WMEL(AM) Melbourne, Fla.—Add MEOV's to nighttime pattern (BMP-13762). Action April 8.
- WPFL(FM), Winter Park, Fla.—Change ant. system; ant. height 80 ft. (BMPED-1095). Action April 10.
- WITX(AM) Appomattox, Va.—Change trans. site and studio location to State Road 1032, 0.6 miles north of Appomattox and change trans. (BMP-13763). Action April 9.

Translator actions

- K12DU Saratoga-Los Gatos, Calif. (Gill Industries)—VHF translator license canceled (CP for new station on ch 12, rebroadcasting KNTV San Jose, Calif.) and call letter deleted at request of licensee. Ann. April 17.
- K03CG Pitkin county rural area, Colo. (Woody Creek Recreation Association)—Broadcast Bureau granted mod of CP for VHF translator to change frequency from ch. 3 to ch. 9; change via to K60AH Crystal, Frying Pan and Roaring Fork River Valley, Colo.; and change type trans. (BMPITT-793). Action April 8.
- K64AI Elmo Mountain, Elmo Bay, Big Arm Bay, Meleta Island and vicinity, Mont. (Blacktail TV Tax District)—Broadcast Bureau granted CP for new UHF translator to operate on ch. 64 by rebroadcasting KXLY-TV (ch. 4) Spokane, Wash. (BPTT-2588). Action April 2.

Other actions, all services

- FCC denied application by Horace P. Rowley III for review of Feb. 1 ruling by Broadcast Bureau, denying his motion for declaratory ruling concerning allocations of procedural burdens between public and broadcasters in fairness doctrine cases, on ground that no ruling was warranted until conclusion of wide ranging inquiry into efficacy of fairness doctrine and other related public interest policies, which includes fairness doctrine complaint procedures. Action April 16.
- Because FCC presently has only four members, and because Commissioner Robert E. Lee will be absent from the country between April 19 and June 10, FCC has established Board of Commissioners under provisions of Communications Act. Board will consist of all commissioners present and able to act, and will be authorized to act from April 19 until further order of FCC upon all matters normally acted upon by commission en banc except matters beyond FCC's delegation authority. Action April 16.

Ownership changes

Applications

- WETO(AM) DeLand, Fla. (1490 khz, 1kw-D, 250 w-N)—Seeks transfer of control of WETO

Inc. from Jon C. Peterson (100% before, none after) to Keith E. Walker (none before, 100% after). Consideration: \$230,000. Principals: Mr. Peterson is president of WETO. Mr. Walker directs and has interest in KWVL-FM Belvidere, Ill. Ann. April 18.

- WPGW-AM-FM Portland, Ind. (AM: 1440 khz, 500 w-D; FM permittee, 100.9 mhz, 3 kw)—Seeks assignment of license from Glenn West to WPGW Inc. for \$140,000. Seller: Mr. West, who managed WPGW, is retiring. Buyers: Robert C. and Charlotte M. Brandon (20% each), et al. Mr. Brandon is engineering supervisor at WOWO(AM) Fort Wayne, Ind. Mrs. Brandon is registered nurse. Ann. April 17.

- WKXA-AM-FM Brunswick, Me. (AM: 900 khz, 1 kw-D; FM: 98.8 mhz, 80 kw)—Seeks assignment of license from Condit Broadcasting Corp. to Amcom Corp. for \$250,000. Sellers: Robert Y., Priscilla (67%), Robert D. S. and Sue Ellen Condit (33%) also own and operate WLNH-AM-FM Lacombe, N.H. Buyers (all 25%): Robert A. and Virginia Papper, and John Michael and Martha E. Ferring. Messrs. Papper and Ferring are producers at WCCO-TV Minneapolis; Ms. Papper is insurance employee, and Ms. Ferring is housewife. Ann. April 18.

- KWK(AM) St. Louis (1380 khz, off air)—Seeks assignment of license from Curtis L. Mann, trustee, to Doubleday Broadcasting Co. for \$630,000. Seller: Mr. Mann was appointed trustee in bankruptcy of Vic-Way Broadcasting Co. Dec. 18, 1973. Much KWK equipment was destroyed in spring (1973) flood; station has been off air since Sept. 21, 1973. Buyer: Doubleday & Co., New York, which also owns KHOU-AM-FM Denver, KRIZ(AM) Phoenix, KDWB(AM) St. Paul, and in Texas, KITE(AM) Terrell Hills, KEXL(FM) San Antonio and KDBC-TV El Paso. Ann. April 12.

- KKIM(AM) Albuquerque, N.M. (1000 khz, 10 kw-D)—Seeks assignment of license from Pearl L. Hall to Christian Enterprises Inc. (nonstock) for \$225,000. Seller: Mrs. Hall is executrix of estate of Frank Donald Hall (100%). Buyers: Harold Erickson, president, et al. also own Montana stations KGLE(AM)-KTVE(FM) Glendive, KGVW-AM-FM Belgrade, KURL-AM-FM Billings and KALS(FM) Kalispell. Ann. April 17.

- WSNY(AM) Schenectady, N.Y. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Radio WSNY/1240 Inc. to Schenectady Broadcasters for \$375,000. Sellers: Enrico F., Frank A., Anthony J. and Guy F. Bove, and Thomas Marcuccilli also own WGOM(AM) and WMRI(FM) Marion, Ind. Buyer: KSTT Inc., owned by Frederick (70.5%) and Judith C. Epstein (15.3%), et al., is licensee of KSTT(AM) Davenport, Iowa. Ann. April 12.

- WGV(AM) Charlotte, N.C. (1600 khz, 1kw-D, 500 w-N)—Seeks assignment of license from WGIV Inc. to New GIV Inc. for \$800,000. Seller: Tracy Broadcasting Co., 100% owned by Richard B. Stevens, also owns KGFJ(AM) Los Angeles; KPOK-AM-FM Portland, Ore., and KUTE-FM Glendale, Calif. Buyer: Broadcast Enterprises Network (100%), licensee of WOAK(AM) Atlanta, is owned by Ragan A. Henry (52%), Milton Clark (7%), Ollen Hinnant, trustee (7.2%), et al. Mr. Henry is lawyer, banker, and businessman in Philadelphia, and has interest in WAMO-AM-FM Pittsburgh, WUFO(AM) Amherst, Mass., and WILD(AM) Boston. Mr. Clark has interest in services of Joe Frazier, boxer, and Mr. Hinnant is lawyer and officer of athletic management firm. Ann. April 18.

- KMA(AM) Madill, Okla. (1550 khz, 250 w-D)—Seeks assignment of license from Harold E. Cockran to Radio Station KMA for \$70,000. Seller: Mr. Cockran has interest in new FM, KKAJ Ardmore, Okla., now under construction. Buyers: Glenn E. (40%), H. E. (20%) and Larry W. Corbin (20%) and Gerald M. Coleman. Corbins own KLLM-AM-FM Lubbock, Tex.; Mr. Coleman is announcer there. Ann. April 12.

- KHER(FM) Longview, Tex. (105.7 mhz, 100 kw)—Seeks assignment of license from Radio Longview to Stereo 105 for \$120,000. Seller: H. A. Bridge Jr., president, has interest in KLUE(AM) Longview and KMHT(AM) Marshall, Tex. Buyers (both 50%): J. D. Osborn and Kenneth R. Reynolds. Mr. Osborn owns and operates KAMC(FM) Arlington, Tex.; Mr. Reynolds is 20% owner and general manager of KMCO(AM) Conroe, Tex. Ann. April 18.

- WKWS(AM) Rocky Mount, Va. (1290 khz, 1 kw-D)—Seeks assignment of license from Radio Franklin to Boyd Broadcasting Corp. for \$100,000. Sellers: Kermit Salyer, president. Buyer: Stanley M. Boyd (100%), dentists, has interests in WBLB(AM) Pulaski, Va., and WDAR-AM-FM Darlington, S.C. Ann. April 17.

- KULE(AM) Ephrata, Wash. (730 khz, 1 kw-D)—Seeks assignment of license from D and W Broadcasting Corp. to Mid-Columbia Broadcasting for \$112,000. Seller: Walter Bednark, manager and owner. Buyers: William Nicoles, funeral director, Thomas J. Drumheller, rancher, Gregory Click, KULE manager (all 14.28%), et al. Ann. April 17.

- WJMT-AM-FM Merrill, Wis. (M: 730 khz, 1 kw-D; FM: 93.5 mhz, 3 kw)—Seeks transfer to negative control of Heath Communications from Charles

K. Heath (100% before, 50% after) to W. Donald Roberts (none before, 50% after). Consideration: \$5,000. Principals: Mr. Heath has several public interest activities in Northwoods area of Wisconsin. Mr. Roberts is president and director of both Heath Communications and Peninsula Broadcasting Co., licensee of WJMS-AM-FM Ironwood, Mich. (AM: 590 khz, 5 kw-D, 1 kw-N; FM: permittee on 99.7 mhz, 51 kw). Peninsula is wholly owned by Mr. Heath, and application, contingent on grant of this transfer, is pending before commission to assign its license to Heath Communications. Ann. April 12.

- KVRs(AM) Rock Springs, Wyo. (1360 khz)—Seeks assignment of license from Wyoming Broadcasting Co. to Media West for \$110,050. Sellers: Rock Springs Newspapers, D. G. Richardson, William C. Grove, et al. Mr. Grove has interest in KFBC-AM-FM Cheyenne, Wyo. Buyers: Arnold H. Morck (94.7%), auditor and real estate partner in Green River, Wyo.; William J. Luzmoor III (5.3%), former manager of KVRs. Ann. April 18.

Actions

- WBIS(AM) Bristol, Conn. (Bristol Broadcasting Corp.)—Application for assignment of license to 2001 Broadcasting Corp. dismissed at request of licensee (BAL-8060). Ann. April 12.
- WIXO(FM) New Orleans—Transfer application of Advance Communications, from Lawrence J. Gutter, Alvin Golin, Barbara Nudelman, et al. to Ronald E. Crider (50%), Leonard Mercer (25%) and Leonard Stevens (25%) dismissed at request of attorney for transferee (BTC-7232). Ann. April 19.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced April 17 (stations listed are TV signals proposed for carriage):

- Satellite Systems Corp., Box 615, Marquette, Mich. 49855, for Redstone Arsenal (Huntsville), Ala. (CAC-3726): WAAY-TV, WMSL-TV, WHNT-TV, WHIQ Huntsville, WSM-TV, WLAC-TV, WNGE Nashville; WBRC-TV, WAPI-TV, WBMG Birmingham, Ala.; WDEF-TV Chattanooga; WTCG, WHAE-TV Atlanta.

- Fremont Cable Television for Fremont (CAC-3715), Peninsula Cable Television Corp. of San Mateo for San Mateo (CAC-3716), Nation Wide Cablevision for Millbrae (CAC-3717), Vista Grande Cablevision for Daly City (CAC-3718) and Broadmoor (CAC-3719), Brisbane Cable TV for Brisbane (CAC-3720), Peninsula TV Power for Sunnyvale (CAC-3721), all California communities, all companies at Box 10727, University Park Station, Denver, Colo. 80210; add KTXL Sacramento, Calif.; KTTV Los Angeles; and also for Millbrae only KQEC San Francisco and KTEH San Jose, Calif.

- WGN Electric Systems Co., 2501 West Bradley Place, Chicago, Ill. 60618, for Edwards AFB, Calif. (CAC-3752): requests certification of existing CATV operations.

- Communicable, Box U, Cocoa Beach, Fla. 32931, for Cape Canaveral (CAC-3747), Cocoa Beach (CAC-3748) and Brevard county (CAC-3749), all Florida: add WSWB-TV Orlando, Fla.

- Cobb Cherokee Communications, 4441 Academy Street, Drawer N, Ackworth, Ga. 30101, for Cobb county, Ga. (CAC-3725): WSB-TV, WAGA-TV, WGTV-TV, WXIA-TV, WTCG, WETV, WHAE-TV Atlanta.

- Guam Cable TV System, Box 8170, Tammunig, Guam 96911, for Guam (CAC-3737): add KHJ-TV Los Angeles.

- LVO Cable of Northern Illinois, 300 Carpenter Boulevard, Carpentersville, Ill. 60110, for Algonquin (CAC-3728), Carpentersville (CAC-3729), Cary (CAC-3730), Crystal Lake (CAC-3731), East Dundee (CAC-3732), Fox River Grove (CAC-3733), Lake-In-The-Hills (CAC-3734), Lakewood Village (CAC-3735) and West Dundee (CAC-3736) all Illinois: add WMVT Milwaukee.

- Village Communications, Suite 505, 58 North Chicago Street, Joliet, Ill. 60431, for Bolingbrook, Ill. (CAC-3754): WBBM-TV, WMAQ-TV, WLS-TV, WCUI-TV, WGN-TV, WTTW, WSNs-TV, WFLD-TV, WXXW, WCFL-TV, all Chicago.

- Lakes Cable, 9242 North Oketo Avenue, Morton Grove, Ill. 60053, for Lake county, Ill. (CAC-3724): WREX-TV, WTVO Rockford, Ill.; WCEE-TV Freeport, Ill.; WBBM-TV, WCFL-TV, WCUI-TV, WFLD-TV, WGN-TV, WLS-TV, WMAQ-TV, WSNs-TV, WTTW, WXXW Chicago; WISN-TV, WITI-TV, WMVS, WMVT, WTMJ-TV, WTVT Milwaukee; WTVG Joliet, Ill.

- Dearborn Cablevision, 29 West High Street, Lawrenceburg, Ind. 47025 for Batesville, Ind. (CAC-3727): WLWT, WCPO-TV, WKRC-TV, WCET Cincinnati; WKIX-TV Newport, Ky.; WHIO-TV, WLWD, WKEF Dayton, Ohio; WMUB-TV Oxford, Ohio; WTU-TV, WTTV, Bloomington, Indiana; WHMB-TV, WRTV, WISH-TV, WLVI Indianapolis; WAVE-TV, WHAS-TV, WLKY-TV,

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WDRB-TV Louisville, Ky.; WTPB Muncie, Ind.

■ MBS Cable TV, 1811 Boulevard of the Allies, Pittsburgh 15219, for Amsterdams (CAC-3744) and Bergholz (CAC-3745), both Ohio: add: WPGH-TV Pittsburgh; and for Salineville (CAC-3746), Ohio: add also WUAB, Lorain, Ohio.

■ Forest City TV Cable Corp., 510 Main Street, Forest City, Pa. 18421, for Carbondale (CAC-3750) and Fell township (CAC-3751), both Pennsylvania; WNEP-TV, WDAU-TV, WVIA-TV Scranton, Pa.; WBRE-TV Wilkes-Barre, Pa.; WOR-TV, WPIX-TV New York; WPHL-TV Philadelphia.

■ Clearview Cable, U.S. Highway 17 and Eighth Avenue South, Surfside Beach, S.C. 29577, for Surfside Beach (CAC-3738), Litchfield Beach (CAC-3739), Pawleys Island (CAC-3740), Socastee (CAC-3741), Georgetown county, South Carolina (CAC-3742), and portions of Horry county (CAC-3743), all South Carolina: add WITV Charleston, S.C.; WTTG Washington, D.C.; WVAN-TV, WTOG-TV Savannah, Ga.; WHKY-TV Hickory, N.C.; WGGG-TV Greenville, S.C.; WTCG Atlanta; WUNJ-TV Wilmington, N.C.; WRET-TV Charlotte, N.C.

■ Mount Cities TV Cable, 116 West Third Street, Mount Pleasant, Tex. 75455, for Mount Pleasant, Tex. (CAC-3753): requests certification of existing CATV operations.

■ Master Cable TV Systems and Community Tele-Cable of Seattle, both 1422 34th Avenue, Seattle, Wash. 98122, for Seattle (CAC-3722 and CAC-3723): add CHAN-TV Vancouver, B.C.

Final actions

■ Mobile, Ala.—FCC authorized Teleprompter of Mobile to add WTCG Atlanta; WGNO-TV and *WYES-TV New Orleans, and *WMAH Biloxi, Miss., to its existing cable systems at Mobile, Prichard, Chickasaw, and Mobile county, Ala. (CAC-1094, 1955, 1096, 1097). Teleprompter of Mobile was also granted certificate of compliance for new system at Saraland, Ala., served by same head and presently serving four existing systems (CAC-1098). Action April 17.

■ Somerton, Ariz.—FCC authorized Micro-Cable Communications Corp. (Valley Telecasting Co.) to carry following signals on its proposed cable TV systems located within Yuma, Ariz.: smaller TV market: KPHO-TV, KTVK, *KAET, all Phoenix; KBLU-TV Yuma; KECC-TV El Centro, Calif.; and XHBC-TV Mexicali, Mexico (CAC-970). Proposal by Valley Telecasting to carry additional distant signals of KOOL-TV Phoenix; KCOP, KHJ-TV, KTLA and KTTV, all Los Angeles, and request for waiver of rules to allow it to carry additional signals were denied. Action April 17.

■ Bakersfield, Calif.—FCC authorized Warner Cable of Kern County to add KMPH(TV) Tulare, Calif., to its existing 12-channel system at Bakersfield, smaller TV market (CAC-2218). Oppositions to addition of KMPH, filed by residents of the Bakersfield area, school officials, and city and county authorities, were denied. Action April 9.

■ Menlo Park and San Mateo county, Calif.—FCC authorized Cablecom-General to carry following California signals on new cable systems at Menlo Park and unincorporated areas of San Mateo county, contiguous to Menlo Park, located within San Francisco-Oakland-San Jose major TV market: KGO-TV, KRON-TV, KPX, KEMO-TV, KUDO, KBHK-TV, *KQED, *KQEC, all San Francisco; KTVU Oakland; KNTV, KGSC-TV, *KTEH, all San Jose; KCRAT-TV, KXTV, both Sacramento; KQVR Stockton; KSBW-TV Salinas; KMST Monterey, and *KCSM-TV San Mateo (CAC-1686-1687). Action April 17.

■ Newark, Santa Clara, Milpitas, Los Gatos, Monte Sereno, unincorporated portions of Santa Clara county, all California—FCC authorized Teleprompter systems to add following signals: KTLA Los Angeles, KTXL Sacramento; KTSF-TV, KUDO, both San Francisco; Santa Clara system also authorized to add KMST Monterey (CAC-2179, 2180, 2965, 2181, 2183, 2187, 2188). Opposition by Continental Urban Television Corp., licensee of KGSC-TV San Jose, Calif., to carriage of KTLA and KTXL was denied. Action April 10.

■ Middletown, Middlefield, Cromwell, East Hampton and Portland, Conn.—FCC authorized Teleprompter Connecticut CATV Corp. to begin cable TV service (CAC-1582-86). Objections by Broadcast Plaza, licensee of WTIC-TV Hartford, Conn., were denied. Action April 16.

■ Flagler Beach, Fla.—FCC authorized Flagler Cable Co. to add distant signals of WTLN and WJKT-TV Jacksonville, Fla., to its existing cable system at Flagler Beach, located in Orlando-Daytona Beach major TV market (CAC-2775). Opposition of Cowles Florida Broadcasting, licensee of WESH-TV Daytona Beach, was denied. Action April 17.

■ Walker county, Fort Oglethorpe and Chickamauga, Ga.—FCC authorized Battlefield Cablevision to carry following signals on its systems serving communities located within Chattanooga major TV market: Chattanooga stations WRCB-TV, WTVG, WDEF-TV, *WTCL, and WRIP-TV; Georgia stations *WCLP-TV Chatsworth, and WHAE-TV and WTCG, both Atlanta (CAC-1375-7). Action April 17.

■ Rossville, Ill.—FCC authorized Hoopeson Cable Co. to carry following TV signals on its proposed 12-channel cable system: WICD, WCIA, both Champaign, Ill.; *WILL-TV Urbana, Ill.; WGN-TV, WLS-TV, WFLD-TV, WSNB-TV, all Chicago; WAND Decatur, Ill.; WFLI-TV Lafayette, Ind.; WTTV Bloomington, Ind.; and WLWI Indianapolis (CAC-2550). Action April 17.

■ Corydon, Ind.—FCC authorized Old Capital Cables to carry following signals on new cable system at Corydon, located in Louisville, Ky., major TV market: WHAS-TV, WAVE-TV, WLKY-TV, WDRB-TV, *WKPC-TV, *WKMJ, Louisville, and WTTV Bloomington, Ind. (CAC-2361). Opposition by Orion Broadcasting (WAVE-TV) was denied. Action April 18.

■ Clive, West Des Moines and Des Moines, Iowa—FCC authorized Hawkeye Cablevision to carry following signals on its cable TV systems: WOIT-TV Ames, Iowa; KRNT-TV, *KDIN-TV, WHO-TV Des Moines; WTCN-TV Minneapolis, and KBMA-TV Kansas City, Mo. (CAC-1697, 1876, 2731). Action April 17.

■ Livermore Falls, Livermore and Jay, Me.—FCC denied applications of Oxford Cable TV Corp. for certificates of compliance to add WSBK-TV Boston to its existing seven-channel cable systems at Livermore Falls, Livermore and Jay (CAC-1642-3, 1652), and refused waiver that Oxford requested to avoid activation of public-access channel for each system. Action April 17.

■ Berlin and Ocean City, Md.—FCC denied applications of Eastern Shore CATV for certificates of compliance to add WDCA-TV Washington to its existing cable systems at Berlin and Ocean City (CAC-854-5), located in the Salisbury, Md., smaller TV market. Under rules, cable systems in smaller markets may carry only one independent signal, and Eastern Shore requested waiver of that section. Action April 17.

■ Dalton, Mass.—FCC authorized Warner Cable of Pittsfield/Dalton to add WSMW-TV Worcester, Mass., to its existing cable system at Dalton, located within Albany-Schenectady-Troy, N.Y., major TV market. Carriage of New York independent stations WOR-TV and WPIX was denied. FCC also denied request for carriage filed by Faith Center, licensee of WHCT-TV Hartford, Conn. Action April 17.

■ Ogallala, Neb.—FCC authorized Ogallala Cable TV to add following independent Los Angeles signals to its system: KCOP, KHJ-TV, KTLA and KTTV (CAC-736). Action April 16.

■ Johnstown and Gloversville, N.Y.—FCC authorized Sammons Communications to carry following signals on its systems at Johnstown and Gloversville, located in Albany-Schenectady-Troy, N.Y., market: WAST, WTEN Albany; WRGB, *WMHT Schenectady; WKTV Utica, N.Y.; WOR-TV, WPIX New York, and WNUJ-TV Linden, N.J. (CAC-975-6). Oppositions by Sponderling Broadcasting Corp. (WAST) and Albany Television (WTEN), to carriage of WOR-TV, WPIX and WNUJ-TV were dismissed as moot. Action March 28.

■ Moreau, N.Y.—FCC denied application by Champlain Cablevision for certificate of compliance to construct and operate cable TV system at Moreau, located partially within Albany-Schenectady-Troy, N.Y., market, and to carry New York stations WAST and WTEN Albany; WRGB, *WMHT Schenectady; WOR-TV and WPIX New York (CAC-779). Action April 16.

■ Tulsa, Sapulpa, Sand Springs, and Broken Arrow, Okla.—FCC authorized Tulsa Cable Television, Sapulpa Cable Television, Sand Springs Cable Television and Broken Arrow Cable Television to add distant, independent signal of KBMA-TV Kansas City, Mo., to their existing cable systems in Tulsa major market (CAC-2265-8). Action April 17.

■ Pennsylvania—FCC granted applications by Centre Video Corp. (CAC-1994-2071), Washington Channels (CAC-2072-77), National Cable Television Corp. (CAC-2078-88), Armstrong Utilities (CAC-2090-1), Bethel Park TV Cable Co. (CAC-2092) and Dynamic Cablevision (CAC-2093-98) for certificates of compliance to add WKBF-TV Cleveland and WUAB Lorain, Ohio, to 104 cable TV systems in Pittsburgh area. Requests for certification to carry New York on six systems operating from headend at Connellsville, Pa., were also granted. Action April 17.

■ Perryopolis and Perry township, Pa.—FCC authorized Video Link Ltd. to carry following signals on its cable TV systems: KDKA-TV, WTAE-TV, WIIC-TV, *WQEX and WPGH-TV Pittsburgh; WKBF-TV Cleveland; WUAB Lorain-Cleveland; WTRF-TV Wheeling, WVA, Steubenville, Ohio; WJAC-TV Johnstown, Pa.; WSTV-TV Steubenville-Wheeling (CAC-1669-70). Commission granted requested temporary waiver of rule which authorizes cable system in one of first 50 major markets to carry minimum of three independent stations. Action April 17.

■ Phillipsburg boro, Pa. area—FCC denied petition by Moshannon Valley TV Cable Co. for reconsideration of commission action adopted Nov. 21, 1973, which denied its request for certification to add New York to its systems at Phillipsburg boro, Rush township, South Phillipsburg boro, Osceola Mills boro, Chester Hill boro, Decatur township, Boggs town-

ship and Morris township, Pa., has been denied by the Commission. Action April 9.

■ Myrtle Beach and Conway, S.C.—FCC denied petitions by Television Cable Co., operator of cable systems at Myrtle Beach and Conway, for waiver of rules to avoid furnishing network program exclusivity to WWAY(TV) Wilmington, N.C. Opposition was filed by Clay Broadcasting Corp., licensee of WWAY. Action April 9.

■ Port Arthur, Tex.—FCC denied application by Port Arthur Cablevision for certificate of compliance to add KATC(TV) and KLFY-TV, both Lafayette, La., and KTRK-TV Houston, to its cable system at Port Arthur. Action April 9.

■ Kennewick, Wash.—FCC denied petition by Apple Valley Broadcasting, licensee of UHF station KVEW Kennewick, for cease and desist orders and necessary emergency relief against Teleprompter Cable Communications Corp., operator of cable systems at Walla Walla and Richland, Wash., and against Micro-Cable Communications Corp., operator of cable systems at Kennewick and Pasco, Wash. (CSC-71). Action April 18.

■ Kenova, Ceredo and unincorporated areas of Wayne county, W.Va.—FCC authorized C.K. Video to carry following signals on its cable TV systems: WSAZ-TV, WHTN-TV, *WMUL-TV, all Huntington, W.Va.; *WKAS Ashland, Ky.; *WKMR Morehead, Ky.; WCHS-TV Charleston, W.Va.; WXIX-TV Cincinnati; *WSWP-TV Grandview, W.Va.; *WOUB-TV Athens, Ohio (CAC-3683-5). Commission granted C.K.'s request for partial waiver of rules to allow three systems to share one set of access channels. Action April 17.

■ Woodruff and Arbor Vitae, Wis.—FCC authorized Pine Tree Communications to carry following signals on its proposed cable systems at Woodruff and Arbor Vitae (both in small TV market of Rhinelander, Wis.): WAEQ-TV Rhinelander; WAOV-TV and WSAU-TV, both Wausau, Wis.; *WNBP and WLUC-TV, both Marquette, Mich., and WLUC-TV Green Bay, Wis. (CAC-2350-1). Action April 17.

Following applications for certificates of compliance were dismissed at request of applicant on date shown:

■ Resort Television Cable Co., for Hot Springs, Ark. (CAC-949) on March 26. ■ Cardinal Telecable Corp., for Paris, Ill. (CAC-1659) on April 15.

■ Top Vision Cable Co., for Owensboro, Ky. (CAC-274) on March 25. ■ Hyper-Video, for Durham county, N.C. (CAC-1727 and 1780) on April 17.

■ Cablevision of Fredericksburg, for Fredericksburg, Spotsylvania, and Stafford, all Virginia (CAC-2866-8) on March 25.

Action on motion

■ Administrative Law Judge Byron E. Harrison in Mankato and North Mankato, Minn. (Minnesota CATV) cable TV proceeding, granted Minnesota CATV's petition for waiver of hearing to extent that hearing proceeding is terminated, but denied requests that presiding judge determine that no cease and desist order should issue; and certified proceeding to commission for disposition (Doc. 19944). Action April 15.

Other actions

■ Holyoke and South Hadley, Mass.—FCC ordered Video Enterprises, operator of cable systems at Holyoke and South Hadley, to show cause why it should not cease and desist from further carriage of WSBK-TV Boston in violation of smaller market signal carriage rules. In Dec. 9, 1971, petition which sought show cause order, WHYN-TV Springfield, Mass., asserted that carriage of WSBK-TV began without proper notice and constituted importation of distant signal in violation of rules. Action April 17.

■ Review board in Hanover, Pa., cable proceeding denied motion by Penn-Mar CATV for extension of time through May 1 in which to file appeal from Administrative Law John H. Conlin's ruling of March 15, which dismissed with prejudice application of United Telephone Co. of Pennsylvania for certificate of convenience and necessity to construct and operate cable facilities in Hanover, and terminated proceeding (Doc. 19711). Action April 9.

■ New Jersey—FCC ordered Clear Television Cable Corp., operator of proposed cable systems at Ocean Gate, Pine Beach, and South Toms River, and existing systems at Berkeley township and Beachwood borough, N.J., to show cause why it should not cease and desist from further violations of section 76.57 of rules on its systems at Berkeley and Beachwood, communities located outside of all TV markets. Systems must carry, on request, any of 15 stations which place predicted Grade B or better contour over these communities (Docs. 20039-40). Action April 17.

Rulemaking action

■ FCC proposed amendment of cable TV rules to allow cable systems to carry late-night programming on otherwise unauthorized signals when stations they must carry are off air (Doc. 20028). Comments may be filed on or before May 31, and reply comments by June 11, 1974. Action April 17.

Classified Advertising

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

RADIO

Help Wanted Management

Expanding group broadcaster needs retail sales manager for black format station medium southern market. Three to five years experience required. Must have proven, stable background and be a hard driver. \$9,000 & override, opportunity for station management within 18 months. Equal Opportunity Employer. Box D-141, BROADCASTING.

General Manager. Major market FM. Prefer applicants on the way up! Mail resume to Box D-176, BROADCASTING.

Exceptional opportunity available to qualified radio executive capable of assuming total operating responsibility for 10 station group. Includes 5 AM stations and 5 FM stations with separate programming. Candidates must have radio management background in competitive markets. Age open. Attractive location. \$60,000 salary plus incentive. Ownership possible. Send for an interview, confidential resume to Box D-177, BROADCASTING.

Selling sales manager for profitable small market N.E. station. \$15,000 plus to start with management potential for the right person. Open immediately. Box D-220, BROADCASTING.

Sales manager for award-winning, exciting Eastern station. Must be good salesperson, with strong ability to motivate and direct others in selling. Good package for right individual. Box D-256, BROADCASTING.

Station Manager for expanding Rocky Mountain group. Prestige station is top rated in programming and sales in 3 station market. Send sales and programming philosophy, resume, picture and 1973 income. Box D-272, BROADCASTING.

Manager that's excellent in Sales needed for Small Market Daytimer in Southwest Missouri. Good facilities and market. Good opportunity. Send details, picture, no tapes. Box D-279, BROADCASTING.

Help Wanted Sales

Recent college graduate with Radio/Television Degree and sales experience can move quickly into top management with expanding radio and television group. All replies answered. Send resume to Box D-41, BROADCASTING.

Sales opportunity. Midwest city, under 40,000. Box D-197, BROADCASTING.

We're looking for a rare combination—a knowledgeable, pro-sounding sportscaster who does football, basketball, hockey and baseball play-by-play—and an honest, aggressive salesperson who knows how to sell. Sports talent fees plus commission. We're an upper Midwest contemporary in a university city. Please send resume to Box D-273, BROADCASTING.

Immediate opening for salesperson. Some board work. KFLY, Corvallis, OR 97330.

Opportunity—established station. Salary, commission. Send resume, sales record. KFRO, Longview, TX 75601.

Tired? See my "Tired" ad in display section under Radio Help Wanted.

Help Wanted Announcers

Announcer with First Phone and some technical ability. Send resume and wage demands. Box D-132, BROADCASTING.

Contemporary MOR, mid-East. PM drive with enough experience to help with programming. Immediate opening. Send resume. Box D-160, BROADCASTING.

Ambitious announcer can make more money in sales. Midwest. Box D-198, BROADCASTING.

Experienced male or female DJ-Salesperson for top-rated MOR station in small Virginia market. Must have track record, skills in sales servicing, production and board work. The person who will replace was promoted to manager. Excellent working conditions, salary and extra benefits. Please furnish photo, references and salary requirements. Equal opportunity employer. Box D-208, BROADCASTING.

Southeastern country powerhouse seeking experienced announcer with proven track record. Extraordinary production ability and music director's experience. Excellent pay, working conditions, and fringe benefits. Send complete resume with salary requirements, and photo to Box D-224, BROADCASTING.

Help Wanted Announcers Continued

Looking for Radio people—with pride, dedication, ambition, honest effort. Security in non-pollution area. Good schools, colleges, churches, sporting, family living. Sales people, announcers, engineer needed. Send resume, picture and references to Box D-235, BROADCASTING.

Small market radio station in Maryland seeks chief announcer/news director. Please send application and credentials to Box D-238, BROADCASTING.

Looking for a small market with a future? Have a First? If you are mature in attitude and action, and can think out minor problems without constant supervision, this A-1 small market Oklahoma station can use you. Send resume, references, and salary requirements. This job for someone who is ready to settle down—not for drifters or primadonnas. Write: Box D-247, BROADCASTING.

PD-morning person. Award-winning Eastern regional station wants to combine our proven creative talents with your air, copy and production talents. Plenty of popular music, featurettes, public involvement. New, different and exciting concept. Box D-257, BROADCASTING.

Solid, mature, experienced entertainers needed for contemporary station in upper Midwest. Must be able to take direction. Good production a must. Rush resume and salary requirements to Box D-274, BROADCASTING.

Wanted in Southeast, experienced announcer. Must have deep resonant voice, read well, stable, and reliable. Send resume and recent photo. Box D-285, BROADCASTING.

10,000 watt KGGF wants MOR jock who is strong on news. Extra work available as basketball color person. Opening effective mid July. Tape and resume to: Bill Miller, KGGF, Coffeyville, KS 67337. 316-251-3800.

Wanted: Rock announcer to entertain. No beginners. Bob Miller, KLSS & KSMN, Mason City, IA 50401.

Radio as a career? Willing to learn? First ticket required. If interested contact Program Director, Steve Campbell, KPOW. Box 968, Powell, WY 82435.

Announcer-Chief Engineer—Experienced family person. First phone seeking permanency. Excellent college town, ideal to raise children. General maintenance, good voice for limited announcing. MOR, some country. Excellent facilities with professionals. Big city sound in small market. FM coming. Start 800 right person, plus benefits. Send tape or call Dick Johnson, Paul Bueening, KWEY, Box 587, Weatherford, OK.

Do you like working nights? We've got a good job for a good person. Contemporary and gold format, excellent facilities. \$150.00 to start. Send picture, resume and tape to Alan R. Bishop, WCOD, 105 Stevens St., Hyannis, MA 02601.

Contemporary MOR Announcer. 1st phone, excellent opportunity with 5 kw network affiliate in lovely Virginia University City. Opening due to promotion within. Rush air-check, resume, requirements and snapshot to Don Martin, WCHV, P.O. Box 5387, Charlottesville, VA 22903.

WGAC Radio Augusta, Georgia, is seeking applications to fill midday show and early evening talk show. Ability to communicate a must. Warm friendly delivery. Salary commensurate with ability, experience. WGAC is number 2 rated, easy MOR. Reply to Bob Young, WGAC Radio, P.O. Box 1131, Augusta, GA 30903. Equal Opportunity Employer.

Need energetic, enthusiastic announcer, experience preferred, but will accept beginner with potential. Must be able to read. WGS FM-AM, Gouverneur, N.Y. Opening is immediate. 315-287-1230.

Air personality with third endorsed ticket. Adult contemporary format, 35 miles north of N.Y. City. Excellent benefits. 5 years experience. Send tape and resume to Gerv Desmond, WLNA, Peekskill, NY 10566. 914-737-1124. Equal Opportunity Employer.

Small market station seeks addition to staff. We're looking for good production, down-to-earth delivery. No hype. Live on the U.S.-Canadian border and love it. Tape, resume, ref. required. WSLB, Box 239, Ogdensburg, NY. 315-393-1100.

Leading adult music station would like to hear audition tapes from staff announcers interested in filling future vacancies when they occur. Good wages, stability, new facilities. Equal opportunity employer. Tape and resume to: WSR5, P.O. Box 961, West Side St., Worcester, MA 01602.

Help Wanted Announcers Continued

Kentucky—Immediate opening for versatile announcer. Sales pay additional to announcing. Top money for right individual. Don't write. Call 806-248-5842.

Announcer—Strong personality to handle afternoon drive and production schedule. TV-affiliation provides opportunity to eventually do some work on the tube. Send pic, air-check, and resume to Allen Strike, P.O. Box 699, Elkhart, IN, 46514. E.O.E.

Announcer who can swing with Modern Country, good station. Send tape, letter and picture to Box 585, DeSoto, MO 63020.

Modern Country Station in Midwest looking for Country jock. Must have good voice. Contact General Manager, 217-528-3033.

Midwest modern country #1 AM needs jock who can sell. \$10,000+ first year. Pros only. Send tape and resume to P.O. Box 1209, Mt. Vernon, IL 62864.

Experienced afternoon jock for Q-type format at Mid Atlantic AM. Six day week, paid vacation, hospitalization and insurance. Opening about June 1st. Send tape, resume and picture to Suite 311, 3101 Washington Avenue, Newport News, VA 23607. EOE.

Help Wanted Technical

Ready to move up? Excellent opportunity in the Midwest for an up and coming engineer who is ready to assume the responsibilities of Chief Engineer. At least three (3) years experience necessary. All inquiries confidential. All inquiries will be answered. Send resume to Box D-154, BROADCASTING.

Director of Engineering—for a large AM-FM operation in Northeast. Successful applicant will be required to immediately assume responsibility for the entire engineering department including: budgets, union negotiations, proofs and directional AM pattern. Proven success in all the above areas and a Bachelor of Science or equivalent in experience is a prerequisite for this position. Excellent opportunity for further advancement to Corporate Engineering Manager. An equal opportunity employer. Salary up to \$25,000 for the right person. Box D-211, BROADCASTING.

Radio Studio Engineer, 1st class, board operation, studio and remote recording, maintenance, no air work. Midwest university station. Send resume to Box D-276, BROADCASTING.

Chief Engineer wanted by mid-south 5 KW Fulltimer. Medium market, DA-2. This is not just another job but a lifetime opportunity for an energetic pro. 1st phone and some experience required. An Equal Opportunity Employer. Send resume Box D-297, BROADCASTING.

Nome, Alaska needs qualified engineer. Our 10 KW noncommercial AM is main source of info, etc., for 90 Eskimo villages. Must be single, with ideals and interest in things spiritual and experienced to take C.E. position immediately. Must also do daily board shift. Licensee is Catholic Bishop of Northern Alaska; format, easy and CW music with educational and religious spots. (New '70 Collins/Moseley gear, been called nicest setup in Northwest. One year hitch with room and board, no salary. Trying to build a Christian community interested in people and helping them help themselves. Staff affiliated with Jesuit Volunteer Corps. Resume, tape, and photo: Fr. Jim Poole, S.J., KNOM, Box 988, Nome, AK 99762.

Immediate Opening for a Transmitter Engineer. Some board work. Station WAMD, Aberdeen, MD 21001.

If you are a smart technician who lives and breathes electronics and would like to do sophisticated maintenance, construction, and repair on a 5000-watt full-time AM broadcast station and a growing 70-mile CATV system 35 miles west of Philadelphia, working in a pleasant, well-equipped laboratory under capable, sympathetic supervision contact Louis N. Seltzer, Radio Station WCOJ, at 215-384-2100.

WPGC Washington, D.C.'s contemporary giant is now accepting applications for future openings in our transmitter staff. Background should preferably include experience with high power AM and FM transmitting equipment. We are looking for engineers who enjoy getting involved in their work. Also looking for a qualified summer replacement person. Send resumes to WPGC Engineering, Box B550, Washington, D.C. 20027. No calls please.

Sales Engineer. Jampro is expanding its sales force and needs two experienced sales people. A good background in broadcast equipment sales is helpful. You'll be trained in antennas, prior to sales assignment. Excellent opportunity for the right person. Send full resume with qualifications to: Jampro Antenna Company, P.O. Box 28425, Sacramento, CA 95828. An Equal Opportunity Employer.

Help Wanted Technical Continued

Chief Engineer—AM & FM; major market, East Coast, \$10,000 +, call P. D. 301-358-9600.

Chief Engineer for NBC-UHF with 5 kw AM and 50 kw Stereo FM affiliate. Transmitter-studio maintenance experience required. Good opportunity in central Connecticut. Contact P. Gilmore at 203-755-1121 or 203-333-5551.

Help Wanted News

KFRC San Francisco. Now searching nationwide for a superb contemporary news commentator. Tapes, resumes to Dave Cooke, News Director, 415 Bush Street, San Francisco, CA 94108. An Equal Opportunity Employer. M/F.

Medium Market 100% Country AM trying to locate talented news personality. Tape and resume to Kay Douglas, KXRB, 100 N. Phillips, Sioux Falls, SD. 605-336-7393.

Newsperson. 5,000 watt AM looking for a real go-getter, take-charge newsperson. Experienced news reporter who can really dig, write, and air local news. Opportunity for play-by-play. Applications from minority group members encouraged. WCOJ, Coatesville, PA. 215-384-2100.

Experienced Newsperson for aggressive news department. Must gather, write, do ad libs and interviews plus a good on-air newscast. Contact Jim Martin, News Director, WDBO, Orlando, FL. 305-425-1677.

Help Wanted Programing Production, Others

Program Director, medium/small market. Announcer, know MOR programing; supervise 4-man staff; ramrod production; handle board shift; handle interview show; fully responsible for programing; prefer 1st phone; must know logging rules; decent salary; lovely upper midwest town. Do not reply without heavy experience! Box D-192, BROADCASTING.

Program director-salesperson for small market Maryland station. Must have first ticket. Send resume and wage demands. Box D-240, BROADCASTING.

Southeast, medium market, stable, group owned needs working program-production manager who knows how to produce a sound and build a staff that will get listeners. Maybe you are number two now and feel you are ready to move up. \$10K plus benefits for the right individual. EOE. All replies confidential. Box D-254, BROADCASTING.

Outstanding creative production individual. Willing to trade approximately one year's services, at an average medium market compensation, for unique opportunity for advancement, with exceptional compensation. Ability to handle some automation programing chores helpful. Write or call Sidney King, KVOC, Casper, WY 82601. 307-265-2727.

"Take Charge" operations director for medium market, partly automated, station, with expansion plans that will provide exceptional opportunity for advancement. Must have organizational experience—references. (Production ability helpful.) Call 307-235-3380, or write Box 2090, Casper, WY 82601, KVOC Radio.

If Production is your bag and you love evening air work, we may be looking for you. Excellent salary and benefits. You must be young and aggressive and have minimum 2 years experience. Send tape (not returnable) with resume immediately. Opening must be filled by June 1st. Market of 60,000 with 6 radio outlets. Contact: Kent Thurston, Operations Manager, WBEC Radio, P.O. Box 958, Pittsfield, MA 01201.

Associate producer: 50,000-watt Stereo public radio station. Produce, host shows, develop program modules. E.O.E. Send resume and audition tape to WMOT-FM, Box 3 M.T.S.U., Murfreesboro, TN 37130.

Position Open—Asst. Professor to teach Radio Broadcasting. Preferred qualifications: Master's or equivalent; teaching experience; operating experience in commercial station; knowledge and experience in other media, advertising, public relations. Salary range: \$8,837-\$14,805. Send application to: Professional Personnel Records Clerk, Lane Community College, P.O. Box 1-E, Eugene, OR 97401. Must be postmarked no later than May 1.

Radio Editor to produce programs for tape news service from Virginia Tech, a land-grant university with a multi-college campus. Requirements are BS degree plus two years experience in radio tape production with demonstrated writing experience. Starting salary \$8,400 with full state employee benefits. Opportunities for film TV and print news. An Equal Opportunity Employer. Send tape, resume and photo to Judy Thomas, Personnel Office, VPI & SU, Blacksburg, VA 24061.

Situations Wanted Management

Sales Manager ready to be General Manager in top 25 market. Proven performance with major group. 33, married, degree, outstanding references. Box D-53, BROADCASTING.

Large market General Manager needs greater challenge and financial opportunity. Doubled gross in top 10 market station in three years to \$2,000,000. Married, mid-30's, well educated and willing to relocate anywhere for \$40,000 plus with right company. Box D-55, BROADCASTING.

Ambitious young medium market Sales Manager interested in long term growth with expansion minded group. All offers considered over 25K. Box D-56, BROADCASTING.

Aggressive young Sales Manager at small market AM station seeks GM position. Box D-167, BROADCASTING.

Sales management pro desires move. 10 years GM experience. 35. Degree. Much knowledge of reps, agencies, FM, renewals, budgets, group operation. Box D-181, BROADCASTING.

General Manager, 31, with 10 years broadcasting experience. Last 7 years same employer in major market. Background in sales and programing. I know how to get the most out of your station and employees. Available immediately. Box D-199, BROADCASTING.

Up your ratings! Dynamic, take-charge Operations/Program Manager will fire up your major market AM or FM! The bigger the challenge, the better! Box D-227, BROADCASTING.

Need Superb Sales team recruiter, builder, leader? Equally outstanding professional GM? I'm both! Creatively managed mor, black, talk, modern contemporary formatted stations. Television too! Documented successes. References. Box D-239, BROADCASTING.

GM/Station or Operations Manager. In Top 5 Market, seek small/medium New England market. Know programing, sales, administration, news, license renewal. Can achieve maximum results at or under budget. Will invest in "right" station. Box D-249, BROADCASTING.

Eight year broadcasting professional seeks manager-ship of growing FM. Hot track record in FM sales (56 market) and programing will fire up your dormant FM, producing revenue and ratings. Resume available to serious inquiries. Box D-251, BROADCASTING.

Medium market general manager came up through programing, switched to sales 8 years ago. Effective motivator able to make it happen at your large market station. 34, degree from major university, ready for the right move, now. Box D-265, BROADCASTING.

Small market sales and programing pro ready for the move to larger market general management. GM now in small market, improved profit picture 89% in the past two years. 27, BS, family, with a burning desire to succeed in a larger market. Box D-268, BROADCASTING.

Sales is my forte, and I've been the number 1 salesman in a top 25 market station for the past three years. Now I'm ready for the move to sales management, preferably in a medium or major market. 30, 7 years in radio, married, degree. Box D-270, BROADCASTING.

Small market sales manager desires move up as your medium or large market sales manager. 6 years in radio, 2 with a rep, 2 with an agency. 33. BA, proven track record. I'm the man who can add to your bottom line! Box D-271, BROADCASTING.

Looking for management position Midwest, Midsouth. Have programmed, announced, sold, managed small station. Honest reliable. Prefer adult, big band, country formats. Box D-277, BROADCASTING.

Chicago, Washington, Detroit, Miami, Atlanta. Competitive markets! Top-rated shows in every one. After 25 years, Rock and C&W, super qualified to manage your operation! Southeastern owners preferred. Currently Chicago radio big gun. Salary commensurate with market. Box D-299, BROADCASTING.

Full charge general manager, sales manager, 31, fourteen years broadcasting, prefer Midwest or South. 606-777-8791.

Emergency!! Available after May 15th. Currently managing in Memphis. Excellent solid background and track record. Call Jack Carpenter 901-725-7657 or 901-362-0320.

Situations Wanted Sales

Selling salesmanager/salesman, 15 years versatile experience, radio and television. Local, regional, agency sales, administrative, programing, engineering, "the works." Mature. Honest. Dependable. Compatible. Box D-253, BROADCASTING.

Situations Wanted Sales Continued

Sales/Announcer/first phone. Mature adult seeks stable MOR station. Will relocate to California or other areas. Box D-255, BROADCASTING.

Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, BROADCASTING.

First Phone Communicator. 6 yrs. experience medium markets. Highly motivated. Reasonable salary. Box D-120, BROADCASTING.

Young woman, 2½ years top ten market experience. Intelligent and competent. Don't hire a token. Get someone who can really do the job. Box D-229, BROADCASTING.

Female personality, BS Radio-TV, 3rd endorsed, 22, seeks rock, Top 40, MOR challenge. I'm professional, creative and dedicated to radio and music. Experienced rock and production director. Available June 1st. Box D-241, BROADCASTING.

DJ, Announcer. Experienced, dependable, creative/versatile, aggressive sales, tight board, third endorsed, authoritative, college grad., special societal research reports. Box D-246, BROADCASTING.

Beginner needs start. Willing to go anywhere. Tight board, good news and commercial. Ready now. Box D-250, BROADCASTING.

Unique, creative midday personality seeks stable station. First phone, ten years experience. All locations considered but prefer warm climate. Box D-259, BROADCASTING.

If you're looking for a young, creative, versatile, witty, aggressive DJ with a good voice and active mind, as well as true star potential, I am your man! Tape and resume on request. Write Box D-294, BROADCASTING.

Announcer/Sales/First phone. Mature adult. Management material. Seeks stable MOR station. Now resides update New York. All areas considered. Box D-296, BROADCASTING.

Experienced D.J., music director, 3rd phone. "I love": modern country, long air shifts. Co-operative, creative. Relocate anywhere. Box D-304, BROADCASTING.

Beautiful adult continuous music. EZ, MOR. Major market experience. Now employed. Good voice, family man. Third endorsed. Impeccable industry references. Salary negotiable. All eastern and southern markets considered. Tape, resume. Box D-308, BROADCASTING.

Jack/Production. 2½ years experience major market. Top-40 MOR. For resume and tape write "Available," 256 Primrose Ave., Syracuse, NY 13205 or call 315-478-3248.

A Pro is looking. 13 years experience. First phone. MOR/Country/News. Top 30 market background. Prefer Southeast. 1-205-476-4980.

Three years experience. Good production. Seeking warmer climate. Prefer uptempo MOR; top 40. Talented. 33 years old, married. References. Third endorsed. Normal Maine, Box 154, East Haddam, CT 06423. 203-873-8996.

Spanish D.J. 3rd endorsed, can also speak, write and read English. Experienced. Call George, 203-621-0596 morning hours please or write to 331 Mill St., Southington, CT 06489.

First Phone Announcer. 2 years commercial radio, 2 years college radio. Single, 23, seeking small or medium market station in Southwest. (Prefer oldies.) Excellent reader, pleasant voice, good commercials, tight board, very cooperative. Afternoon or evening shift, no mornings, please! Mark Solomon, 853-D Longacre, St. Louis, MO 63132. 314-997-5919.

Available for vacation relief work in S.E. U.S. Experienced announcer-engineer—TV studio technician. Telephone: 813-453-4072 Mr. Logan.

Smooth, low-key experienced pro with top production capabilities looking for major or medium market. Specialty is Progressive/Top 40, also experienced in M.O.R. Tape, picture, and resume available on request. Terry Hopkins, 3230 West Willow Street, Lansing, MI 48917, 517-393-6964.

1st Phone—Four years experience tight board, bright, happy sound. Immediate. Rock radio preferable. Sunny, 1-717-742-7404.

DJ Combo, 2 yrs. exp., 3rd endorsed, college grad, excellent production. Can write and deliver news, comedy. Will relocate. Call 212-367-6696 or write Robert Henry, 2440 Sedgwick Avenue, Bronx, NY 10468.

Situations Wanted Technical

Chief engineer with heavy experience in automation, directional AM, stereo FM looking for challenge in top 50 market. 33, BSEE, 1st phone, strong maintenance. Box D-267, BROADCASTING.

Radio chief engineer soon to retire looking for new connection. Employment as chief not necessarily a contributing factor. Prefer Southeast state. I have no employer problems, no family problems and no financial problems. Box D-280, BROADCASTING.

Situations Wanted News

11 years Radio-TV journalist seeks Florida job. Experience in TV anchor and field, radio news with any format, currently with major group. Seeks news management or reporter. Box D-184, BROADCASTING.

Recent graduate with BA in Radio/TV Journalism, minor in Political Science and some experience, is seeking news position. Willing to relocate immediately. Box D-201, BROADCASTING.

Young woman with 1st phone and experience in news and DJ work. Currently assistant news director. Experienced in AM and FM. Box D-207, BROADCASTING.

Sportscaster with New York air experience plus writing, producing, on-camera TV, basketball bpb, commentary, interviewing, race calling. I've worked with the best and now I want to be your sports director. Will supply tape and resume. Box D-215, BROADCASTING.

30 years old with BA and experience in news, public affairs and jock work, wants news exclusively; street reporting in active department in upper Midwest preferred. Box D-217, BROADCASTING.

Never been #21 Sports director every time around. Bpb tops. Competent, investigative newsmen with tools to bolster your news/sports operation. Box D-222, BROADCASTING.

Wanted: Full time sports position, radio or TV experienced. Radio sports must include play by play. Box D-278, BROADCASTING.

Experienced News-Sports Director. 8-year broadcast pro. Newscaster, reporter, strong play-by-play, announcer, programming, production. B.S. (R-TV). Box D-295, BROADCASTING.

News director. Honest local news, true to the "fifth w." 5 years TV, 8 years radio. Awards. Can lead your staff. Midwest preferred. Reply Box D-298, BROADCASTING.

Experienced newsmen, knows his product well from start to finish. Wants reporter or editor-writer position with all news station. Box D-300, BROADCASTING.

Deared conservative talker who took to sticks for radio savvy is now ready for gray matter challenge. Consider talk/BPB or news combo. Super, and that's not just talk! Let's! Box D-303, BROADCASTING.

Why hold your newsmen's hand and push him out for a story. I gather, write and read, and I don't need a shove. Florida or South preferred. Box D-306, BROADCASTING.

News Director, major-medium market. Highly experienced professional. McLendon trained. First phone. Talk show or programming considered. Will relocate. Charles Beach, 4020 Holland #212, Dallas, TX, 1-214-521-7877.

News Director, Midwestern background, currently in 100,000 Southeastern market, seeking advancement. Family, university degree, 30, solid record, references, professional services, awards. Jack Marlowe, P.O. Box 73, Anniston, AL 36201. 205-237-2256.

Energetic Newsmen anxiously awaiting challenging news position. College and commercial news gathering, writing, reporting experience. Available late May. John Hadley, Box 1531, Susquehanna University, Selinsgrove, PA 17870.

Experienced Radio-TV sports director. Santa Clara football and basketball play-by-play. Pacific 8 basketball radio and television. California State baseball league broadcasting. Tapes and V.T.R. available. Bill Mesler, c/o Bud Foster Films, Box 66, Millbrae, CA 94030. 415-873-6524 before 10 a.m.

News and sports man currently working in St. Louis metro area looking for change. Degree, 3rd endorsed, immediately available, will consider all offers. Contact: Steve, 10694 Ladue Rd., Creve Coeur, MO 63141. 314-432-2742.

Pro News Director seeking on-air/street-work in Top 20 market. Major market experience with innovations in news that have proven successful. RAH, 404-324-5261.

Newsperson in radio/TV. Three years in news-public affairs on NY metro AM/FM educational station. Good production knowledge. Former reporter on NY metro daily. Prefer Southwest/West. Janet Frank, 207-09 33rd Ave., Bayside, NY 11361. 212-428-4617.

Situations Wanted Programing, Production, Others

Major market program manager with proven track record available for right opportunity. Creative and good administrator. 28, married, require minimum 24K. Box D-54, BROADCASTING.

Big-voiced, 28, with the personality to make it happen on your major market station. Experienced in medium market adult contemporary and country. Station went from 4th to 1st in my time period in two books. Now I'm ready for the advancement I deserve. Box D-266, BROADCASTING.

Bottom-line oriented program director with proven medium market track record is ready for a fresh challenge. 30, degree, 11 years experience, require minimum 18K. Box D-269, BROADCASTING.

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.

Retail sales manager. Top 50 market network affiliate. Unlimited potential for capable sales leader. Send resume and salary requirements to Box D-172, BROADCASTING.

Group broadcaster located in East needs key home office financial staffer. Functions include internal auditing, coordination of regular reports, statement analysis, budget preparation. Need sound accounting qualifications, willingness to travel as needed, plus a feel and appetite for sound business control. Opportunity for growth. Box D-180, BROADCASTING.

Promotion Manager: Top 40 market. SE. Experienced all phases promotion. Strong in research, sales promotion. Include resume, references, salary requirements. EOE. Box D-202, BROADCASTING.

Traffic manager, must have television experience. Send full particulars with first letter to new Florida station now staffing. P.O. Box 757, Fort Myers, FL.

Help Wanted Sales

Recent college graduate with television/radio degree and sales experience can move quickly into top management with expanding television and radio group. All replies answered. Send resume to Box D-40, BROADCASTING.

Highly motivated account executive needed at top-rated major West Coast television station. Entire sales staff earned 35K to 45K in 1973. Send resume today to Box D-173, BROADCASTING.

Network owned television station. Prefer medium market sales experience. Equal Opportunity Employer. Rush detailed resume to General Sales Manager, Box D-174, BROADCASTING.

Top 25 market Ohio television station. Good numbers. Major group offers advancement potential. Reply with work history and earnings record to Box D-175, BROADCASTING.

National Sales Manager positions have been created at our five television stations due to change in management structure. Unusual opportunity for rep or station account execs ready to move up. Send resume and income requirements. Confidential. Box D-176, BROADCASTING.

Account Executive, network station in New England—self starter salesperson for local-regional sales, fringe benefits, salary/commission, send resume to Box D-258, BROADCASTING.

Sales Personnel—Television WBFF-TV Baltimore's only independent TV station expanding sales staff immediately. Looking for two professionals with TV or radio experience. Call collect—Robert Simmons, general sales manager, 301-462-4500.

Help Wanted Technical

New York-Binghamton, dependable person with first class license, to handle UHF transmitter and studio operations. Salary commensurate with experience. Call Chief Engineer, WBJA-TV, Binghamton, NY. 607-798-7111.

TV transmitter engineer for 30kw UHF station. Would also be required to work in master control, teletext, and VTR operation. Send resume to: Daniel Rutman, WNJU-TV, 1020 Broad Street, Newark, NJ 07102.

Help Wanted Technical Continued

Chief Engineer for university instructional studios. Maintain monochrome TV, small FM. \$10,000-\$11,500 plus extensive fringes. Affirmative action, Equal Opportunity Employer. 517-774-3852.

Chief Engineer for NBC-UHF with 5 kw AM and 50 kw Stereo FM affiliate. Transmitter-studio maintenance experience required. Good opportunity in central Connecticut. Contact P. Gilmore at 203-755-1121 or 203-333-5551.

Switchers with first phone, must have experience and be able to direct. Send full particulars with resume first letter. New Florida station now staffing. P.O. Box 757, Fort Myers, FL.

TV Engineer II—Unusual opportunity for progressive engineer to work within creative facility. PBS affiliate in Southwest's fastest growing market. First Class FCC license and maintenance experience required. Salary range \$10,524 to \$12,779. Send resume of training and experience by Friday, May 10, 1974, to Clark County School District, Classified Personnel Department, 2832 East Flamingo, Las Vegas, NV 89121. Equal Opportunity Employer.

Help Wanted News

Need Experienced News Film Editor ready to move up from small to large market. We are an aggressive, film oriented operation. You will replace a film editor going to network. Send all information first letter to Box D-164, BROADCASTING.

Producer/Writer for action format. Top 25 market Midwest. Experienced only. Send picture and resume. Equal Opportunity Employer. Box D-226, BROADCASTING.

Chief Photographer for aggressive northeast station. Supervises staff of six in shooting most creative and imaginative newsmagazine in market and direct commercial operation. Capable of troubleshooting cameras and color processor and buying supplies. Need a working chief fully qualified in all phases of newsmagazine technology. An equal opportunity employer. Box D-282, BROADCASTING.

WUTR-TV News wants to update its resume file for full-time newsperson. Good experience, long hours and low pay. Looking for reporter with some air work. Replies to Allan Harris, Box 20, Utica, NY 13503.

News director, must be good beat individual, experienced and make good on-air appearance to anchor evening news block. Florida station now staffing. Send resume and tape or film first letter. P.O. Box 757, Fort Myers, FL.

Wanted: Staff for two new VHF ABC affiliates in NW. Especially need air-write-photo types with solid background. Need two anchors with same qualifications. Doors only Daytime call 208-336-0500; even 208-376-8289. No collect! We'll pursue.

Help Wanted Programing, Production, Others

Producer-Writer, with background in community programming for the elderly. Extensive major market experience necessary. Southwest PTV station; resume; salary negotiable. Box D-292, BROADCASTING.

Cinematographer/Editor wanted: Position available with instructional media team producing educational and documentary TV programs. Must be able to submit sample films demonstrating high level of competence in all phases of 16mm production, including lighting, shooting and editing picture and sound. Starting salary approximately \$8-9,000/yr. depending on experience and ability. Send resume to Associate Director, Educational Communications, University of Wisconsin-Green Bay, Green Bay, WI 54302. UWGB is an equal opportunity employer.

Copy writer, must be experienced and have knowledge of production techniques VTR and film. New Florida station now staffing. Resume and sample copy to P.O. Box 757, Fort Myers, FL.

Art director, must be experienced, creative and have fresh, clean approach to good visuals. New Florida station now staffing. Portfolio and resume to P.O. Box 757, Fort Myers, FL.

Situations Wanted Management

General Manager, 4 years experience, desires change. 39, sales management background and strong programming knowledge. Prefer medium to large market. Box D-262, BROADCASTING.

Aggressive sales manager in medium market, ready for new challenge. 3 years sales management, 31 with marketing degree. Current income 35K. Box D-264, BROADCASTING.

Production Manager in top 60 market would like to broaden experience and increase responsibilities with a move to a larger market. Stable, family, degree. Box D-275, BROADCASTING.

Situations Wanted Management Continued

I'm a creative Program Director who's looking for "the" station. Have knowledge in all phases of program and production, also have experience in advertising and promotion—strong administrator. Reply phone 217-359-7733 or Box D-289, BROADCASTING.

Situations Wanted News

Six-year veteran radio writer/reporter wants move upward in radio or TV news. 28, single, college graduate, Vietnam veteran. 608-269-2203. Box D-212, BROADCASTING.

Top-rated anchorman/documentaries/interviews. Seek combination news management/on-air position. 10 years TV experience. Prefer west. Box D-236, BROADCASTING.

Veteran Newsmen. 16 years Radio and TV. 5 years anchorman and reporter in top 5. Headliners and Peabody awards. Box D-243, BROADCASTING.

Energetic young man with talent to burn. Experience television, radio sportscaster, newscaster and staff announcer. Will relocate. Call 1-209-862-3454 or write Box D-252, BROADCASTING.

Meteorological personality, television is a visual media, and I do a very visual weathercast. 33 years old and ready to move up! Box D-281, BROADCASTING.

Sports: qualified with 7 years experience. I know what to do and how to do it. I'm good, ask my audience. Box D-283, BROADCASTING.

Major market female personality very experienced plus own show TV daily for 3 years. Can star in any format; interview, public service news background, even cooking. Authoritative, warm, young, well educated, Latin, no accent. Box D-288, BROADCASTING.

Anchorman on CATV, news and sports on radio. Looking for reporter, anchor, or sportscaster position with TV team. Young, married, BA. VTR available. Box D-293, BROADCASTING.

Strong administrator. Experience and maturity add depth to news and public affairs. I have them. Box D-305, BROADCASTING.

5 years TV-Radio experience, including anchor and film. 26, degree, single. Looking for a hard worker? Contact me. Ron Spinelli, 1100 Blythedale Road, Elizabethtown, PA 15037.

News writer—Columbia Univ. J. School grad. '74 with reporting experience and several years in aero space engineering. Aspire to producing and assignment desk. Available for interviews in Far West in May. Bill Schwartz, 33 East 22 St., N.Y., N.Y. 10010. 212-228-7574.

Situations Wanted Programming, Production, Others

Young, female program/production assistant, experienced in public TV, TV spots, multi-media packages. Available now. Will relocate. Box D-223, BROADCASTING.

Director for news programs and production. Experience in operations and engineering. R-TV degree, 27, veteran, any size market. Box D-225, BROADCASTING.

Experienced producer-director, top 40 NBC affiliate, M.A., seeking production or promotion position. Box D-234, BROADCASTING.

Program Manager with ability to make things happen. Young, degree, six years experience in top 40 market. Box D-263, BROADCASTING.

Available August 15. Broadcast educated (B.S. Northwestern, Master's Cornell), limited ITV experience. Seeks ground level position in production or management, commercial or public. Hard-working, energetic, creative. Box D-284, BROADCASTING.

Capable 28 years old with strong background in film production and editing seeks new challenge in audiovisual field. 8 years with network and top 5 market affiliate also management experience. Available for travel, will relocate. Box D-286, BROADCASTING.

Experience—stability—depth. 24 years ND, PD, sports, weather, commercials, booth, anchorman. Excellent utility infielder who can write, read, interview. Family man looking for warmer climes and nice people in medium to large market. Box D-307, BROADCASTING.

Degreed and flexible. Indiana U. MS in R-TV. Broadcast TV directing and FM news experience at public TV-FM. Also crewed at public TV. Want to rise quickly to producer/director. Available now. Jack Ginay, 8417 Greenwood, Munster, IN. 219-838-3867.

College grad after TV career. Familiar with studio. Broadcasting major, business administration minor. Will travel. Contact Parker Gibbs, 105 South 4th St., Evansville, WI, 608-882-4653.

CABLE

Help Wanted Management

General Manager for 5,000 subscriber system in Ohio. Expanding MSO wants college graduate with sales/marketing experience in broadcasting or CATV. \$15-18K. All replies answered. Send resume to Box D-99, BROADCASTING.

Situations Wanted Management

If your system is looking for a manager who knows how to administrate, has a working knowledge of programming, production and sales, then I'm your man! Reply Box D-290, BROADCASTING.

College graduate, B.S. cable communications, interested in moving into system management with MSO. Reply to P.O. Box 204, West Chester, OH 45069.

WANTED TO BUY EQUIPMENT

Single Bay Superturndial Antenna for use on Channel 7 as standby. Contact: E. M. Tink, Black Hawk Broadcasting Company, 500 East Fourth Street, Waterloo, IA 50703.

Used RCA TR-4HB's, TR-50's, TR-60's—Before you trade them in call: E. J. Stewart, Inc., 388 Reed Road, Broomall, PA. 19008. Phone: 215-543-3548.

FOR SALE EQUIPMENT

Automation IGM \$80 mono system 600 Step MOS. Three instacarts 48 PBM. One Scully playback and accessories. Best offer. WWDJ, Hackensack, NJ. 201-343-5097.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BECO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

Marti & Sparta new and used equipment. Remote pickup/STL/Remote Control. Consoles, Revox, Complete station packages. Financing. Holzberg Associates, P.O. Box 322, Totowa, NJ 07511, 201-256-0455.

New Fidelipac Cartridges—Wound to any length with Scotch 156 tape, \$1.25 each. Send check with order. Largest stock in Rockies, lowest prices anywhere. Idaho Magnetics, 106 Anderson, Caldwell, ID 83605. Call 208-459-8591 for quantity, prices.

Six hours used videotape, segmented, reels, boxes. Good condition. 713-634-3178.

CADCO IPA-PRS Bandpass amplifier Channel 2 new surplus, \$105. CADCO ISC-BPF Bandpass filter Channel 2 new surplus, \$110. DYNALIR FT4B module for RX4B demod Channel 2 new surplus, \$320. RCA TP-35CC 35mm telecine projector, reasonable. Call Howard Frost, 203-525-2611.

Going under one roof—Make offer on one-year-old Marti STL-8 stereo microwave system, complete with antennas, co-ax. In perfect condition. Available immediately. Call Marshall Rowland, 813-251-1861.

Consoles: Sparta A-208, MacMartin B-501. Tape Decks: Revox, Ampex, Spotmaster, Tapecaster. All eight months old. 214-824-7646.

HP-5245L frequency counter with 5253B frequency converter, 0-512 mhz. \$2,000.00. 512-345-2740.

For Sale: 250 watt RCA AM transmitter, type BTA-250M, excellent condition. Available May 15. Price \$2,500. 314-546-7473. Also for sale: 4 Gates Cartridge II cartridge play back machines and 1 Gates Cartridge Tape II recorder/play back machine and approximately 250 cartridge tapes loaded at various lengths. Price \$200 each for the play backs and \$250 for the recorder play back and \$1 each for the cartridges. Phone 314-546-7473.

Gates equipment consisting of Studioette 200.00, Limiter 75.00, Sta-level 75.00, and 2 ATC transistorized cartridge playbacks 300.00 or 600.00 takes all. Dick Crago, WAXE Vero Beach, FL. 305-567-3934.

Stoddart NM-52A field intensity meter, recent calibration, with antenna, remote meter, cables, tripod and carrying cases. \$2,000.00. 512-345-2740.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Jack Shorts! Twice-monthly Contemporary Comedy. Sample \$1.25. Broadcast Library, 58048 Twineing, Dallas, TX 75227.

One-liners! Jokes! Tropical humor exclusively for jocks. Free sample—"Funnies" Box 11-511, Newington, CT.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more; Write: Command, Box 26348, San Francisco, CA 94126.

Prizes—Excellent low, low cost, very high value. Box 223, Westfield, IL

Biographies on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

Air checks of South Florida stations. Reel or cassette. First half hour \$8, each additional half hour \$5. Send check, station call, freq., day/date to Creative Dimensions, Suite 309, 9201 Collins Ave., Miami Beach, FL 33154.

Job leads! 'The Chucker' leaves no stone unturned. Introduction rates: 75¢/issue, \$2.50/mo., \$6/3 mo. 1171/2 Broadfoot, Fayetteville, N.C. 28305.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Job opportunities and announcer-d.j.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin April 29, June 10, July 15, August 26. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 2402 Tide-water Trail, Fredericksburg, VA 22401; phone 703-373-1441.

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans** and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,** 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston**, 3518 Travis.

Elkins in Memphis**, 1362 Union Ave.

Elkins in Minneapolis**, 4103 E. Lake St.

Elkins in Nashville**, 2106-A 8th Ave. S.

Elkins in New Orleans**, 2940 Canal.

Elkins in Oklahoma City, 5620 N. Western.

Elkins in San Antonio**, 503 S. Main.

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

First Phone, tape recorded instruction. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, CA 90266.

Instruction Continued

Need a 1st phone and practical training? The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't settle for Q&A or second best courses. Our next class starts on June 17, 1974. For information call or write Don Martin School of Communication, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

Knoxville, Tennessee. FCC First Class License: Next class runs June 10-July 20. Professional Academy of Broadcasting, P.O. Box 2411, 37901. 615-693-1736.

FCC license the right way, through understanding, at a price you can afford. Home study. Free catalog. GTI, 5540 Hollywood, Hollywood, CA 90028.

RADIO

Help Wanted Sales

I'M TIRED

of running kids through my programing and sales departments. I want a real communicator who can sell. Salary for air, and commission for sales. Established sales territory. If right person, you may be able to get a piece of the action. Want mature, heavy weight who will stay in this small Northeastern market. Now doing \$250,000 yearly with this daytimer. Competition doing \$450,000. Great potential? I am majority owner, and do air shift and sales. Looking for same kind of person. Interested? Sell me! Write:

Box D-146, BROADCASTING

YOU???

Somewhere out there is a broadcast salesperson who is very talented, but unhappy. Or unfulfilled. Here are the characteristics. He doesn't just want to be a hired hand all his (or her!) life. This person wants profit sharing, possible stock ownership, and to be on the inside of decision making, pricing, etc.

I own a company that needs two skilled, motivated, self-starting sales people. Closers, not order takers. We're the largest privately owned suppliers of information by telephone—Dial-A-Weather Report, Dial-A-Sports, etc. the beginning of each message is a sponsored 30 word, 12 second commercial. Currently, there are about 40 blue chip sponsors on these systems, with opportunity unlimited for more.

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5 figure salary for right person. Must be capable on street and on air. Spot and investigative news emphasized. Must have ability to scoop. Contact Bob Durgin, News Dir. with tape and resume.

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Responsible for local production, training and teaching one course per term. Requires at least an M.A. in radio-television-journalism, and demonstrated ability in announcing, writing, production and teaching; at least two years current professional experience. Academic rank, excellent fringe benefits package. Salary: \$10,500-\$12,500.

KUOP-FM, Stockton, California, is a 30,000 watt stereo public radio station affiliated with the National Public Radio Network. All applications must be received by May 7, 1974.

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KUOP-FM
3601 Pacific Avenue
Stockton, California 95211

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Box D-301, BROADCASTING

Upper Midwest: Profitable full-
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\$530,000 on terms to qualified buyer,
real estate included. Reply:

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Wanted. Management, Sales, etc. If this information is
omitted we will determine, according to the copy en-
closed, where the ad should be placed. No make goods
will be run if all information is not included.

The Publisher is not responsible for errors in printing
due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Mon-
day's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed
to Box Number, c/o BROADCASTING, 1735 DeSales
St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer
forwards audio tapes, transcriptions, films or VTR's.
BROADCASTING cannot accept copy requesting au-
dio tapes, transcriptions, films or tapes to be sent
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Rates, classified listings ads:

—Help Wanted, 40¢ per word—\$5.00 weekly minimum.
(Billing charge to stations and firms: \$1.00).

—Situations Wanted, 30¢ per word—\$5.00 weekly
minimum.

—All other classifications, 50¢ per word—\$5.00 weekly
minimum.

—Add \$1.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All other \$40.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employ-
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requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city
(Des Moines) or of state (New York) counts as two
words. Zip Code or phone number including area code
counts as one word. (Publisher reserves the right to
omit Zip code and/or abbreviate words if space does
not permit.) Count each abbreviation, initial, single
figure or group of figures or letters as a word. Symbols
such as 35mm, COD, PD, GM, etc. count as one word.
Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

The man at NBC who made Johnny Carson, Bill Holden and Paddy Chayefsky happy

Dave Tebet answers to the title of vice president of talent for NBC-TV, but he's really one part psychoanalyst and one part Jewish mother.

The psychoanalyst part starts with his Rockefeller Center office, which has none of the standard ugly-modern office furniture and glaring fluorescent lighting but instead resembles a plush den decorated by a rich Oriental businessman. A well-cushioned, double-sized opium bed (which actually resembles two long, hardwood lounge chairs attached by a partition originally meant to serve as resting place for the hookahs) is the most noticeable of the office's Oriental furnishings, although the influence of the Far East makes itself felt in just about everything else in the room, including a table inlaid with ivory and mother-of-pearl, a teak vase that serves as a receptacle for pens and pencils, and the paintings and prints that cover every inch of wall space. ("Everything in this office belongs to me, with three exceptions: the phones, the carpet and the drapes," Mr. Tebet says. Even the ubiquitous color-TV set, encased in an Oriental-style cabinet, one of the few of its kind, belongs to him and not to NBC.) The soft, subdued lighting comes from two thickly shaded lamps, one on each side of the room.

"It gets very peaceful in here when I close the door, doesn't it?" he says, and then goes on, "I'm very calculating about the effect I'm trying to produce. When an actor comes in to see me, I want the atmosphere to be as informal as I can make it."

Once this informality is established, Mr. Tebet says, he brings his almost two decades of experience as a network talent executive into play. "There are no magic formulas that can be applied across the board," he continues. "Each actor is unique, and you never know what he's going to hit you with right off the bat. But, in general, I know what actors are all about. I know their soft underbellies. All those hidden rejections—from bad notices by critics to the turndowns from casting people, studio executives and producers. And, of course, actors are more compulsive, more driven than most people—this has to be taken into account."

The Jewish-mother part of Mr. Tebet's character may best be exemplified by a policy he instituted at NBC of making sure that any actor whose series is canceled be notified immediately—and gently—by the talent department. "There's no excuse for allowing the situation to develop where an actor finds out about his cancellation in the newspapers," he says. "And the actors themselves appre-



David William Tebet—vice president, talent, NBC-TV; b. Dec. 27, 1914; attended Temple University, 1941; press agent, Shubert Theaters, Philadelphia, 1942-43; press agent for various theatrical producers and companies in New York, 1943-56; general programming executive, NBC-TV, 1956-57; manager, special programs, NBC-TV, 1957-59; director, talent relations, NBC-TV, 1959-60; named to present post in March 1960; divorced.

ciate our policy—Phyllis Diller became one of my best friends after I had to tell her she was being canceled."

And when Johnny Carson was going through a crisis after he'd finished his third successful year as host of the *Tonight* show (he was so exhausted that he wanted to quit the nightly grind and do a weekly prime-time variety hour), it was Dave Tebet who suggested the star be given more vacation time. Thus, Mr. Carson "saved his sanity" and "continued as the king of nighttime TV," as Mr. Tebet puts it.

William Holden, another friend of Mr. Tebet's, had turned down the lead in NBC's planned four-part mini-series based on Joseph Wambaugh's *The Blue Knight*. "His refusal upset everybody at the network because we all thought he'd be perfect for the role," Mr. Tebet remembers. "So one night at dinner in Hollywood I asked him why he said no to our offer. And he laid it on the line. He said, 'Dave, I just can't see myself as a fat, sleazy cop.'" Mr. Tebet's solution to the problem was to call Joseph Wambaugh and ask him if he wouldn't mind reducing the fat, sleazy cop into a thin, not-so-sleazy cop. The author agreed, and William Holden signed in short order.

One of Mr. Tebet's most gratifying trophies for the network is not an actor but a writer. "It took me two goddamn years of dinners and meetings and get-togethers," he says, "but it was worth it because Paddy Chayefsky ['Marty,' *Hospital*] is now under exclusive contract to NBC."

Next month, Mr. Tebet will have been with NBC a total of 18 years. He started in the entertainment business as a press agent for the Shubert theaters in his native Philadelphia in the early forties. "I had always loved the theater, and I knew I had to get involved in some way, although not as an actor," he says. His mother and father taught him to appreciate art and theater, he adds, and of all the advice delivered by his father, the two lessons that stuck with him are: Believe in God, and never give in to prejudice. "My father was Jewish," he says, "but he didn't have me bar mitzvah or send me to Hebrew school." Mr. Tebet ended up marrying a Catholic (the actress Nanette Fabray), and even though they've been divorced for more than a decade now, "we're still very good friends," he says. His dating these days is confined to actresses because "they may be as neurotic as hell, but they're never boring."

After his Shubert stint in Philadelphia, he gravitated to New York to do publicity work for the company formed by Noel Coward, Alfred Lunt and Lynn Fontanne. He got into TV publicity in the early fifties through his association with Max Liebman, the producer of the Sid Caesar-Imogene Coca *Your Show or Shows*. Mr. Tebet did the publicity for NBC's first "spectacular," *Satins and Spurs*, with Betty Hutton, which was produced by Mr. Liebman. "I hated the word 'spectacular,' and before the show went on the air I sent out 200 or 300 telegrams informing everybody that I had nothing to do with that word." Ironically, NBC hired him in 1956 to take over as the network executive in charge of spectacles, which at that time were being turned out at the rate of one a month.

It was in 1959 that he wrote the memo which led to his present post at NBC. The network was growing so fast that the various producers at NBC found themselves bidding against one another for actors and entertainers. "Actors' agents were having a ball," he remembers. "There was no over-all talent coordination." His memo proposed a talent-relations department at the network. "Sarnoff and Kintner got hold of it and called me upstairs," he says. He agreed to become NBC's director of talent relations, shunning vice president's stripes at first because, as he puts it, "if the idea fell flat on its face I'd have nowhere to go."

That kind of attitude, he thinks, is responsible for the "freedom I have at NBC—I can buy a plane ticket for Greece right now without asking permission of the top management. The reason for this trust is that they know I'm not plotting to become president or chairman of the board. As a matter of fact, I'm not interested in any other job in this building."

Editorials

Casualty ward

The elimination of Luther Holcomb as a nominee for FCC appointment will prolong the disarray at that undermanned agency. Until new revelations of Holcomb indiscretions were brought to light last week, it had looked as if progress were being made toward a restoration of the commission to functioning strength.

The anticipated swearing-in this week of James Quello — whom the Senate let dangle for seven months — is now countered by the Holcomb disappointment. There will still be two vacancies, not counting the empty seat of Robert E. Lee, in Geneva at an international conference (and whose own term expires June 30). So now the White House must find another non-Republican who is confirmable and willing to take appointment to a term that has only 14 months to run. If the administration is capable of competent and prompt recruiting, now is the time to act.

The road to peace?

Broadcasters and cable operators are confronted with different but equally ominous threats in the copyright legislation that is now before the Senate Judiciary Committee. The greatest threat to broadcasters lies in the proposed establishment of record royalties that could take as much as 2% off the top of broadcast revenues. The greatest threat to cable operators lies in a proposed denial of distantly originated sports broadcasts, which many operators say they need for sheer survival.

Neither provision belongs in a copyright bill. Perhaps, at last, the broadcasters and cable operators have found a common ground for action on copyright.

For years the cable interests have been disinclined to support a copyright bill that would include any liability for their carriage of broadcast programming. They had counted — wisely, it turned out — on the courts upholding their position that current law exempted them.

That condition may be changing. At the National Cable Television Association convention in Chicago last week the chairman of the FCC made it "perfectly clear" that cable resistance to all copyright liability must be abandoned if the industry wants a fair shake in FCC regulation. A U.S. senator said much the same thing: Absent copyright settlement, Congress will be loath to treat cable with benevolence when other legislation affecting the industry comes up. Even the NCTA's chairman said it: Copyright settlement is of the first priority.

If the cable interests are to come to terms on copyright legislation, they must accept the kind of provision that emerged from the Copyright Subcommittee, establishing royalties for their use of broadcast programming. Indications are that the cable establishment may be resigned to that, if not to the scale of fees, which the NCTA wants cut in half.

If the broadcasters are to come to terms on copyright legislation, they will insist that it contain a cable liability for broadcast programming. Must they, however, insist that the scale of royalties remain at the levels fixed in the subcommittee's bill?

Is there reason now for broadcasters and cable operators to reopen talks about the liability for broadcast carriage? Is there reason to return to the original consensus that they and the copyright owners reached three years ago, as a prelude to the revision of FCC regulations? That agreement specified that if the parties were unable to compromise on

the scale of royalties to be written into law, they would accept legislation establishing the principle and leaving to arbitration the settlement of fees.

If broadcasters and cable operators could unite on that provision of the legislation, they could unite in opposition to the establishment of record royalties — which at least imply a threat to cable too — and perhaps even to the modification of the sports blackout.

The winds from Lake Michigan last week seemed to carry the message: Give us our distant sports, and we'll play ball. It would be worth the broadcasters' time to consider joining the game.

'We the people'

One of the liveliest debates of this troubled Nixon era relates to television, rather than to Watergate per se. The issue is whether the impeachment proceedings, now seen as probable, should be made available to broadcast coverage.

Ordinarily the coverage of a "public" event would be determined by the media. Congress isn't bound by the rules of logic, or it seems, even by the First Amendment. More than that, each branch — House and Senate — makes its own rules and does not need concurrence of the other. Thus, the houses could move in opposite directions, as indeed they often do, particularly in the broadcast coverage of committee investigations.

Never before has the question of live, instantaneous coverage of impeachment of a President been presented. The House would impeach and the Senate would try, deciding by a two-thirds vote whether to convict or acquit.

Every conceivable kind of coverage has been suggested. Should the proceedings be open so the electorate can follow every nuance by television and radio, possibly on a rotation schedule? Should only pad and pencil reporters be admitted? Or should the sessions be closed to all?

In our democracy the decision at some point rests with the majority. When plans are being made for the Bicentennial, it is singularly appropriate to return to the Constitution.

The preamble opens: "We the People. . ."

It is our view that the people would want the proceedings open to all media, to cover as they might choose. This would mean accredited newsmen of the press, radio, television, magazines, still and motion picture cameramen so long as they do not disturb the decorum of the proceedings — in the Senate and the House.



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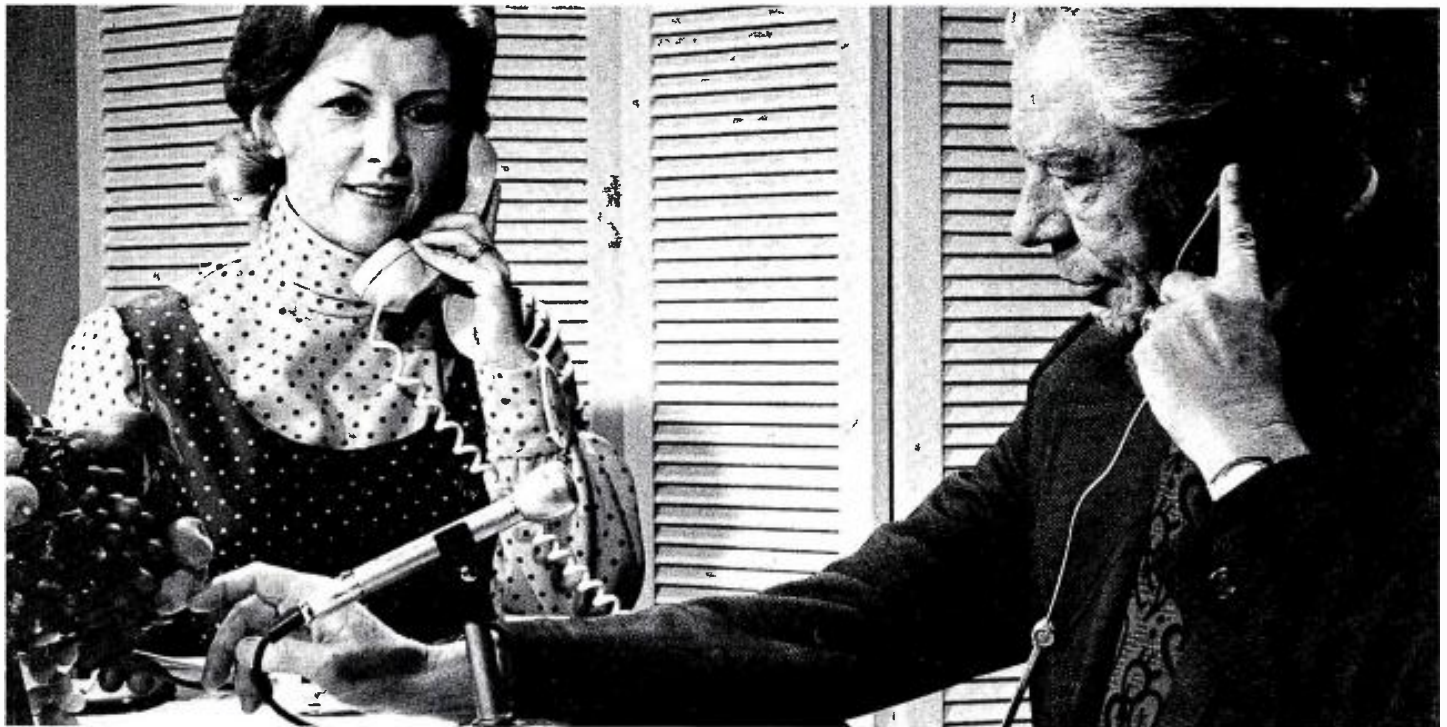
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