House passes renewal bill, extends term to five years
Special report: Big business in broadcast barter

Broadcasting May 6

The newsweekly of broadcasting and allied arts

Our 43d Year 1974

THE FBI

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the Bauer 707 was 'just right' in its day

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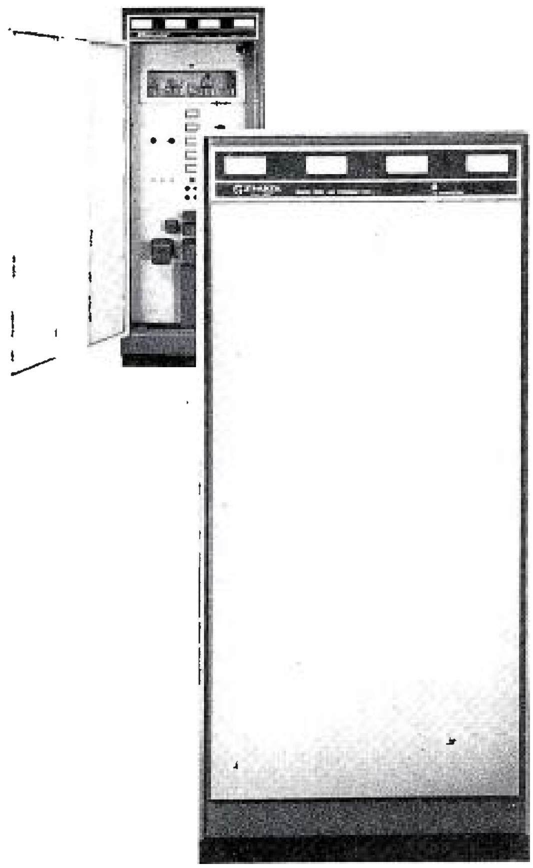

In the tradition of the most successful broadcast transmitter in history, the Bauer 707, now comes the SPARTA 701B:

THE NEW MODEL 701B SPARTA/1kw AM TRANSMITTER IS THE ONLY ONE MANUFACTURED TODAY WITH EVERY ONE OF THESE 'JUST RIGHT' FEATURES AS STANDARD EQUIPMENT!

- **All solid state, right up to the finals**
- **125% positive modulation**
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- **New long-lived 4-500 tubes**

Plus these and other time-tested SPARTA/Bauer 'just right' quality features; oil filled modulation transformer, built-in dummy load, vacuum capacitor final tank tuning.

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Broadcasting May 6
Vol. 86 No. 18

Closed Circuit®

Sellers' market. Actual sales are just beginning to come in, but network and agency sources alike appear impressed by size of market for TV networks' new fall prime-time schedules. One agency executive reports estimates of "$375-$400 million out there actively shopping right now." Network sales chiefs agree market is as big as – some officials say it seems bigger than – at this point last year, whose fourth quarter contributed substantially to all-time high of $1.8 billion in network advertising revenues in 1973 (see page 6).

And pricing apparently is up 5%-6% or more on average. Some agency sources expect prime-time cost-per-thousand which in 1973-74 was around $4.60 to reach or pass $5 in new season. There's some speculation that buying will be less explosive – "more orderly" was one network official's term– during first few weeks than was case year ago, if only because clients may need longer to evaluate extensive changes made by all three networks. But buys are being made. Chevrolet, Ralston-Purina, American Home Products and Volkswagen are among those reported to have bought, some with packages on all three networks.

Three in one. With present term of 21-year FCC member, Robert E. Lee, fast running out, there are fresh indications of White House indecision on reappointment he is seeking. High administration aides, including former FCC Chairman Dean Burch, now counselor to President, are said to favor replacement. Mr. Lee has support in broadcasting and Congress. It's now learned White House wants to announce decision on Lee seat along with appointments to two existing vacancies.

Leading contenders for Burch (Republican) vacancy remain Donald E. Santarelli, administrator of Justice Department's Law Enforcement Assistance Administration; Lynn Wickwire, executive director of New York State Cable Television Commission, and Abbott Washburn, former deputy director of U.S. Information Agency. For H. Rex Lee (Democratic) seat – now that Luther Holcomb is out – candidate said to have inside track is Glen O. Robinson of University of Minnesota Law School, Burch favorite since first mentioned last year as possible successor to Nicholas Johnson. Others whose names are heard: Robert Smith Jr., counsel to Senator Sam Ervin's (D-N.C.) Subcommittee on Constitutional Rights; Wayne Thevenot, aide to Senator Russell Long (D-La.), and Gene Ainsworth, Mississippian on White House staff.

End in sight. FCC is to consider this week renewals of seven Texas station licenses held up three years by petitions to deny and transfers of three of them in $105 million breakup of Carter Publications properties. Commissioner Robert E. Lee may participate by telephone from Geneva, where he is attending World Administrative Radio Conference. And his vote could be important since FCC is still shy two members and new commissioner, James H. Quello (see page 29), may not feel qualified to vote. Deadline on Carter sales was originally March 31, was moved back twice – to April 30 and now to May 15.

FCC staff reportedly sees no reason not to grant all applications. Petitions to deny were filed by owners of now-dark UHF in Dallas who also filed antitrust suits that were settled out of court. Involved are $35 million sale of Carter's WBAP-TV Fort Worth to LIN Broadcasting and $80 million sale of WBAP-AM-FM Fort Worth, *Fort Worth Star-Telegram* and two suburban newspapers to Capital Cities Communications Corp. Renewals at stake are those of A. H. Belo Corp.'s KFDM-TV Beaumont and WFAA-AM-FM Dallas and *Times Herald's* KDFW-TV Dallas. (WFAA-TV renewal is challenged by group seeking license for itself.)

Eiges's new career. Shortly to be announced will be appointment of Syd Eiges, NBC vice president, public information, as public affairs and communications chief of American Revolution Bicentennial Administration, headquartered in Washington. Mr. Eiges leaves NBC after 33 years on June 1, having attained retirement age of 65. He will report to John W. Warner, former secretary of Navy, who was named fortnight ago as Bicentennial administrator.

Avco action. Sale of WOAI(AM) San Antonio, Tex., by Avco Broadcasting for $1.5 million to local businessmen (see page 30) may be forerunner of other dispositions. John T. Murphy, Avco Broadcasting president, is noncommittal but confirmed report that offer has been made for WWDC-AM-FM Washington. Another report stating Avco's crown jewel – clear-channel WLW(AM) Cincinnati – was on block was branded premature and speculative.

None of Avco's five TV stations are on market, it was asserted. But other radio stations, KYA-AM-FM San Francisco and WRTH(AM) Wood River (St. Louis), Ill., conceivably could be acquired if credentials and price considerations were sufficiently attractive.

Tennis everyone. "In" group of tennis players in Washington communication circles participated in men's doubles and mixed doubles tournament that CBS Washington sponsored last week in association with *World Tennis Magazine*. New FCC Commissioner James H. Quello used tournament to make quick name for himself; he and Representative John Breaux (D-La.) teamed to take third place. Republican National Committee Chairman George Bush and CBS News White House correspondent Robert Pierpoint demonstrated tensions between Republican high command and CBS can't be all bad by teaming to take first place.

In detente, CBS's Washington VP, Richard Jencks, man behind tournament, was partner of President Nixon's chief of staff, Alexander Haig. They finished out of money. Among others who played: FCC Chairman Richard E. Wiley, former FCC Chairman Dean Burch, now presidential counselor; White House News Secretary Ronald Ziegler, and Katharine Graham, *Washington Post* and Post-Newsweek Stations.

Takeoff. Radio business is in burst of activity unmatched in months, perhaps years. Number of national spot buyers say they're having trouble clearing time they want. Some stations and station reps reportedly are advising buyers they're virtually sold out into June. "And secondary markets are almost as tight as the big ones," reported buyer who said that, as example, one station in approximately 75th market "couldn't clear one spot out of 38" she wanted to place.

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Top of the Week

Over hurdle in House. *On again, off again prospects for license renewal bill are on again in big way as House votes approval by 379-14. Icing on cake is adoption of James Broyhill amendment to lengthen term to five years. Industry now turns hopes, and legislative persuasion, to Senate, where there's promise of "expeditious" consideration. It could end up in race with impeachment.* Page 20.

The barter business. *The unwritten rule in barter is that more people are willing to do business that way than are willing to talk about it; it's clear that practice of dealing in commodities other than cash is more acceptable than respectable. A special report defines the field.* Page 22.

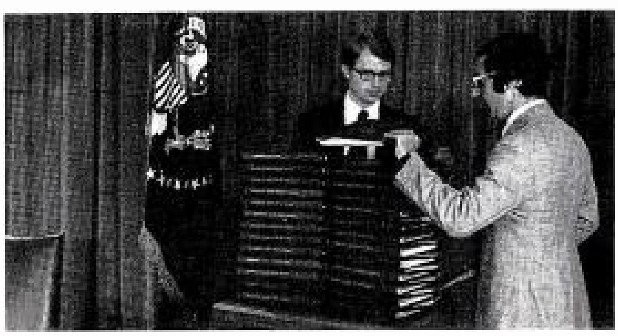
Blue ribbon for red tape. *FCC Chairman Wiley finds commission's adjudicatory process "adrift in a sea of due process." He asks Federal Communications Bar Association to join in formation of blue-ribbon committee to find better way. It's a field they've tried to plow before, without success.* Page 29.

Fact or fancy? *Targets of Justice Department's attempts to splinter media combinations argue they're victims of social theorizing rather than actual demonstration public will be served by diversity of ownership.* Page 29.

At last. *James Quello finally got his hand on the Bible last week, becoming 48th commissioner in FCC history – and assuring agency an in-town quorum. He promises to be unpredictable, says he'll work for truthfulness in advertising, expanded public affairs programing, try to keep "The Exorcist" off TV.* Page 29.

Pressure plays. *Affidavits filed in connection with government's antitrust suit against television networks charge high-level administration officials sought to curb news operations. Stanton, Rather cite White House threats.* Page 32.

Long-form news. *WNBC-TV New York, ABC O&O's on West Coast are among latest converts to two-hour format.* Page 36.



Camera ready. *Presidential media assistant Al Snyder (r) and staff aide arrange transcripts of Watergate conversations in preparation for Mr. Nixon's television address last Monday (April 29). Thus began new chain of events and new challenge for broadcast reporting.* Page 37.

Bumper crop. *Associated Press Broadcasters Association lines up headliners for Kansas City convention.* Page 38.

Escalator. *Networks will pay $56 million for rights to National Football League telecasts this year – 18% hike. Medium's record one-minute rate to sponsors will come with Super Bowl IX, pegged at $214,000 per.* Page 38.

That OTP cable bill. *Problems of today are far more compelling than those of future, if one is to judge by lukewarm reaction to OTP's trial-ballooning of long-range cable legislation. Reaction, presumably, will be more pronounced once it finds place on congressional agenda.* Page 42.

Profile. *Rene Anselmo's north-of-the-border ways and Italian ancestry haven't hurt his rapport with ethnic audience that is mainstay of Spanish International Network.* Page 65.

Profits for TV networks, owned stations jumped 34.8% in 1973 – to $287.7 million

Three national television networks and their owned and operated stations recorded sharp increases in revenues and profits in 1973. FCC-released figures show that net revenues were up 10%, to $1.758 billion, from 1972, while profits (before federal income tax) jumped 34.8% to $287.7 million.

Broken down, figures show that networking continues to be major profit area. Those earnings for ABC, CBS and NBC zoomed up 66.7%, to $184.9 million, while profits reported by 15 owned and operated stations moved up only .3%, to $102.8 million.

Commission reported that advertising sales from network operations increased 9.1%, to $1.835 billion, while net revenues from networking (after deductions for payments to affiliated stations and advertising agencies) rose 10.5%, to $1.405 billion. Fifteen stations recorded 8% increase in net broadcast revenues, to $353.1 million, on total broadcast revenues of $428.1 million, up 7.7%.

Three networks spent $139.8 million on news and public affairs in 1973, compared to $159.3 million in 1972, presidential election year, and $113.2 million in 1971. Owned and operated stations do not report their spending on news and public affairs.

Justice says it has best concentration-of-control case against Stauffer Topeka stations, files to deny their licenses

Stauffer Publications Inc.'s WIBW-AM-FM-TV Topeka, Kan., last week became latest targets in ongoing campaign of Department of Justice's antitrust division to break up newspaper-broadcast combines controlling substantial portion of their local advertising markets.

Justice petitioned FCC to deny renewal applications of stations, noting that they are affiliated with only two daily newspapers in Topeka, that WIBW-TV is only commercial VHF in city and that WIBW is most powerful AM there, and adding that, combined, Stauffer media command estimated 85% of $9.1 million total local media advertising revenues.

To renew licenses under those conditions. Justice said, would not be in public interest. Furthermore, it said, monopoly share of advertising revenues at least implies "socially unhealthy" information power. And Stauffer's shares of advertising revenue, Justice said, go beyond showing injury to competition; "they suffice to show monopoly."

As 126th ranked market, Topeka is smallest by far of those figuring in license-renewal oppositions Justice has filed since beginning its campaign in December. And in focusing on Stauffer's media there, Justice passed over larger targets it was known to have been considering – WKY-AM-TV Oklahoma City, affiliated with *Daily Oklahoman & Times*, and KETV(TV) Omaha, which is under common ownership with *Omaha Herald*.

Bruce Wilson, deputy assistant attorney general for antitrust, said department was faced with "question of resource allocation." Department could not "attack each situation," he said. "We picked out the one that presents the best

We're number one in the late news with the 18 to 49 year olds.

As reported by Arbitron and NSI in the key Feb/March '74 Sweeps:

We're number one in each of our five markets with our late news.

In New York we are 41% over CBS and 44% over NBC.
In Chicago we are 96% over CBS and 70% over NBC.
In Detroit we are 23% over CBS and 48% over NBC.
In Los Angeles we are 86% over CBS and 23% over NBC.
In San Francisco we are 428% over CBS and 224% over NBC.

Combined our late news is 71% over CBS and 55% over NBC.

We developed the easy to understand, humanized style of presenting the news. We've even succeeded in making our news just as important as your other favorite television programs.

By applying the same open-minded innovative news approach to the rest of our stations' programing we're number one with the 18 to 49 year olds.

Day and night sign on to sign off we are number one with our five stations combined.

ABC OWNED TELEVISION STATIONS

WABC-TV, NEW YORK; WXYZ-TV, DETROIT; WLS-TV, CHICAGO; KGO-TV, SAN FRANCISCO; KABC-TV, LOS ANGELES

Audience information based on Arbitron and NSI estimates. Feb/March '74 for New York, Chicago, Detroit, Los Angeles and San Francisco. Subject to qualifications available upon request. Figures cited are NSI.

Real danger. Major challenge to freedom of electronic and print press does not lie with White House special assistants "who seem demonstrably lacking in judgment" and "skirt the edge" if they do not fall into "illegality in using government processes to coerce media." So believes Clay T. Whitehead, director of Office of Telecommunications Policy. Real threat, he said in University of Maryland address, is "year-by-year gradual accumulation of perfectly legal government administration by the FCC and the courts of more and more details — all for the best causes, all for the public interest — of what actually goes out over our airwaves."

case." By that he meant that, according to department's analysis, Topeka presented greater degree of concentration of media control than did Oklahoma City or Omaha.

Department, in its petition, says its estimates of Stauffer's control of local advertising market "are provisional," at least in part because Stauffer rejected department's request for information on its advertising revenues. (WKY-AM-TV and KETV rejected similar requests.) Nevertheless, department feels its estimates are reasonable, "plainly good enough to make a prima facie showing that Stauffer possesses a monopoly of the media of mass communications in Topeka.

Department obtained annual revenue figures of KTSB-TV, Stauffer's UHF competition in Topeka — $500,000. And from comparison of circulation figures, it concluded that WIBW-TV's revenues last year were $1,500,000. Topeka's dailies produced $6 million, according to department estimates, which were based on information obtained in other license-renewal proceedings.

Justice has now filed against licenses of six newspaper-related companies — Milwaukee Journal's WTMJ-AM-FM-TV, Cowles Communications Inc.'s KRNT-AM-FM-TV Des Moines, Iowa; Pulitzer Publishing Co.'s KSD-AM-TV and Newhouse Broadcasting Corp.'s KTVI(TV), all St. Louis, and Midwest Radio-Television Inc.'s WCCO-AM-FM-TV Minneapolis.

Senate will be tougher nut to crack on license renewal bill, say opponents

Victors and vanquished in license renewal bill fight (see story page 20) have different views of bill's chances when Senate takes it up. Phrase being heard most often among citizen groups is "Senate is more deliberative body." Everett Parker of United Church of Christ's Office of Communications believes senators will "not be as panic stricken as the members of House" who went for bill to tune of 379-14 last week. He doesn't doubt "it will be rewritten in the Senate."

Al Kramer of National Citizens Committee for Broadcasting sings same tune. "The lines are more sharply drawn on the Senate [Commerce] committee," he said. But he conceded that if bill gets through Senator John O. Pastore (D-R.I.) and his Communications Subcommittee, it will be passed on floor.

National Association of Broadcasters is hoping "substantial" record compiled during House hearings on renewal bill will cut time needed for Senate hearings. Hearings on House side lasted 17 days, produced 1,200 pages of testimony. Size of House vote, as far as association is concerned, "indicates the interest in and the justness of our case for relief," spokesman said. "Greatest pitfall" facing Senate consideration "is time," he said. For his part, Senator Pastore says there's "quite a bit of sympathy" for renewal relief in Senate. He'll get to hearings "as expeditiously as possible," but offers nothing more specific.

Impeachment hearings opened to broadcasters; networks plan to rotate coverage

House Judiciary Committee voted unanimously last week to allow live broadcast coverage of open impeachment hearings. Three networks have agreed to rotate coverage, as they did for last summer's Senate Watergate hearings. Pact came just one day after Judiciary accepted proposal of number two ranking Republican Robert McClory (Ill.) to let camera and microphones in. Hearings are set to start this week, but behind closed doors. First broadcast opportunity to cover testimony will probably come week after next; May 21 at earliest, news departments figure. Hearings will be held Tuesday through Thursday for at least six weeks, according to most predictions.

Hearings are expected to take on air of trial since presidential attorney James St. Clair will be allowed to cross-examine witnesses and call his own in President's defense. Presidential counselor Dean Burch says White House has no objections to TV-radio coverage.

In Brief

Critical failure. Office of Telecommunications Policy's draft legislation aimed at implementing Cabinet Committee report on cable television does not seem to be generating much enthusiasm among those who have examined it. Besides complaints of staffers of Cable Television Information Center and FCC Cable Television Bureau about drafting and thrust (see page 42), David Foster, president of National Cable Television Association, feels draft "fails to live up to promise of the Cabinet Committee study." Draft's problems, he said last week, are those of "omission," but he declined to be specific. David Kinley, acting chief of Cable TV Bureau, feels OTP has in effect fallen between two stools: "Either OTP should be more generalized in its approach, like the Communications Act, or it should provide much more specific guidelines for licensing agencies to follow."

Staffing. Allen Cordon, assistant chief of Cable Television Bureau, has been named legal assistant to FCC Commissioner James H. Quello. Mr. Cordon was with cable bureau for four years, has been with commission 18 years, and served as legal assistant to former Commissioner Kenneth A. Cox. Commissioner Quello's new confidential assistant is Ethel Ciulis, formerly in executive director's office.

Growing. National Association of Television Program Executives has set dates for 1975 conference, lengthened it from four to five days. It will be in Atlanta's Hyatt Regency hotel Feb. 8-12.

Buyer found. Trans-World Communications Inc., closed circuit TV division of Columbia Pictures Industries, which has been on block for year, has been sold to Paul Klein's Computer Television Inc., will operate as subsidiary called TWC Communications Inc. Principal product is hotel pay TV. Price was not revealed. Last deal — with Prudential Maintenance Co. — was for $4 million. New one is believed considerably under that.

Go. FCC last week approved sale of Nebraska TV and its three satellites from Bi-States Corp. to NTV Enterprises. Price is $1.9 million and involves KHOL-TV Kearney and satellites KHPL-TV Hayes City, KHTL-TV Superior and KHQL-TV Albion. Principals in NTV Enterprises are John Payne, John Crowley, Alan Oldfather and Charles Oldfather. Principals in Bi-States are F. Wayne Brewster, Delia Brewster, C. E. Freas, Willard F. Anderson, William F. Anderson and William S. Bivins.

Standing pat. Television code review board has voted to take no action on matter of comparative advertising. Code

Salty

STARRING

MARK SLADE • JULIUS HARRIS and JOHNNY DORAN as TIM

26 HALF-HOURS IN COLOR
AVAILABLE FOR FIRST-RUN SYNDICATION
SEPTEMBER, 1974

TWENTIETH CENTURY-FOX TELEVISION

PRE-SOLD TO ABC OWNED AND OPERATED STATIONS board was studying possible change in code language, decided last week to rest on present language that urges advertisers to push "positive merits" of their own product and not disparage competitor's. And, after hearing presentation from two national homosexual organizations, board ruled present code protects gays from insensitive portrayal. National Gay Task Force and Gay Media Action wanted board to include "sexual orientation" in sections relating to minority groups. Representatives of both gay groups say they'll make similar presentation to radio code board May 16. National Association of Contraceptive Manufacturers, newly formed trade group, also urged code changes to permit advertising of such products. Its proposal was referred to committee.

KSFO renewed. FCC has renewed license of Golden West Broadcasters' KSFO(AM) San Francisco, rejecting objections of citizen group. Commission said it found no basis for allegations on part of Community Coalition for Media Change and its co-chairman, Marcus Garvey Wilcher, that station discriminated in employment against minorities, carried little if any programing aimed at minorities and had failed to comply with 1968 programing proposals.

Mutual eyeing New York buy. Mutual Broadcasting Corp., parent of Mutual Broadcasting System and Mutual Black Network, has signed letter of intent to purchase minority interest in Inner City Broadcasting Corp., black-owned group now licensee of WLIB (AM) New York. Inner City has option to purchase WBLS (FM) – formerly WLIB-FM – from New Broadcasting Co. (Novik interests) for $1.35 million, has filed with FCC for approval of that transfer. Sale has July deadline; Inner City says it's $400,000 short on purchase price, hence sale of minority interest. Mutual Black Network is affiliated with WBLS; rival National Black Network is affiliated with WLIB.

Powerless. House Subcommittee on Communications and Power, headed by Representative Torbert Macdonald (D-Mass.), will lose half its jurisdiction if House adopts recently introduced reorganization plan. Plan comes from select committee headed by Representative Richard Bolling (D-Mo.) and would transfer jurisdiction over power to proposed energy-environmental committee.

Mr. Macdonald says he'll fight Bolling plan on grounds that "oil and gas companies and the Federal Power Commission will have the opportunity to stuff things past" new, inexpert committee. As for communications, "We've taken care of the major matters," meaning license renewal, Mr. Macdonald said. "We might just get around to nit picking" if committee doesn't have power responsibilities to keep it busy, he observed.

Boise bargaining. Negotiations for sale of KBOI-AM-FM-TV Boise, Idaho, have been concluded, with KBOI-TV being sold to Donrey broadcast interests (Don Reynolds) for over $2 million, and KBOI-AM-FM going to J. Hobart and Charles Wilson group (KPNW-AM-FM Eugene, Ore.) for about $850,000. Stations now owned by Paul Boyd, Robert Howell, Westerman Whillock and others. KBOI operates on 670 khz with 50 kw day and 25 kw night; KBOI-FM is on 97.9 mhz with 17.5 kw, and KBOI-TV on channel 2, with CBS and ABC affiliations.

Instant replay. National News Council will undertake extensive study of network news "instant analysis" concept later this year. Written complaint to council that instant analysis is part of TV "attempt to manipulate the minds of its viewers" spurs study, referred by council staff to organization's "Freedom of the Press Committee."

Headliners


Storer Sr.


Michaels


P. Storer


Lee


Hardy


Gerber


Hart

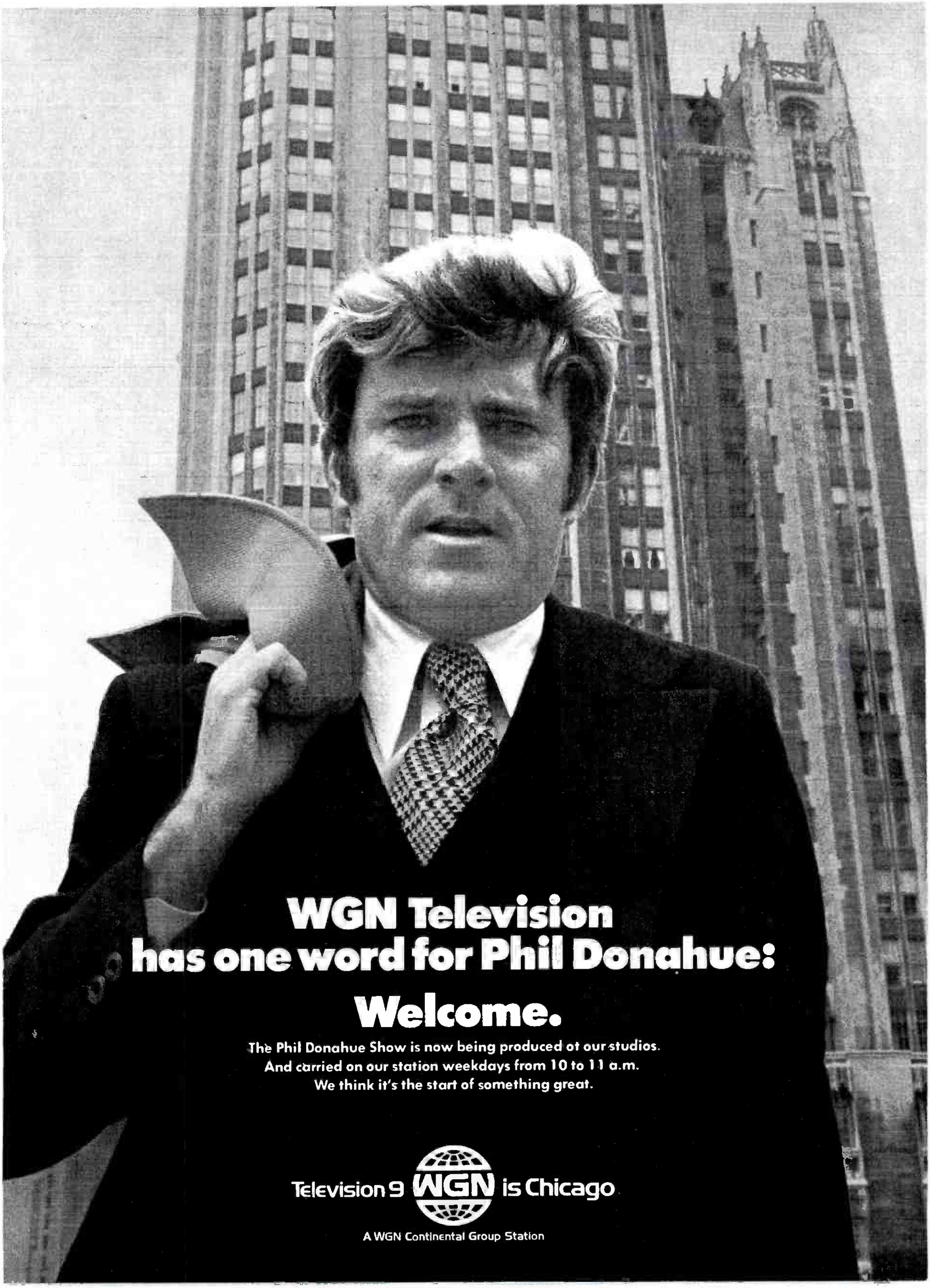
Storer Broadcasting Co. elected new executive hierarchy at annual meeting in Atlanta last week. **George B. Storer Sr.**, 74, board chairman, becomes chairman of executive committee. **Bill Michaels**, 56, president, becomes chairman and chief executive officer. **Peter Storer**, 45, executive vice president, becomes president. And **Terry Lee**, 52, VP for broadcast operations, becomes executive vice president.

Ashton Hardy, 38, of New Orleans, joined FCC as general counsel, succeeding John Pettit, ("Closed Circuit," April 8). Mr. Hardy, who was member of law firm of Jones, Walker, Waechter, Poitevent, Carrere & Denegre, is native of Gulfport, Miss., attended Tulane University and graduated from Tulane Law School in 1962. He has been active in American Bar Association and in Louisiana Bar Association, and in 1972 worked in President Nixon's re-election campaign as advance man.

Screen Gems was re-named Columbia Pictures Television last week (see page 39). **John H. Mitchell**, who continues as president, announced appointments of **David Gerber** as executive vice president, worldwide production, and promotion of **William Hart**, domestic syndication chief, to senior vice president. Three will serve as executive committee with **Norman Horowitz**, senior VP-international, and **Edward Masket**, senior VP-administration.

Russell Karp, financial consultant since 1971 and earlier VP in charge of finance for Columbia Pictures Industries, named president and chief operating officer of Teleprompter Corp., New York. **William J. Bresnan**, who has been interim president, continues as president of Teleprompter's cable television subsidiary and will be senior VP of corporation. **Jack Kent Cooke** continues as chairman and chief executive officer.

Index to Departments


WGN Television
has one word for Phil Donahue:
Welcome.
The Phil Donahue Show is now being produced at our studios.
And carried on our station weekdays from 10 to 11 a.m.
We think it's the start of something great.
Television 9 WGN is Chicago
A WGN Continental Group Station

This year, only three Peabody Awards were presented to commercial television stations. Two of them to CBS Owned stations—KNXT Los Angeles, and WCAU-TV Philadelphia.

Since receiving the Peabody Award is something like attaining knighthood, we felt, to say the least, extremely honored. And extremely proud.

One award, in the Education category, went to KNXT Los Angeles, for "Dusty's Treehouse" and "Learning Can Be Fun," both locally originated programs.

"Dusty" and his people and puppet friends have done a great deal both to stimulate and to satisfy the insatiable curiosity of their young audience. And in the process, have picked up three Emmys.

"Learning Can Be Fun" is a newer program, but equally extraordinary. Its bilingual, bi-cultural format, aimed at young Mexican-Americans, stresses the value of a dual heritage while encouraging ethnic pride and a positive concept of self.

(Translation: it works.)

The award for Promotion of International Understanding went to WCAU-TV Philadelphia, for "Overture to Friendship: The Philadelphia Orchestra in China."

The broadcast, in an exciting series of views and interviews, presented a warm, human and wonderful exchange between the people and cultures of two far-removed countries.

The CBS Owned stations have always worked for imaginative, informative and high-quality local programming. It's nice to know that our work has received such auspicious recognition.

Stay tuned for more of the same.

THE FIVE CBS STATIONS

WCBS-TV New York KNXT Los Angeles WBBM-TV Chicago
WCAU-TV Philadelphia KMOX-TV St. Louis

Datebook®

■ Indicates new or revised listing.

This week

■ **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. Ridpath hotel, Spokane.

Also in May

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 motel, 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; Garry 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.

May 18—*Radio Television News Directors Association* regional seminar. University of Michigan, Ann Arbor.

■ **May 18-19**—*Acorn Community Television* dedication and conference on urban CATV and community programing. Speaker: David Kinley, FCC. Laney College and Acorn studios, Oakland, Calif.

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

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

May 20-22—*California Community Television Association* annual spring meeting. Senator hotel, Sacramento.

■ **May 21**—*ABC Inc.* annual stockholders meeting. 7 West 66th Street, New York.

May 21—*20th Century-Fox Film Corp.* annual stockholders meeting. Scottish Rite Temple, Los Angeles.

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

■ **May 22**—*Foote, Cone & Belding Communications Inc.* annual stockholders meeting. Hotel Commodore, New York.

May 23-27—*Association of Federal Communications Consulting Engineers* annual meeting. Landmark Motor Inn, Myrtle Beach, S.C.

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

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

■ **May 28-30**—*Pennsylvania Cable Television Association* spring meeting. Penn Harris Motor Inn, Harrisburg.

May 28-30—*UNDA-USA* (national Catholic broadcasters association) seminar and workshop for religious broadcasters and allied communicators. Franciscan Renewal center, Scottsdale, Ariz., and Arizona State University, Tempe.

May 30—*UNDA-USA* 9th annual Gabriel Awards presentation. Mountain Shadows hotel, Scottsdale, Ariz.

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

May 30-June 1—*Associated Press Broadcasters Association* national convention. Featured Speakers: Julian Goodman, chairman, NBC. Senator John Pastore (D-R.I.), and Grover Cobb, senior executive vice president, National Association of Broadcasters. Alameda Plaza hotel, Kansas City, Mo.

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

May 31—*Syracuse University S. I. Newhouse School of Public Communications* dedication of Newhouse II, broadcasting center. Featured speaker: William S. Paley, chairman, CBS. Syracuse, N.Y.

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 2-5—*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.

■ **Feb. 8-12, 1975**—*National Association of Television Program Executives*, annual conference, Hyatt Regency hotel, Atlanta.

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

■ **April 13-17, 1975**—*National Cable Television Association* 24th annual convention. New Orleans.

Open Mike®

Who needs whom?

EDITOR: It's again appallingly clear that the strongest group of voices in the world are sitting back and letting themselves be done in.

I'm pointing at the broadcasters who are sitting quietly, watching the recording artists make a real play for 2% of our gross income, which for the average operation can easily be 20% of profit. This, from a group which uses the broadcast medium as its main claim to fame.

We can easily show these people that they should be paying *us*, with what I choose to call a 60-60 plan—only music over 60 days old, on the air for 60 days.

Then count the new hits, hunt for new faces and search for the shine of gold records.

We could even make a fun thing of it —promote a special period during which we play only music from the fifties or forties, say for about 60 days. Our audiences would love it, and would welcome the novel change of pace. Let's hear it for the 60-60.—*B. D. Thornton, president and general manager,* KMAM(AM) *Butler, Mo.*

Clap if you believe

EDITOR: Your coverage of the first day of Senate hearings on all-channel radio legislation was excellent and, as you know, the second day produced almost the same unanimity of approval that was so evident throughout the opening day. The one exception was the Electronic Industries Association, of course. While I certainly don't want to get into a public debate with EIA on this issue, I must take exception to its "figures" reported on page 10 of the April 29 issue.

In view of the fact that the percentage of FM-equipped cars coming out of Detroit has increased only about 2½% in recent years, it's difficult to see why EIA can logically expect a sharp jump from 28% of FM-equipped cars in 1973 to 50% in 1975 and 75% by 1978. Logic simply rejects such an optimistic projection.

Maybe, like Peter Pan, we have to forget logic and just believe.—*Abe Voron, executive director, National Association of FM Broadcasters, New York.*

ACLU says it didn't

EDITOR: Our attention has been called to the article in the April 15 BROADCASTING concerning the Supreme Court argument on the Tornillo case, which raises the issue of a newspaper being required to carry a reply statement from political candidates to editorial attacks made by the newspaper.

Your story states that "Mr. Tornillo's position is backed by the American Civil Liberties Union and the National Citizens Committee for Broadcasting." That statement is wholly untrue. The board of directors of the ACLU on Feb. 9 adopted a position with respect to the print media opposing any compulsorily enforced right of access. We reject the idea of the government telling the press what it may or may not print. Such pressure is completely contrary to the meaning of the First Amendment protection of freedom of the press.—*Alan Reitman, associate director, ACLU, New York.*

Too close for comfort

EDITOR: A story in your April 29 issue incorrectly attributes comments of NCTA's Don Andersson to NCTA's Don Anderson. For the record—and for their, our and your collective sanity—Don Andersson is NCTA vice president, planning and statistical services, and Donald E. Anderson is NCTA director of government relations.—*David Foster, president, National Cable Television Association, Washington.*

Mr. Anderson

Mr. Andersson

Storm over Pearson

EDITOR: Allen Pearson's comments on growing reliance on TV for severe weather (March 25) coverage rattle the foundations of radio stations that play a major role in the dissemination of weather information, especially this radio station. Time and time again, WCCO(AM) is singled out as the one broadcast medium in this area that provides accurate and reliable severe-weather information.

The National Weather Service offers excellent advice in a tornado film when it says, "If you're included in a tornado watch, now is the time to plan. When you're included in a tornado warning, now is the time to act." It's difficult to conceive of people planning or acting while glued to the tube, much less being encouraged to do that by the National Weather Service. Anyone's first line of preparation for the onset of severe weather is having a portable radio handy.—*Curtis Beckmann, news director,* WCCO *Minneapolis.*

Mollenhoff in Mankato

EDITOR: I feel that all broadcasters and the Radio Television News Director Association in particular would be interested in some remarks by Clark Mollenhoff, chief of the Washington bureau for the *Des Moines* (Iowa) *Register-Times,* at Mankato State College, Mankato, Minn., on April 22.

Mr. Mollenhoff was guest speaker for one session of a special course called "Great Political Journalists." In answer to a question concerning the presidential news conference held during the National Association of Broadcasters convention in Houston, Mr. Mollenhoff characterized the RTNDA representatives onstage with the President as "a bunch of stooges." He also inferred that the reporters were too ill at ease to handle the President, asked questions the President wanted to hear, and suggested that the whole affair was a White House set-up.

Obviously, Mr. Mollenhoff feels that only the pros of the Washington press corps are fit and able to question the President; that a presidential news conference be structured to the desires of the press; that grass-roots broadcasters and grass-roots people have no idea of what really concerns the nation, and that everything said and done by a politician is highly suspect.

As I stated in an editorial last month, ". . . Washington-based correspondents, living in ivory towers, are inclined to become isolated from the real world."—*Dick Painter, general manager,* KYSM-(AM) *Mankato.*

The news and Mr. Nixon

EDITOR: After reading and hearing about the night the President and Dan Rather tangled with one another, I can't understand why more broadcasters don't stand up and speak their piece on the way mass media have done everything possible to tear down the office of the President.

The media have a responsibility to report the news, but that doesn't mean slanting the news. Mr. Nixon is the President; let's give due process of law a chance to prove his innocence or guilt. Let's stop trying the President on the airwaves.—*William K. Hoisington, general manager,* WKYV(FM) *Vicksburg, Miss.*

Lunch ticket

EDITOR: In the article concerning Sterling Quinlan's book, "The $100 Million Dollar Lunch," (BROADCASTING, April 15) it is stated, ". . . after nine months of operation, WCVB-TV Boston reported profits of little more than $1 million . . . this in a market where three VHF affiliates and two UHF independents report a total net profit of $17 million. The new kid on the block clearly is not yet getting his share."

That comment is typical of the attitude too many broadcasters have: that their license is one to print money rather than a license to serve the public interest. It seems to me that if WCVB-TV, in programing for the public interest, managed to clear a nine-month profit of over a million dollars, they're doing quite well. —*Eric Riback, public relations manager, noncommercial* WNYU(FM) *New York.*

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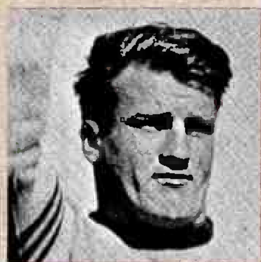

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Since aging is a problem that you and every one of your listeners will have to face, won't you help us reach your audience with these *very* important public service messages from famous senior citizens?

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Program Director ____________________

Station ____________________

Street Address ____________________

City __________ State __________ Zip __________

Monday Memo®

A broadcast advertising commentary from Jerry M. Smith, director of marketing, Royal Crown International, Columbus, Ga.

Broadcasting takes Royal Crown around the world

In any discussion of the soft drink industry, it is taken for granted that a key element of any American franchise company's future growth will have to be in the global marketplace. American jet-age travelers have become used to seeing familiar brand-name logos and even hearing American broadcast jingles in practically every corner of the world. This expansion is going on continually.

Due to the pressure of domestic market priorities that lasted until 1969, Royal Crown did not place as much emphasis on overseas markets as its competitors. Thus while there are obvious disadvantages in being a late arrival on the international scene, the results since 1969 have shown that it is still possible for a concern to create any international business from the ground up even when the existing market leaders are formidable, long-entrenched opponents.

From our analyses of the advertising patterns of our competitors that had long been entrenched in overseas markets, we realized that radio and television had to play key roles in helping to establish the identity of Royal Crown Cola quickly and forcefully. Over the past five years, we have accumulated a vast body of knowledge relating to the use of radio and television in foreign lands and we have developed, moreover, a healthy respect for the broadcast media for their rapid and efficient dissemination of product information and their prowess as a builder of company identification.

As this report is written, Royal Crown Cola Co. lists some 90 active franchised bottlers, operating in 40 countries around the world. We now have concentrate-making facilities on five continents. No longer do our overseas franchisees have to depend on shipments from the U.S. for their concentrate (to which they add water, sugar and CO_2 in successive steps) to make finished Royal Crown products. Last year we opened 15 new markets and are targeting a similar number for 1974.

We do not minimize the disadvantages of a late start overseas, losing out on the publicity advantages of being "first". However, there is a plus in having only to establish a brand—RC—rather than an entire industry—cola.

With the pioneering already having been done by our two earlier arriving cola competitors, we are able to put all of our emphasis on brand identification, compatible with local customs and needs.

For that reason we work solely with local advertising agencies in developing marketing strategies which best accommodate local franchise conditions. We have found that broadcast advertising provides the most effective means of making our brand known and recognized. As a matter of fact in some countries radio and TV must play a major part in our advertising program in order for the proper image to be created for the product.

As director of marketing for Royal Crown Cola Co. International, a post he has held since 1972, Jerry M. Smith travels about 150,000 miles each year. His soft, central-Georgia accent is at home as much in Japan, Hong Kong, Singapore or Sweden as it is in his native Columbus, Ga. Mr. Smith was born, raised and educated in Columbus and is still working at his first company. He joined Royal Crown Cola as a route salesman in the domestic division in 1967 following receipt of his BS degree in business from Huntington College in 1966. He held a succession of marketing-oriented posts on the domestic side until 1970 when he was invited to join the expanding international group.

Television also provides the best opportunity to combine audio with visual which greatly reduces any confusion the consumer may have regarding pronunciation of a new product name. We have actually been presented with case studies that indicate that a consumer who is uncertain of a brand's pronunciation will refuse to ask for it, fearing embarrassment.

A case in point where we have taken great care and concern is in Mexico. There, RC in Spanish is pronounced other than "RC" in English—phonetically it is spelled "ARCI" in Spanish. So, we opened our broadcasting campaign using the phonetic "ARCI" and followed-ed through with a container logo reading "ARCI" above the word "Cola", on one side; and on the other the words "ARCI Cola" appearing above our original RC logo. Broadcasting led the way in solving that problem. Broadcasting also provides us with a vehicle for taking our promotional programs to the customer.

The effect of the development of the low cost transistor radio on advertising thinking around the world is obvious. However, there is also a surprising abundance of television receivers, even in the economically emerging countries. In some of these countries, over 80% of the homes have access to television and the "picture box" is no longer the source of wonderment that it was a relatively few short years ago. Television pioneers like the late Allen B. DuMont and David Sarnoff were, if anything, undershooting in their educated optimism of the 1950's.

Perhaps a brief case study would help to illustrate some of the power of broadcasting in our soft drink program. This was our introduction of RC Cola into the Philippine Islands in March 1971. An important element of the introductory campaign was sponsoring a live musical show in a huge open-air park in Manila.

All of our advance advertising and publicity were centered around broadcast. The message was simple: RC Cola was inviting those in the Manila area to attend the big outdoor show. Those who could not make it to the show were invited to tune in for the special two-hour telecast.

We should have sold tickets. Over 750,000 persons were on hand for the performance, and as was obvious from subsequent research, the remainder of the country must have viewed it on the tube.

Three weeks later, after the euphoria of the big show had died down, surveys indicated that 98% of the population was aware of the existence of RC Cola as a new soft drink brand in that country. Broadcast continues to be our major advertising medium in that country, with accompanying increasing market share since that 1971 introduction.

While programs are scaled proportionately, we have equally gratifying results from broadcast efforts in Singapore, Australia, West Malaya, Peru and Ireland, to name a few of our most recently opened new overseas markets.

These experiences and results convince us that broadcast provides the best means of bringing a product story to large masses of consumers on a regular and efficient basis and serves the vital function of creating and building an awareness of our RC brand.

Now that this awareness has been developed, broadcast is a continuing Phase II, as we place greater emphasis on vertical growth—strength generated by increased sales in our present marketing areas—through expanded distribution, innovative packaging, stepped-up promotional activity and flavor drink extension. In each of these areas of opportunity, broadcast advertising with its many values will probably play the most important part.

Lead Story

Renewal relief wins huge vote in the House

Attention turns now to Senate after bill and committee report get 379-14 approval—with amendment making license terms five years


Brown


Macdonald


Broyhill

License renewal legislation—an idea whose time has come, and gone, and come again—burst full steam out of the House last week and headed directly for the Senate. An overwhelming vote of approval from the House, 379-14, has transformed what was once a glint in the industry's eye into the reality of legislation that may be hard for the Senate to ignore. Not only did the bill clear the House with lopsided approval, but the House overrode the wishes of the bill's sponsors and added a fifth year to the licensing term.

The so-called Broyhill amendment, extending the license period from three to five years, had lost twice before—at the Communications Subcommittee and full Commerce Committee levels. Even the National Association of Broadcasters, which has been fronting the battle for renewal revision for almost five years, seemed willing to take the four-year term the committee initially offered in exchange for passage. But, when the roll was called on the amendment introduced in the floor by Representative James Broyhill (R-N.C.), it was abundantly clear that not only would the industry get the bill it wanted; it would get more.

The NAB was hoping for a large margin on the renewal bill. The momentum of overwhelming House approval was considered crucial to quick action in the Senate. Against the possibility that impeachment of the President is voted by the House, broadcasters hope to get a license bill through the Senate before that body may be called upon to conduct an impeachment trial.

Attention now shifts to Senator John O. Pastore (D-R.I.) and the Communications Subcommittee that he heads. Author of a renewal bill that encountered heavy opposition from minorities in 1969, Senator Pastore elected to let the House take the initiative this time. He had promised, however, that his subcommittee would go into the subject promptly if a renewal bill emerged from the House.

The House debate on the renewal bill was short, less than an hour. Not counting the explanations offered by the floor managers, Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) and the subcommittee's ranking minority member, Clarence Brown (R-Ohio), it was less than half an hour.

Messrs. Macdonald and Brown were joined by Commerce Committee Chairman Harley O. Staggers (D-W.Va.) in arguing against the Broyhill amendment to extend the license term to five years from the four that had been specified in the original bill. The argument was that the four-year term resulted from a committee compromise that would be upset by the Broyhill amendment. But it was congressmen representing smaller-market broadcasters, who are especially anxious to reduce renewal paperwork and legal expenses, who spoke for the amendment and carried the vote, 308 to 84.

Another amendment, offered by Representative Earl F. Landgrebe (D-Ind.), would have deleted a provision of the bill that calls on licensees to negotiate in good faith with citizen groups throughout their license periods. That section had drawn strong opposition from broadcasters until clarified by a committee report (BROADCASTING, April 8). The Landgrebe amendment was defeated by voice vote.

Debate on the Broyhill amendment was highly structured, a continuous wave of five-year supporters that Messrs. Macdonald and Brown could not stem. One after another, Congressmen Robert Bauman (R-Md.), Garner Shriver (R-Kan.), William Broomfield (R-Mich.), William Jennings Bryan Dorn (D-S.C.), Donald Brotzman (R-Colo.), John McCollister (R-Neb.), Steven Symms (R-Idaho), William Ketchum (R-Calif.) and more rose to support the extension to five years. The broadcasting industry needed a five-year term to provide greater continuity in programing services and planning, they all argued.

The more liberal members were the only allies the committee had in its fight to keep a four-year term—and, in the end, the liberals voted against the entire bill. "There is, to be sure, a need to revise the manner in which the FCC regulates the broadcasting industry," the Rev. Robert F. Drinan (D-Mass.) said. "But the reform measures lead in quite the opposite direction of H.R. 12993. The FCC needs more staff so that license renewal is a serious process, not a sham."

"These statistics reflect the difficulty of challenging license holders," he pointed out." Public interest groups and private citizens now only get a crack at it once every three years. If this bill passes, they will have that opportunity once every five years. In the name of business stability, we are jeopardizing the only hope we have of improving the quality of broadcasting and its employment practices," he argued.

Congressman Silvo Conte (R-Mass.), ranking Republican on the Small Business Committee, countered that small-market broadcasters were small businessmen really who were being made to "live under Federal laws written to control big businesses. It is time the small guys got a break," he said.

"I repeat that we have been more than fair with [the broadcasters]," Mr. Macdonald replied, "and I hope we don't give a runaway permit to the broadcasters of this country against whom appeals are very difficult. . . . Obviously they have muscle, or else I don't think there would be this number of members expressing their deep interest in this five year amendment," he said.

As passed by the House, the renewal bill (H.R. 12993):

- Extends license terms from three years to five.
- Authorizes the FCC to renew licenses on a finding that licensees have been "substantially responsive" to the "needs, views and interests" of their communities, as continually ascertained according to procedures defined by the FCC. Different types of ascertainment would be required of different types of stations.

Yeas (379)
Abdnor (R-S.D.)
Adams (D-Wash.)
Addabbo (D-N.Y.)
Anderson (D-Calif.)
Andrews (D-N.C.)
Andrews (R-N.D.)
Annunzio (D-Ill.)
Archer (R-Tex.)
Arends (R-Ill.)
Ashbrook (R-Ohio)
Ashley (D-Ohio)
Aspin (D-Wis.)
Bafalis (R-Fla.)
Baker (R-Tenn.)
Barrett (D-Pa.)
Bauman (R-Md.)
Beard (R-Tenn.)
Bell (R-Calif.)
Bennett (D-Fla.)
Bergland (D-Minn.)
Bevill (D-Ala.)
Biaggi (D-N.Y.)
Biester (R-Pa.)
Bingham (D-N.Y.)
Blackburn (R-Ga.)
Boggs (D-La.)
Boland (D-Mass.)
Bolling (D-Mo.)
Bowen (D-Miss.)
Brademas (D-Ind.)
Brasco (D-N.Y.)
Bray (R-Ind.)
Breaux (D-La.)
Breckinridge (D-Ky.)
Brinkley (D-Ga.)
Brooks (D-Tex.)
Broomfield (R-Mich.)
Brotzman (R-Colo.)
Brown (R-Ohio)
Broyhill (R-N.C.)
Broyhill (R-Va.)
Burgener (R-Calif.)
Burke (D-Calif.)
Burke (R-Fla.)
Burke (D-Mass.)
Burleson (D-Tex.)
Burlison (D-Mo.)
Burton (D-Calif.)
Butler (R-Va.)
Byron (D-Md.)
Camp (R-Okla.)
Carney (D-Ohio)
Carter (R-Ky.)
Casey (D-Tex.)
Cederberg (R-Mich.)
Chamberlain (R-Mich.)
Chappell (D-Fla.)
Clancy (R-Ohio)
Clausen (R-Calif.)
Clawson (R-Calif.)
Clay (D-Mo.)
Cleveland (R-N.H.)
Cochran (R-Miss.)
Cohen (R-Me.)
Collier (R-Ill.)
Collins (D-Ill.)
Collins (R-Tex.)
Conable (R-N.Y.)
Conlan (R-Ariz.)
Conte (R-Mass.)
Corman (D-Calif.)
Cotter (D-Conn.)
Coughlin (R-Pa.)
Crane (R-Ill.)
Cronin (R-Mass.)
Culver (D-Iowa)
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Daniel (R-Va.)
Daniels (D-N.J.)
Danielson (D-Calif.)
Davis (D-S.C.)
Davis (R-Wis.)
Delaney (D-N.Y.)
Dellenback (R-Ore.)
Denholm (D-S.D.)
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Hicks (D-Wash.)
Hinshaw (R-Calif.)
Hogan (R-Md.)
Holifield (D-Calif.)
Holt (R-Md.)
Horton (R-N.Y.)
Hosmer (R-Calif.)
Huber (R-Mich.)
Hungate (D-Mo.)
Hunt (R-N.J.)
Hutchinson (R-Mich.)
Ichord (D-Mo.)
Jarman (D-Okla.)
Johnson (R-Pa.)
Johnson (D-Calif.)
Johnson (R-Colo.)
Jones (D-Tenn.)
Jones (D-Okla.)
Jones (D-Ala.)
Jones (D-N.C.)
Jordan (D-Tex.)
Karth (D-Minn.)
Kemp (R-N.Y.)
Ketchum (R-Calif.)
King (R-N.Y.)
Kluczynski (D-Ill.)
Kuykendall (R-Tenn.)
Kyros (D-Me.)
Lagomarsino (R-Calif.)
Landgrebe (R-Ind.)
Landrum (D-Ga.)
Latta (R-Ohio)
Leggett (D-Calif.)
Lehman (D-Fla.)
Lent (R-N.Y.)
Litton (D-Mo.)
Long (D-La.)
Long (D-Md.)
Lott (R-Miss.)
Lujan (R-N.M.)
Luken (D-Ohio)
McClory (R-Ill.)
McCloskey (R-Calif.)
McCollister (R-Wash.)
McCormack (D-Wash.)
McDade (R-Pa.)
McEwen (R-N.Y.)
McFall (D-Calif.)
McKay (D-Utah)
McKinney (R-Conn.)
McSpadden (D-Okla.)
Macdonald (D-Mass.)
Madden (D-Ind.)
Mahon (D-Tex.)
Mallary (R-Vt.)
Mann (D-S.C.)
Maraziti (R-N.J.)
Martin (R-Neb.)
Martin (R-N.C.)
Mathias (R-Calif.)
Mathis (D-Ga.)
Matsunaga (D-Hawaii)
Mayne (R-Iowa)
Mazzoli (D-Ky.)
Meeds (D-Wash.)
Melcher (D-Mont.)
Metcalf (D-Ill.)
Mezvinsky (D-Iowa)
Michael (R-Ill.)
Miller (R-Ohio)
Mills (D-Ark.)
Minish (D-N.J.)
Mink (D-Hawaii)
Minshall (R-Ohio)
Mitchell (R-N.Y.)
Mizell (R-N.C.)
Moakley (D-Mass.)
Mollohan (D-W. Va.)
Montgomery (D-Miss.)
Moorhead (R-Calif.)
Moorhead (D-Pa.)
Morgan (D-Pa.)
Mosher (R-Ohio)
Moss (D-Calif.)
Murphy (D-N.Y.)
Murtha (D-Pa.)
Natcher (D-Ky.)
Nedzi (D-Mich.)
Nelsen (R-Minn.)
Nichols (D-Ala.)
Nix (D-Pa.)
O'Brien (R-Ill.)
O'Hara (D-Mich.)
O'Neill (D-Mass.)
Owens (D-Utah)
Parris (R-Va.)
Passman (D-La.)
Patten (D-N.J.)
Perkins (D-Ky.)
Pettis (R-Calif.)
Peyser (R-N.Y.)
Pike (D-N.Y.)
Poage (D-Tex.)
Podell (D-N.Y.)
Powell (R-Ohio)
Preyer (D-N.C.)
Price (D-Ill.)
Price (R-Tex.)
Pritchard (R-Wash.)
Quie (R-Minn.)
Quillen (R-Tenn.)
Randall (D-Mo.)
Rarick (D-La.)
Rees (D-Calif.)
Regula (R-Ohio)
Reuss (D-Wis.)
Rhodes (R-Ariz.)
Rinaldo (R-N.J.)
Robinson (R-Va.)
Robison (R-N.Y.)
Rodino (D-N.J.)
Roe (D-N.J.)
Rogers (D-Fla.)
Roncallo (D-Wyo.)
Rooney (D-Pa.)
Rosenthal (D-N.Y.)
Rostenkowski (D.-Ill.)
Roush (D-Ind.)
Rousselot (R-Calif.)
Roy (D-Kan.)
Roybal (D-Calif.)
Runnels (D-N.M.)
Ruppe (R-Mich.)
Ruth (R-N.C.)
Ryan (D-Calif.)
St. Germain (D-R.I.)
Sandman (R-N.J.)
Sarasin (R-Conn.)
Sarbanes (D-Md.)
Satterfield (D-Va.)
Scherle (R-Iowa)
Schneebeli (R-Pa.)
Schroeder (D-Colo.)
Sebelius (R-Kan.)
Seiberling (D-Ohio)
Shipley (D-Ill.)
Shoup (R-Mont.)
Shriver (R-Kan.)
Shuster (R-Pa.)
Sikes (D-Fla.)
Sisk (D-Calif.)
Skubitz (R-Kan.)
Slack (D-W. Va.)
Smith (D-Iowa)
Smith (R-N.Y.)
Snyder (R-Ky.)
Spence (R-S.C.)
Staggers (D-W. Va.)
Stanton (R-Ohio)
Stanton (D-Ohio)
Steed (D-Okla.)
Steele (R-Conn.)
Steelman (R-Tex.)
Stiger (R-Ariz.)
Stiger (D-Wis.)
Stephens (D-Ga.)
Stratton (D-N.Y.)
Stuckey (D-Ga.)
Studds (D-Mass.)
Sullivan (D-Mo.)
Symington (D-Mo.)
Simms (R-Idaho)
Talcott (R-Calif.)
Taylor (R-Mo.)
Taylor (D-N.C.)
Teague (D-Tex.)
Thompson (D-N.J.)
Thomson (R-Wis.)
Thone (R-Neb.)
Thornton (D-Ark.)
Towell (R-Nev.)
Traxler (D-Mich.)
Treen (R-La.)
Udall (D-Ariz.)
Ullman (D-Ore.)
Van Deerlin (D-Calif.)
Vander Jagt (R-Mich.)
Vander Veen (D-Mich.)
Vanik (D-Ohio)
Veysey (R-Calif.)
Vigorito (D-Pa.)
Waggonner (D-La.)
Waldie (D-Calif.)
Walsh (R-N.Y.)
Wampler (R-Va.)
Ware (R-Pa.)
Whalen (R-Ohio)
White (D-Tex.)
Whitehurst (R-Va.)
Whitten (D-Miss.)
Widnall (R-N.J.)
Wiggins (R-Calif.)
Williams (R-Pa.)
Wilson (R-Calif.)
Wilson (D-Calif.)
Wilson (D-Tex.)
Winn (R-Kan.)
Wolff (D-N.Y.)
Wright (D-Tex.)
Wyatt (R-Ore.)
Wydler (R-N.Y.)
Wylie (R-Ohio)
Wyman (R-N.H.)
Yates (D-Ill.)
Yatron (D-Pa.)
Young (R-Alaska)
Young (R-Fla.)
Young (D-Ga.)
Young (R-Ill.)
Young (R-S.C.)
Young (D-Tex.)
Zablocki (D-Wis.)
Zion (R-Ind.)
Zwach (R-Minn.)

Nays (14)
Abzug (D-N.Y.)
Badillo (D-N.Y.)
Chisholm (D-N.Y.)
Conyers (D-Mich.)
Dellums (D-Calif.)
Drinan (D-Mass.)
Holtzman (D-N.Y.)
Kastenmeier (D-Wis.)
Koch (D-N.Y.)
Mitchell (D-Md.)
Obey (D-Wis.)
Rangel (D-N.Y.)
Stark (D-Calif.)
Tiernan (D-R.I.)

▪ Prohibits the FCC from considering in renewals the licensees' other media interests or the integration of ownership and management, if those conditions conform to FCC rules. (This is intended to correct the precedent set in the WHDH-TV Boston case, which provoked the original drive for renewal relief.)

▪ Permits "any party of interest" to file a petition to deny any renewal application, but prohibits acceptance of such petitions after deadlines set by FCC rules.

▪ Requires that appeals from FCC decisions in renewal cases or original grants be heard in the circuit where the station is or is to be located, and not in the District of Columbia circuit where such appeals have customarily been heard.

▪ Requires licensees to conduct "good faith negotiations" with persons who raise "significant issues" regarding station operations. When the bill first came out of committee, that passage alarmed broadcasters who thought they would be committed to the kind of bargaining—with a negotiated settlement at the end—that labor law requires. The committee report that was issued later explicitly disconnected the language in this provision from labor law.

▪ Directs the FCC to complete, within six months of enactment of the bill, the several inquiries and rulemakings on media crossownerships that have been under way for several years. The bill does not tell the commission how these matters are to be decided.

▪ Directs the FCC to search for obsolescence in the Communications Act and to make yearly reports to the Congress on its findings.

Special Report

The bounds of barter are hard to find

The former black sheep of programing has gained in respectability over the years—although it is due to decline in salability in new season—but it still has no track record; this special report attempts to put an old selling method in new perspective

In a typical week of last November, barter shows occupied 99 of a possible 525 prime-access half-hours on the 75 network-affiliated TV stations in the top-25 markets.

Across the country during the same week, barter series filled more than 2,700 morning, noon and nighttime half-hours in markets of all sizes on stations of all sizes, network-affiliated or not.

In all, the best available information suggests that barter represents roughly 15% of all syndicated series having any significant degree of station acceptance and probably represents a station outlay of $22 million to $25 million a year in commercial time.

These statistics are supportable but imprecise. Barter has come a long way in recent years, but it was a dirty word for so long, synonymous with shady deals and fast-buck operators, that nobody yet has dignified it—or been able to dignify it—with useful measurements. Some basic questions therefore remain. For instance: Is program barter a large-scale business, as some claim, or a small-time affair as others insist, or is it somewhere in between?

Such statistics as there are tend to cut both ways.

If the national figures seem large, it may be pointed out that 2,700-plus half-hours of barter programing a week would be less than one quarter of one percent of all half-hours aired in a week. And $25 million in station time would be about 1.1% of stations' gross broadcast revenues, 1.3% of their net revenues.

On the other hand those 99 half-hours on affiliates in the top-25 markets represented 18.85% of the tabulated access time on those stations. As a percentage of syndicated programs in access time they ranked even higher, because many of the half-hours were local originations.

These figures, which are based on Nielsen's report on prime-access programs in leading markets, also illustrate a sometimes overlooked factor: Whatever barter's size is, a handful of shows account for most of it.

Although 14 identifiable barter shows contributed to those 99 half-hours, for instance, four of the 14 accounted for 60 of the 99. And four other shows accounted for 24 of the rest, leaving 15 half-hours divided among six programs.

The four that dominated were *Police Surgeon* (20 markets), *The Lawrence Welk Show* (15), *The Protectors* (13) and *Hee Haw* (12). The four runners-up were *Wild Kingdom, Stand Up and Cheer, Animal World* and *The Bobby Goldsboro Show.*

(Actually barter's role in the top-25 markets may be overstated by these figures, because *Protectors* this year was sold for cash more often than bartered. However, there is no way to tell which was which in the top 25. On the other hand, Nielsen's access-time report did not include the Sunday 7-7:30 NYT period, which is known to be barter-programed in a number of cases.)

In audience as well as station acceptance, it's much the same story. Nielsen does not rank the top-rated shows by market, but in Arbitron rankings for substantially the same November period four barter shows were among the 25 highest rated programs 16 times in 14 of the same 25 markets. They are substantially the same shows that led in the Nielsen list of access programs, although Arbitron's list covers all day parts, not access time alone.

In the Arbitron ratings *Wild Kingdom* made it into the top-25 programs in 10 markets, the one-hour *Welk Show* made it in three; *Hee Haw,* also an hour, made it in two and *Police Surgeon* in one.

The story was not much different in the top-50 markets. Of 23 syndicated series that ranked in the top-25 programs in one or more of those markets, six were barter shows. The list again was essentially repetitious. In order of frequency it consisted of *Wild Kingdom, Hee Haw, Welk Show, Police Surgeon, Untamed World* and *Goldsboro Show.* The last two, which failed to make it into the winners' circle in the top-25 markets, scored in one market each in the second 25.

Figures like these help explain why one station program specialist after another, asked to assess the scope and impact of barter programing, says in effect, "When you talk about barter, you're talking basically about five shows." Four of the five almost invariably are *Wild Kingdom, Welk, Hee Haw* and *Police Surgeon,* with the fifth usually *Goldboro, Untamed World* or *Animal World.*

Except for *Animal World,* these seven were among nine identifiable barter series that were being aired last November in 100 or more markets each, according to Nielsen's market-by-market *Report on Syndicated Programs,* which covers 207 series in all.

The Nielsen report does not differentiate between bartered and other syndicated series; nor does it include syndicated movies, or syndicated series carried during the measurement period by fewer than 10 stations. Both barter and syndication generally would look somewhat larger than the Nielsen figures indicate if shows in fewer than 10 markets could be counted. They would also be bigger if updated to include barter and cash sales made since November, which in several cases have been sizable, but estimates from individual distributors tend to be inconsistent and sometimes exaggerated.

The nine barter shows in last November's 100-market class represented approximately 30% of all the identifiable barter programs but accounted for about two-thirds of all the known barter half-hours on the air. In all, 30 programs, out of the 207 in Nielsen's syndication report, could be positively identified as being offered on a barter basis—and among those, some were being sold for cash in nonbarter markets.

These of course are only the visible—or at least relatively visible—parts of program barter. They are the programs that advertisers, agencies, producers or distributers offer "free" to stations, along with in-program spots for local sale, in return for other spots—usually within the program—that the supplying advertiser or agency uses or the producers or distributors sell to other advertisers. Individual negotiations may change the end results, but the standard format is two minutes for the supplier and four for the station in half-hour shows, with roughly the same proportions in longer programs.

The hidden part of barter is that handled by the professional buying and barter organizations, such as Advertising Contractors Inc., William B. Tanner Co. and S. Jay Reiner Co., which will buy virtually anything a station needs—from office supplies to news wagons, credit-card accounts and due bills—and take payment in station time credits that are "banked" and then sold to "trade eligible" advertisers. "Trade eligible," they explain, means that the advertisers to whom they sell a station's time have not used that station within the past year, say, so that the station's cash business is not hurt.

These firms—which emphasize that the station always has veto rights over any advertising they bring to it—can buy a program for a station that wants it, whether it's a barter show or not; they also help with the placement of programs in smaller markets. There is no way to ascertain the value of time thus bartered, but Howard Marsh, president of Advertising Contractors, suggests that it is not niggling: He estimates that 30% of Advertising Contractors' business involves programing.

The one official statistic on barter may be the FCC's, and that is a single figure for, thus far, a single year. It puts the total value of TV "barter and trade-out transactions" for 1972 at $54,672,000 without distinguishing between programing's part and the part attributable to more tangible products and services. (For the same year the FCC put the barter total for radio stations at $38.7 million.) Generally, however, it is believed that programing accounts for somewhat less than half of the total, probably in the 40%-45% range. For want of anything better, the FCC figure—which is supposed to represent the value of the programs and goods rather than the value of the time paid for them—is used with the 40%-45% estimate to reach $22 million to $25 million as the likely value of time bartered for programs.

One virtual certainty about program barter in the coming season is that it will be less a factor in television station programing than it was this year. (So, too, in all likelihood, will be syndicated programing generally.) A major reason is FCC's revision of the access rules, reducing the amount of time from which network programing is barred. It is the access half-hours at which most of the notably successful barter programs have been aimed, and with fewer prime prospects to shoot for, there has been less inclination to develop new access-type programs. Even if the pending court appeal should delay the access changes that are supposed to take effect in September, observers doubt there is time for new programing to be ready before January.

The FCC's access changes may in fact delay the debut of barter's most prestigious newcomer, Procter & Gamble. Television's biggest advertiser is underwriting *X-Factor*, a half-hour drama dealing with psychic phenomena, for placement on a barter basis. But it is said to feel it must have exposure on at least some network-owned stations, and apparently finds itself frozen out—an unaccustomed position for P&G—by the curtailment of access periods. The situation could of course change, for P&G and for others, if the court opens up new, uncommitted access time.

Potentially FCC's access time changes could cause problems for two of barter's biggest successes, *Hee Haw*, which was on 176 stations in Nielsen's November count, and *Welk*, on 178. They're one-hour shows and stations typically schedule them in Saturday or Sunday periods that will fall wholly or partly to the networks when the access changes occur. But their producers/distributors, Yongestreet (*Hee Haw*) and Don Fedderson (*Welk*), don't seem perturbed.

Don Fedderson says it's a simple business question for the stations: They can make more money carrying *Welk* than anything the networks can offer in the time period. Moreover, he says he'll negotiate with other stations in any markets where the present *Welk* outlets fail to provide at least comparable time for the show. Alan Courtney of Yongestreet says the access changes could mean "we'd have to come up with a totally new station line-up," but that *Hee Haw* stations obviously have the choice "either to delay the network [programs] and carry us, or carry us in comparable periods."

It's a different story for several well-known barter shows that are being dropped by their backers.

The most notable dropout probably is Chevrolet, although officials of Campbell-Ewald, its agency, refuse to say it is abandoning barter. They do say that "our outlook for syndication is not bright" and that, as of now, they have no 1975 plans for either of their two barter series, *Jonathan Winters Show* and *Stand Up and Cheer*. The former will be on through the summer, the latter will not.

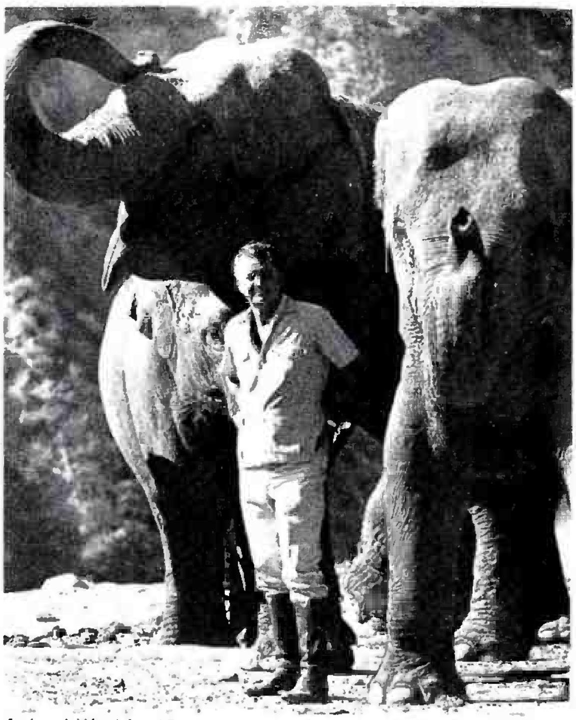
Thus these two shows seem apt to go

Barter's top five

In terms of ratings, these five series—each in more than 100 markets—have the top track records in the field.

Wild Kingdom—24

Lawrence Welk—21



Animal World—10

Police Surgeon—14

Hee Haw—18

the way of Chevrolet's earlier *Adventurers, Golddiggers* and *Henry Mancini Show*—which is to say out. Both were aimed at access time. Campbell-Ewald officials say they expect to focus more attention "on those hours when men 18 and over are viewing." Thus they have bought into network sports and movies, the Academy awards, Glen Campbell and Burt Bachrach specials, plus 120 games of the New York Mets this summer "and a number of other sports franchises around the country."

Stand Up and Cheer was in 51 markets last November and *Winters* in 59, but those represent only a fraction of the markets—and years of sponsor identification—behind *Lassie*. Campbell Soup is freeing the dog star for straight syndication after a 20-year association, first in network, more recently in barter.

Art Topol of Ogilvy & Mather, Campbell agency, says the contract with Wrather Corp., *Lassie's* producer, expired, and Campbell decided its association with the program had "run its course." And although it was "doing well," he said, Lever Brothers dropped *This Is Your Life* for similar reasons after a three-year barter run in the top-50 markets.

Mr. Topol is one of the apparent minority who believe it is not the access-rule changes, but the costs, that are largely responsible for the decline in barter for 1974-75. "It takes a lot of money to deliver audiences," he says. Even those who rate the access changes higher than he agree costs and risks are greater.

"There's no room any longer for a marginal show," says Bruce Cox of Compton Advertising. This appears doubly true for programs produced with access time in mind. Says Mitchell Johnson of Syndicast Services, one of the biggest barter syndicators: "Prime access is where you get killed." He's offering nothing for prime access this fall but says, like others, that he has several projects in work for January and later in 1975. It's pure speculation, but a lot of observers think costs are the primary reason *Jonathan Winters* and *Stand Up* won't be back this fall.

Among other shows that won't be back under their old banners are *Black Beauty*, whose run for Johnson & Johnson ended last fall, reportedly because its ratings suffered in access periods; *American Adventure*, which Compton Advertising says served its purpose of getting American Motors' Jeep back into conventional spot TV, and *Flipside*, a rock music program whose half-hour format, according to Syndicast, its distributor, could not compete with the one-hour rock shows that are on the market.

And one of the better rated barter shows of recent seasons, *The Protectors*, is going off for yet another reason: Faberge, which placed it through its Brut Productions, has dropped barter because, officials say, the cosmetic company's advertising needs are seasonal and can be better served by splurges coinciding with peak cosmetics sales periods. The series was sold "mainly" on a cash basis in the current year, the officials say. Reruns, however, are going into cash syndication for use this fall, through Independent Television Corp.

Although a variety of reasons may go into a company's decision to abandon barter temporarily or even permanently, a single reason usually is behind its getting into barter in the first place: the belief that it can get more for its money—through more compatible program environment, more desirable time periods, stricter controls or whatever. Or because barter seems likely to be just plain cheaper than conventional advertising.

Similar reasoning—that barter can be made to produce better costs-per-thousand for clients—appears to be the main factor behind an increase in agency involvement in barter in recent years.

There has been speculation that agencies took to barter in hopes of regaining some of the program control they lost years ago to the networks. Some of those most actively engaged in it do emphasize their control over production as well as placement of barter shows they handle. In addition, Dancer-Fitzgerald-Sample has created a wholly owned subsidiary, Program Syndication Services, to handle production and barter, and Syndicast Services apparently had its origin at Norman, Craig & Kummel, though Syndicast officials insist this is meaningless and that Syndicast is entirely independent.

To the extent that agencies have in fact regained some lost power over programing, the recovery seems to independent observers to be more a by-product than the objective of their barter activity. If they are indeed looking to barter to restore past glories, this must be a discouraging year for them. All indications suggest that agencies as a group, and most agencies individually, have less barter going for them now than a year ago.

Even a little barter, however, would be too much for barter's most outspoken critics. For the most part these are found among station reps. Conventional syndicators/producers outside the barter field, who might be expected to denounce its intrusions on their own sales prospects, tend to temper their objections. Some take a sort of live-and-let-live approach, perhaps not to foreclose any future opportunities. Some regard barter as, in the words of one, "not worthwhile." Some major producers openly dislike barter's inroads on access time and say barter generally tends to cheapen programing but do not treat it as serious competition.

Station reps, however, object not only to the quantity but also to the principles and—most strongly—to the way they claim barter is often handled.

The principle of it deprives reps of two minutes per half-hour that they themselves might be selling, makes the barter advertiser that much less a prospect for conventional spot buys and may also take the program production costs out of the spot TV budget. But worse yet, reps contend, is the pushing and shoving that goes on.

It is common practice, these critics charge, for the distributor placing a barter show on behalf of an advertiser to use that advertiser's regular spot budget as leverage, threatening to withhold conventional spot buys if a station won't accept the program, offering additional spot buys if it will. "An awful lot of lousy programs get placed that way," one leading rep asserted.

"Some advertisers do it like mad," another said. "They'll make a commitment to a station or group, guaranteeing the number of dollars they'll spend—and very often that's all they'll spend in those markets." Another rep cited a Midwest market where he said a single advertiser ran 50 commercial minutes in a month—all but two on barter. "A year ago," he said, "every one of those minutes was for cash."

A somewhat subtler tack, another rep continued, is for an agency to have its barter shows placed by the people doing most of the buying for all of the agency's clients. "They don't have to make any threat or offers," he said. "In a situation like that, stations get the message. Especially smaller stations."

For all their complaints, however, reps can't be too outspoken. Not only must they continue to do business with the advertisers and agencies involved, but, as one said, "we can't argue too loud because a lot of stations want barter."

Agencies and others distributing barter shows deny they use improper means, although some readily acknowledge they will use pressures short of that if necessary. "I think there's some pressure, whether through an agency, a buying service or a syndicator," said Bill Cameron of J. Walter Thompson Co. "We're no better or worse than anyone else—but we don't condone using spot money [as a lever]. Our job is to do the best we can for our clients. I know I've used personal friendships to help get a show placed."

Some will acknowledge that "others" sometimes hold out spot business as a carrot but insist, as one put it, "when it happens, it works both ways—some stations insist on it."

Nor will agencies agree that barter invariably means a reduction in spot budgets. Joel Siegel of Ted Bates & Co., whose current barter line-up includes *Police Surgeon, Today's Health* and the *Calgon Country Music Festival* specials, says "we're not using spot money at all. This is network money. The only ones who might have a gripe are the networks, and

The barter business and its backers as they stand in '74

These are the principal programs on the TV barter market now and for the fall season, as compiled from more than 40 sources and cross-checked with others. The list does not pretend to be a complete directory. It omits, for example, some programs of limited runs whose placement has been fully or substantially completed or whose runs are virtually if not completely over. It does attempt to show the main programs and their lengths, provide a brief description unless it is obvious from the title, and list the principal distributors for each. Unless otherwise indicated, the shows are weekly series. The data on markets and ratings are for programs on the air last fall in 10 or more markets as reported in A. C. Nielsen Co.'s November 1973 syndication report. The ratings were based on Nielsen Station Index data; they show viewing households for each program as a percentage of all the TV households within Designated Market Areas (DMA's) where the program was available. Thus the rating is not dependent on the number of stations carrying the program. Some of the programs are available on a cash as well as a barter basis.

Program	November 1973 Markets	November 1973 Ratings	Major sponsors	Distributor
American Horse and Horsemen (30 min.)	—	—	Various	Trans American Video
Animal World (30 min.)	51	10	Kal Kan	Les Wallwork Associates
Backyard Barbecue (30 min. how-to)	—	—	General Foods	Walnat Co.
B.J.'s Bunch (30 min. children's)	—	—	Various	Syndicast Services
Bobby Goldsboro Show (30 min. musical-variety)	104	9	General Mills/ various	Show Biz. Inc. and Program Syndication Services
Broadway, My Street (60 min. musical special)	—	—	Bristol-Myers	Syndicast Services
Calgon Country Music Festival (Six 30-min. specials)	—	—	Calgon	Ted Bates
Canadian Football (13 games; live)	—	—	Various	Syndicast Services
Celebrity Bowling (30 min.)	—	—	Colgate; others	Syndicast Services
Celebrity Tennis (30 min.)	—	—	Various	Syndicast Services
Country Carnival (30 min. country music)	14	4	Various	Show Biz Inc.
Country Place (30 min. country music)	15	3	Various	Show Biz Inc.
Dealer's Choice (30 min. game show)	—	—	Various	Trans American Video
Don Kirshner's Rock Concert (90 min.)	101	2	Various	Viacom
Family Classics (30 min. children's dramas)	14	7	Burger Chef (in its mktg. area only)	Ogilvy & Mather
Galloping Gourmet (30 min. how-to)	31	1	Various	Young & Rubicam
Gospel Singing Jubilee (60 min.)	47	4	Various	Show Biz Inc.
Greatest Sports Legends (30 min.)	—	—	Bristol-Myers, Continental Ins.	Syndicast Services
Group Therapy with Irene Kassorla (30 min.)	—	—	Promotes Kassorla book	Brut Productions
Hank Thompson Show (30 min. country music)	—	—	Various	Jimmy Dean Productions/Halsey Co.
Hee Haw (60 min. country music-variety)	176	18	Various	Yongestreet Productions
House Call (30 min. on medical subjects)	—	—	An insurance firm	Home International Television
I Am Joe's . . . (Four 30-min. programs on health care)	—	—	Various	J. Walter Thompson Co.
Inner Space (30 min.)	—	—	Various	Program Syndication Services
Jabberwocky (30 min. children's)	—	—	Mattel, Nabisco	Home International Television and Ogilvy & Mather
Jimmy Dean Show (30 min. country music)	39	8	Jimmy Dean Sausages	Jimmy Dean Productions/Halsey Co.
Lady Love-In: Night & Day (60 min. contemp. music special)	—	—	Various	Program Syndication Services
Lawrence Welk Show (60 min. musical variety)	178	21	Various	Don Fedderson Productions
Lena Horne Show (30 min. music/variety)	—	—	Johnson Products	Bozell & Jacobs and Media & Marketing Affiliates Inc.
Music Place (30 min. country music)	—	—	Various	Show Biz Inc.
Newsweek Broadcasting Service (five min. news/feature inserts)	—	—	Lever Bros.	J. Walter Thompson
Not For Women Only (30 min. strip; talk)	56	2	Alpo, Bristol-Myers, others	Syndicast Services
Other People, Other Places (30 min.)	27	7	Miles Labs	J. Walter Thompson
Outdoors With Ken Callaway (30 min.)	—	—	Various	Trans American Video
Play It Again, Uncle Sam (60 min. history/music special)	—	—	Various	Trans American Video
Police Surgeon (30 min. police drama)	111	14	Colgate	Ted Bates
Porter Wagoner Show (30 min. country music)	77	9	Various	Show Biz Inc.

Program	November 1973 Markets	Ratings	Major sponsors	Distributor
Professor Kitzel (five min. cartoons, children's)	—	—	Bristol-Myers in selected mkts. (placement completed)	SSC&B
Safari to Adventure (30 min.)	26	6	Kal Kan in selected markets	Bill Burrud Productions
Soul Train (60 min. musical variety)	62	5	Johnson Products	Media & Marketing Affiliates Inc. and EUE Screen Gems
Speakeasy (60 min. rock/talk)	—	—	Various	J. Walter Thompson
Sports Person to Person (30 min.)	—	—	Various	Trans American Video
Television News Inc. (TV news service)	—	—	Bristol Myers, General Foods	Young & Rubicam
Tips from Wally's Workshop (4½-6-min. inserts)	—	—	Various	Walnat Co.
Today's Health (30 min.)	—	—	Standard Brands	Ted Bates
20th Anniversary of Rock & Roll: At the Hop (60 min. special)	—	—	Various	Program Syndication Services
Untamed World (30 min.)	131	7	Kellogg	Leo Burnett
Wally's Workshop (30 min. how-to)	31	1	U.S. Plywood	Walnat Co. and Grey Advertising
Welcome Aboard (30 min.—for 1975)	—	—	Chrysler Marine Corp.	Syndicast Services
Where Did All the Animals Go? (60 min. fundraising special)	—	—	Bill Burrud Fund for Kenya National Park	Bill Burrud
Wilburn Brothers Show (30 min. country music)	44	6	Various	Show Biz Inc.
Wild Kingdom (30 min. wildlife)	172	24	Mutual of Omaha	Bozell & Jacobs
World of Survival (30 min.)	45	8	Miles Labs	J. Walter Thompson
X-Factor (30 min. psychic drama)	—	—	Procter & Gamble	Four Star Entertainment

they're so fat they don't care."

While barter as a whole seems to be declining at present, it is developing one relatively new twist. This is the bartering of television news services. J. Walter Thompson, on behalf of Lever Brothers, has been bartering five-minute news features for *Newsweek* for the past two years, and now Young & Rubicam is offering Television News Inc.'s regular daily newsfilm service on a barter basis with Bristol-Myers as the advertiser. Y&R officials say the plan is being offered only in top-25 markets where the TVN service is not sold for cash—which Y&R does not handle. Bristol-Myers, which presumably pays for the service, is to get in return 50 rating points a week from each station accepting it on barter. Besides Bristol-Myers, according to Y&R sources, General Foods is "experimenting" with the same plan.

News is also in barter in another way, according to Advertising Contractors. Officials there say they are helping with the sale of both the TVN service and UPITN, its older rival, by buying them for cash for stations that want them and taking prenegotiated time credits from the stations in return. The time credits go into Advertising Contractors' time bank for sale to advertisers, just like those in its other barter deals. Like so much else in barter, the number of stations that have bought news this way is a mystery.

Probably only the FCC knows how many stations have traded time for programs—or for other goods and services, for that matter—but it seems to be almost, but not quite, a universal practice. There have been estimates that 10%-15% of stations will not participate under any circumstances; these are hard to find, though both station reps and barter specialists say some do exist—but not necessarily in the 10%-15% range. They also say some will refuse barter but exchange checks with the bartering organization to get the same result.

Stations that like barter see it, at its best, as a bargain and, if not a bargain, as a means of acquiring something for time they wouldn't sell anyway. Stations that don't necessarily like it but occasionally or even regularly use it go a step further to make sure, as one rep expressed it, "that what they're getting is worth what they're paying—they treat their time as money."

The number undoubtedly fluctuates with the economy, rising when business is soft and unsold minutes abound, declining when the market hardens and inventory is at a premium. By that standard, the current outlook for barterers is rated no better than so-so, on grounds that the spot TV market now appears to be emerging from a so-so period of its own.

Only if network business goes to pot do the trade-out people expect program barter to get much of a hold on the networks. But there's one barter program there now: *Dinah's Place* on NBC-TV. The show has been going since Aug. 3, 1970, with Colgate getting 10 of 30 commercial minutes a week and NBC selling the rest, and with all hands apparently happy with the arrangement.

"Barter is kind of a dirty word," an NBC executive said, "but sometimes it works."

A rep executive, attempting to evaluate program barter generally, put it somewhat differently: "The fact that P&G is getting into it indicates it's acceptable," he said. "The fact that Chevrolet is dropping out indicates it's not always successful."

It's a two-team league in radio barter

Two youth-oriented shows, 'National Lampoon' and 'King Biscuit' are only full-length shows running

Two shows aimed at the counterculture —*The National Lampoon Radio Hour* and *The King Biscuit Flower Hour*—are stirring up most of the activity in radio barter programing these days.

The National Lampoon Radio Hour started its weekly run in mid-November 1973 with a line-up of about 60 stations and a rate-card price of $1,700 per minute. As of last week, the show (although reduced to a half-hour last February because, according to a source at the show, it was impinging too much on the writers of the parent *National Lampoon* magazine) was being mailed out to 185 stations, and the rate-card price had risen to $2,800 for a sponsor minute.

Matty Simmons, the president of Twenty First Century Communications Inc. (the umbrella company of the magazine and the radio show), says that the program's satirical jabs at Richard Nixon caused the 7-Up Co., after it had paid for a full 13-week run, to insist that its commercials be taken out of the show after the fourth week. Despite the fact that no sponsor seems willing to make a long-term commitment to the show, he adds, the three network minutes are still snapped up every week by a record company or by an advertiser such as the Warner Paperback Library. The other two commercial minutes in the half hour are sold by the local station, which gets the show "free."

And now Mr. Simmons is also trying to line up national sponsors to support a proposed weekly barter series based on *The New Ingenue*, another one of his magazines. The show, like the magazine, will be geared to teen-age girls. Mr. Simmons says he's also working on a radio-barter series based on his *Weight Watchers* magazine, plus a fourth show that would feature the singer Mary Travers.

The King Biscuit Flower Hour sends out tapes of two 60-minute rock concerts a month on barter to 136 FM stations. The show, just over a year old, has a rate-card price of $4,500 a minute, but the six commercial minutes on each program are locked in by long-term contract to Pioneer Electronics and Landlubber jeans (which buy three minutes each on the first of the two monthly concerts) and to 3M Scotch tape and Clairol Herbal Essence shampoo (three minutes each on the second). The 136 stations on the mailing list, which get the show free, are accorded two commercial minutes to sell locally.

The show is "very expensive" to produce, according to Alan Steinberg, the executive vice president of DIR Broadcasting, which puts the package together, because all the concerts are taped on location and then edited down to fit the show's time requirements. (And broadcast requirements: all drug references are snipped, as is any hint of profanity.) Talent fees are also a factor, he says, considering the show uses acts such as The Who, Emerson Lake and Palmer, Seals and Crofts, Rod Stewart and the New Riders of the Purple Sage.

Other syndicated radio programs include:

- *Good Living* and *Campus Radio Voice*, two two-minutes-a-day, five-days-a week shows that juxtapose straight interviews with soft-sell commercials in the form of household hints or nutritional tips are sponsored by corporations such as General Electric, AT&T and Best Foods. The shows are mailed out on a record (containing three weeks' worth of material). The stations get the record free, and are encouraged by the packager, Orr-Edmondson-Rounds Productions, New York, to sell local adjacencies.
- *The Johnny Cash Show*, three and one-half minutes daily (five days a week) of songs and conversation, which Gert Bunchez & Associates, New York, has sold to MSA Insurance, which in turn is syndicating it to the 40 markets it's particularly interested in. MSA gets one and one-half minutes for its messages, for a five-minute total package. Ms. Bunchez also has *The World of Art*, 260 one-minute bits featuring "breezy, offbeat anecdotes about art and artists," which she's sold directly to about 50 stations around the country. Other programs that she has on hand, ready to be aired, are *The Chet Atkins Show*, *The George Hamilton IV Show*, Hy Gardner's *Glad You Asked* (all 3½ minutes in length), *Story Time Lady* (104 episodes at 24 minutes each), *Fun in the Sun* (52 episodes at 12½ minutes each) and *The Thing in the Tunnel* (26 weekly half-hour mysteries).
- *Take Time for Beauty*, a series of 52 programs on beauty tips, presided over by Arlene Dahl, the actress, each two to three minutes in length, which Sears Roebuck sponsors as a "public service" to more than 200 stations across the country. "It's a public-relations, corporate-image kind of service," Robert Elson, head of Sheridan-Elson Communicatons Inc., New York, which produces the show.
- *Relevance*, a series of weekly half-hour interviews with politicians such as Senator William Proxmire (D-Wis.) and Senator Hubert H. Humphrey (D-Minn.), which two sponsors (identities undisclosed) have just picked up for the next year. About 50 stations get the show free and have four commercial minutes to sell locally. The packager of *Relevance*, Tane Productions Inc., New York, is also readying five other interview half hours.
- *Sounds of the City*, a 15-minutes-a-day, five-days-a-week soap opera about a contemporary family of urban blacks. The series premiered last week on stations in more than 20 major markets (including New York, Chicago, Detroit, Philadelphia, Washington and Los Angeles) and is fully sponsored by the Quaker Oats Co., which uses the three commercial minutes on each episode for nine of its products. The Uniworld Group Inc., New York, a black advertising agency, produces the show and pays the stations to take it, the price depending mainly on the size of the market. No commercial minutes are made available within the show for local stations.

Wiley states aim to cut delays in contested cases

But his 'blue-ribbon committee' looks like one that has been studying same problem for four years

FCC Chairman Richard E. Wiley, who regards the improvement of the commission's administrative efficiency as one of his primary goals, is turning his attention to a commission process that has resisted efforts at reform in the past. In the adjudicatory process, he says, "we are literally adrift in a sea of due process."

To improve matters—to find the cause of delay and propose recommendations for change—Chairman Wiley, in a luncheon address last week to the Federal Communications Bar Association, turned to that group for help. "I would like to suggest today the formation of a blue-ribbon committee on adjudicatory re-regulation," he said, finding a new use for the word he had coined to describe the work the commission is doing in weeding out obsolete rules and regulations.

The committee would include both commission members and FCBA members, and the chairman's office would be directly involved. "If you're agreeable, and if the commission concurs, I believe that, together, we would make a great contribution which will inure to the benefit of future generations of lawyers, litigants and the public at large," he said.

The chairman said the delays being experienced in final commission determinations are sometimes "simply unconscionable." He said that "to be sent to hearing today is, for anyone other than the very wealthy, often tantamount to losing; and this is neither fair nor in the public interest."

The problem and the suggested approach sounded familiar. Former Chairman Dean Burch, in an appearance before the FCBA on Jan. 15, 1970, expressed concern about delays in commission processes—specifically including the adjudicatory process—and asked the bar to establish a "blue-ribbon committee" to help the commission find ways to remove or reduce them (BROADCASTING, Jan. 19, 1970). The commission established a committec composed of senior staff members which has called on the bar and on public-interest groups, as well as the public at large, for help.

The committee is still functioning, though not with a great display of vigor or with much visible support from the commission, with David Warren, deputy chief of the office of opinions and review, as chairman.

Chairman Wiley said last week that some procedural reforms have been made in recent years. But he found them inadequate. "What is needed is careful, knowledgeable and exhaustive review of our procedures—and a willingness by the commission to follow through on recommendations for reasonable change," he said.

The largest audience ever to attend an FCBA luncheon—280 tickets were sold—heard the speech. But there was no immediate reaction to the chairman's proposal. Marcus Cohn, of Cohn & Marks, current FCBA president who is leaving office in a few weeks, said he would turn the matter over to his successor, who is expected to be Jack Blume, of Fly, Shuebruk, Blume & Gaguine, to ponder.

There is one reform that the chairman feels is important and that he can and apparently will put into practice on his own. That involves the practice of obtaining a tentative decision from the commission immediately after hearing oral argument in a rulemaking proceeding. When the commission does not reach a decision immediately—and in recent years it has not—parties and their attorneys continue to lobby commissioners in their offices until a decision is reached. "I simply do not think this is a good practice," he said. "And, accordingly, and to the extent practicable, I hope to have the commission making tentative judgments very quickly following oral argument, thus obviating the possibility of any further seriatim presentations."

Justice's theories in crossownership attacked by multimedia firms

Evening News, Lee Enterprises and WKY-TV Systems say in joint filing at FCC that department's idea that diversity of ownership is always good for public hasn't been proved

The Department of Justice's antitrust division and its approach to media crossownership turned out to be the target picked by three newspaper-associated licensees in a comment they filed jointly last week in the FCC's revived rulemaking aimed at breaking up crossownership of media—broadcast stations and newspapers—in the same market.

The Evening News Association, Lee Enterprises Inc, and WKY Television System Inc. concentrated in their filing on what they said was the difference in the concerns of the FCC and the department. The department, they said, is concerned with the "pure theory" that social benefits are derived from "maximizing

FCC's fifth. James H. Quello, 60, the Detroit ex-broadcaster, was sworn in last week as a member of the FCC, filling one of three vacancies on the commission and assuring the commission of the four members needed for an on-hand quorum while Commissioner Robert E. Lee attends a World Administrative Radio Conference in Geneva. Judge Damon Keith administered the oath as Mr. Quello's wife, Mary, held the Bible.

Judge Keith had appeared as a witness for Mr. Quello during the eight days the Senate Commerce Committee considered Mr. Quello's nomination in the face of opposition from consumer groups concerned about his background as a broadcaster. And after the swearing in, Judge Keith offered another vote of confidence. "He is fair, honest and decent," he said of Mr. Quello.

As for Mr. Quello, he indicated even before he took the oath, that he may take a hard line in some programing areas. He told UPI in Detroit that he would fight for truthful advertising, more and better public affairs programing, and would "fight like hell" to keep movies such as "The Exorcist" out of the living room.

After the swearing-in Mr. Quello said he was aware that the no-censorship provision of the Communications Act raises problems for anyone urging government action in the area of programing. "I don't know how you get around Section 326 [the no-censorship provision]. I have to come to grips with this," he said. But he also said that "we can't have censorship," and expressed the hope that broadcasters will exercise "the good judgment" that will keep programing from becoming a problem for the government.

numbers of firms in the market and minimizing market shares"; the FCC, "with the nature, quality and diversity of broadcast services received by the public."

The approach was not surprising since the commission's revival of interest in the proposal to breakup media crossownership—first suggested by Justice in 1970—stems directly from the string of petitions to deny that Justice's antitrust division has filed against renewal applications of major newspaper-related broadcast stations. The string began in December, when an informal complaint was filed against the renewal of the Milwaukee Journal's WTMJ-AM-FM-TV Milwaukee.

The commission, in reviving the proposal, expressed particular interest in the question of newspaper-television crossownership. And the three licensees filing last week said, "There is no hard evidence in this record upon which the commission could make the finding that there is a lack of economic competition in television markets which results from co-located newspaper/television ownership."

They also said the record contains nothing to support the assertion that co-located newspaper/television stations produced adverse social consequences—nothing but Justice's "dogmatic approach that presumptively there would be a public benefit resulting from the increase in numbers of competitors and the decrease in their shares of the media advertising market."

On the other hand, they said, the National Association of Broadcasters and American Newspaper Publishers Association provided studies supporting the contention that the proposed divestiture would adversely affect the industry, "all of which [Justice] disputes, but only with argument."

But while insisting that there is no basis for adopting the divestiture proposal, the three licensees offered a suggestion as to how such a proposal might be implemented, if the commission insists on that route. The commission would concern itself with markets in which one entity owned the only newspaper and the only television station, and would afford such owners an opportunity to contest, in a hearing in which the commission would have the burden of proof, an order providing for divestiture.

Avco to let go of clear-channel WOAI

Avco Broadcasting Corp. announced last week an agreement to sell WOAI(AM) San Antonio, Tex., to Clear Channel Communications Inc. of San Antonio. The sale, for $1.5 million, is contingent upon FCC approval.

Principals in CCC are two San Antonio businessmen, L. Lowry Mays and B. J. McCombs. They are also principals in San Antonio Broadcasting Inc., licensee of KEEZ(FM) San Antonio and KXXO-(AM) and KMOD(FM) Tulsa, Okla.

A 50 kw clear-channel station on 1200 khz, WOAI went on the air in 1922. The original owner, Southland Industries Inc., sold the station, along with WOAI-TV, to Avco in 1965 for $12 million.

In addition to WOAI-TV, Avco owns WLW(AM)-WLWT(TV) Cincinnati, WLWC-(TV) Columbus, and WLWD(TV) Dayton, all Ohio; WLWI(TV) Indianapolis; WWDC-AM-FM Washington; KYA-AM-FM San Francisco, WETH(AM) Wood River, Ill.

Gannett set to sell KGBX

With an eye on FCC crossownership rules, the Gannett Co. announced last week the sale of KGBX(AM) Springfield, Mo., to Stauffer Publications Inc., subject to FCC approval. The price was said to be $500,000.

Gannett reached an agreement last August with Springfield Newspapers Inc. to acquire KGBX, KHMO(AM) Hannibal, Mo., and 50% of KYTV-TV Springfield along with the Springfield *News* and *Leader* for Gannett stock valued at $30 million (BROADCASTING, Aug. 27, 1973). Acknowledging commission rules barring acquisition of co-located TV and AM facilities Gannett opted to spin off the radio station.

Gannett is presently seeking FCC approval to retain KHMO(AM) and the interest in KYTV-TV. The sale to Stauffer is contingent upon consumation of those transfers.

Stauffer owns WIBN-AM-FM-TV Topeka, Kan.; KGNC-AM-FM Amarillo, Tex.; KGFF-(AM) Shawnee, Kan., and KSOK(AM) Arkansas City, Kan., and has applied for FCC approval of purchase of KRNT-AM-FM Des Moines, Iowa.

Changing Hands

Announced

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

- WOAI(AM) San Antonio, Tex.: Sold by Avco Broadcasting Corp. to Clear Channel Communications Inc. (see above).
- KGBX(AM) Springfield, Mo.: Sold by Gannett Co. to Stauffer Publications Inc. for $500,000 (see above).
- WCUM-AM-FM Cumberland, Md.: Sold by Ralph J. Baron and Tom Feldman to Donald W. Miller (80%) and Ken Riggle (20%) for $395,000. Mr. Miller is president and Mr. Riggle is commercial manager of WKCY(AM) Harrisonburg, Va. WCUM operates on 1230 khz with 1 kw daytime and 250 w night. WCUM-FM operates on 102.9 mhz with 1.25 kw and antenna four feet below average terrain. Broker: Blackburn & Co.
- KXOW-AM-FM Hot Springs, Ark.: Sold by Christian Broadcasting Corp. to Noalmark Corp. of El Dorado, Ark., for $375,000. Forrest Eddy is president of Christian; William C. Nolan Jr. is president of Noalmark and is licensee of KELD-AM-FM El Dorado, Ark. KXOW is daytimer on 1420 khz with 5 kw. KXOW-FM operates on 106.3 mhz with antenna height 790 feet above average terrain. Broker: George Moore & Associates.

Stations gear up for Radio Month

ABC and NAB are distributing radio promotion spots

The annual observance of Radio Month began last Wednesday (May 1), and if all stations are pushing all the materials available to them, most listeners should already be aware that something's up. They should even have a pretty good idea of what it is.

The National Association of Broadcasters' Radio Information Office sent five new one-minute radio-promotion spots plus three 30-second versions to all NAB member stations several weeks ago for use this month. They promote the theme of "Radio Free USA" in music styles to fit virtually any station format.

The four ABC radio networks have been playing, since early April, a series of 12 special 30-second spots produced for them by Imagination Inc., San Francisco, and they are stepping up the plays this month. ABC Radio has also made the spots available to all its affiliates and is urging them to intensify their use during May. In addition it has offered copies to other stations and said last week it had already filled some 200 requests and was still getting more.

The ABC spots emphasize the variety of programing that radio offers to entertain, divert and inform viewers of all ages and interests. Both they and the NAB-RIO spots were previewed at meetings in Houston during the NAB convention there in March (BROADCASTING, March 25).

For the chicken-and-peas circuit, the Radio Advertising Bureau has prepared speech suggestions for its members to use in appearances before Rotary, Kiwanis and similar local organizations, and RAB officials expect to stress Radio Month in their own appearances at workshops, seminars and other industry meetings. And the International Radio and Television Society made its own gesture with a "radio day" luncheon in New York last Thursday (May 2).

Bundy picks up tabs for more citizen action

The Ford Foundation has announced new grants of $1,326,000 to two Washington-based public interest law firms that have represented litigants against broadcast operations.

A grant of $230,000 went to the Citizens Communications Center which specializes in representing local groups before the FCC. A grant of $1,096,000 went to the Center for Law and Social Policy which has been relatively inactive in broadcast matters lately but which represented Friends of the Earth in a benchmark case applying the fairness doctrine to television commercials for leaded gasoline and automobiles (BROADCASTING, Aug. 23, 1971).

McGeorge Bundy, president of the Ford Foundation, in announcing those and other grants, said: "The record of success of public interest law is impressive. Since 1969, when we began our support, public interest legal centers have won several major court victories and negotiated many important agreements. Equally striking is the constructive working relationship that has developed between these groups and government agencies concerned with such matters as broadcasting, food and drugs and the employment of women and minorities."

The BPA slate

The Broadcasters Promotion Association nominating committee has developed its slate of officers and directors which it will present to the membership at BPA's June 6-8 meeting in Atlanta. Nominated to serve one-year officer terms are: Tom Cousins, WCCO-TV Minneapolis, president; Lynne Grasz, KOLN-TV/KGIN-TV Lincoln, Neb., vice president: Don Pilcher, All Canada Radio and TV, Toronto, secretary, and Ken Taishoff, WTMJ-TV Milwaukee, treasurer.

For three-year directorships the board has nominated Mickey Wellman, WWL-AM-FM-TV New Orleans; John Scuoppo, NBC-TV New York; Al Gordon, WPVI-TV Philadelphia, and A. Lee Pocock, KSL-AM-FM Salt Lake City. Terry Simpson, WTTV(TV) Indianapolis is up for a two-year director post, and Justin Meacham, WSBT-AM-FM-TV South Bend, Ind., for a one-year director post.

'Hollywood Report' earns fines for six stations

Six radio stations that unwittingly broadcast commercial material disguised as features were slapped recently with FCC fines for running the programs without announcing and/or logging the sponsors.

The stations were notified April 17 and 18 that they had incurred fines for running tapes and records of a five-minute program, *Hollywood Report*. Consisting of interviews with Hollywood stars, the programs were produced and offered to the stations by Dick Strout, the interviewer, and, the FCC said, included "some sort of sponsor identification for [Mr. Strout's] own product, which varies." What Mr. Strout failed to tell the stations, and what they should have ascertained, the FCC said, was that he was being paid by TV producers and movie studios to tape the interviews and place the spots. Ignorance, as pleaded by several stations, was no excuse in the eyes of the commission—broadcasters must "exercise reasonable diligence to obtain information in connection with any program or program matter for broadcast."

The six fined stations are: KSTL(AM) St. Louis, Mo.—$1,000, KJIM(AM) Fort Worth—$2,000, WXLW(AM) Indianapolis—$1,000, WEAW(AM) Evanston, Ill.—$2,000, KBUC(AM) San Antonio, Tex.—$1,000, and KXTR(FM) Independence, Mo.—$250.

Broadcast Journalism®

Stanton, Rather say White House made open threats

Affidavits, supporting allegations that network antitrust suits were political, name Nixon aides

High officials of the Nixon administration were accused last week of threatening retaliation against CBS because of its news policies.

Early in November 1972, it was charged, Charles Colson, then a presidential assistant, telephoned Frank Stanton, then vice chairman of CBS, and said that unless the network changed its news treatment of the Nixon administration, "things will get much worse for CBS." He also said, in substance, "You didn't play ball during the campaign . . . We'll bring you to your knees in Wall Street and on Madison Avenue."

The alleged threat was reported in an affidavit signed by Dr. Stanton and filed last week by CBS and ABC in the U.S. District Court in Los Angeles, where they and NBC are defendants in an antitrust suit brought by the Department of Justice.

The affidavit was part of a 350-page appendix which contains White House memoranda uncovered and released by the Senate Watergate committee, excerpts from congressional testimony of present and former White House aides, and newspaper stories—all selected to buttress both the networks' claim that the suits were politically motivated and the ABC-CBS request for extensive documents and depositions of former White House aides being sought to prove that charge.

The Stanton affidavit also referred to a telephone conversation he said he had on Nov. 4, 1969, with Dean Burch, then a new FCC chairman and now counselor to the President, in which Mr. Burch asked for the transcript of a news analysis with which CBS News had wrapped up coverage of a presidential speech on Vietnam the preceding night. Similar calls had gone to senior officials at the other networks. News of the requests from the FCC chairman subjected Mr. Burch to considerable criticism for allegedly attempting to intimidate the networks. But it was not until Dr. Stanton's statement was issued last week that there was any evidence of what had only been speculation at the time—that Mr. Burch made his calls at the urging of the executive office. "Chairman Burch apologized for making the request and explained that he was doing so at the request of the White House," the Stanton affidavit said.

Mr. Burch said publicly at the time that he had requested the transcripts after receiving complaints about the wrapups from congressional "and other sources" (BROADCASTING, Nov. 17, 1969), and he repeatedly denied being part of a "cabal" engaged in an attempt to intimidate the networks. He also said he had been unaware of the protocol normally followed in such situations, and, as CBS and ABC noted in their joint brief last week, the commission later issued a statement asserting it would not serve as "the national 'arbiter' of the 'truth' of a news event."

The November 1972 telephone call was not the only contact in which Mr. Colson sought to pressure CBS, according to the Stanton affidavit. On one occasion, Mr. Colson advised CBS against broadcasting "loyal opposition" responses to presidential addresses; in another, he produced a survey of CBS News "which, he claimed, demonstrated bias in reporting," the Stanton affidavit said.

There was also a report of an Oct. 29, 1972, telephone conversation in which Mr. Colson was said to have complained that CBS was "devoting too much attention to Watergate." The call came after CBS had broadcast the first part of a two-part report on Watergate. When Dr. Stanton, believing that Mr. Colson was criticizing the program for lack of fairness, began to argue that the report had been balanced, Dr. Stanton said, "Colson interrupted me and said, in substance, that 'whether the report was fair or not, it should not have been broadcast at all.' "

The CBS-ABC brief also charged that network representatives "were quietly and privately threatened" by White House aides. CBS News's Dan Rather supplied an affidavit naming the White House news secretary, Ronald Ziegler, and former presidential aide John Ehrlichman as the authors of such threats. Mr. Ziegler is said to have told Mr. Rather in February 1971 that "the television networks were 'anti-Nixon' and that 'they are going to have to pay for that, sooner or later, one way or another." And on one or two occasions, Mr. Ehrlichman told Mr. Rather, "in words or substance," according to the affidavit, " 'the networks will get theirs; of that you can be sure.' " The first such remark was made in 1970 or 1971, the affidavit said.

The Justice Department, which filed suit in April 1972, is seeking to prevent the networks from carrying network-produced entertainment programs, including feature films. It says the suits originated with studies beginning in the early 1950's, and it accuses the networks of using their control of access to air time to monopolize prime-time television entertainment programing.

Last month, Justice asked the court to reject the networks' argument that political motives were involved in the suit as irrelevant.

But it also went to considerable pains to establish that political motivations were not involved; it provided an affidavit from an attorney from the Watergate Special Prosecution Force asserting that an investigation he had conducted produced no evidence to support the networks' allegation—at least not yet—as well as affidavits from present and former antitrust division officials, including two former chiefs of the division, insisting that the suits were filed for legitimate antitrust reasons.

But last week the networks—CBS and

ABC in their joint brief and NBC in a separate one—said that the motivation is critical. CBS and ABC argued that the suit was instituted "for the unconstitutional purpose of harassing, intimidating and inhibiting them in their exercise of First Amendment rights."

And the networks maintain that the affidavits of the present and former antitrust officials do not rebut the allegation of political motivation. The suits were not authorized by them, the networks noted. The antitrust division recommended the suits, but it was higher authority—in the person of Richard Kleindienst, then the attorney general—who permitted them to be filed. And a former antitrust chief, Judge Richard McLaren, said in his affidavit he had been in touch with White House officials on the matter.

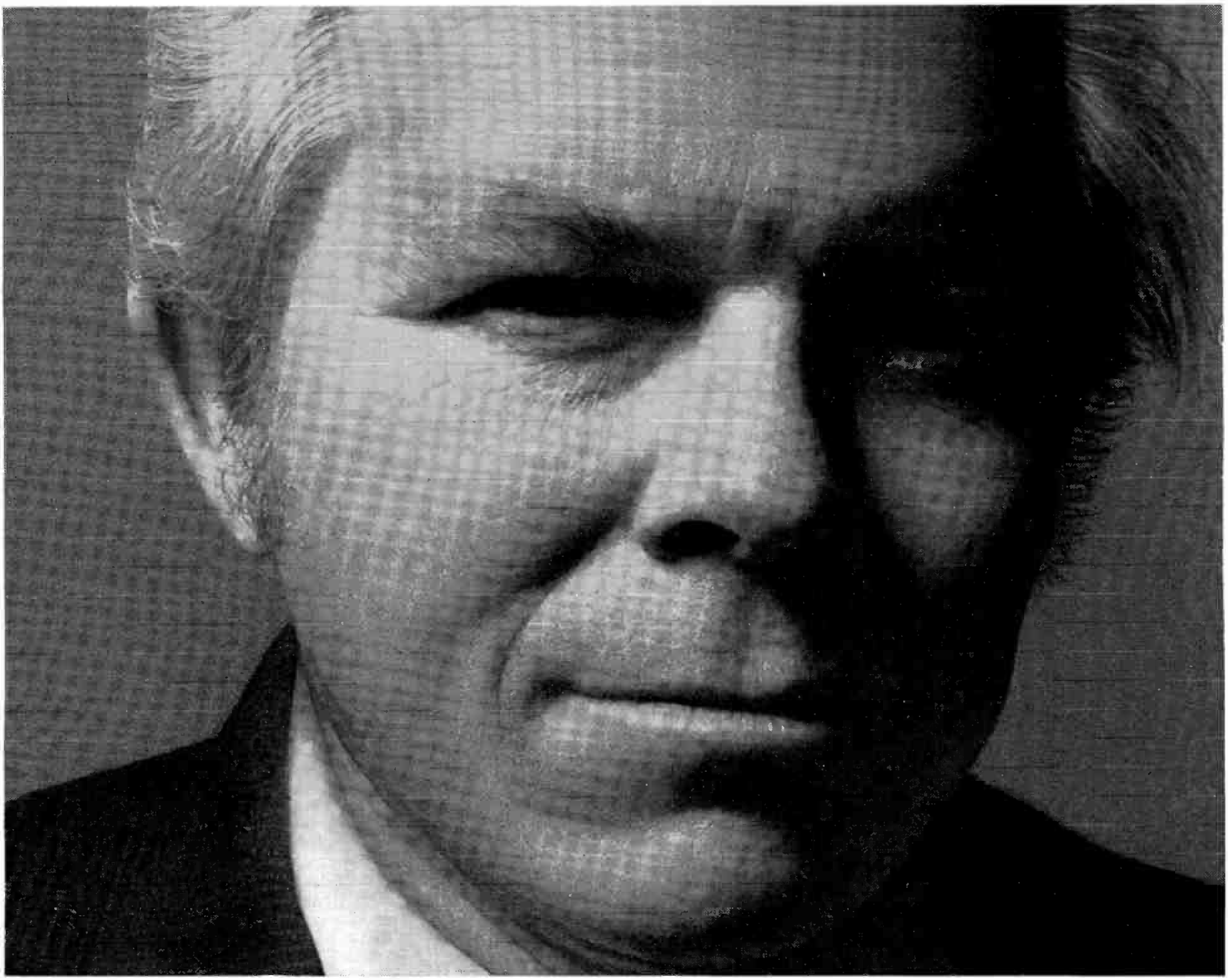
"Significantly," the CBS-ABC brief said, "the government did not file an affidavit by former Attorney General Kleindienst, who authorized these suits, who signed the complaints, and whose deposition is resisted by the government."

NBC, on the other hand, although taking note of the CBS and ABC filings, argued legalistically that the Department of Justice's motions to strike certain of that network's defenses were erroneous. NBC and the other networks had argued that there were ulterior motives for the antitrust suit by the government; the Department of Justice claimed that this item should not be heard since it is, the government claimed, not a justiciable issue.

But, NBC said in its filings last week, the documents cited by CBS and ABC in their latest memoranda "permit inferences that the administration was disposed to use governmental power and law enforcement processes to reshape news reporting by the media, that use of the antitrust laws for this purpose was recommended at the highest levels of government, and that the television networks were a focal point in this process."

NBC also argued as erroneous the Justice Department's move to strike another NBC defense. The network claimed that the government's intent—to prohibit the network from producing network TV entertainment programs and feature films—violates the First and Fourth Amendments. The government, NBC said, treated this as an averment by NBC that it was immune to antitrust litigation under these constitutional safeguards. NBC argued it made no such claim.

Patsies? CBS Newsman Walter Cronkite let go last week with one of his periodic blasts at what he considers government efforts at infringing the rights of a free press. The Nixon administration, he said, was "indulging in a conspiracy" as a result of the heavy news coverage of Watergate and related scandals. "The normal adversity between the press and government has been pushed by this administration," he told a news conference in Atlanta. The news media, he said, should "stand up in righteous wrath."



"What I have in this and many thousands going to stand the ind

It's a formula. The Arbitron Replication formula.

What it does is prove that Arbitron average audience estimates are many times more reliable than we or anybody else thought.

For decades we used a device called a Nomograph to judge the reliability of our estimates. According to the Nomograph, those audience estimates could sometimes vary by as much as four or five points.

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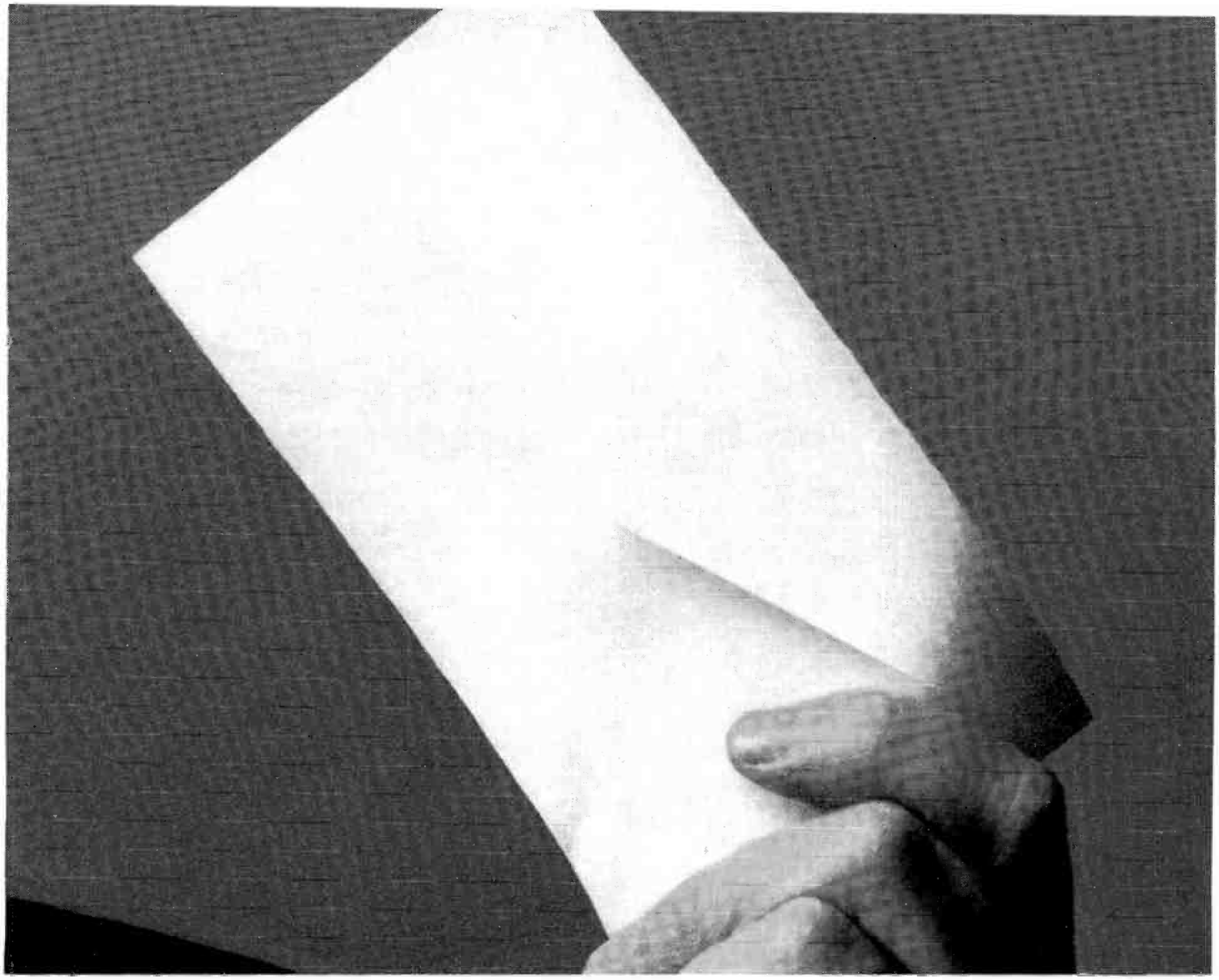
But the Arbitron Replication



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This new look at ratings accuracy reinforces Arbitron as the leader in setting standards for the industry.

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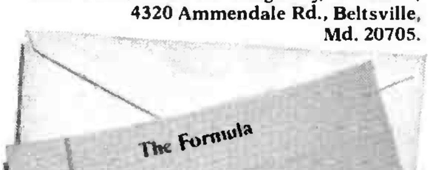

ARBITRON

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More O&O TV's turn to two-hour newscasts

WNBC-TV expands segment today KGO-TV, KABC-TV already converted

"News of the Hour" is becoming news of two hours in three major local news markets. In New York, NBC-owned WNBC-TV inaugurated Monday (April 29) the city's first two-hour early evening newscast, the 5-7 p.m. *NewsCenter 4*. And the granddaddy of two-hour local newscasts, NBC-owned KNBC-TV Los Angeles, gained its first head-on competition, after six years, with this month's arrival of ABC O&O KABC-TV's expanded early evening program ("Closed Circuit," Jan. 14). Also this month ABC's San Francisco O&O, KGO-TV, tackled a two-hour newscast.

NBC and WNBC-TV executives last Monday (April 22) unveiled new studio facilities for *NewsCenter 4*, which, unlike the three other two-hour programs, consists of a single program divided into various news and viewer-service segments in the manner of NBC's *Today* show. At KNBC-TV, KABC-TV and KGO-TV, audiences see two "conventional" one-hour newscasts back to back.

NewsCenter 4's spacious new studio, which will also be used for WNBC-TV's 11 p.m. news and election coverage, contains four separate news areas: a weather desk, feature desk for rotating video "columns" from WNBC-TV's team of commentators, a central desk for sportscaster and anchormen Jim Hartz and Charles Scarborough, and a news desk for the broadcast's half-hourly capsules of the day's events.

WNBC-TV labels the project "news to delight and inform," and hopes the zingy magazine format will rescue the station from a sagging third place in New York's local news race. *NewsCenter 4*'s studio was built at an "astronomical" cost, says NBC O&O News Vice President Lee Hanna, to be "the most modern, electronically complicated and sophisticated" facility in the country. "Our mission is to bring a bright new broadcast in New York," he said. "In this increasingly complex urban society, you have to tell people how to cope," he added, referring to *NewsCenter 4*'s "news you can use" daily consumer service pieces. Mr. Hanna insisted "there will be no happy talk" on *NewsCenter 4*. "The jazz era of news is at an end," he said. "We're not in business to be comedians."

ABC's California stations have switched from chopped-up one-and-a-half hours of early evening local news to *Eyewitness News* (5-6 p.m.) and *Eyewitness News II* (6-7 p.m.) in Los Angeles, and to *News Scene I* (5-6 p.m.) *and News Scene II* (6-7 p.m.) in San Francisco. ABC's two-hour initiative simplifies somewhat California's complex, news-conscious local station scene, where network news may be found sandwiched between various local news segments, and where local news segments are found "competing" against network news, movies, or ordinary daytime TV entertainment fare. The *ABC Evening News* had not been broadcast simultaneously with either NBC's or CBS's network news until April. Now it competes head-on with NBC and CBS at 7 p.m. in Los Angeles. In San Francisco, NBC feeds network news at 6 p.m., CBS at 6:30 p.m., and ABC at 7 p.m.

Furthermore, the entire ABC West Coast area (California, Nevada, Oregon and Washington) daytime network schedule has advanced one hour extending from 10:30-3:30 p.m.

Richard O'Leary, president of ABC-owned TV stations, told BROADCASTING that the KGO-TV and KABC-TV track records in news ratings were crucial factors in the decision to go to two hours. ABC's five O&O's rate number one in late evening local news; KGO-TV is number one in early evening news.

"The way to tell you're ready to go to two hours is to look at 11 o'clock," Mr. O'Leary said. "It's not a decision hinged on the success or failure of network news."

Another weathervane for the two-hour plunge is the prevalence in California of light industry and the 7:30 a.m.-3:30 p.m. day, as opposed to the 9-5 eastern pattern. "The busiest time in Los Angeles is 4 p.m.," said Mr. O'Leary, who feels WNBC-TV's two-hour broadcast is ill-fated because it coincides with the city's commuter rush. "There's no way you're going to go to two hours unless there's an insatiable need," he said. "In California, we're like the afternoon newspapers that come out at 4:30 just off the presses. It's counterprograming."

NBC's Mr. Hanna said exhaustive tests, including previewing a *NewsCenter 4* "pilot" to 500 people, had been conducted before the two-hour broadcast was forged. The majority of New York commuters are home by the time the 5 p.m. *NewsCenter* broadcast begins, he maintained. WNBC-TV will program to the viewer of the entire two hours as well as to the viewer who tunes only a portion of the program, he added.

The people and the place. WNBC-TV's *NewsCenter 4* team is now working out of this new multilevel studio, which was built at an "astronomical" cost. The newspeople (l-r): Charles Scarborough, Carl Stokes, Betty Furness, Dick Schaap, Carol Jenkins, Jim Van Sickle, Pia Lindstrom, Tim Ryan and Jim Hartz.

A double rap for news media

The president of Taft Broadcasting Co. has criticized television networks, the "AP wires on our own stations" and daily newspapers for unfairly emphasizing profits in recent oil company financial reports. Lawrence H. Rogers II, in an editorial circulated for broadcast on Taft stations, said only the *Wall Street Journal* had portrayed "true facts."

To judge by most news coverage, Mr. Rogers said, "you would think Genghis Khan is loose, marauding on the American consumer." The stories have underplayed taxes paid by oil companies and relatively low ratios of profits to sales.

The fault, said Mr. Rogers, lies in the general lack of financial knowledge among journalists and the "miserable public relations" of U.S. business.

Charles Smith, the new chairman of the Chamber of Commerce of the U.S. also singled out the news media as undermining public confidence in business. Mr. Smith, who took over as the chamber's top official at its annual meeting last week, said that segments of the news media "are evidently motivated by a desire to destroy the economic system that created them, and many more are trapped by the misguided belief that it sells more newspapers and magazines, or gains more viewers, to attack and vilify business than it does to balance the criticism."

Covering Nixon— the speech and the transcripts

NBC hires 'noninterpretive' readers, WBAI(FM) launches transcript marathon; also at issue: propriety of President's public defense

The three networks' news departments produced special reports last week on President Nixon's 1,308 pages of transcripts of Watergate-related conversations, and, in an unusual move, NBC News hired a team of "professional readers" to insure a nonexpressive, noninterpretive rendition of portions read over the air.

The Nixon Transcripts, NBC News's 90-minute special report, anchored by *NBC Nightly News* anchorman John Chancellor, was to air at 11:30 p.m. (EDT) last Saturday (May 4). An NBC source told BROADCASTING that readers—not actors—were assigned to read critical excerpts of the transcripts in a "flat" manner so as not to "convey any meanings that aren't there and not to emphasize any particular words or phrases." Donald Meaney, NBC vice president for TV news programing said, "to give an honest, impartial presentation of the words" and intention was to illuminate the situation confronting House Judiciary Committee members restricted to transcripts for their evaluation of Watergate-related evidence in the impeachment investigation.

Mr. Nixon last Monday (April 29) used about 35 minutes of prime time TV to announce he was turning over transcripts of subpoenaed tape recordings and to answer testimony against him by former White House Counsel John Dean III.

CBS News last Wednesday (May 1) aired an hour special report 8-9 p.m. (EDT) on the transcripts, anchored by CBS *Evening News* anchorman Walter Cronkite. Russ Bensley, CBS News executive producer, produced the program from Washington; portions of the transcripts were read and analyzed by correspondents and Congressmen.

ABC News's special, *Congress Views the Transcripts,* was broadcast last Thursday (May 2) at 8:30-9 p.m. (EDT). *ABC Evening News* anchorman Howard K. Smith anchored the program, which featured transcript readings and interviews with House Judiciary Committee members.

In another development, Committee chairman Peter Rodino (D-N.J.) last Tuesday (April 30) rejected offers from the three networks for air time to reply to Mr. Nixon's televised defense against impeachment proceedings. ABC and CBS invited Representative Rodino before the President's telecast; NBC wired him immediately after the speech. ABC News offered Representative Rodino "equal time"; CBS and NBC each offered him a half hour. CBS also offered a half-hour of reply time to Mr. Dean, although he is under gag orders from U.S. District Judge John J. Sirica. NBC News's offer to Representative Rodino was specified for 8 p.m. Tuesday (May 7).

Robert S. Strauss, chairman of the Democratic National Committee, last Monday suggested to the three networks that the President's request for air time to bring his case before the public was "highly questionable." CBS News President Richard Salant told the press that granting air time to the President was a matter of news judgment. "We're carrying him because we think he's newsworthy as hell," Mr. Salant said. ABC and NBC News executives had not replied publicly last week to Mr. Strauss's letter.

The transcripts issue figured prominently in all network newscasts, both radio and television, last week, particularly on the *CBS Morning News,* which devoted its Tuesday and Wednesday (April 30, May 1) broadcasts to transcript readings and discussion of Mr. Nixon's actions.

In New York, the public-supported WBAI(FM) began April 29 a "transcript marathon" with the intention of broadcasting the entire 1,308 pages of transcripts, read by station newspeople at regular intervals. The station was trying to find a time slot for the readings last week, and after two days had aired 12 hours of transcript reading, described as "just the beginning" of the marathon.

Congress reacts: Albert charges Nixon use of TV was improper; Macdonald characterizes subpoena speech as 'Checkers revisited'

House Speaker Carl Albert (D-Okla.) solemnly condemned President Nixon for taking to the airwaves to plead his case before the people last Monday night (April 29). The President addressed the nation to outline his reply to a subpoena from the House Judiciary Committee, currently considering a recommendation on his impeachment. "The question is: Should [television] be used to influence the procedures of this inquiry? I hope not," the Speaker said. "I don't think the networks should allow that sort of thing."

His main concern, he said, was to keep politics out of the impeachment deliberations. He held that the matter should not be decided on public statements or public sentiment.

Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) thought the address, which was carried by all three commercial networks and seen by an estimated 65 million viewers, was aimed at going over Congress's head, that it was a plea for support from the people. "It was a very slick performance, worthy of Madison Avenue," Representative Macdonald said. "It's the best I've seen him since the Checkers speech. You might call it Checkers revisited." He also urged Judiciary Committee Chairman Peter Rodino (D-N.J.) to accept the network's offer for equal time. "If it were me, I would," he said.

Hobler's choice in New Jersey

Radio owner there documents his efforts to cover election campaign as a newspaper would and also live up to fairness, equal-time rules

Herbert W. Hobler, chairman of the New Jersey Broadcasting Committee on Media Freedoms, decided to demonstrate last fall, during the state and local election campaigns, what he considers the unfair legal obligations broadcasters shoulder in covering elections. He would, in effect, operate the stations licensed to his Nassau Broadcasting Co.—WHWH(AM) Princeton and WPST(FM) Trenton—as he might a newspaper, endorsing whom he pleased, posing questions as he liked—although at the same time complying with the equal-time law and the FCC's fairness doctrine (BROADCASTING, Oct. 8, 1973).

Mr. Hobler has compiled a 100-page volume on the experience, and it provides some indication of the problems, financial and otherwise, he encountered in covering a gubernatorial race in which 12 candidates were entered and a number of local contests in which 63 candidates were running.

The volume is entitled "Americans . . . One of Your Freedoms is Missing," and it has been sent to 50 members of the Senate and the House, to the FCC, the White House, radio and network officials, and the National Association of Broadcasters—all as part of an effort to demonstrate the "impracticalities," "unfairness" and "double standards" that Mr. Hobler says "inhibit free journalistic expression" by broadcasters and that, as a result, deny service to the public.

In carrying out its project, Nassau did not do all that the law required; it did more. The first aspect of the plan was to ask each of the 12 candidates for governor—candidates of the Communist, Libertarian and Socialist parties among them—to comment in one-minute spots on an election-issue question each week for seven weeks. ("Thus began a seven-week series of questions whereby WHWH and WPST provided 24 minutes of free prime traffic time just so the two principal candidates could each have two minutes," Mr. Hobler says in his account.) Not all candidates chose to respond to all questions. And when one, George Gilk, who was running on the Defeat Narcotics Crime Ticket, could not be located by conventional means, Nassau ran an editorial entitled "George Gilk, Where Are You?" He finally turned up five weeks after the special-issues campaign had begun.

But Nassau went even further than that in connection with its plan to endorse candidates. It endorsed one candidate for governor (the two stations urged a write-in vote for incumbent Governor William Cahill, who had been defeated in the Republican primary) and a total of 45 candidates for local office. The endorsements consumed a total of 14:30

minutes—four minutes on WPST and 10:30 minutes on WHWH.

Mr. Hobler said it cost the company "well in excess of $10,000"—in terms of salaries, legal fees and air time—to endorse candidates and provide time for reply. He also said that the equal-time law and the fairness doctrine "required" the stations to make available for reply a total of 395 minutes.

However, the damage was not that bad—41 minutes on WPST and 67:30 on WHWH, for a total of 108:30 minutes. Furthermore, although the stations used 60 seconds to endorse a gubernatorial candidate and 30 seconds to endorse Nassau's other choices, the stations, "to be totally fair," offered nonendorsed candidates 90 seconds to respond. And the offer was not limited to spokesmen for the candidates, which is all that the fairness doctrine requires; the offer was made to the candidates themselves—which meant that the opponent of every candidate who accepted would be entitled to equal time.

The offer to the candidates personally was apparently an error, but Nassau did not renege. And 13 candidates for local office personally appeared in rebuttal. These appearances, in turn, led to equal-time demands by three other candidates, including one who had been endorsed. None of the candidates for governor took advantage of the offer to appear personally, but five spoke through representatives.

Mr. Hobler did not rest with letting the experiment carry its own message regarding broadcasters' obligations. Preceding each response by a gubernatorial candidate to the question of the week the stations posed, the company broadcast a "semi-editorial" concerning the broadcaster's "special burden" of fairness and equal time. And Nassau promoted its experiment with a series of publicity releases to newspapers and New Jersey radio stations.

The project also provided Mr. Hobler with an opportunity to raise an issue that has long troubled New Jersey broadcasters during election campaigns, and one having nothing to do with legal obligations—the practice of state and federal candidates spending campaign money on television in New York and Philadelphia to reach voters in New Jersey, which lacks its own television service.

The Nassau stations ran an editorial criticizing the two major candidates—Republican Charles Sandman and Democrat Brendan T. Byrne—for spending heavily on out-of-state television rather than on in-state radio. The editorial contended that out-of-state television does a far less effective job in reaching voters than does in-state radio, and at far more cost.

The major party candidates were offered time to reply, but declined it.

Open door for sketch pads

The New Jersey Supreme Court has lifted a ban on sketching by the news media in state courts. It said the new policy will be instituted on an experimental basis and revoked if sketching interferes with courtroom decorum.

Acting on a petition filed by NBC, which is seeking to display sketches of newsworthy trials in the state, the court noted that courtroom sketches are permitted in most states and said: "We are assured by the broadcasting companies that the proposed sketching will not distract the attention of witnesses or jurors."

APBA meeting boasts all-star speaker's list

Kansas City convention has Goodman, Pastore for starters; gathering will also feature panels, awards

Except that the Associated Press Broadcasters Association expects a record turnout for its fourth annual convention in Kansas City May 30-June 1, the speakers might threaten to outnumber the delegates. The line-up:

NBC Chairman Julian Goodman, the keynoter; Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee; Grover Cobb, senior executive vice president of the National Association of Broadcasters; Clarence Kelley, director of the Federal Bureau of Investigation; Alf Landon, former Kansas governor, station owner and 1936 Republican presidential candidate; George Bush, chairman of the Republican National Committee; Bob Keefe, executive director of the Democratic National Committee; Governor Christopher Bond of Missouri; Governor Robert Docking of Kansas; Mayor Charles Wheeler of Kansas City, and AP correspondent Jurate Kazickas.

Beyond that list, the convention's panels will include: John Sawhill, director of the Federal Energy Agency; Z. D. Bonner, president of Gulf Oil; J. B. Sinclair, executive vice president of Shell Oil and president of Shell Chemical Co.; Sydney L. Terry, vice president for consumer affairs for Chrysler Corp.; Robert Wells, station executive and former FCC commissioner; Sandy Starovin, Washington correspondent for Westinghouse Broadcasting Co.; Don Keough of the Citizens Conference on State Legislatures; Ralph Renick, news vice president for WTVJ-(TV) Miami; Jim Pratt, news director of KVII-TV Amarillo, Tex.; Steve Fentress of the McHugh & Hoffman consulting firm, and a to-be-named representative of Frank Magid Associates, another broadcast consultant.

A number of awards for news coverage will be presented during the sessions, including those to: WLCY(AM) St. Petersburg, Fla., for weekend coverage; KGAK-(AM) Gallup, N.M., for spot news; WVUE-TV New Orleans, for enterprise; KGFW(AM) Kearney, Neb., for over-all coverage, and KMTY-FM Clovis, N.M., a special citation for over-all coverage. Nineteen honorable mention citations will be presented. AP staff awards will go to Al DenBeste, Seattle, for regional coverage; Jerry Carrier, Oklahoma City, for spot news; Marvin Schneider, New York, for enterprise, and Bruce Hodgman, New York, for night broadcast supervision.

Programing

NFL's '74 tab to networks up $9 million

Backed by early sponsor signings, ABC, CBS, NBC will start on new pro football contracts costing about $56 million annually; Super Bowl minute: $214,000

The commercial television networks are paying an estimated 18% more for professional football rights this year than last, but sales to advertisers—reportedly at record prices—already assure them of getting much of their record-setting outlays back.

Sources at ABC and NBC say they are approaching sold-out status on regular season games and CBS sources report sales there at about the 70%-75% level. Whether even total sell-out would enable the networks to show a profit on the games, considering production costs in addition to the rights expenditures, was unclear, though it was assumed that marginal profits would result.

CBS and NBC, which have been carrying pro football several years longer, are believed to have reached some degree of profitability in recent years though in earlier seasons they reportedly fell short of the break-even mark. ABC, too, is currently presumed to be showing a profit on its coverage.

Network officials refused to discuss rights prices. So did those at the National Football League, the TV beneficiary. But informed sources estimated that the 1974 total would come to approximately $56 million, as against $47.25 million last year.

These estimates broke down as follows:

ABC-TV—Up from $8.5 million last year to about $13.5 million this year, with the latter figure including $1.5 million for the post-season Pro Bowl game, not on ABC before.

CBS-TV—Up from $20 million for preseason and regular-season games last year to around $22.5 million this year. (The 1973 figure of $20 million did not include $2.75 million that CBS paid last year for the Super Bowl, which alternates between CBS and NBC and thus will be on NBC this year.)

NBC-TV—Up from $15 million last year (plus $1 million for the Pro Bowl) to about $17 million plus around $3 million for the Super Bowl.

This is the first year of new four-year contract with the networks.

ABC's increase in rights costs was considerably more than those of the other networks, informed sources speculated, because it includes the Pro Bowl for the first time and more preseason and regular season games than last year.

Football prices to advertisers will also be setting new peaks. For example, Super Bowl IX (Sunday, Jan. 12, 1975, at New Orleans) sets a new record at $214,000 per minute on NBC-TV and continues as

Sports rights. WTOP-TV Washington has announced three-year agreement with Washington Bullets (formerly Capitol Bullets) of National Basketball Association, commencing with 26 road games in 1974-75 ▪ WGN-TV Chicago has contracted with Chicago Fire of new World Football League to carry all away games of club plus other WFL contests ▪ WCAU-TV Philadelphia has signed new contract with Philadelphia Eagles of National Football League for preseason schedules through 1976.

the TV event with a higher rate-card price than any other one-shot attraction on the air, including those in prime time. (The previous record was the $210,000 a minute for last January's Super Bowl on CBS.

In addition, ABC, which experienced its best Nielsens ever last fall with *NFL Monday Night Football*, has jacked up the per-minute price from $80,000 to $100,000. ABC will telecast 14 regular-season Monday games in 1974 (one more than last year), five preseason games (two more than last year) and, for the first time, the AFC-NFC Pro Bowl game (Monday night, Jan. 20, 1975), to which the network has exclusive rights over the next four years. (Formerly, it was rotated as a weekend day game between CBS and NBC.)

ABC sources say its football package is 90% sold, with the following major participating advertisers on board: General Electric, Weyerhauser lumber, U.S. Tobacco, Savings and Loan Foundation, Metropolitan Life Insurance Co., General Cigar, United Airlines, Schlitz beer, Goodyear Tire & Rubber Co., Ford Motors, Sears, Roebuck & Co., and the Gillette Co.

All of CBS's rate-card prices are up this year by about 5%, ranging from the $60,000 a minute for preseason games and some of the less choice regular-season dates to $90,000 a minute for the first three October games and the Dec. 21 and Dec. 22 intraconference playoff games. The Dec. 29 championship game is tabbed at $134,000 a minute. In all, CBS will telecast three preseason, three post-season and 83 regular-season games. CBS is about three-quarters sold, according to CBS sources, with the following advertisers scheduled so far: Ford Motors, Firestone Tire & Rubber, New York Life, the New York Stock Exchange, Miles Labs, Stokely-Van Camp, Stihl American chain saws, Colt 45 Malt Liquor, STP, Volkswagen, British Leland motors, Mutual of New York, Miller Beer, Rockwell International power tools, Dow Chemical, Levi Strauss, State Farm Insurance, Sears, Roebuck & Co., Schick, American Brands pipe tobacco, Union Carbide, Magnavox, Coleco games, A/C sparkplugs, J. C. Penney, Black and Decker, Budweiser beer, R. J. Reynolds foods, Westinghouse, IBM, Quaker State motor oil, U.S. Steel, Debeers diamonds, Commercial Credit, Consolidated Cigar Co., Colgate, Monroe shock absorbers, Morton-Norwich pharmaceuticals, Brunswick, Pharmacraft and Cotton Inc.

NBC's pro-football prices stack up as follows (with last year's comparable figures in parentheses): preseason games $49,000 ($46,000); Sunday single games $52,000 ($46,000); Saturday singles $55,000 ($52,000); Sunday doubleheaders $86,000 ($74,000); playoff games $68,000, ($64,000); the Thanksgiving Day game $76,000 ($70,000); and the conference championship $105,000 ($100,000).

NBC will do a total of 89 games this year, and, although minutes are still available in the pregame and post-season contests, all of the regular-season games are sold out, with the following major sponsors in the lead: Chrysler Corp., Firestone Tire & Rubber Co., Sears, Roebuck & Co., State Farm Insurance, Union Carbide, Warner Lambert, and the American Bankers Association.

The new kid on the block—the TVS Television Network and its World Football League package—is offering 15 minutes on each of 23 WFL games to sponsors at $17,500 a minute (BROADCASTING, Feb. 25). Three advertisers have already snapped up the bait: Chevrolet has picked up three minutes on each game, Fireman's Fund insurance two minutes and BankAmericard 30 seconds.

Alan Lubell, sales vice president, says TVS has lined up 80 stations so far (or about 74% coverage), including WOR-TV New York, WGN-TV Chicago, KHJ-TV Los Angeles, KHOU-TV Houston, KTVU(TV) San Francisco-Oakland, and two UHF stations: WKBD Detroit and WPHL Philadelphia. He added that TVS would pay its ad-hoc affiliates on a straight network formula and would also give them nine minutes to sell locally. The telecasts start Thursday, July 18, at 9 p.m., NYT, and will run every Thursday night through Nov. 14. The championship game is planned for Friday afternoon, Nov. 29.

Remodeling at Screen Gems

Name is changed and new chief of production is appointed

Columbia Pictures' subsidiary, Screen Gems, has a new production chief and a new name. David Gerber, executive producer of Screen Gems' *Police Story*, which was recently renewed for its second season on NBC, will now hold the title of executive vice president, worldwide production. He will preside over Columbia Pictures Television.

In announcing the name change last Wednesday (May 1), John H. Mitchell, president of the division, said the move was taken to identify the television operation more closely with the parent company and to help achieve an interrelationship among all of its divisions—in motion pictures, television, broadcast stations, records and music publishing.

The company said Mr. Gerber will be in charge of every aspect of production, including program development for both film and tape series, movies-of-the-week, children's programs and specials.

He will report directly to Mr. Mitchell.

Mr. Gerber, and his David Gerber Productions through Screen Gems, also has three new prime-time series on the networks next season. They are: *Born Free*, for NBC; *Police Woman*, also for NBC, and *Nakia*, for ABC. All are hour long. Screen Gems also has two other prime-time series for the 1974-75 season: *That's My Mama* and *Everything Money Can't Buy*, both half-hour comedies for ABC. And it also handles two daytime series: *Days of Our Lives*, NBC, and *The Young and the Restless*, CBS, and a number of movies-of-the-week.

Mr. Gerber announced that he planned to establish a separate unit to concentrate on movies of the week; Screen Gems' most recent hits in this category have been the Emmy-winning "Brian's Song," as well as this season's "Story of Jacob and Joseph" and "QB VII."

Executives with Mr. Gerber will be Edward Masket, administration and business affairs; Seymour Priedman, production; Rene Valente, talent; Al Simon, tape programing; Doug Duitsman, publicity and promotion; William Hart, domestic syndication, and Norman Horwitz, international syndication.

Mr. Gerber's predecessor was Art Frenkel, who resigned his post several weeks ago and who now has an independent production firm that has an exclusive arrangement with Screen Gems for TV programs, and with Columbia Pictures having first refusal rights for theatrical film projects.

ABC-TV affiliates will get lowdown on new morning show at this week's convention

ABC-TV affiliates gather this week in Los Angeles for their annual convention, a closer look at ABC-TV's new prime-time schedule and more details on the program with which the network plans to make its entry into early-morning programing.

The sessions, at the Century Plaza hotel, open with a reception Wednesday evening (May 8) and get down to business the next morning. After two days of meetings and presentations, a closed session between affiliates and network officials will wrap it up Saturday morning.

Screenings of new entries in ABC's 1974-75 schedule (BROADCASTING, April 29), reports on sales and reviews of ratings performance are among the expected highlights. Officials said they also planned to reveal plans for the program, described earlier as part news and part entertainment, that ABC hopes to launch early next year in competition with NBC's *Today*, CBS's *Morning News*.

Elton H. Rule, president of ABC Inc., will address the Friday luncheon. Five other presidents—and ABC Inc. Chairman Leonard H. Goldenson—are also due to be at the convention: Walter A. Schwartz, ABC Television; James E. Duffy, ABC-TV network; Martin Starger, ABC Entertainment; Roone Arledge, ABC Sports, and Elmer Lower, ABC News.

George Lyons of WZZM-TV Grand Rapids, Mich., is chairman of the ABC-TV Network Affiliates Association and will participate with Mr. Duffy in a news conference Saturday morning.

Howard Cosell, ABC sportscaster, will speak at the Thursday luncheon.

'QB VII' survives Nixon's address

ABC's costly TV movie rated well, despite probable loss of a million homes after delayed beginning

ABC-TV's "QB VII," the most expensive made-for-TV movie ever filmed (total cost: $2.5 million), scored a solid 18.3 rating and 38 share in the national Nielsen overnights for Monday, April 29 (9:45 p.m.-12:45 a.m., NYT), despite the jostling it received from President Nixon's televised address earlier that evening.

Mr. Nixon's speech, which started at the peak viewing time of 9 p.m., delayed the first part of the two-part "QB VII" by about 40 minutes. According to some estimates, that delay probably caused the movie to lose up to a million homes. From 10 to 10:30 p.m., for example, about 13.8 million homes were tuned in to the movie, a figure that dropped to 13.2 million between 10:30 and 11 p.m. About a million homes fell away between 11 and 11:30 p.m., and by the time the movie was winding to a close only 10.2 million or so were still hanging in. If the movie had ended at midnight, as originally scheduled, almost 11 million homes would still have been watching, based on the Monday figures.

Sources at ABC said that despite the viewer loss, no sponsor had approached the network for a rebate or a make-good. "When this kind of thing happens," another industry source said, "agencies and sponsors simply bite the bullet—they've learned to live with it."

If the New York and Los Angeles Nielsen overnights are any indication (national Nielsens were unavailable at press time), the second half of "QB VII" (Tuesday, 8:30-11:45 p.m.) did even better than the first. Over the course of the entire three hours and 15 minutes, the movie chalked up a 26.8 rating and 41 share in New York and a 29.0 and 50 in Los Angeles.

Based on its deal with Screen Gems, the producer of "QB VII," ABC is entitled to one repeat of the movie. A spokesman for Screen Gems said that because "QB VII" runs five-and-a-half hours the company wasn't sure exactly how it would syndicate it after the network runs. He added that the plans for European distribution were also up in the air, with opinion at the company divided between theatrical release and television distribution.

CBS O&O TV's join forces with Syndicast

Hope is to produce material for prime-time-access slots on network's owned TV's and eventually for others on barter basis

CBS Television Stations Division and Syndicast Services Inc., New York, have banded together in a venture to develop "quality programing" for prime-access periods on the five CBS-owned stations and eventually for syndication to other outlets.

The blueprint calls for Syndicast to produce or acquire five half-hour local prime-access specials to be broadcast on the CBS-owned stations in early September and for the distributor to line up other outlets and obtain barter advertisers. After the specials are telecast, CBS and Syndicast will evaluate the ratings and other forms of research to determine which will be suitable for local prime-access programs in 1975 under a barter formula.

Ray L. Beindorf, executive vice president, CBS Television Stations, said the project is "an opportunity to improve the quality of local prime-time programing for the future." Mitchell (Mickey) Johnson, president of Syndicast, said his company will distribute any series that may be developed.

CBS Television Stations and Syndicast are in the process of appraising numerous program concepts from which the specials will be produced. One source said the venture will not include game shows.

The deal is not Syndicast's first with a network O&O, or with the CBS group, for that matter. Two programs of NBC-owned WNBC-TV New York, the Monday-Friday *Not For Women Only* strip and the Saturday children's show, *B. J.'s Bunch,* are among its current barter offerings to other stations (see page 22). It also handled the *Patsy Awards* half-hour special in cooperation with CBS O&O's.

ABC O&O TV's set children's show for access time

Spin-off from 'Rainbow Sundae' will premiere in fall

ABC's owned TV stations this fall will program 20 half hours of the *Over Seven* magazine-format children's series in prime-access time, it was announced last week. Filmed on location worldwide, the series will document unusual experiences of children and young people in segments ranging from five minutes to the full half hour. *Over Seven* is part of the ABC group's *Rainbow Sundae* children's series which premiered this season.

The series began with *Over Seven* programs interspersed with children's dramatic specials in a one-hour early-evening Sunday time slot. *Rainbow Sundae* will continue in that time period, and *Over Seven* will be cut to one half hour once each week.

Daniel Wilson, producer of ABC-TV's *Afterschool Special* made-for-TV late afternoon children's movies, will produce the new *Over Seven* series. Herb Victor, ABC O&O programing vice president, will work with Mr. Wilson on the series. "To give the series a contemporary, lively feeling and still retain its high qualitative and imaginative standards, *Over Seven* will be punctuated with segments of varying lengths," Mr. Victor said. "These will include five-minute topics of interest to young people as well as short, bright, animated and live-action clips."

Among the programs already in production for *Over Seven,* which will make its prime-time premiere in October, are full-length segments about an Oklahoma rodeo school, a young swimmer training for the 1976 Olympics, a Portuguese bull-fighting student, a rapids canoe trip by city children, and a 16-year-old glider pilot in Alaska.

Short segments will include "extended three-part serials" and "short features" on such subjects as lesser-known historical figures, a mini-film festival, and an illustrated origin of words. ABC-owned TV stations are WABC-TV New York, WLS-TV Chicago, WXYZ-TV Detroit, KGO-TV San Francisco and KABC-TV Los Angeles.

Frank, MCA, UA turned down

The FCC says the proposal of Sandy Frank Program Sales Inc. for a ban on stripping multiple showings of the same program series in prime-time access periods of a given week is interesting but could not be adopted without substantial exploration. The commission made its comment in an order denying petitions for reconsideration of its Jan. 23 order relaxing its prime-time access rule ("Closed Circuit," April 22).

Frank, a program syndicator that had opposed relaxation of the rule, said in its petition that the antistripping rule would be the "most effective single action" the commission could take to achieve the rule's aim of generating new program materials from diverse sources (BROADCASTING, March 25). The commission said that the idea was presented too late for consideration in the present proceeding but that it might be appropriate for study at some point in the future.

Other petitions rejected were those of MCA Inc. and United Artists Corp., which sought lifting of the ban on showing feature films in the 7:30-8 p.m. access period; UA asked suspension of the ban at least once each week. The commission said that movies had been showing up in prime-time television in increasing amounts in recent years and that there is not reason to expect a reversal of that trend. Furthermore, the commission said, movies are generally made for theatrical release or for the networks; accordingly, there is less need to make prime-time available for them than for first-run non-network material that is produced specifically for television.

Buckley, Evans set back by appeals court

Commentators fighting compulsory AFTRA membership say they will take case to Supreme Court

On-air commentators William F. Buckley Jr. and M. Stanton Evans lost a crucial round last week in their three-year legal battle against collective bargaining agreements requiring them to belong to a union and pay dues in order to express their views on radio and TV.

A three-man panel of the U.S. Court of Appeals for the Second Circuit in New York unanimously reversed a decision of the U.S. Southern District Court of New York, which had held that commentators and news analysts need not belong to a union or pay dues to it (BROADCASTING, Jan. 29, 1973). Mr. Buckley and Mr. Evans had claimed that the union-shop agreements of the American Federation of Television and Radio Artists, as they pertained to news analysts and commentators, constituted an "unreasonable restraint" on their freedom of speech.

Following the circuit court's decision last Tuesday (April 30) counsel for Mr. Buckley and Mr. Evans said he would ask the U.S. Supreme Court to hear the case.

The circuit court ruled it is not an infringement of First Amendment rights for AFTRA to require news commentators, such as Mr. Buckley and Mr. Evans, to pay dues. It reversed the district court on this point and on two others: one dealing with compulsory union membership and the other with compulsory compliance with union orders and regulations. The circuit court contended the district court did not have jurisdiction to determine the legality of the union shop and compliance with union rules, insisting these issues were the jurisdiction of the National Labor Relations Board.

One world: '74 version

ITT programing venture for children tells it as the astronauts see it

The International Telephone and Telegraph Corp. has gone to the moon and back to get the perspective for its new TV series for children—which it bills as the first "worldwide" series for children as well as the first children's program developed and sponsored entirely by a U.S. company.

Called the *Big Blue Marble*, the 26-segment series takes its name from a photograph of the world taken from moon orbit by astronaut Frank Borman. The central theme of the series also borrows from that "outside-in" viewpoint. As Mr. Borman described it in a Washington preview last week, "there are no boundaries apparent from the moon," and the series attempts to build international understanding.

The series, aimed at 8- to 12-year olds,

The "Blue Marble"

takes its audiences around the world for a look at the way of life, special customs, holiday celebrations of different nations.

The program will be launched this month by 45 U.S. stations on a four-segment preview basis, with regular weekly telecasts to begin in September. It will be offered to both commercial and educational television stations, with the stipulation that commercial stations agree to broadcast the program with no commercial breaks. ITT has spent an estimated $3 million to produce the series.

Switch. With the ink hardly dry on the announcement of its 1974-75 prime-time schedule, NBC-TV is already making changes. Two new action dramas, *In Tandem* and *Petrocelli*, will swap time periods, the former moving to Thursday (10-11 p.m., NYT), the latter to Wednesday (also 10-11 p.m.). In addition, NBC reported that the actress Angie Dickinson has signed as the lead in the new *Police Woman* (Friday, 10-11 p.m.).

Cablecasting

OTP sees cable as common carrier in the future

Its first legislative proposal would lead to diffusion of system and content control

The draft legislation that the administration's Office of Telecommunications Policy has prepared as a first step in implementing the report issued in January by the Cabinet Committee on Cable Television contains the seed from which one of the most controversial and fundamental proposals in the report could flower—the separation of system ownership from control of content of cable-transmitted material (BROADCASTING, Jan. 21).

The thrust of the draft bill is to divide jurisdiction over cable between the FCC and one level of nonfederal government—state, local or some other; the bill does not specify—which would serve as a "licensing agency" (BROADCASTING, April 22). But one of its main purposes, the draft bill says, is to prevent local monopolies of cable ownership and local regulating authorities from combining to control the content of cable channels, and it adds: "Therefore, the policy for cable communications should ultimately separate control of cable systems from control of the content of cable channels."

And the draft bill contains a provision that gives local authorities the power to bring about that separation in stages. It requires cable systems to make available one channel for lease for each channel used for broadcast retransmission or for program origination, and authorizes the local licensing agency to increase the proportion of leased channels to the total number of channels in the cable system.

"This will provide for the gradual implementation" of policy that separates ownership of systems from control of program services, an analysis of the draft bill provided by OTP says. "Therefore, as the cable system grows and increases the saturation of its service area, the potential power of a cable system operator to control the content of information disseminated to his subscribers will be reduced, abuses of such power prevented, and the necessity of government intervention in channel content will be eliminated."

The draft bill does not specify any point at which the separation of ownership and program control (except for one or two channels which would be left under the operator's control) is to be achieved. However, the cabinet committee saw its proposals coming into effect gradually; they were to be in full force by the time 50% of the nation's homes are wired for cable.

The draft bill, which has been circulated among interested parties, has already run into some criticism. A member of the staff of the Cable Television Information Bureau, Sheila Mahoney, said the bill does not implement the cabinet committee report, in that it says nothing about the requirements cable systems are to shoulder once the 50% penetration level is achieved.

Ms. Mahoney and FCC staffers have also questioned the draft bill's provision asserting that the nonfederal licensing agency must have authority to assure the cable authority reasonable access to common-carrier and public-utility company ducts and poles. As a practical matter, a commission staffer said, that means state public utility commissions will regulate cable, regardless of the OTP's express intention to avoid picking the agency to regulate cable on a local level. In most states, it is the public utilities commission that has the necessary authority; cities do not.

And Ms. Mahoney sees a constitutional bar to Congress attempting to assert—as the draft bill provides—that there will be only one nonfederal regulator. "It is up to the states to determine how they will deal with regulatory matters not taken over by the FCC," she said.

OTP officials, who are aware of such criticisms, nevertheless felt last week there was no need to make major changes

Best. National Cable Television Association's top award for local cablecasting went to Continental Cablevision of Jackson, Mich., which was cited for "diversity, a social conscience and the respect for the audience rarely found in conventional broadcast television." The award was accepted by Nancy Hauser (r), the system's program director, and program assistant Kim Beaman from Representative Torbert Macdonald, principal speaker at the awards ceremony during the NCTA convention in Chicago (BROADCASTING, April 29).

Roll your own. Jack Valenti, the MPAA president whose quips on pay cable enlivened the opening session of the National Cable Television Association convention in Chicago (*Broadcasting,* April 29) and whose rhetorical advocacy cheered his audience, also gave cablemen something new to think about in the way of movie product. "Of all the movies now being shown on network television," he said, 62% are made exclusively for TV." His implication: Made-for-cable movies are something to think about.

Progress report. The evolution of FCC's Cable Bureau has been watched closely by cable and broadcast interests alike. The National Cable Television Association convention (*Broadcasting,* April 29) provided a forum for bureau staff to answer some questions about its progress. This is the status, based on presentations by Acting Bureau Chief David Kinley and other personnel during several NCTA sessions:

The staff is now at 86, will be 95 by June. It has, in response to a Harbridge House study last year, divided into four divisions—certificate of compliance processing, microwave, policy review and development, and research. Average time for processing an uncontested compliance certificate application is four months; the goal, according to Mr. Kinley, is to cut it to "certainly no more than three." Contested CAC applications take between six months and a year.

In January, 145 CAC applications were filed; 225 were processed. In February, 78 were submitted and 200 cleared. In March: 78 came in, 174 went out. Three new engineers have been added to reduce the CARS application backlog.

In addition, the bureau has established a subscriber complaint office and, since its beginning in January, that facility has considered more than 250 cases. "In every instance I've seen so far," said Barbara Leventhal, director of the office, "the operators have been most cooperative" and most cases have been "satisfactorily resolved."

before submitting the draft bill to the Office of Management and Budget, probably early this week, for clearance to Congress. In the clearance process, various governmental agencies, including the FCC, will have a chance to comment formally.

The draft bill, which is designed to provide once and for all a congressional mandate for the regulation of cable television, is in line in a number of areas with the regulatory scheme the FCC has already built on its interpretation of its existing charter, the Communications Act of 1934.

For instance, the commission would continue to have authority over such matters as the terms and conditions of cable systems' relay of television signals, the siphoning of television programs by pay cable operations, crossownership of television stations or networks and cable systems, and technical standards for cable systems.

Further, it would prohibit any governmental authority from regulating the rates charged for leasing channels or the rates charged cable subscribers by channel lessees; however, licensing agencies would be permitted to regulate the hookup and monthly service rates cable operators charge subscribers. The commission has already adopted essentially that policy.

But, the proposed separation of cable ownership and program content would not be the only departure from commission policy. The draft bill would set minimum as well as maximum limits for licenses—five and 15 years; the commission has imposed a 15-year limit on cable franchises, but is reconsidering extending that limit as well as whether it should adopt a minimum term for franchises (BROADCASTING, April 22). And among the kinds of cable systems excluded from the draft bill's provisions are those that merely retransmit local television and radio signals.

More important, the draft bill would prohibit federal or local governments from requiring program origination—as the commission has done, in a rule now under reconsideration—or from imposing fairness doctrine, equal-time or other program restrictions or obligations on cable systems, as the commission has not ruled out.

And the draft bill would run head-on into the commission requirement that systems make access channels available at no cost for educational or governmental purposes. "Such requirements are unnecessary in a cable environment characterized by an abundance of channel capacity," OTP says in its accompanying analysis.

However, the commission also requires the dedication of a channel for free public access, and the draft bill would, too. It would also permit systems to establish lower rates for those engaged in "educational, charitable, eleemosynary, nonprofit, governmental or similar noncommercial activities."

Cable Briefs

Probers. "Blue ribbon" committee to investigate relationship between National Cable Television Association president, board and executive committee—as announced by NCTA President David Foster at Chicago convention (BROADCASTING, April 29)—has been staffed. Members: John Gwin (Cox Cable), Ben Conroy (Communications Properties Inc.) and Mr. Foster.

Halt for hearing. FCC has ordered hearing on charges that United Cable Co. of New Hampshire, subsidiary of Richard Eaton's United Broadcasting Co., acted in collusion with New England Telephone Co. to foster discriminatory pole attachment rates for competing cable firm. Continental Cablevision, which holds nonexclusive franchise to serve Manchester, N.H.—as does United—made charge. Commission found "substantial indication" that conduct of United and telco is "discriminatory and anticompetitive in nature." It ordered United to cease construction in areas also franchised to Continental until case is resolved.

Laurels. Among honors bestowed at National Cable Television Association convention (BROADCASTING, April 29) was association's first political cablecasting award. It was presented to John R. Long of Mission Cable TV Inc., San Diego, by Representative Robert McClory (D-Ill.) during Wednesday luncheon. Mr. Long was recognized for his efforts in pioneering California Cable Network, interconnection of cable systems in that state which had origin as vehicle for distribution of information during 1972 California elections.

Broadcast Advertising

Missouri candidates agree on TV debates in lieu of spot buying

Eagleton, Curtis plan to spend up to $300,000 in other media

Senator Thomas F. Eagleton—for a short while, the Democrats' vice presidential candidate in 1972—and his likely opponent in the upcoming race for the Senate from Missouri, former Representative Thomas B. Curtis, have come up with a novel campaign arrangement. Last week, both announced that they have agreed to spend no funds on broadcast advertising; instead they will ask air time for a series of TV debates. Both will hold campaign expenditures under $300,000.

"The leading factor in the escalating costs of campaigns has been the expense of radio and television advertising," Senator Eagleton said in a letter to Mr. Curtis. "Inasmuch as you and I both are interested in a campaign on the issues, it seems to me we have an opportunity to set an example that could well make Missouri a showcase for campaign reform." Senator Eagleton released the letter to the former member of the House when he announced his intentions to run for re-election.

Mr. Curtis, a former chairman of the Corporation for Public Broadcasting, who is predicted to win the Republican primary next month, announced a similar proposal in St. Louis at the same time as the Eagleton announcement. Mr. Curtis lost a race for the Senate to Senator Eagleton in 1968.

On its face, the idea raises the question of whether or not stations will have to provide similar time or make room in the Eagleton-Curtis debates for third party candidates. The first independent candidate for the Senate filed last week. He is C. E. Talmadge, an executive with a General Motors division in Baldwin, Mo.

A check of some general managers in Missouri showed that the candidates have not yet approached the broadcasters with the specifics of their proposal. But, in the main, most said they are "willing to take a look at it," as Ray Karpowicz, general manager of KSD-TV St. Louis, put it.

BAR reports television-network sales as of April 7

ABC $185,408,800 (31.1%), CBS $212,108,500 (35.6%), NBC $198,161,800 (33.3%)

Day parts	Total minutes week ended April 7	Total dollars week ended April 7	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	70	$ 486,200	860	$ 5,807,700	$ 6,331,400
Monday-Friday 10 a.m.-6 p.m.	1,013	8,895,000	13,796	123,117,700	117,313,900
Saturday-Sunday Sign-on-6 p.m.	337	4,901,100	3,949	64,053,900	58,447,000
Monday-Saturday 6 p.m.-7:30 p.m.	99	2,153,500	1,367	31,907,600	29,337,100
Sunday 6 p.m.-7:30 p.m.	15	290,500	203	5,443,100	6,098,500
Monday-Sunday 7:30 p.m.-11 p.m.	386	25,416,200	5,410	329,988,900	315,955,700
Monday-Sunday 11 p.m.-Sign-off	183	4,633,700	2,202	35,360,200	31,191,900
Total	**2,103**	**$46,776,200**	**27,787**	**$ 595,679,100**	**$ 564,675,500**

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

Boycott urged against anti-Nixon sponsors

Sticker campaign is being pushed by Fairness to Presidency group

President Nixon's complaint that he is being unfairly treated by the media, especially radio and TV, continues to be taken up by Nixon supporters who are quietly urging audiences to boycott sponsors of "defamatory" programing. One campaign, pushed by the National Citizens Committee for Fairness to the Presidency, is piggybacking mail in the form of a sticker proclaiming "BOYCOTT (TV, RADIO) SPONSORS WHO DEFAME THE PRESIDENCY."

The committee is a Washington-based group that claims a national membership of 350,000. Last week, it said, over two million of the 2½ by 3-inch stamps had been sent out to supporters across the country.

No specific sponsors or programs have been singled out for boycott, said Rabbi Baruch Korff, president of the committee; that "is being left entirely to the discretion of viewers." The intent, he said, "is so the viewer and the listener can vent his own disgust and own displeasure without being guided directly by any proclivities we may have nationally."

The only effect Rabbi Korff could point to was the lodging of complaints "in the thousands" with the FCC, but a spokesman there said he was "not aware of a great volume of complaints." (On May 1 the FCC reported 1,795 total complaints in March, down 215 from the previous month.) In any event, Rabbi Korff added, the boycott is only "a footnote to our larger campaign to restore our image at home and abroad" by shoring up the stature of the President and his office. To that purpose, the Rabbi said, the committee has collected petitions, with the names of 1.5 million registered voters, urging congressmen and senators "to make our position known in the halls of Congress."

In addition, Rabbi Korff is personally spreading the message over the air waves. He has appeared on *The David Susskind Show*, the WABC-TV morning show *"AM"* and on Detroit's *Lou Gordon Show*, with other appearances in the making. And he said that, in response to requests from several stations, radio messages are being prepared "to express our point of view."

Nye heading for FTC

Commissioner-designate would give commission a Harvard majority

San Francisco antitrust lawyer Stephen A. Nye has been named by President Nixon to fill the Federal Trade Commission vacancy created by the resignation of Commissioner David S. Dennison.

Mr. Nye, a 37-year old Harvard Law School graduate, has been a partner since 1970 in the San Francisco firm of Sullivan, Jones and Archer which specializes in antitrust and trade regulation law.

Capitol Hill sources say no opposition to the nomination has surfaced, but that

Mr. Nye's involvement with a number of large corporations currently involved in litigation with the FTC will be scrutinized. Xerox Corp., Mobil Oil and Occidental Petroleum Corp., are among the firm's clients; the FTC has filed antitrust suits against Xerox as well as eight major oil firms.

If confirmed, Mr. Nye, a Republican, will become the third Harvard law graduate on the five-member commission (joining Chairman Lewis Engman and Commissioner Elizabeth Hanford). He will fill a term expiring in September, 1977.

Business Briefs

Rep appointments. KPLC-TV Lake Charles, La.: Avery-Knodel Inc., New York. ▪ KTRH(AM)-KLOL(FM) Houston: The Christal Co., New York.

Retailer accent. Dancer-Fitzgerald-Sample Inc., New York, announced last week formation of Dancer Fitzgerald Sample/Retail Marketing Service to provide marketing, promotion and advertising services to retailers. Directors of new operation include M. (Sek) Seklemian, Stephen D. Thorpe and Frederick B. Newell Jr., principals in Retail Decision Inc., Washington, retail consultancy firm. Robert L. Jordan, senior vice president of D-F-S is president of DFS/RMS, division involved in joint venture.

All gone. CBS Radio's attempt to revive radio drama on network has cleared another hurdle. Buick Division of General Motors Corp., Detroit, through McCann-Erickson, Detroit, has signed for sponsorship of *CBS Radio Mystery Theater*, effective May 12, placing program on sold-out basis.

Sold out. Purchasing one-quarter sponsorship each in the first daytime emmy awards presentation on NBC-TV on May 28 (noon-1:30 p.m.) are Bristol-Myers Corp., New York, Calgon Corp., Pittsburgh, and Colgate-Palmolive Co. and Ralston Purina Co., St. Louis.

Not like BEM. The FCC is developing a policy, both through formal action and informal staff interpretations of the Federal Election Campaign Act of 1971, that bars broadcasters from refusing to sell or give choice viewing or listening time to federal candidates, or from limiting such to 30 or 60 seconds. The commission staff stated that position in responding to a query from an aide to Herbert Dennenberg, a candidate for Democratic nomination for senator from Pennsylvania, who said some stations are limiting the time they would make available to spot. The informal ruling was based on a commission letter last year to KLAS-TV Las Vegas, which had limited improperly, the commission said, the time it would sell candidates. That letter, in turn, was based on a provision in the campaign spending law which requires broadcasters to afford "reasonable access" to their facilities to candidates for federal office.

Music

Breaking In

Radar Love—*Golden Earring (Track)* ▪ There's a new heavy-metal, space band on the scene with a big ballyhoo: Golden Earring. They have cut down a track from their premiere album from 6:24 to the more air-manageable length of three minutes-plus. Initial response to *Radar Love* has been exceptional for a band in its first time out (see station list below).

The components here are familiar—a strong, expansive lead guitar and a simple musical theme that can stand up to repetition. Without the benefit of touring—which gives hard rock bands a visual image to match an aural one—breaking an act such as Golden Earring is usually quite a chore. But the West Coast reaction is making the job easier for MCA.

Those playing *Radar Love* last week included KJOY(AM) Stockton, Calif., KJR(AM) Seattle; KLOS(FM) Los Angeles; KCTA(AM) Tacoma, Wash.; KEWI(AM) Topeka, Kan., and KIRL(AM) St. Louis.

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

- DANCIN' ON A SATURDAY NIGHT, Flash Cadillac & the Continental Kids (Epic).
- DON'T MESS UP A GOOD THING, Gregg Allman (Capicorn).
- HARMONY, Elton John (MCA).
- IF I WERE A CARPENTER, Leon Russell (Shelter).
- IF IT FEELS GOOD DO IT, Ian Lloyd and the Stories (Kama Sutra).
- IT ONLY HURTS WHEN I TRY TO SMILE, Dawn (Bell).
- MIGHTY MIGHTY, Earth Wind & Fire (Columbia).
- NEW YORK CITY GIRL, Bob Hegel (RCA).
- NICE TO BE AROUND, Maureen McGovern (20th Century).
- PUT A LITTLE LOVE AWAY, Emotions (Stax).
- RADAR LOVE, Golden Earrings (MCA).
- RHAPSODY IN WHITE, Love Unlimited (20th Century).
- RIKKI DON'T LOSE THAT NUMBER, Steely Dan (ABC/Dunhill).
- SLEEPIN', Diana Ross (Motown).
- TEEN ANGEL, Wednesday (Sussex).
- TIME WILL TELL, Tower of Power (Warner Brothers).
- TRAVELING BOY, Art Garfunkel (Columbia).

Music Briefs

Due dates. Curtis Mayfield's sixth solo LP is ready for release. Called *Sweet Exorcist* (Curtom), it includes theme from black film "Claudine," *To be Invisible*. Sha-Na-Na— which has never had top-40 hit with their re-do's of '50's

Continues on page 48

The Broadcasting Playlist™ May 6

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

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
1	1	**TSOP** (3:18) MFSB—Phila. Int'l.	1	2	3	4
4	2	**Loco-Motion** (2:45) Grand Funk—Capitol	7	1	1	1
2	3	**Bennie and the Jets** (5:00) Elton John—MCA	2	3	4	2
9	4	**The Entertainer** (2:57) Marvin Hamlisch—MCA	3	5	6	3
10	5	**Dancing Machine** (2:29) Jackson Five—Motown	6	4	2	5
8	6	**Come and Get Your Love** (3:30) Redbone—Epic	8	6	5	7
5	7	**The Best Thing That Ever Happened to Me** (3:45) Gladys Knight & the Pips—Buddah	5	8	8	9
7	8	**I'll Have to Say I Love You in a Song** (2:30) Jim Croce—ABC/Dunhill	4	9	10	10
3	9	**Hooked on a Feeling** (2:54) Blue Swede—EMI	9	10	7	6
13	10	**The Show Must Go On** (3:29) Three Dog Night—ABC/Dunhill	10	7	9	8
17	11	**I've Been Searching So Long** (4:19) Chicago—Columbia	11	11	11	11
27	12	**The Streak** (3:15) Ray Stevens—Barnaby	12	14	12	12
14	13	**Tubular Bells** (3:18) Mike Oldfield—Virgin	14	13	13	13
11	14	**Oh My My** (3:39) Ringo Starr—Apple	15	12	15	15
21	15	**Just Don't Want to Be Lonely** (3:31) Main Ingredient—RCA	13	18	14	14
25	16	**Midnight at the Oasis** (3:36) Maria Muldaur—Reprise	16	15	17	17
12	17	**The Lord's Prayer** (2:59) Sister Janet Mead—A&M	17	17	16	19
15	18	**Seasons in the Sun** (3:24) Terry Jacks—Bell	19	16	18	16
18	19	**Keep on Singing** (3:03) Helen Reddy—Capitol	18	19	20	21
31	20	**You Make Me Feel Brand New** (4:45) Stylistics—Avco	21	20	19	18
23	21	**Band on the Run** (5:09) Paul McCartney & Wings—Apple	22	21	21	20
24	22	**I Won't Last a Day Without You** (3:47) Carpenters—A&M	23	22	23	22
6	23	**Sunshine** (3:18) John Denver—RCA	20	23	22	24
28	24	**Let It Ride** (3:33) Bachman-Turner Overdrive—Mercury	28	24	24	23
22	25	**Lookin' for a Love** (2:37) Bobby Womack—United Artists	25	27	25	25
20	26	**Dark Lady** (3:26) Cher—MCA	24	26	26	30
32	27	**Don't You Worry 'Bout a Thing** (3:40) Stevie Wonder—Tamla	32	25	27	26
19	28	**Eres Tu (Touch the Wind)** (3:12) Mocedades—Tara	26	29	30	27
37	29	**For the Love of Money** (3:45) O'Jays—Phila. Int'l.	31	28	31	29
42	30	**Billy Don't Be a Hero** (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	35	30	28	28
16	31	**Mockingbird** (3:45) Carly Simon & James Taylor—Elektra	30	35	29	35
26	32	**Piano Man** (4:30) Billy Joel—Columbia	27	32	37	32
40	33	**Sundown** (3:37) Gordon Lightfoot—Reprise	33	31	35	37
38	34	**My Girl Bill** (3:12) Jim Stafford—MGM	34	33	38	33
46	35	**Oh Very Young** (2:33) Cat Stevens—A&M	37	36	34	31
35	36	**I'm a Train** (3:16) Albert Hammond—Mums	36	38	32	36
41	37	**Help Me** (3:22) Joni Mitchell—Asylum	38	34	36	34
30	38	**A Very Special Love Song** (2:44) Charlie Rich—Epic	29	37	39	42
33	39	**Jet** (2:48) Paul McCartney & Wings—Apple	39	42	33	40
34	40	**Thanks for Saving My Life** (2:57) Billy Paul—Phila. Int'l.	40	39	43	38
43	41	**Payback** (3:30) James Brown—Polydor	47	40	41	39
29	42	**Spiders & Snakes** (3:03) Jim Stafford—MGM	41	51	46	45
65	43	**You Won't See Me** (3:07) Anne Murray—Capitol	43	44	44	47
50	44	**Standing at the End of the Line** (2:45) Lobo—Big Tree	44	43	45	43
48	45	**Keep It in the Family** (2:47) Leon Haywood—20th Century	50	41	48	41
45	46	**Dance with the Devil** (3:32) Cozy Powell—Chrysalis	49	47	42	44
45	47	**Tell Me a Lie** (2:59) Sami Jo—MGM South	46	48	47	49
49	48	**My Mistake Was to Love You** (2:55) Diana Ross and Marvin Gaye—Motown	42	45	51	50
54	49	**If You Love Me (Let Me Know)** (3:12) Olivia Newton-John—MCA	45	46	50	55
64	50	**Another Park, Another Sunday** (3:39) Doobie Brothers—Warner Brothers	48	49	53	46
44	51	**Boogie Down** (3:30) Eddie Kendricks—Tamla	53	50	49	51
59	52	**Daybreak** (3:03) Nilsson—RCA	56	52	54	48
47	53	**Star Baby** (2:37) Guess Who—RCA	51	54	55	54
36	54	**Rock On** (3:13) David Essex—Columbia	65	63	40	52
58	55	**The Air That I Breathe** (3:33) Hollies—Epic	52	57	52	57
60	56	**Rock Around the Clock** (2:08) Bill Haley—MCA	54	55	60	58
—	57	**Yovo Man** (2:46) Rick Cunha—GRC	57	61	56	59
68	58	**I'm in Love** (2:48) Aretha Franklin—Atlantic	55	56	59	64
56	59	**A Dream Goes on Forever** (3:21) Todd Rundgren—Bearsville	61	58	58	60
51	60	**One Hell of a Woman** (2:52) Mac Davis—Columbia	58	59	61	62
69	61	**Let's Get Married** (3:16) Al Green—Hi	59	60	62	61
—	62	**Haven't Got Time for the Pain** (3:25) Carly Simon—Elektra	60	62	63	65
—	63	**Save the Last Dance for Me** (2:58) De Franco Family—20th Century	68	72	57	69
55	64	**Last Kiss** (2:31) Wednesday—Sussex	*	53	*	53
63	65	**Werewolf** (3:30) Five Man Electrical Band—Polydor	64	74	64	66
—	66	**Already Gone** (3:39) Eagles—Asylum	62	64	72	70
73	67	**Billy Don't Be a Hero** (3:25) Paper Lace—Mercury	63	75	66	63
—	68	**Everybody Wanna Get Rich Rite Away** (2:44) Dr. John—Atco	67	70	65	67
70	69	**Jungle Boogie** (3:08) Kool and the Gang—Delite	71	71	67	68
—	70	**Teenage Love Affair** (2:38) Rick Derringer—Blue Sky	65	67	*	71
—	71	**48 Crash** (3:54) Suzi Quatro—Bell	*	*	*	56
62	72	**Happiness Is Me and You** (3:06) Gilbert O'Sullivan—MAM	70	66	70	*
—	73	**If You Wanna Get to Heaven** (3:04) Ozark Mtn. Daredevils—A&M	73	68	74	72
72	74	**Loving You** (2:42) Johnny Nash—Epic	69	69	*	74
52	75	**Touch a Hand, Make a Friend** (3:26) Staple Singers—Stax	72	73	73	*

Alphabetical list (with this week's over-all rank): The Air That I Breathe (55), Already Gone (66), Another Park, Another Sunday (50), Band on the Run (21), Bennie and the Jets (3), The Best Thing That Ever Happened to Me (7), Billy Don't Be a Hero (30), Billy Don't Be a Hero (67), Boogie Down (51), Come and Get Your Love (6), Dance With the Devil (46), Dancing Machine (5), Dark Lady (26), Daybreak (52), Don't You Worry 'bout a Thing (27), A Dream Goes on Forever (59), The Entertainer (4), Eres Tu (Touch the Wind) (28), Everybody Wanna Get Rich Rite Away (68), For the Love of Money (29), 48 Crash (71), Happiness Is Me and You (72), Haven't Got Time for the Pain (62), Help Me (37), Hooked on a Feeling (9), I Won't Last a Day Without You (22), I'll Have to Say I Love You in a Song (8), I'm a Train (36), I'm in Love (58), I've Been Searching So Long (11), If You Love Me (Let Me Know) (49), If You Want to Get to Heaven (73), Jet (39), Jungle Boogie (69), Just Don't Want to Be Lonely (15), Keep It in the Family (45), Keep on Singing (19), Last Kiss (64), Let It Ride (24), Let's Get Married (61), Loco-Motion (2), Lookin' for a Love (25), The Lord's Prayer (17), Loving You (74), Midnight at the Oasis (16), Mockingbird (31), My Girl Bill (34), My Mistake Was to Love You (48), Oh My My (14), Oh Very Young (35), One Hell of a Woman (60), Payback (41), Piano Man (32), Rock Around the Clock (56), Rock On (54), Save the Last Dance for Me (63), Seasons in the Sun (18), The Show Must Go On (10), Spiders & Snakes (42), Standing at the End of the Line (44), Star Baby (53), The Streak (12), Sundown (33), Sunshine (23), Teenage Love Affair (70), Tell Me a Lie (47), Thanks for Saving My Life (40), Touch a Hand, Make a Friend (75), TSOP (1), Tubular Bells (13), A Very Special Love Song (38), Werewolf (65), You Make Me Feel Brand New (20), You Won't See Me (43), Yoyo Man (57).

Tracking the 'Playlist.' Ray Stevens's *The Streak* is no three-week novelty record. It has been climbing the charts steadily for a month, has sold more than two million copies so far, Barnaby Records says, and is number 12 with a bolt this week. Three Dog Night's *The Show Must Go On* (10) breaks top ten this week. Bo Donaldson and the Heywoods' *Billy Don't Be a Hero* (30) continues as the hottest record in the country. It breaks into the top 40 this week ("Breaking In," April 15) as does Cat Stevens's *Oh Very Good* (35). Strong new entries this week include Rick Cunha's *Yoyo Man* (57),, Carly Simon's *Haven't Got Time for the Pain* (62)—the second single from the *Hot Cakes* LP—and the DeFranco Family's remake of the 1961 Drifters' classic, *Save the Last Dance for Me* (63).

Continued from page 45

classics—shipping single titled *Old Fashion* this week. Rita Coolige's next album is called *Fall into Spring* (A&M). It ships sometime in May. Also in May, expect Bob Dylan live album from recent tour with Band (Asylum). It'll be two-pocket record. First Joe Cocker LP (A&M) in two years is scheduled for release in June. Tentative title is *Love Songs*. David Essex follow-up to *Rock On* is *Lamplight* (Columbia). Emerson, Lake and Palmer (Atco) is planning three-record set for next release; it's due in May. Motown plans to release new Stevie Wonder and new Marvin Gaye albums in late May. Gladys Knight's next is *On and On* (Buddah). Next Black Oak Arkansas (Atco) is called *Street Party*, in release this month.

Around the corner. Two new groups without a first record as yet, but with stack of rave reviews, are on brink of debut. Isis, New York-based, eight-piece, all-female band (including brass section), issues first release early in May on Buddah. Boston band Reddy Freddy is recording first LP now, with Michael Brown (who wrote *Don't Walk Away Rene* and *Pretty Ballerina* and was once guiding light behind Stories) producing, for Mercury.

Finance

ABC lists top-echelon pay

ABC Inc. Board Chairman Leonard H. Goldenson received $200,000 in salary and $206,400 in additional compensation in 1973, the highest remuneration paid to an officer of the corporation last year.

Other ABC Inc. officers in the top pay category in 1973, as reported in a proxy statement accompanying the notice of the annual stockholders meeting, were: Elton H. Rule, president, $175,000 in salary and $168,000 in added compensation; Everett H. Erlick, senior vice president and general counsel, $104,695 and $52,800, and Robert D. Krestel, vice president, finance, $53,846 and $19,200 (Mr. Krestel joined the company last July).

The stockholders meeting will be held May 21 at company headquarters, 7 West 66th Street, New York.

Nominated for election to ABC's board of directors is Thomas M. Macioce, president and chief executive officer of Allied Stores Corp., New York. Theodore Schlessinger, who retired recently as chairman of the executive committee of Allied Stores, will not stand for re-election to the ABC board.

Music interests bring home bacon for Warner

A breakdown of financial figures for 1973 of Warner Communications Inc., New York, shows that the highest operating revenues and net income during the year came from records, tapes and music publishing activities.

Operating revenues in this sector jumped to $235,992,000 from $214,513,000 in 1972, while net income totaled $22.281,000, off from $23,838,000 in the previous year.

Operating revenues from theatrical distribution amounted to $152,718,000, up from $144,292,000 and net income climbed to $15,296,000 from $10,823,000 in 1972. Television distribution, including sale to networks of series and motion pictures and to stations of feature films and series, brought revenues of $56,744,000 in 1973 as against $144,292,000 in the previous year, while income increased to $6,899,000 from $5,025,000 in 1972.

Cable communications operating revenues in 1973 amounted to $27,493,000, compared with $24,306,000 in 1972, while net income declined to $712,000 from $1,871,000 in 1972. Operating revenues from publishing and periodical distribution rose to $76,672,000 from $66,461,000 in 1972 and income edged up to $2,323,000 from $2,076,000 in 1972.

For 1973, as previously reported, Warner's total operating revenue was $549,619,000, while net income increased to $51,170,000 ($2.36 per share) from $50,118,000 ($2.06 per share) in 1972.

A proxy statement attached to the notice of Warner's annual meeting, which was held in New York Thursday (May 2), shows 1973 total remuneration for top officers as follows: Steven J. Ross, chairman, $240,000; Ted Ashley, chairman of Warner Bros. Inc., $200,000; Alfred R. Stern, chairman, Warner Cable Corp., $109,167; Peter C. Goldmark, Goldmark Communications Corp., $100,000.

Financial Briefs

Gross up, net down. National Telefilm Associates Inc., Los Angeles, reported higher revenues and higher losses for fiscal year ended Sept. 30, 1973. Revenues from film rentals totaled $9,292,054 for 1973 fiscal year, compared to $5,845,697 for 1972 fiscal year. Net loss for the 1973 year was $932,215 (nine cents per share) compared to 1972 net loss of $182,700 (two cents per share). Due to changes in accounting principles, NTA noted, $123,400 in 1973 and $343,600 in 1972 of net income had been deferred. NTA also noted that prime interest rates had risen from 5.5% to 10% during fiscal 1973, raising NTA's gross in'erest charges in that period from $1.457,000 in 1972 to $2,430,000 in 1973.

Slow quarter. Storer Broadcasting Corp. reported dip in net income and revenues for first quarter of 1974, with net income slipping to $2,043,000 (43 cents per share) on revenues of $23,991,000, compared with net income of $2,171,000 (46 cents per share) on revenues of $24,302,000 in first quarter of 1973. Broadcast revenues decreased while those from CATV increased.

Up and down. MCA Inc. reports record quarterly net income in three months ended March 30, with earnings soaring by 63% to $10,361,000 ($1.24 per share) on revenues of $151,502,000 compared to net income of $6,339,000 (76 cents per share) on revenues of $84,775,000 in first quarter of 1972. Main contributors to record results were feature films. "The Sting" and "American Graffiti" in theatrical release.

Borrowing. Burnup & Sims has announced agreement in principle to terms of $10-million, 15-year loan arranged through Chemical Bank, New York. Telecommunications and utilities concern will use $7 million of proceeds to retire debts, balance for capital expenditures.

It's Plitt's. ABC Inc. announced last week it had completed the sale, reached in principle last fall (BROADCASTING, Oct. 29, 1973), of its northern group of 123 motion picture theaters to Plitt Theaters Inc. for $25 million cash. Plitt Theaters was formed by Henry G. Plitt, who has headed ABC-Great States Inc. theater operations. ABC said it would concentrate on further development of its southern group of 266 theaters, which contributed about 80% of ABC's theater profits last year.

MCA into publishing. MCA Inc. has formed MCA Publishing Division to develop opportunities in books and periodicals. MCA Publishing Division will be headed by Stanley Newman, who has resigned as vice president, associate publisher and editor of Cue Publishing Co., New York, to become vice president and executive in charge of new division, with headquarters in Universal City, Calif., effective June 17.

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

		CURRENT AND CHANGE					YEAR EARLIER		
Company	Period/Ended	Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Capital Cities Communications Inc.	3 mo. 3/31	29,738,000	+ .9%	4,222,000	+ 3.9%	.55	29,478,000	4,062,000	.53
Cohu Inc.	3 mo 3/31	3,794,022	+ 12.4%	137,783	— 39.4%	.09	3,376,895	227,218	.16
Cowles Communications	3 mo. 3/31	2,059,000	+ 11.4%	411,000	+ 4.3%	.10	1,849,000	394,000	.10
Fairchild Industries	3 mo. 3/31	57,902,000	+ 6.5%	1,518,000	*	.33	54,357,000	(2,937,000)	(.64)
Federated Media Inc.	6 mo. 1/31	1,353,000	+ 16.2%	179,000	+ 29.7%	.25	1,164,000	138,000	.19
Foote, Cone & Belding	3 mo. 3/31	12,295,000	+ 14.4%	869,000	+ 33.1%	.42	10,749,000	653,000	.31
Fuqua Industries Inc.	year 12/31	541,000,000	+ 12.9%	24,000,000	+ 18.3%	2.75	479,188,000	20,289,000	2.10
General Electric Co.	3 mo. 3/31	2,909,300,000	+ 14.2%	122,300,000	+ 6.9%	.67	2,547,400,000	114,400,000	.63
Interpublic Group of Companies	3 mo. 3/31	32,877,000	+ 3.5%	651,000	— 44 %	.27	31,758,000	1,163,000	.46
MCA Inc.	3 mo. 3/31	151,502,000	+ 78.7%	10,361,000	+ 63.4%	1.24	84,775,000	6,339,000	.76
3M	3 mo. 3/31	685,300,000	+ 19 %	71,900,000	+ 10.3%	.64	575,900,000	65,200,000	.58
PSA Inc.	3 mo. 3/31	30,920,000	+ 8.9%	167,000	*	.05	28,406,000	(426,000)	(.11)
Reeves Telecom	3 mo. 3/31	1,925,291	— 11.3%	66,896	— 49.8%	.03	2,170,415	133,324	.06
Scientific Atlanta Inc.	9 mo. 3/31	19,002,000	+ 34.3%	676,000	+ 41.7%	.74	14,156,000	477,000	.52
Washington Post Co.	3 mo. 3/31	59,980,000	+ 10.2%	1,584,000	+ 12.7%	.33	54,440,000	1,405,000	.29
Zenith Radio Corp.	3 mo. 3/31	246,482,000	+ 1.1%	8,035,000	— 49.7%	.43	221,273,000	15,999,000	.84

Broadcasting's index of 138 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. May 1	Closing Wed. April 24	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting											
ABC	ABC	N	25 1/8	23 5/8	+ 1 1/2	+ 6.34	28 3/8	21 5/8	9	16,584	416,673
CAPITAL CITIES COMM.	CCB	N	36 3/4	22 3/4	+ 14	+ 61.53	39 1/4	22 3/4	14	7,198	264,526
CBS	CBS	N	35 3/4	36	- 1/4	- .69	36	25	11	28,092	1,004,289
CONCERT NETWORK*		O	1/4	1/4		.00	7/8	1/4	5	2,200	550
COX	COX	N	14 1/2	14 3/4	- 1/4	- 1.69	19 3/8	14 1/2	8	5,831	84,549
FEDERATED MEDIA*++		O	5 3/4	5 3/4		.00	5 3/4	5	19	820	4,715
GROSS TELECASTING	GGG	A	10 1/4	10 1/2	- 1/4	- 2.38	13 5/8	10 1/4	7	800	8,200
LIN	LINB	O	4 5/8	4 1/2	+ 1/8	+ 2.77	6 3/4	4	4	2,296	10,619
MOONEY*	MOON	O	2 3/4	3	- 1/4	- 8.33	3 5/8	2 1/4	7	385	1,058
PACIFIC & SOUTHERN	PSOU	O	4 3/4	5	- 1/4	- 5.00	6 1/4	4 1/4	68	1,751	8,317
RAHALL	RAHL	O	4 1/2	4 1/2		.00	6	3 3/4	8	1,297	5,836
SCRIPPS-HOWARD	SCRP	O	15 3/4	16	- 1/4	- 1.56	17 1/2	15 1/4	8	2,589	40,776
STARR	SBG	M	6 1/8	6 1/4	- 1/8	- 2.00	9	6 1/8	5	1,069	6,547
STORER	SBK	N	13 1/2	13 5/8	- 1/8	- .91	17 3/8	13	6	4,751	64,138
TAFT	TFB	N	18	18 1/2	- 1/2	- 2.70	23 3/8	16 1/2	7	4,219	75,942
WOODS COMM.*		O	3/4	3/4		.00	3/4	1/4	6	292	219
									TOTAL	80,174	1,996,954
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	2 3/8	2 1/2	- 1/8	- 5.00	2 1/2	2	7	1,259	2,990
AVCO	AV	N	6 3/8	6 1/4	+ 1/8	+ 2.00	8 7/8	6 1/8	6	11,481	73,191
BARTELL MEDIA	BMC	A	1 1/4	1 1/4		.00	2 3/8	1 1/8	4	2,257	2,821
JOHN BLAIR	BJ	N	6	5 5/8	+ 3/8	+ 6.66	7 1/2	5 5/8	5	2,403	14,418
CAMPTOWN INDUSTRIES*		O	3/8	3/8		.00	7/8	3/8	5	1,138	426
CHRIS-CRAFT	CCN	N	3 3/8	3 3/8		.00	4 1/4	2 1/8	42	4,162	14,046
COMBINED COMM.	CCA	A	10 1/2	11 1/2	- 1	- 8.69	13	9 5/8	7	3,274	34,377
COWLES	CWL	N	5 3/4	5 3/4		.00	7	5 5/8	11	3,969	22,821
DUN & BRADSTREET	DNB	N	27 1/4	28 3/8	- 1 1/8	- 3.96	36	27 1/4	19	26,198	713,895
FAIRCHILD IND.**	FEN	N	5 1/4	5 1/8	+ 1/8	+ 2.43	6 1/4	4 1/8		4,550	23,887
FUQUA	FQA	N	9	8 7/8	+ 1/8	+ 1.40	10 3/4	6 3/4	3	8,560	77,040
GENERAL TIRE	GY	N	15 1/8	15 1/8		.00	18 1/4	13	4	21,515	325,414
GLOBETROTTER	GLBTA	D	3 7/8	4	- 1/8	- 3.12	4 3/4	3 3/8	5	2,759	10,691
GRAY COMMUN.		O	8 1/2	8 1/4	+ 1/4	+ 3.03	8 1/2	6 1/2	6	475	4,037
HARTE-HANKS	HHN	N	9 1/4	9	+ 1/4	+ 2.77	14 1/4	9	7	4,337	40,117
JEFFERSON-PILOT	JP	N	24 1/2	26 3/8	- 1 7/8	- 7.10	38 1/4	24 1/2	12	24,121	590,964
KAISER INDUSTRIES	KI	A	7 1/2	7 1/2		.00	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	3 7/8	4 1/4	- 3/8	- 8.82	6 3/4	3 7/8	4	1,154	4,471
LAMB COMMUN.*++		P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	12 3/4	12 7/8	- 1/8	- .97	13 1/4	10 3/4	9	3,352	42,738
LIBERTY	LC	N	13 1/8	13 3/8	- 1/4	- 1.86	15 5/8	13 1/8	6	6,632	87,045
MCGRAW-HILL	MHP	N	8 5/8	8 3/4	- 1/8	- 1.42	9	6	8	23,486	202,566
MEDIA GENERAL	MEG	A	21 1/2	22 1/4	- 3/4	- 3.37	26 1/2	20 1/4	9	3,546	76,239
MEREDITH	MDP	N	10	10		.00	11 3/8	8 1/4	5	2,897	28,970

	Stock symbol	Exch.	Closing Wed. May 1	Closing Wed. April 24	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
METROMEDIA	MET	N	7 1/2	7 3/8	+ 1/8	+ 1.69	10 5/8	7 3/8	5	6,447	48,352
MULTIMEDIA	MMED	O	12 1/4	12 3/4	- 1/2	- 3.92	14 1/4	10 1/2	9	4,388	53,753
OUTLET CO.	OTU	N	9 1/2	9 5/8	- 1/8	- 1.29	9 3/4	8	5	1,379	13,100
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 3/8	7 5/8	- 1/4	- 3.27	10	6 3/8	41	3,181	23,459
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	12 3/4	13 1/4	- 1/2	- 3.77	15 5/8	11	8	8,312	105,978
ROLLINS	ROL	N	15 1/8	14 5/8	+ 1/2	+ 3.41	19 3/4	14 5/8	13	13,305	201,238
RUST CRAFT	RUS	A	8 1/2	8 1/4	+ 1/4	+ 3.03	10 1/4	7 3/4	5	2,366	20,111
SAN JUAN RACING	SJR	N	9 1/2	9 3/8	+ 1/8	+ 1.33	13 3/8	9 3/8	8	2,367	22,486
SCHERING-PLOUGH	SGP	N	69 3/4	67 1/4	+ 2 1/2	+ 3.71	74 3/8	61 3/4	35	52,574	3,667,036
SONDERLING	SDB	A	7	7		.00	10	7	4	816	5,712
TECHNICAL OPERATIONS	TO	A	5 5/8	5 1/8	+ 1/2	+ 9.75	6 3/4	4 1/2	6	1,359	7,644
TIMES MIRROR CO.	TMC	N	14	13 3/8	+ 5/8	+ 4.67	17 5/8	13 3/8	9	31,145	436,030
TURNER COMM.*		O	3 1/4	1	+ 2 1/4	+ 225.00	3 1/4	1	7	1,486	4,829
WASHINGTON POST CO.	WPO	A	22 1/2	22 1/2		.00	24 3/8	14 3/4	8	4,749	106,852
WOMETCO	WOM	N	9 1/2	8 7/8	+ 5/8	+ 7.04	10 1/4	8 1/4	7	6,094	57,893
									TOTAL	336,454	7,390,933

Cablecasting

	Stock symbol	Exch.	Closing Wed. May 1	Closing Wed. April 24	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
AMECO**	ACO	O	1 7/8	7/8	+ 1	+ 114.28	1 7/8	1/4		1,200	2,250
AMER. ELECT. LABS**	AELBA	O	1 1/2	1 5/8	- 1/8	- 7.69	2 1/8	3/4		1,673	2,509
AMERICAN TV & COMM.	AMTV	O	10 3/4	9 3/4	+ 1	+ 10.25	19 1/4	9 3/4	31	3,174	34,120
ATHENA COMM.**		O	1/2	1/2		.00	3/4	3/8		2,126	1,063
BURNUP & SIMS	BSIM	O	16 7/8	16 3/4	+ 1/8	+ .74	24 1/8	15 1/8	20	7,907	133,430
CABLECOM-GENERAL	CCG	A	2 3/4	2 3/4		.00	4 1/2	1 3/4	34	2,560	7,040
CABLE FUNDING CORP.	CFUN	O	6 1/4	5 3/4	+ 1/2	+ 8.69	7 3/8	5 1/2	52	1,121	7,006
CABLE INFO.**		O	1/2	5/8	- 1/8	- 20.00	3/4	1/2		663	331
CITIZENS FINANCIAL**	CPN	A	3	3		.00	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 1/2		.00	3 3/8	2	28	4,761	11,902
COX CABLE	CXC	A	8 1/2	8 3/4	- 1/4	- 2.85	15 1/4	7 1/2	16	3,560	30,260
ENTRON*	ENT	O	3/4	1/2	+ 1/4	+ 50.00	3/4	1/2	5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	12 7/8	12 3/8	+ 1/2	+ 4.04	17 1/8	12 3/8	8	6,792	87,447
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 3/8		.00	4 5/8	2 3/4	18	1,879	6,341
SCIENTIFIC-ATLANTA	SFA	A	8 1/8	8 1/8		.00	9 1/2	6 3/4	9	917	7,450
TELE-COMMUNICATIONS	TCOM	O	3 1/4	3 1/4		.00	5 3/4	3	13	4,619	15,011
TELEPROMPTER	TP	N	4 7/8	4 5/8	+ 1/4	+ 5.40	8 1/4	4	29	16,482	80,349
TIME INC.	TL	N	39	39		.00	40 1/4	30 3/4	8	10,380	404,820
TOCOM*	TOCM	O	4 1/8	4	+ 1/8	+ 3.12	4 7/8	4	10	634	2,615
UA-COLUMBIA CABLE	UACC	O	5 3/4	5 7/8	- 1/8	- 2.12	6	3 3/4	13	1,790	10,292
VIACOM	VIA	N	5 1/2	5 3/8	+ 1/8	+ 2.32	7 1/2	4 5/8	9	3,850	21,175
VIKOA**	VIK	A	2 1/2	2 1/4	+ 1/4	+ 11.11	4	2		2,591	6,477
									TOTAL	85,132	884,736

Programing

	Stock symbol	Exch.	Closing Wed. May 1	Closing Wed. April 24	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
COLUMBIA PICTURES**	CPS	N	2 1/2	2 3/4	- 1/4	- 9.09	4 3/4	2 1/2		6,748	16,870
DISNEY	DIS	N	45 1/2	42	+ 3 1/2	+ 8.33	54 1/2	35 1/8	27	29,155	1,326,552
FILMWAYS	FWY	A	3 1/2	4 3/4	- 1 1/4	- 26.31	6	3 1/2	5	1,790	6,265
FOUR STAR			7/8	3/4	+ 1/8	+ 16.66	1 3/8	3/4	1	665,950	582,706
GULF + WESTERN	GW	N	25 5/8	25 3/4	- 1/8	- .48	29 1/8	22 5/8	5	14,088	361,005
MCA	MCA	N	25	23	+ 2	+ 8.69	25	19 1/4	8	8,379	209,475
MGM	MGM	N	13 1/8	12 7/8	+ 1/4	+ 1.94	15 5/8	9 1/4	9	5.918	77,673
TELE-TAPE**		O	3/8	1/8	+ 1/4	+ 200.00	3/8	1/8		2.190	821
TELETRONICS INTL.*		O	3 1/2	3 1/2		.00	4 1/8	3 1/2	7	943	3,300
TRANSAMERICA	TA	N	8 1/8	8 1/4	- 1/8	- 1.51	10 3/8	8 1/8	7	65,420	531,537
20TH CENTURY-FOX	TF	N	7 1/8	7 3/8	- 1/4	- 3.38	9 1/8	5 1/4	8	8,557	60,968
WALTER READE**	WALT	O	1/2	3/8	+ 1/8	+ 33.33	1/2	1/8		2,203	1,101
WARNER	WCI	N	12 7/8	12 7/8		.00	18 1/2	9 5/8	6	15,064	193,949
WRATHER	WCO	A	7 3/4	7 1/2	+ 1/4	+ 3.33	8 1/8	4 3/8	155	2,229	17,274
									TOTAL	828,634	3,389,496

Service

	Stock symbol	Exch.	Closing Wed. May 1	Closing Wed. April 24	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
BBDO INC.		O	12 5/8	11 1/4	+ 1 3/8	+ 12.22	14 1/4	10	6	2,513	31,726
COMSAT	CQ	N	32 3/4	30 7/8	+ 1 7/8	+ 6.07	40 3/8	30 7/8	9	10,000	327,500
CREATIVE MANAGEMENT	CMA	A	4 7/8	4 3/8	+ 1/2	+ 11.42	6 5/8	3 3/8	5	1,016	4,953
DOYLE DANE BERNBACH	DOYL	O	8 3/4	9 1/2	- 3/4	- 7.89	11 1/2	8 3/4	4	1,799	15,741
ELKINS INSTITUTE***+	ELKN	O	1/2	3/8	+ 1/8	+ 33.33	5/8	1/4		1,897	948
FOOTE CONE & BELDING	FCB	N	10 3/8	10 1/4	+ 1/8	+ 1.21	11 1/4	8 5/8	7	2,122	22,015
GREY ADVERTISING	GREY	O	7 3/8	7 5/8	- 1/4	- 3.27	8 3/8	7 3/8	4	1,264	9,322
INTERPUBLIC GROUP	IPG	N	10 1/2	11 1/2	- 1	- 8.69	13	10	4	2,319	24,349
MARVIN JOSEPHSON	MRVN	O	7 3/4	8	- 1/4	- 3.12	8 1/2	6 3/4	5	957	7,416
MCI COMMUNICATIONS+	MCIC	O	3 1/2	3 7/8	- 3/8	- 9.67	6 1/2	3 3/8		12,825	44,887
MOVIELAB**	MOV	A	1 1/8	1 1/4	- 1/8	- 10.00	1 5/8	5/8		1,407	1,582
MPO VIDEOTRONICS**	MPO	A	2 1/4	2 1/4		.00	2 5/8	2 1/8		539	1,212
NEEDHAM, HARPER	NDHMA	O	7	6 3/4	+ 1/4	+ 3.70	7 1/2	4 3/4	3	917	6,419
A. C. NIELSEN	NIELB	O	14 1/8	15	- 7/8	- 5.83	28	14 1/8	13	10,598	149,696
OGILVY & MATHER	OGIL	O	15 1/2	15	+ 1/2	+ 3.33	17 1/4	12 3/4	6	1,777	27,543
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	8	9 7/8	- 1 7/8	- 18.98	12	8	5	2,600	20,800
UNIVERSAL COMM.*++		O	5/8	5/8		.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	7 5/8	7 3/4	- 1/8	- 1.61	9 5/8	7 1/2	4	1,632	12,444
									TOTAL	57,715	710,430

Electronics

	Stock symbol	Exch.	Closing Wed. May 1	Closing Wed. April 24	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ADMIRAL	ADL	N	13	13		.00	13 3/4	9 3/4	8	5,863	76,219
AMPEX	APX	N	3 1/2	3 5/8	- 1/8	- 3.44	4 7/8	3 3/8	7	10,796	37,786

	Stock symbol	Exch.	Closing Wed. May 1	Closing Wed. April 24	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
CCA ELECTRONICS*	CCAE	O	3/4	5/8	+ 1/8	+ 20.00	7/8	5/8	1	881	660
COHU, INC.	COH	A	2 3/4	3	- 1/4	- 8.33	3 7/8	2 3/4	6	1,542	4,240
COMPUTER EQUIPMENT	CEC	A	1 5/8	1 1/2	+ 1/8	+ 8.33	2 1/8	1 1/2	10	2,372	3,854
CONRAC	CAX	N	19 7/8	17 3/4	+ 2 1/8	+ 11.97	21	13 1/4	9	1,261	25,062
GENERAL ELECTRIC	GE	N	52 3/4	53 1/8	- 3/8	- .70	65	50 3/4	16	182,348	9,618,857
HARRIS CORP.	HI	N	25 1/4	25	+ 1/4	+ 1.00	33 1/2	25	9	6,227	157,231
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 3/8	6 1/4	+ 1/8	+ 2.00	9 7/8	6 1/4	21	17,806	113,513
3M	MMM	N	72	73 3/8	- 1 3/8	- 1.87	80 1/2	68 1/2	27	113,100	8,143,200
MOTOROLA	MOT	N	54	52 1/2	+ 1 1/2	+ 2.85	61 7/8	40 1/2	18	27,740	1,497,960
OAK INDUSTRIES	OEN	N	10 1/2	11 1/8	- 5/8	- 5.61	12 7/8	9 1/2	4	1,639	17,209
RCA	RCA	N	17 1/4	16 7/8	+ 3/8	+ 2.22	21 1/2	16 7/8	7	74,407	1,283,520
ROCKWELL INTL.	ROK	N	25 3/4	26 5/8	- 7/8	- 3.28	28 3/8	25 1/8	6	27,245	701,558
RSC INDUSTRIES	RSC	A	1 3/8	1 5/8	- 1/4	- 15.38	2 1/8	1 1/8	8	3,458	4,754
SONY CORP	SNE	N	28	26 1/4	+ 1 3/4	+ 6.66	29 7/8	20 7/8	20	66,250	1,855,000
TEKTRONIX	TEK	N	41 3/4	40 1/4	+ 1 1/2	+ 3.72	47 3/4	34 3/8	17	8,646	360,970
TELEMATION**	TIMT	O	2 1/8	2 1/8		.00	2 3/4	1 3/4		1,050	2,231
TELEPRO INO.*++		O	7	8	- 1	- 12.50	8	2 1/2	44	475	3,325
VARIAN ASSOCIATES	VAR	N	10 5/8	9 3/4	+ 7/8	+ 8.97	13 1/4	9 3/4	10	6,617	70,305
WESTINGHOUSE	WX	N	18 3/4	19	- 1/4	- 1.31	26	18 3/4	10	87,876	1,647,675
ZENITH	ZE	N	24 7/8	24 3/8	+ 1/2	+ 2.05	31 5/8	24 3/8	9	18,797	467,575
									TOTAL	669,137	26,105,038
									GRAND TOTAL	2,057,246	40,477,587

Standard & Poor's Industrial Average	103.97	101.43	+2.54

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. Earning 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


Harkness

Robert W. Harkness, assistant manager, WBNG-TV Binghamton, N.Y., named VP of parent Gateway Communications Inc., and general manager of WBNG-TV on retirement of **George R. Dunham,** June 1. Mr. Dunham will continue with Gateway and WBNG-TV as consultant.

L. Brent Hill, general manager WIS(AM) Columbia, S.C., elected VP-administration and radio operations, Cosmos Broadcasting Corp., owner of station.


Morris

Lee Morris, assistant general manager, WSOC-AM-FM Charlotte, N.C., named general manager. **John Winneman,** general manager, KLOS-FM Los Angeles, named VP.

Dave Button, KVSP(AM) Artesia, elected president of New Mexico Broadcasters Association. Others chosen: **Gerry Martin** KGRT(AM) Las Cruces, first VP; **Bernie Bustos** KMIN(AM) Grants, second VP; **Bill Brooks** KARS(AM) Belen, treasurer; **Dick McKee** KOB-AM-FM Albuquerque, director; **Bill Torbet** KICA(AM) Clovis, director; **Jim Gober** KWYK(AM) Farmington, director; **Jack Chapman** KGAK(AM) Gallup, ex officio director and **Ed Pigeon,** executive director.

Griffith W. Foxley and **Stuart J. Motelson,** corporate attorneys, ABC Inc., named assistant general attorneys.

Linda Mayfield, promotion director, noncommercial WSJK-TV Sneedville, Tenn., joins noncommercial WMFE-TV Orlando, Fla., in same position.

Lawrence P. Johnston, operations supervisor, division of broadcasting in continuing education, noncommercial WPSX-TV Philadelphia, appointed assistant director of operations and services.

Hizzoner. For three years, Rick Knobe has been conducting a talk show on KCHF-AM-FM Sioux Falls, S.D. On April 23, Mr. Knobe, known professionally as Rick Jeffries, was given proof that at least 51.2% of the local citizenry listened to him and believed what he says. That was the percent of votes he won in being elected mayor of Sioux Falls. An independent, the 27-year-old Mr. Knobe is relinquishing his broadcast duties, including those of program director of the stations, to assume office today (May 6).

Broadcast Advertising


Sarceno


Trittler


Smart

Harry B. Smart, VP and general manager, Market Division, Blair Television (BROADCASTING, April 29), and **Don Sarceno,** VP and general manager, Station Division, named to new posts of president of their divisions. **Oliver T. Trittler,** VP and general sales manager, Blair Television station division, named to sales manager of both station and market divisions.

James J. Johnston, president and chief executive officer, Griswold-Eshleman Co., Cleveland, resigns. He will continue with company as consultant.

William E. Hatch, assistant treasurer, SSC&B Inc., New York, elected VP.

Lee Morgenlander, manager, data development and analysis, Young & Rubicam, New York, named VP-director of research, Radio Advertising Bureau, replacing **Richard J. Montesano,** who resigned to become VP, Trendex Inc., New York.


Sasso

Art Sasso, creative group head, Kenyon & Eckhardt, New York, named executive VP, partner and creative director, Hagan, Scotti & Associates, New York.

Larry V. Davidson, general manager, WYDE(AM) Birmingham, Ala., assumes additional duties as national sales manager, WYDE and WWVA(AM) Wheeling, W. Va. (correcting April 29 item).

Sue W. Nance, sales manager, WTID(AM) Newport News, Va., named general sales manager, WQRK(FM) Norfolk, Va.

Charles Blustain and **Burton Blum,** associate creative directors, Norman, Craig & Kummel, New York, elected VPs.

Allan S. Miller, director, media research, Needham, Harper & Steers, New York, named manager, media and marketing, EDP systems, New York division.

Marty Colby, with Blair Television, New York, named general sales manager, XETV(TV) Tijuana, Mexico; **Rudy R. Regalado,** account executive, XETV, named assistant local sales manager.

Marci Wiener, VP-manager, radio-TV, Norman, Craig & Kummel Inc., New York, named to newly created position of creative services business manager.

Programing

Art Frankel, VP-programing, Screen Gems, New York, resigns to form independent television programing company, operating exclusively through Screen Gems' Burbank, Calif., office.

Herman Keld, sales manager, Statistical Research Inc., Westfield, N.J., named director, program and primary research, East Coast, ABC-TV planning and development, New York.

Bernard Weisen, Paramount Television program development, Hollywood, named current programs director, Paramount Television.

Ed Tar, president, Ed Tar Productions, Detroit, joins Fred Niles Communication Center Inc., Los Angeles, as head of West Coast division.

John Q. Parks, music director, WEXT(AM) West Hartford, Conn., appointed program director.

Joel Tator, director, NBC-TV's *Tomorrow,* network's after-midnight talk show, assumes additional duties as producer.

Charmaine Witus, producer, McGraw-Hill Pacific Productions, San Diego, named acting executive producer, in the Pacific Productions Los Angeles office.

David G. Charity, announcer, WALL(AM) Middletown, N.Y., named program director.

Susan Steinmeyer, editorial assistant, program information, noncommercial WPSX-TV Philadelphia, appointed program coordinator. Ms. Steinmeyer is succeeded by **Le'etta Jean Boyd,** dealing with promotional materials for the public station.

Broadcast Journalism

Paul Byers, assignment editor, WTOP-TV Washington, joins CBS News, Washington bureau, as assistant assignment editor, succeeding **Sid Feders,** recently appointed CBS News foreign editor based in New York. **Peter Kendall,** associate producer, *CBS Morning News,* Washington, moves to CBS News London bureau as producer. **Rita Braver,** producer, Washington bureau, assignment coordinator, CBS News, Radio, succeeds Mr. Kendall as associate producer.

Jeff Beauchamp, reporter, WCBM(AM) Baltimore, joins WASH(FM) Washington as newscaster and correspondent.

Marc Howard, political editor of WPIX(TV) New York, has assumed additional duties of co-anchorman with **Joe Harper** on Monday-through-Friday late-evening *Harper News.*

Wiley Daniels, general assignment reporter, WJZ-TV Baltimore, named anchorman for early morning newscast.

George Tyll, KSAL(AM) Salina, elected president of newly organized Kansas Association of News Broadcasters. Others chosen: **Joe Montgomery,** KFDI(AM) Wichita, VP; **Bob Fidler,** Kansas State University, secretary; **Fred Lee,** KGGF(AM) Coffeyville, treasurer.

Kenneth P. Medd, news producer, WPVI-TV Philadelphia, named producer-director, public affairs, noncommercial WPSX-TV Philadelphia.

Equipment & Engineering

Wayne Goetz, engineering technician, WOW-TV Omaha, named engineering supervisor.

Matthew W. Plonsky, VP, Hyper-Video, Chapel Hill, N.C., named operations manager, Northeast district office, Anixter-Pruzan, Plainview, N.Y.

Samuel M. Convissor, director, community relations and urban affairs, RCA Corp., New York, named staff VP, education and community relations.

R. Clifford Rogers, product manager, Philips Broadcast Equipment Corp., Montvale, N.J., appointed Eastern sales manager, Rupert Neve Inc., maker of audio control and distribution equipment in Bethel, Conn.

Benjamin B. Bauer, VP, CBS Laboratories acoustics and magnetics department, Stamford, Conn., elected member of National Academy of Engineering, private organization which advises federal government in science and engineering.

Cablecasting

Thomas P. Willett, Continental Cablevision, Findlay, Ohio, elected president of Ohio CATV Association. Also elected: **James DeSorrento,** Viacom, Cleveland, VP; and **Larry Baker,** Valley Antenna Systems, Piqua, secretary-treasurer. Elected to board of trustees: **Dex Sedwick,** Armstrong Utilities, Ashland; **Ernie Hill,** Martins Ferry TV Cable Co., Steubenville; **Allen Marty,** Bantco, Bridgeport; **Merle Frey,** Teleprompter, Portsmouth; **Dick McLaughlin,** Mahoning Valley Cablevision, Youngstown; **John Glass,** Times Wire Co., Columbus; **Jay Wagner,** North Central Television, Sandusky; **Steve Swarny,** Tower Communications, New Philadelphia; **Charles Vogt,** C&R Cable, Shadyside; **Pat Conley,** Multi-Channels, Mansfield, all Ohio.

Allied Fields

Harold W. Andersen, president of *Omaha* (Neb.) *World-Herald* (KETV[TV] Omaha), elected chairman of American Newspaper Publishers Association, succeeding **Davis Taylor,** publisher of *Boston Globe.* **Joe D. Smith,** publisher of *Alexandria* (La.) *Daily Town Talk,* chosen vice chairman. **M. W. Armistead III,** Landmark Communications, Norfolk, Va., owner of station group, re-elected secretary and **Len H. Small,** *Kankakee* (Ill.) *Journal,* re-elected treasurer. New members of board are **Katharine Graham,** Washington *Post* (Post-Newsweek Stations); **Stanton R. Cook,** *Chicago Tribune* (WGN-AM-TV Chicago and WPIX-FM-TV New York);

Edward Lehman, *Longmont* (Colo.) *Times-Call*. **Stanford Smith** continues as president of ANPA.

Michael B. Levine, director of information services, WRVR(FM) New York, joins Arbitron Radio Sales, New York, as Eastern account executive.

John A. Loftus has joined staff of Office of Telecommunications Policy to assist in media and congressional relations. Mr. Loftus, 31, had been associate editor of *Television Digest* for five years.

W. David Dugan Jr., former CBS newsman, named chairman of broadcasting department, University of Missouri School of Journalism, Columbia.

Deaths

Agnes Moorehead, 67, actress on stage, screen and television, died April 30 in Rochester, Minn., where she had been under care of Mayo Clinic physicians. Miss Moorehead had roles in many Broadway hits, among them "Scarlet Papers," "All the Kings Men," "Courage," "Soldiers and Women," and "Don Juan in Hell!" During Depression, she turned to radio, appearing in many major programs. Miss Moorehead made about 100 films and won five Oscar nominations, latest for her performance in "Hush, Hush, Sweet Charlotte" in the mid 1960s. On television, her major role was that of Endora on long-running *Bewitched* series. She is survived by her son, Sean.

Richard H. Close, 58, NBC VP, national spot sales, 1960-67, died after unsuccessful surgery April 28, in Bronx, N.Y. Mr. Close joined NBC in 1933 as page. He became spot sales supervisor in 1942, director in 1958. After leaving NBC in 1967, he became purchasing agent for Brooklyn, N.Y. archdiocese. He is survived by his wife, Margaret.

Robert S. Hamilton, 51, VP, Sun Mountain Broadcasting, Kingman, Ariz., and general manager of KAAA(AM)-KZZZ(FM) Kingman, and KCYN(AM) Williams, all Arizona, died April 17 of heart attack.

Dwight E. Harkins, 59, broadcast engineer instrumental in development of FM multiplex equipment, died April 25 of heart attack in Long Beach, Calif., during business trip. Mr. Harkins, a Phoenix resident, at one time owned KTYL-AM-FM-TV (now KBUZ-AM-FM Mesa, Ariz., and KTAR-TV Phoenix), Harkins Electronic Corp., manufacturers of multiplex equipment, audio levels and FM exciters. He is survived by his wife, Viola, a daughter and five sons.

Curtis Casey, 51, chief engineer, KCEN-TV Temple-Waco, Tex., died in Temple, March 27, after long illness. His survivors include his wife, Ethel, and two daughters.

Pat Somerset, 77, one of first members of Screen Actors Guild, Hollywood, and executive with guild for nearly 30 years, died April 20 in Apple Valley, Calif., of arterial hemorrhage. He is survived by his wife, Irene, and son.

For the Record®

As compiled by BROADCASTING, April 22 through April 26, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CARS—community antenna relay station. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modifications. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New TV stations

Final action

■ Brownsville, Tex.—Pan American Broadcasting Corp. Broadcast Bureau granted UHF ch. 23 (524-530 mhz); ERP 2880 kw vis. 575 aur. HAAT 500 ft.; ant. height above ground 500 ft. P.O. address: 1945 Coria, Brownsville 78520. Estimated construction cost $1,995,200; first year operating cost $350,000; revenue $400,000. Geographic coordinates 26° 06' 21" north lat.; 97° 49' 59" west long. Type trans. RCA TTU-60B. Type ant. RCA TZP 507-DA. Legal counsel Mullin, Connor & Rhyne, Washington; consulting engineer Lohmes and Culver, Washington. Principals: Charles E. H. Haywood (100%). Mr. Haywood owns investment company in Brownsville (BPCT-4699). Action April 22.

Existing TV stations

Final actions

■ KAIL(TV) (ch. 53) Fresno, Calif.—Broadcast Bureau granted CP to change ERP to vis. 355 kw, aur. 18.5 kw; change trans. location to Bald Mountain, .25 mile south of Meadow Lakes, Calif.; change type trans. and type ant.; change ant. structure; ant. height 1850 ft.; by separate action granted CP to use former main trans. for aux. trans. at new main trans. location (BPCT-4660-1). Action April 12.

■ KPIX San Francisco—Broadcast Bureau granted CP to install new aux. trans. at main trans.-ant. location, 1 La Avanzada, Mount Sutro, San Francisco (BPCT-4675). Action April 19.

■ WFAN-TV Washington and WMET(TV) Baltimore—License of United Television Co. WFAN-TV has been revoked, its application for renewal of license dismissed, and call letters deleted by commission for failure to operate substantially as set forth in license (Docs. 18559, 18561-63). In separate but related decision commission revoked license of United Television Co. of Eastern Maryland for WMET Baltimore, dismissed application for renewal of license and deleted call letters (Docs. 19336-38). Action April 16.

■ WMAL-TV Washington—Broadcast Bureau granted request to operate trans. by remote control from 4461 Connecticut Ave., N.W., Washington, D.C. (BRCTV-182). Action April 17.

■ WMAZ-TV Macon, Ga.—Broadcast Bureau granted CP to install formerly authorized main trans. as alternate main trans.; and change main trans. (BPCT-4696). Action April 19.

■ KCRG-TV Cedar Rapids, Iowa—Broadcast Bureau granted CP to change ERP to 257 kw vis., 51.3 kw aur.; change type trans. and ant.; ant. height 1990 ft. (BPCT-4718). Action April 17.

■ Lexington, Ky.—Chief, Complaints and Compliance Division of the Broadcast Bureau, informed Tom R. Underwood Jr., former Mayor of Lexington, that no further action was warranted on his complaints that WBLG-TV and WLAP(AM) Lexington, failed to meet fairness doctrine obligations with reference to alleged personal attacks made on him in broadcasts paid for by Foster Pettit, candidate for Mayor running for re-election. Ann. April 26.

■ WKBG-TV Cambridge, Mass.—Broadcast Bureau granted mod. of license covering change in name of licensee to Kaiser Broadcasting of Massachusetts (BMLCT-778). Action April 17.

■ Newark, N.J.—Chief, complaints and compliance division of Broadcast Bureau informed John Cervase that no further action was warranted on his complaint that WNJU-TV Newark, N.J., violated fairness doctrine by failing to present contrasting views on Kawaida Towers controversy, federal government housing policy, "garbage riot" at Newark city hall, and attempt to overthrow government of Portuguese Guinea. Ann. April 26.

■ New York—FCC granted applications of; CBS (WCBS-TV); ABC(WABC-TV); NBC(WNBC-TV); Educational Broadcasting Corp. (*WNET-[TV]); City of New York Municipal Broadcasting System (*WNYC-TV); Metromedia (WNEW-TV); RKO General (WOR-TV), and Spanish International Communications Corp. (WXTV[TV]), for permits to change locations of their transmitters to north tower of World Trade Center from Empire State Building. VHF stations' applications were granted on conditions that existing facilities on Empire State Building be maintained for comparative purposes. Action April 18.

■ WGGS-TV Greenville, S.C.—Broadcast Bureau granted CP to change ERP to visual 204 kw; aural 40.7 kw; antenna height 1149 feet; change type antenna; make changes in antenna structure (BPCT-4716). Action April 17.

Actions on motions

■ Administrative Law Judge John H. Conlin in Dallas (Belo Broadcasting Corp. [WFAA-TV], and WADECO Inc.) TV proceeding, granted petition by WADECO to amend application as to financial proposal by availability of loan up to $3,000,000, and accepted amendment; and granted petition to file reply by WADECO. In another action, denied motion for summary decision by Belo Broadcasting Corp. since WADECO submitted financial amendment by February 22, as ruled by the presiding officer (Docs. 19744-45). Action April 17.

■ Administrative Law Judge John H. Conlin in Dallas (Belo Broadcasting Corp. [WFAA-TV] and WADECO), TV proceeding, granted motion by Belo to amend its application notifying commission of filing of complaint against station with Dallas District Office of Equal Employment Opportunity Commission and disposition of that complaint (Docs. 19744-5). Action April 23.

■ Chief Administrative Law Judge Arthur A. Gladstone—Miami (Post-Newsweek Stations of Florida [WPLG-TV] and Tropical Florida Broadcasting Co.), TV proceeding—designated Administrative Law Judge Thomas B. Fitzpatrick to serve as presiding judge; scheduled pre-hearing conference for May 15 in Washington, and hearing for July 8 in Miami (Docs. 20008-9). Action April 11.

■ Chief Administrative Law Judge Arthur A. Gladstone—Lansing, Mich. (Gross Telecasting), for renewal of licenses for WJIM-AM-FM-TV— designated Administrative Law Judge William Jensen to serve as presiding judge; scheduled prehearing conference for May 22 in Washington, and hearings for July 8 in Lansing (Doc. 20014). Action April 11.

■ Chief Administrative Law Judge Arthur A. Gladstone—Philadelphia (CBS [WCAU-TV] and First Delaware Valley Citizens Television), TV proceeding—designated Administrative Law Judge Herbert Sharfman to serve as presiding judge; scheduled prehearing conference for May 15 in Washington, and hearing for July 8 in Philadelphia (Docs. 20010-11). Action April 12.

Rulemaking petition

■ RadioCall, Honolulu—Seeks amendment of rules governing frequency allocations, domestic public land mobile radio service, and stations on land in maritime services, to allocate to latter two services TV ch. 17 for fixed relay and control operations in Hawaii. (RM-2364). Ann. April 26.

Rulemaking action

■ FCC modified rules which gave television stations exclusive rights to present nonnetwork or syndicated programs only in their own communities or in others less than 25 miles away (Doc. 18179). Modifications raise territorial exclusivity standard to 35 miles; permit TV stations in hyphenated markets to secure exclusivity against other stations located in same hyphenated markets as contained in listings of major TV markets in rules, and for markets below top 100, latest ARB listing; provide for two-year test situation to gain further data wherein Cleveland, Ohio. and Stockton, Calif. stations cannot secure exclusivity against stations in Akron, Ohio, and Modesto, Calif., and treat entire island of Puerto Rico as single market for purpose of exclusivity for nonnetwork programing. Modifications effective May 10. Action April 25.

New AM stations

Start authorized

■ WYAZ Yazoo City, Miss.—Authorized program operation on 1520 khz, 250 w-D. Action April 12.

Final actions

■ North Pole, Alaska—Cassady Broadcasting. Broadcast Bureau granted 600 khz, 1 kw-U, DA-1. P.O. address: 6 mile Badger Road, Fairbanks, Alaska 99701. Estimated construction cost and first-year operating cost $57,808; revenue $35,000. Principals (all 25%). Ronald F. and Mary K. Cassady, Frank R. and Carrie E. Cassady. All have business interests in Knoxville, Tenn. (BP-19200). Action April 18.

■ Milton, Fla.—Millard F. Adams Jr. Broadcast Bureau granted 1490 khz 1 kw-D, 250 w-N. (WRSA-[AM] Milton facilities). P.O. address 1101 Moore Lane, Milton 32570. Estimated construction cost $22,000; first-year operating cost $36,000; revenue $30,000. Principal: Mr. Adams is general manager of WRSA(AM) Milton and requests operating authority on that station's facilities (BP-19563). Action April 25.

Action on motion

■ Administrative Law Judge Chester F. Naumowicz Jr. in San Juan, Rio Grande, Isabel Segunda, Vieques, Puerto Rico (Cavallaro Broadcasting Corp., et al.) AM proceeding, granted petition to amend application by Moricua Broadcasting Corp. to show divestment by one of its principals of interest in another broadcast station (Docs. 19897-901). Action April 16.

Other action

■ Pine Castle-Sky Lake, Fla.—Review board granted application of Hymen Lake for new class II AM station on 1190 khz, 250 w-D at Sky Lake and Pine Castle. Grant had been proposed in initial decision released March 2, 1973. P.O. address: 7388 Chamery Lane, Pine Castle-Sky Lake, Fla. 32809. Estimated construction cost $48,868; first-year operating cost $50,000; revenue $50,000. Principal: Mr. Lake is Florida attorney and land developer (Doc. 19432). Action April 17.

Call letter applications

■ Guam Broadcasting Co., Agana, Guam—Seeks KMAI.

■ Lincoln Broadcasting Co., Buffalo, Ky.—Seeks WLCB.

Call letter action

■ New Broadcasting Corp., Charlevoix, Mich.—Granted WVOY.

Existing AM stations

Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown: KLOA Ridgecrest, Calif. (BP-19,600) April 16; WELK Charlottesville, Va. (BP-17,872) April 12.

Final actions

■ Gardena, Calif.—Broadcast Bureau informed Mrs. Lillian Baker of Gardena that no action was warranted on her complaint that KNX Los Angeles had failed to afford reasonable opportunity in its overall programing for presentation of contrasting points of view regarding definition of facilities where Japanese-Americans were relocated during World War II. Ann. April 26.

■ KBZZ La Junta, Colo.—Broadcast Bureau granted CP to increase tower height to accommodate FM ant.; amended to increase HAAT to 427 ft. conditions (BP-19640). Action April 22.

■ Bradenton, Fla.—Chief, complaints and compliance division of Broadcast Bureau informed R. W. Weitzenfeld, sheriff, Manatee county that no further action was warranted on his complaint that editorial entitled "Streaking" broadcast by WQSA-(AM)-WQSR(FM) Sarasota, attacked him personally as law enforcement officer. Ann. April 26.

■ WSST Largo, Fla.—Broadcast Bureau granted CP to replace expired permit for aux. trans., 250 watts (BP-19628). Action April 19.

■ KIPA Hilo, Hawaii—Broadcast Bureau granted CP to change frequency (BP-19,456). Action April 11.

■ KGGM Albuquerque, N.M.—Tax certificate issued by FCC in connection with assignment of license Nov. 8, 1973, of former station KGGM (now KRKE) from New Mexico Broadcasting Co., to WKY Television System. Action April 23.

■ KSDN Aberdeen, S.D.—Broadcast Bureau rescinded grant of application for renewal of license, including SCA, if appropriate, pending further action by commission. Action April 17.

Action on motion

■ Chief Administrative Law Judge Arthur A. Gladstone—McRae, Ga. (Entertainment Communications) for renewal of license for WDAX—designated Administrative Law Judge Ernest Nash to serve as presiding judge; scheduled prehearing conference for May 21 in Washington, and hearing for July 8 in Macon, Ga. (Doc. 20013). Action April 11.

Other action

■ Review board in WCAW Charleston, W.Va. granted application of Capitol Broadcasting Corp., licensee of WCAW, to increase its daytime power from 10 kw to 50 kw using directional ant. Action April 17.

Fine

■ KOWH-AM-FM Omaha—Broadcast Bureau notified licensee that it has incurred apparent liability for forfeiture of $1,000 for willful or repeated violations of rules, by operating past sign-off time, without entries in operating log to show when station ceased to supply power to ant.; operating with excessive power; or incorrect log entries when operating beyond sign-off time. Licensee has 30 days to pay or contest. Action April 22.

Call letter applications

■ •KOAU Modesto, Calif.—Seeks KBHI-FM.

■ WVMI-FM Bioloxi, Miss.—Seeks WQID.

■ WCTM-FM Eaton, Ohio—Seeks WJAI.

■ WSVA-FM Harrisonburg, Va.—Seeks WQPO.

New FM stations

Applications

■ •New Canaan, Conn.—St. Luke's Foundation seeks 88.5 mhz, TPO 10 w. P.O. address 5 North Wilton Road, New Canaan 06840. Estimated construction cost $2,410; first-year operating cost $1,500. Principal: Roby Harrington 3d, chairman, board of trustees. Ann. April 26.

■ Green Cove Springs, Fla.—Clay County Broadcasters seeks 92.7 mhz, 3 kw. HAAT 272 ft. P.O. address: Residence B, Nyquist Circle, Green Cove Springs 32043. Estimated construction cost $46,932; first-year operating cost $61,640; revenue $36,000. Principal: James A Wilson (100%) owns weekly newspaper and printing plant in Green Cove Springs Ann. April 26.

■ Springhill, La.—Springhill Broadcasting Co. seeks 92.7 mhz, 3 kw. HAAT 184 ft. P.O. address: Box 127, Springhill 71075. Estimated construction cost $3,600; first-year operating cost $3,490; revenue $12,000. Principal: Johnnie K. Hill (100%) own KBSF(AM) Springhill. Ann. April 22.

■ •Boston—University of Massachusetts seeks 88.3 mhz, 18 w. P.O. address: 100 Arlington Street, Boston 02116. Estimated construction cost $16,790; first-year operating cost $8,710. Principal: Carlo L. Golino, chancellor. Ann. April 22.

■ Canton, Miss.—I.I.E.S Communications seeks 101.7 mhz, 2.9 kw. HAAT 30 ft. P.O. address: 70 West Burton Place, Chicago 60610. Estimated construction cost $12,848; first-year operating cost $17,000; recenue $40,000. Principals: Lawrence Manguary (49%), Langston Richards (49%), et al. Mr. Manguary is former partner in radio program production firm; Mr. Richards owns auto repair shop in Chicago. Ann. April 26.

Starts authorized

■ •KOHL Fremont, Calif.—Authorized program operation on 89.3 mhz, TPO 10 w. Action April 16.

■ •WVOF Fairfield, Conn.—Authorized program operation on 88.5 mhz, ERP 13.6 w, HAAT 49 ft. Action April 17.

■ •WMEA Portland, Me.—Authorized program operation on 90.1 mhz, ERP 47.5 kw, HAAT 1,917 ft. Action April 12.

■ •KWPB Liberty, Mo.—Authorized program operation on 91.9 mhz, TPO 10 w. Action April 16.

Final actions

■ •Stockton, Calif.—Western Apostolic Bible College of Stockton. Broadcast Bureau granted 90.3 mhz, 36 w. HAAT 172 ft. P.O. address 1981 Cherokee Road, Stockton 95205. Estimated construction cost $4,700; first-year operating cost $1,800; revenue none. Principals: Kenneth F. Haney, president, et al. (BPED-1621). Action April 12.

■ Pismo Beach, Calif.—James M. Strain. Broadcast Bureau granted 95.3 mhz, 1.68 kw. HAAT 389 ft. P.O. address 366 Ledo Place, Arroyo Grande, Calif. 93420. Estimated construction cost $36,603; first-year operating cost $33,200; revenue $60,000. Principal: Mr. Strain (100%) was recently with NBC Films Inc., New York (BP 1-1-8617). Action April 11.

■ Oak Creek, Colo.—Elliott John Bayly. Broadcast Bureau granted 103.9 mhz, 400 w. HAAT 98 ft. P.O. address Box 598, Oak Creek 80467. Estimated construction cost $12,595; first-year operating cost $14,260; revenue $10,000. Principal: Mr. Bayly (100%) is former professor of math and science at United States International University, Steamboat Springs, Colo. (BPH 8632). Action April 11.

■ •Chicago—Board of Trustees of University of Illinois. Broadcast Bureau granted 88.1 mhz, 10 w. HAAT 350 ft. P.O. address 601 South Morgan Street, Box 4348, Chicago 60680. Estimated construction cost $6,500; first-year operating cost $70,000; revenue none. Principals: Earl M. Hughes is president, Board of Trustees of University of Illinois (BPED-1716). Action April 12.

■ Geneseo, Ill.—Geneseo Broadcasting Co. Broadcast Bureau granted 104.9 mhz, 3 kw. HAAT 265 ft. P.O. address Box 67, Geneseo 61254. Estimated construction cost $30,445; first-year operating cost $6,000; revenue $6,000. Principals: Joseph E. Lobaito (33⅓%) is president and general manager of WGEN(AM) Geneseo (BPH-8679). Action April 11.

■ Caro, Mich.—Tuscola Broadcasting Co. Broadcast Bureau granted 104.9 mhz, 3 kw. HAAT 300 ft. P.O. address 101 North State Street, Caro 48723. Estimated construction cost $28,729; first-year operating cost $3,500; revenue $15,000. Principals: Robert F. Benkelman (99.2%), et al. Mr. Benkelman is also principal of WKYO(AM) Caro (BPH-8712). Action April 12.

■ •Saratoga Springs, N.Y.—Skidmore College. Broadcast Bureau granted 91.1 mhz, 13 w. P.O. address: Skidmore College, Saratoga Springs 12866. Estimated construction cost $2,040; first-year operating cost $1,800. Principal: Roger LaMay, general manager (BL-13572). Action April 11.

■ •Spearfish, S.D.—Black Hills State College. Broadcast Bureau granted 89.1 mhz, TPO 10 w. HAAT 55 ft. P.O. address 1200 University Avenue, Spearfish 57783. Estimated construction cost $5,565; first-year operating cost $3,000; revenue none. Principle: Dr. N. M. Freeman is president of Black Hills State College (BPED-1722). Action April 23.

■ El Paso—Desert Horizons Inc. Broadcast Bureau granted 95.5 mhz, 100 kw. HAAT 1,197 ft. P.O. Box 1799, El Paso 79949. Estimated construction cost $49,990; first-year operating cost $29,400; revenue $75,000. Principals: Media Horizons Inc. (100%). Media Horizons owns WGNY(AM)-WFMN(FM) Newburgh, N.Y.; WRAN(AM) Dover, N.J.; KMEO-AM-FM Phoenix; KDEF-AM-FM Albuquerque, N.M., and KROD(AM) El Paso. Joel W. Harnett, president and board chairman, M. Kenneth Cowan, executive vice president, et al. (BPH-8638). Action April 22.

■ •Mount Pleasant, Utah—North Sanpete School District. Broadcast Bureau granted 91.1 mhz, 13 w. HAAT 885 ft. P.O. address: 41 West Main Street, Mount Pleasant 84647. Estimated construction cost $5,000; first-year operating cost $1,000. Principal: Royal N. Allred, superintendent (BPED-1735). Action April 12.

■ •Green Bay, Wis.—Premontre Board of Education. Broadcast Bureau granted 90.1 mhz, TPO 10 w. P.O. address: 610 Maryhill Drive, Green Bay 54303. Estimated construction cost $3,770; first-year operating cost $100. Principal: Jerome F. Malorey, president (BPED-1730). Action April 11.

Actions on motions

■ Administrative Law Judge Thomas B. Fitzpatrick in Midland, Mich. (Wolverine Radio Co., Patten Corp.) FM proceeding, granted petition by Wolverine to amend its application to change trans. site and to amend financial proposal by showing availability of additional first year funds. (Docs. 19925-26). Action April 18.

■ Administrative Law Judge James F. Tienney in Washington (Pacifica Foundation) educational FM proceeding granted petition by Pacifica to amend application to reflect resignation of two members of its board of directors and their replacement by election (Doc. 18634). Action April 15.

Other action

■ Review board in Arab, Ala., FM proceeding, in response to petition by Marshall County Broadcasting Co., added issue to determine whether Brindlee Broadcasting Corp. has complied with provisions of rules with respect to business interests and official relationships of its principals, and, if not, to determine effect of such noncompliance on Brindlee's basic or comparative qualifications. Proceeding involves mutually exclusive applications of Brindlee, Helton and Norris Enterprises, and Marshall for new FM at Arab (Docs. 19849-51). Action April 24.

Rulemaking petitions

FCC received following petitions to amend FM table of assignments as shown (ann. April 26):

■ KSIG Broadcasting Co. (KSIG), Crowley, La.—Seeks to assign ch. 249A to Crowley (RM-2362).

■ George E. Bryant, Jefferson City, Mo.—Seeks to assign ch. 269A to Jefferson City (RM-2363).

Rulemaking action

■ Anamosa and Iowa City, Iowa—In response to petition by Communicators Inc., for reconsideration of third report and order released May 12, 1972, which amended FM table of assignments by assigning ch. 232A to Anamosa, 228A to Iowa City, and deleting class C ch. 230 at Iowa City, commission reversed that action and proposed FM channel assignments to Anamosa, Iowa City and Burlington, Iowa (RM-1540, RM-1823). (Doc.

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*

19161). Action April 16.

Call letter applications

■ Voice of Dixie, Birmingham, Ala.—Seeks WVOK-FM.

■ Mountain Interstate Broadcasting Co., Elkhorn City, Ky.—Seeks WECL.

■ George A. Gonzales Broadcasting Co., Espanola, N.M.—Seeks KBSO.

■ *Greater Asheville Educational Radio Association, Asheville, N.C.—Seeks WBMU-FM.

■ *St. Marks School of Texas, Dallas—Seeks KRSM.

■ Teewinot Broadcasting, Jackson, Wyo.—Seeks KMTN.

Call letter actions

■ Kershaw County Broadcasting Co., Camden, S.C. —Granted WPUB-FM.

■ Brothers Broadcasting Corp., Summerville, S.C. —Granted WWWZ.

■ *Centralia Community College, Centralia, Wash. —Granted KCED.

■ Freed Broadcasting Corp., Morgantown, W.Va. —Granted WCLG-FM.

Designated for hearing

■ Charlotte Amalie, Saint Thomas, V.I.—Chief, Broadcast Bureau designated for hearing mutually exclusive applications of George M. Arroyo and Jose A. Figuero, dba Arroyo and Figueroa Associates, and Milton Alfred Lindesay for new FM on 97.9 mhz at Charlotte Amalie (Docs. 19993-4). Action April 17.

Existing FM stations

Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown: *WGTB-FM Washington (BPED-1482) April 16; WDAE-FM Tampa, Fla. (BPH-8231) April 12; *WABE Atlanta (BPED-1549) April 12; KGMQ Honolulu (BPH-8583) April 11; *WPEA Exeter, N.H. (BPED-1391) April 15.

Final actions

■ WGOK-FM Fairhope, Ala.—Broadcast Bureau granted CP to change trans. location to South East of intersection Wilson and Pollard Roads, near Daphne, Ala.; change studio location to 14 North Church Street, Fairhope, Ala.; operate by remote control from main studio at 14 North Church Street, Fairhope; change TPO and ant. height, 300 ft.; ERP 3 kw (BPH-8777). Action April 17.

■ WOVV Ft. Pierce, Fla.—Broadcast Bureau granted CP to install new auxiliary transmitter at main transmitter location to be operated on ch. 238 (95.5 mhz); ERP 2.5 kw; antenna height 200 ft.; for auxiliary purposes only (BPH-8886). Action April 17.

■ WQIK-FM Jacksonville, Fla.—Broadcast Bureau granted CP to install new ant.; ERP 46 kw; ant. height 324.4 ft. (BPH-8889). Action April 17.

■ WSPY Plano, Ill.—Broadcast Bureau granted license covering new station (BLH-6087). Action April 11.

■ KBCM Sioux City, Iowa—Broadcast Bureau granted license covering new station; ERP 100 kw; ant. height 900 ft. (BLH-6140). Action April 5.

■ WMQT Ishpeming, Mich.—Broadcast Bureau granted license covering new station; studio and remote control: 202 South Main Street, Ishpeming (BLH-6084). Action April 11.

■ KROC-FM Rochester, Minn.—Broadcast Bureau granted request for SCA (BSCA-1318). Action April 16.

■ KTTS-FM Springfield, Mo.—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 100 kw; ant. height 615 ft. (BLH-8892). Action April 11.

■ WDHA-FM Dover, N.J.—Broadcast Bureau granted CP to install new ant. (BPH-8887). Action April 17.

■ *WRSU-FM New Brunswick, N.J.—Broadcast Bureau granted license covering new station; ERP 1.35 kw; ant. height 125 ft. (BLED-1206). Action April 22.

■ KRSS Mandaree, N.D. (School District No. 36) —License canceled and call letters deleted (non-renewal). Ann. April 22.

■ KIKK-FM Houston—Broadcast Bureau granted CP to change trans. location to One Shell Plaza, Houston; install new trans.; install new ant.; change ant. system (increase height); change TPO; ant. height 700 ft.; ERP 48 kw; remote control from main studio at 712 East Southmore, Pasadena, Tex. (BPH-8828). Action April 25.

■ WKNA Charleston, W.Va.—FCC dismissed applications by Nick Ciccarello Jr. for renewal of license of WKNA and transfer of control of Perfection Music Inc., licensee of WKNA, from Ray C. Tincher to Mr. Ciccarello, and then to Hawey A. Wells Jr. (80%), Hawey A. Wells Sr. (10%), and Margaret S. Wells (10%); deleted station call letters, and declared license forfeit. Action April 17.

■ *KUGS Bellingham, Wash.—Broadcast Bureau granted license covering new station (BLED-1208). Action April 11.

Other actions

■ *Baltimore county, Md.—Chief, Broadcast Bureau ordered CP of Board of Education, Baltimore county, for noncommercial WSPH Baltimore modified to specify operation on 88.1 mhz instead of 90.3 mhz, and terminated proceeding (Doc. 20001). Action April 19.

Fine

■ KFMK Houston—Broadcast Bureau notified licensee that it has incurred apparent liability for forfeiture of $500 for willful or repeated violation of rules and Communications Act by having unlicensed operator on duty at station from July 12 through Aug. 6, 1973. Action April 22.

Call letter applications

■ WRSD Homestead, Fla.—Seeks WQDI.

■ WBIE Marietta, Ga.—Seeks WCOB.

■ KWHI Brenham, Tex.—Seeks KTTX.

■ KGGH Houston—Seeks KEYH.

Call letter action

■ WLCB Hodgenville, Ky.—Granted WLCB-FM.

Renewal of licenses, all stations

■ Broadcast Bureau, granted following applications for renewal of license, including SCA's where appropriate, on April 16: KBRN(AM) Brighton, Colo.; *KCCM(FM) Moorhead, Minn.; KCHR(AM) Charleston, Mo.; KDUZ-AM-FM Hutchinson, Minn.; KETU(FM) Salem, Mo.; KFIL-AM-FM Preston, Minn.; KIIX-AM-FM Fort Collins, Colo.; KKFM(FM) Colorado Springs, Colo.; KLIZ-AM-FM Brainerd, Minn.; KMCW(AM) Augusta, Ark.; KOWO-AM-KQDE-FM Waseca, Minn.; *KSJR-FM Collegeville, Minn.; KSMM(AM) Shakopee, Minn.; KTFM(AM) New Prague, Minn.; WEVR-AM-FM River Falls, Wisc.; WHBG(AM) Harrisonburg, Va.; WIDD(AM) Elizabethton, Tenn.; WIGM-AM-FM Medford, Wisc.; WIRT(TV) Hibbing, Minn.; WKDK(AM) Newberry, S.C.; WLSN(FM) Elizabethton, Tenn.; and WRND(AM) Durand, Wisc.

■ Broadcast Bureau granted renewal of licenses for following translators on April 22: in Hawaii—K72DB Waipake, K80CJ Anahola, K63AA Waialua, K76CN Lihue and K79BR Hakalau; in California —K78AN Yreka and Weed, K76BJ, K78AD, K70FG, K72AZ, K74AK and K80CD Ukiah, K71AF Cedarville, K04GG Bieber, Little Valley and Fall River Mills, K06GS Bieber and Little Valley; K13BZ, K11BV and K09BQ Helper, Utah; K10AZ Spring Glen, Price and rural Emery county, Utah; K13GS Carmel Valley village, Calif.; K13FJ San Ardo, Calif; K11LB and K09KT Furnace Creek and Death Valley, Calif.; K08FT Kilauea, Hawaii; K12FX Hanalei, Hawaii; K04FE Hilo, Hawaii; K13MD Hyampom, Calif.; K02BI, K04CK and K05AX Kanab, Utah; K12EJ and K10ET Petan Ranches, Nev.; in Utah— K07CQ Richfield, Elsinore and Sevier, K08CL Koosharem, K08CM and K10CT Sigurd and Salina, K10CU Koosharem, K07IZ Fishlake resort, K12CJ Sigurd and Salina, K06FL Fishlake resort, K06BQ Richfield, Elsinore and Sevier; K11GO and K13GL Fort Goff, Happy Camp and North Indian Creek, and K07IX Happy Camp, all Calif.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's when appropriate on April 24: KADX(FM) Denver; *KASF(FM) Alamosa, Colo.; KGHL(AM) Billings, Mont.; KIJV-AM-FM Huron, S.D.; KJAS-(AM) Jackson, Mo.; KOLM-AM-KWWK-FM Rochester, Minn.; KRAI(AM) Craig, Colo.; KSLV-(AM) Monte Vista, Colo.; KOVC(AM) Valley City, N.D.; KRLN(AM) Canon City, Colo.; WGNU-(AM) Granite City, Ill.; WMIX-FM Mt. Vernon, Ill., and WLOT(AM) Marinette, Wisc.

Modification of CP's, all stations

Broadcast Bureau granted following CP modifications on date shown:

■ KVOK(AM) Kodiak, Alaska—Change main studio and remote control location and ant.-trans. site to Spruce Cape Annexation, Kodiak; install low loss ant. system (BMP-13764). Action April 17.

■ KYOR-FM Blythe, Calif.—Change trans. location; change trans.; change ant.; change ant. system; ERP 35 kw; ant. height 380 ft.; remote control permitted (BMPH-14066). Action April 17.

■ KGO-TV San Francisco—Change ERP, vis. 309 kw; aur. 61.7 kw; and change ant. system (BMPCT-7494). Action April 19.

■ *KUNC-FM Greeley, Colo.—Extend completion date to Oct. 11 (BMPED-1096). Action April 17.

■ WKLS(FM) Atlanta—Change trans. location to 110 Arizona Avenue, Atlanta; change trans.; change ant. system; change trans. line; ant. height 850 ft. (BMPH-14065). Action April 17.

■ *WBHI(FM) Chicago—Extend completion date to June 19, 1974, for new station (BMPED-1097). Action April 19.

■ KIEE(FM) Harrisonville, Mo.—Change studio location and remote control to 207 East Pearl Street, Harrisonville; change ant. and monitoring equipment (BMPH-14064). Action April 11.

■ WGRF-FM Pleasantville, N.J.—Extend completion date to July 26 for new station (BMPH-14063). Action April 19.

■ KRWN(FM) Farmington, N.M.—Extend completion date to Sept. 29 for new station (BMPH-14060). Action April 19.

■ *WMCM(FM) Paris, Ohio—Change trans. location to .4 mile northeast of Paris on Warren Road, Paris; change ant. system; change ant. height (BMPED-1087). Action April 11.

■ *WRCT(FM) Pittsburgh—Redescribe trans. and studio location as 5020 Forbes Avenue, Pittsburgh; change trans. ant. and transmission line (BMPED-1098). Action April 17.

■ *WDNX(FM) Olive Hill, Tenn.—Extend completion date to July 22 for new station (BMPED-1093). Action April 19.

Translator actions

■ K71CF (ch. 71), K73CD (ch. 73) and K82BH (ch. 82) Flagstaff, Ariz.—License authorization canceled and call letters deleted (section 1.568(b) of rules) for translators rebroadcasting respectively, KTVK-TV, KOOL-TV and WTAR-TV Phoenix. Ann. April 23.

■ K69A0 Powderhorn ski area development and Upper Plateau Creek, Colo.—Broadcast Bureau granted CP for new UHF translator operating on ch. 69 by rebroadcasting KREX-TV Grand Junction, Colo. (BPTT-2557). Action April 17.

Other actions, all services

■ FCC informed Robert M. Light, president, Southern California Broadcasters Association, Hollywood, that telephone interviews with community leaders—particularly outside city of license—are not per se unacceptable if applicant makes prima facie showing that it has consulted with representative cross-section of community leaders. Action April 18.

■ Columbia Broadcasting System Inc.—Broadcast Bureau granted mod. of licenses and CP's to change name to CBS Inc. for WEEI-AM-FM Boston, WCBS-AM-FM-TV New York, WCAU-AM-FM-TV Philadelphia, WBBM-AM-FM-TV Chicago, KMOX-AM-FM-TV St. Louis, KCBS-AM-FM San Francisco and KNX-AM-FM-KNXT(TV) Los Angeles. Action April 22.

Ownership changes

Applications

■ KXOW-AM-FM Hot Springs, Ark. (AM: 1420 khz, 5 kw-D; FM: 106.3 mhz, 310 w)—Seeks assignment of license from Christian Broadcasting Corp. to Noalmark Broadcasting Corp. for $325,000. Seller: Forrest Eddy, president. Buyers: Edwin B. Alderson (20%), William C. Nolan (16%) and William C. Jr. (14%), et al. Messrs. Alderson and Nolan are attorneys; Messrs. Nolan have oil and other business interests. Noalmark owns KELD-AM-FM El Dorado, Ark. Ann. April 25.

■ WXXX(AM) Hattiesburg, Miss. (1310 khz, 1 kw-D)—Seeks assignment of license from Triple X Broadcasting Co. to WXXX Broadcasting Co. for $185,000. Seller: Charles D. Saunders (100%) also owns WSWG-AM-FM Greenwood, Miss., which he is selling, and KCRI-FM Helena, Ark. Buyers (33⅓% each): Phillip D. Brady, A. Mack Smith, Louis Alford; all own WAPF-AM-WCCA-FM McComb and WDMC-AM-FM Hazlehurst, both Mississippi, and KADL-AM-FM Pine Bluff, Ark. Mr. Smith also has interests in WKPO(AM) Prentiss and WJRL(AM) Calhoun City, both Mississippi. Ann. April 25.

■ KYTV(TV) Springfield, Mo. (ch. 3), KBIX-(AM) Muskogee, Okla. (1490 khz) and KHMO-(AM) Hannibal, Mo. (1070 khz) seeks transfer of control to Gannett Co. by 100% acquisition of Springfield Newspapers, owner of KHMO and 50% owner of KYTV, and 100% acquisition of Oklahoma Press Publishing Co., owner of KBIX and 50% owner of Springfield Newspapers. Consideration in form of Gannett stock. For purposes of transaction, stations were valued as follows: KYTV, $1,536,438; KHMO, $750,000, and KBIX, $150,000. Gannett Co. is public company (N.Y. exchange)

Professional Cards

Service Directory

and owns WHEC-TV Rochester, N.Y. Ann. April 19.

■ KELK(AM) Elko, Nev. (1240 khz, 1 k-D, 250 w-N)—Seeks transfer of control of Elko Broadcasting Co. from Chris H. Sheerin, Orville R. Wilson et al. (100% before, none after) to Dee Ray Gardner (none before, 100% after). Consideration: $95,000. Principals: Mr. Sheerin is president. Mr. Gardner has been KELK station manager since 1968. Ann. April 25.

■ WYSL-AM-WPHD-FM Buffalo, N.Y. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 103.3, 49 kw)—Seeks assignment of license from The McLendon Co. to Howard Communications for $1,400,00. Sellers: B.R., Gordon B. and Jeanette McClendon own KCND-TV Pembina, N.D., KNUS(FM) Dallas and KOST(FM) Los Angeles. Buyer: Robert Howard has real estate interests and has been general manager of WPGC-AM-FM Morningside, Md., since 1959. Ann. April 25.

■ KOLS-AM-KKMA-FM Pryor, Okla. (AM: 1570 khz, 1 kw-D; FM: 104.5 mhz, 100 kw)—Seeks assignment of license from L. L. Gaffaney to Communications Consultants for $235,000. Seller: Mr. Gaffaney owns and manages both stations. Buyers (33⅓% each): Duane V. Smith, James W, Rhea, Robert M. Candlin. Messrs. Smith and Rhea are media professors at Oklahoma State University; Mr. Candlin is administrator at University of Kansas. Ann. April 25.

■ WCEF-AM-FM Parkersburg, W.Va. (AM: 1050 khz, 5 kw-D; FM: 99.3 mhz, 3 kw)—Seeks transfer of control of Franklin Broadcasting from C. E. Franklin (100% before, none after) to Calvin E. Dailey Jr. (none before, 100% after). Consideration: $300,000. Principals: Mr. Franklin is president. Mr. Dailey is manager of WPAR(AM) Parkersburg and has small interest in Grewe Broadcasting Co. Ann. April 25.

Actions

■ WRCK-AM-FM Tuscumbia, Ala. (AM: 1410 khz, 500 w-D; FM: 106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Radio Station WRCK to Wein Broadcasting Co. for $173,600. Sellers: Robert Warren Kicker (100%). Mr. Kicker is construction contractor in Tuscumbia. Buyers: Margaret L. Wein (47%), Melvin G. Satlof (12.5%), Stanley Hirsch (12.5%). Herbert Fingerhut (12.5%), Irwin Friedlander (12.5%) et al. Mrs. Wein is 97% owner of WDIG(AM) Dothan, Ala. Messrs. Satlof, Hirsch and Friedlander have interest in WPNX(AM) Phoenix City, Ala.-Columbus, Ga. Action April 23.

■ KKEP(AM) Estes Park, Colo. (1470 khz, 500 w-D)—Broadcast Bureau granted assignment of license from KKEP Radio Inc. to Estes Park Broadcasting Co. for $93.500. Seller: Paul E. Moyers (100%). Buyers: Stanley J. and Leslie Ann Pratt (together 100%). Mr. Pratt owns movie theatre and motel in Estes Park (BAL-8029). Action April 15.

■ KCOG-AM-FM Centerville, Iowa (1400 khz, 500 w-D)—Broadcast Bureau granted assignment of license (FM permit) from Hope Co. to Chariton Valley Broadcasting Co. for $330,000. Seller: Robert K. Faust, president, et al. (100%). Mr. Faust also has interest in KJAN-AM-FM Atlantic, Iowa. Buyers: Michael G. and John M. O'Connor, Paul Ahrens and Edward F. Bock (each 25%). Michael G. O'Connor is account executive with KWWL-(AM) Waterloo, Iowa. John M. O'Connor is account executive with KCOB(AM) Newton, Iowa. Mr. Ahrens is president of Grinnell, Iowa manufacturing firm and Mr. Bock is accountant in Cedar Rapids, Iowa (BAL-8053). Action April 16.

■ WVNY-TV and WEZF-FM Burlington, Vt. (TV: ch. 22, 501 kw vis., 75.9 aur., HAAT 2753; FM: 92.9 khz, 36 kw)—FCC granted assignment of license from Vermont-New York Television Inc. and Vermont-New York Broadcasters Inc. to International Television Corp. for $1,238,055. Buyers: 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%), president and general manager of stations, and John R. Hughes (4.5%), sales manager of stations (BALCT-534, BALH-1924). Action April 17.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced April 25 (stations listed are TV signals proposed for carriage):

■ Nation Wide Cablevision for Alameda county (CAC-3481), 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 Dale 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: Delete KTTV Los Angeles, and add KTLA Los Angeles.

■ Stadonick, Box 4077, Incline Village, Nev. 89450 for California communities. Crescent City (CAC-3755) and Del Norte county (CAC-3761): Requests certification of existing CATV operations and to add KRON-TV, KBHK-TV, KPIX, KGO-TV San Francisco; KTVU Oakland, Calif.; KXTV and KTXL Sacramento, Calif.; and for Smith River (CAC-3756), Fort Dick (CAC-3757). Hiouchi (CAC-3758), Gasquet (CAC-3759) and Junction (CAC-3760), also add KEET Eureka, Calif.; KOBI and KMED-TV Medford, Ore.

■ Master Television Distribution System. Box 1223, Palm Springs, Calif. 92262 for Thousand Palms, Calif. (CAC-3775): KNXT, KNBC, KTLA, KABC-TV, KCET, KHJ-TV, KTTV, KCOP Los Angeles; KMIR-TV, KPLM Palm Springs, Calif.

■ LVO Cable of Connecticut, 358 Hall Avenue, Wallingford, Conn. 06492 for Bristol (CAC-3784), Farmington (CAC-3785), Plainville (CAC-3786), New Britain (CAC-3787) and Berlin (CAC-3788), all Connecticut. Add: WNEW-TV New York and delete WSBK-TV Boston.

■ Riverton Cable TV, Box 10727. University Park Station, Denver, Colo. 80210 for Riverton, Wyo. (CAC-3778): Requests certification of existing CATV operations.

■ Lower Delaware CATV, Church Street, Selbyville, Del. 19975 for South Bethany, Del. (CAC-3776): WBOC-TV, WCPB Salisbury, Md.; WMAR-TV, WBAL-TV, WJZ-TV Baltimore; WTTG Washington.

■ Southern Cable Corp., 204 South Kentucky Avenue, Corbin, Ky. 40701 for Corbin (CAC-3783): Requests certification of existing CATV operations.

■ Teleprompter of Farmington, 1911 North Butler Street, Farmington, N.M. 87401 for Farmington (CAC-3777): Requests certification of existing CATV operations.

■ Morris Cablevision, 171 Ridgedale Avenue, Morristown, N.J. 07960 for New Jersey communities: Florham Park borough (CAC-3770), Morris township (CAC-3771), Morris Plains borough (CAC-3772), East Hanover township (CAC-3773) and Chatham borough (CAC-3774): WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX-TV New York; WNET Newark, N.J.; WNJU-TV Linden, N.J.; WNJM Montclair, N.J.; WPHL-TV, WTAF-TV Philadelphia; WXTV Paterson, N.J.

■ Cablevision of Greensboro, 1108 Grecade Street, Box 478, Greensboro, N.C. 27402 for Greensboro (CAC-3782): Requests certification of existing CATV operations.

■ Tiffin Valley Cable, Box 254, Archibald, Ohio 43502 for Jefferson township, Ohio (CAC-3780) and Center township, Ohio (CAC-3781): WJBK-TV, WKBD-TV Detroit; WANE-TV, WPTA, WKJG-TV Fort Wayne, Ind.; WDHO-TV, WGTE-TV, WTOL-TV, WSPD-TV Toledo, Ohio; CKLW-TV Windsor, Ont.

■ Telesonic CATV. Box 127, Sigel Road. Brookville, Pa. 15825 for Emlenton borough, Pa. (CAC-3014); Add WYTV Youngstown, Ohio; WPGH-TV Pittsburgh.

■ Tele-Vue Systems (address not given) for Lynnwood, Wash. (CAC-3779): Add KPTV Portland, Ore.

Final actions

■ Dunlop, Grand Terrace, Bryn Mawr, Calimesa, Calif.—FCC authorized United Cablevision to carry following Calif. signals on its new cable television systems at Dunlop, Grand Terrace, Bryn Mawr, and Calimesa, all located within Los Angeles-San Bernardino-Corona-Fontana, Calif. major market: KNXT, KNBC, KTLA, KABC-TV, KHJ-TV, KTTV, KCOP, KWHY-TV, *KCET, and KMEX-TV, all Los Angeles; KLXA-TV Fontana; *KVCR-TV and KHOF San Bernardino; KCST and *KPBS-TV San Diego; KTVU Oakland, and KBSC-TV Corona. Action April 18.

■ Stockton, Calif.—FCC granted request for temporary waiver of rules filed by McClatchy Newspapers, Stockton, to permit it to increase its ownership in Nor Cal Cablevision from 40 to 60% by acquiring Com-West's 20% interest in cable company. Action April 17.

■ Clermont, Mascotte, South Lake county, Groveland and Minneola, Fla.—FCC authorized Teleprompter of Florida to carry following signals on its cable TV systems: Florida stations WTVT, *WEDU, WFLA-TV, *WUSF-TV Tampa; WTOG St. Petersburg; WESH-TV Daytona Beach; WDBO-TV, WFTV, WSWB-TV, *WMFE-TV Orlando; WLTV Miami, and Georgia station WTCG Atlanta. Action April 18.

■ Hawaii—FC authorized West Hawaii Cable Vision, Ltd. to carry following signals on its proposed cable TV systems at Captain Cook, Waikoloa, Kawaihae-Puaho, Honaunau. Kealakekua, Holualoa, Kailua-Kona, Kamuela, Keauhou, and Kalaoa, Hawaii located outside all television markets: KAII-TV, KMAU-TV, KMVI-TV, *KMEB-TV Wailuhu; and KIKU-TV Honolulu, Hawaii (CAC-3207-16). Action April 18.

■ Johnston City, Carterville, Herrin and West Frankfort, Ill.—FCC authorized Southern Illinois Cable TV Co. to carry following signals on cable systems located within Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill. major television market: WSIL-TV Harrisburg, *WSIU-TV Carbondale, Ill.; KFVS-TV Cape Girardeau; KPLR-TV and KDNL-TV St. Louis; WDXR-TV and WPSD-TV Paducah (CAC-240, CAC-242-4). Petitions by WDXR-TV for special relief and request for expedited consideration were dismissed as moot. Action April 18.

■ CATV Bureau granted following operators of cable television systems certificates of compliance, all for Michigan communities: Cable Television, Comstock (CAC-2516) and Galesburg (CAC-2517); Cable TV Co., Oshtemo (CAC-2792); Cable TV Co. of Coloma, Coloma township (CAC-2856); Cable TV of Watervliet, Watervliet (CAC-2857); Cable TV, White Pigeon (CAC-2966) and Constantine (CAC-2967); Alden CATV, Cassopolis (CAC-3349); Cable TV Co. of Kalamazoo, Kalamazoo township (CAC-3434) and Community Cable Television, Lawton (CAC-3547). Action on request to carry WZZM-TV Grand Rapids, Michigan, on these systems is deferred. Action April 18.

■ Asbury Park, N.J.—FCC authorized Telco Cablevision of Asbury Park to carry following signals on its proposed cable TV system located outside all television markets: WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX, *WNYE-TV, *WNYC-TV New York; KYW-TV, WPVI-TV, WPHL-TV Philadelphia; *WNET Newark, N.J.; WXTV Paterson, N.J.; WNJU-TV Linden, N.J.; WKBS-TV Burlington, N.J.; and *WNJT Trenton, N.J. (CAC-1756). Blonder-Tongue Broadcasting Corp., permittee of subscription television station WBTB-TV Newark was denied. Action April 18.

■ Seven Hills, Independence, Brecksville, Broadview Heights, Ohio—FCC authorized Ohio Telecable Co. to carry following signals on its cable TV systems: Ohio stations WCOT-TV, WAKR-TV Akron; WKYC-TV, WEWS, WJW-TV, *WVIZ-TV, WKBF-TV and WCTF Cleveland; WUAB Lorain; Michigan station WKBD-TV Detroit, and CKLW-TV Windsor, Ontario (CAC-2871-4). Action April 17.

■ New York State—FCC waived provisions of rules that preclude television licensee from acquiring cable TV systems located in station's predicted Grade B contour, and NewChannels Corp. permitted to acquire all outstanding stock of Empire State Cable TV Co., provided NewChannels does not construct any new cable television facilities in areas where it is only acquiring franchise. NewChannels is 100% owned by Newhouse Broadcasting Corp., licensee of WSYR-TV Syracuse, N.Y., and its satellite WSYE-TV Elmira, N.Y. Empire State owns and operates cable systems serving Binghamton, Port Dickinson, Kirkwood, Johnson City, Fenton, Dickinson, Conklin, Chenango, and parts of Union, all New York. Action April 18.

■ Monahans and Kermit, Tex.—FCC denied applications of Communicable of Texas for certificates of compliance and special relief to add KDTV Dallas to its cable television systems at Monahans and Kermit, located in the smaller television market of Odessa-Midland, Tex. (CAC-1781, CAC-1836). Communicable had requested special relief to permit carriage of second distant independent television signal from the Dallas-Fort Worth market. Action April 18.

■ Walla Walla and College Place, Wash.—FCC authorized Teleprompter Cable Communications Corp. to add following signals to its cable TV systems: KVOS-TV Bellingham, Wash.; KPTV Portland, Ore., and KTVU Oakland, Calif. (CAC-1744-5, 1721). Oppositions by Columbia Empire Broadcasting Corp., licensee of KNDU(TV) Richland, Wash., NWG Broadcasting Co., licensee of KEPR-TV Pasco, Wash., and Apple Valley Broadcasting, licensee of KVEW(TV) Kennewick, Wash., were denied. Action April 18.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone—Welch, W.Va. (Welch Antenna Co.), cease and desist order—designated Administrative Law Judge Ernest Nash to serve as presiding judge; scheduled prehearing conference for May 16 and hearing for July 10 (Doc. 20015). Action April 11.

■ Chief Administrative Law Judge Arthur A. Gladstone—Hamburg, Pa. (Hamburg TV Cable), cease and desist order—designated Administrative Law Judge Reuben Lozner to serve as presiding judge; scheduled prehearing conference for May 16 and hearing for July 10 (Doc. 20015). Action April 11.

Other action

■ Welch, W.Va.—FCC, in response to request by Daily Telegraph Printing Co., licensee of WHIS-TV Bluefield, W.Va., ordered Welch Antenna Co., operator of cable system at Welch, in Bluefield smaller television market, to show cause why it should not be ordered to cease and desist from further violation of rules for failure to provide simultaneous network program exclusivity for WHIS-TV (NBC) against the signals of WSAZ-TV (NBC) Huntington, W.Va. Action April 9.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

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.

News Director/Football Network Director, proven capacity in management, particularly in news and sports. Equal Opportunity Employer. Attn: Mr. Bill Sherard, WQXI-AM-FM Radio, 2970 Peachtree Rd. NW, Atlanta, GA 30305.

In nine months my sales manager did such a job he is moving to a general manager's position. If you're ready to manage an aggressive RAB-oriented sales operation and earn 13M+ call Chris Dante at WTSV/WECM(FM) in Claremont, N.H. 603-542-7735.

Management trainees for expanding small market group. Must have sincere interest in learning sales and a future in management. Small market experience preferred. Lee Buck Broadcasting, Box 494, Greencastle, IN 46135.

Sales manager needed to aid in expanding operation. Top 50 market. Looking for experienced individual or willing to train right person. Send resume to: John Demeter, 4379 Elmhurst, Stow, OH 44124 or call AC216-688-7819.

Help Wanted Sales

Small market, North Carolina, contemporary country AM is seeking an individual with experience in local sales. Prefer person with multiple broadcast talents and a yearn for challenge. Must be able to produce. Send resume, salary history and introductory letter to Box E-2, BROADCASTING.

Beautiful and profitable Minnesota market has immediate opening for an experienced, creative radio advertising salesperson. Established, leading AM, FM operation, strongly geared to planning and service. Excellent benefits, super staff, strong sales support. Contact immediately, Mr. Baechler. The KAGE Stations Winona, MN 55987. 507-452-9494.

Opportunity—established station. Salary, commission. Send resume, sales record. KFRO, Longview, TX 75601.

WCOD Radio, Hyannis, is looking for one very enthusiastic, ambitious salesperson to grow with our fast moving contemporary station. We offer beautiful facilities, a super professional product, great area to work and play in, and a chance to make a good living. Mail your resume and picture to Steve Dane, WCOD, 105 Stevens St., Hyannis, MA 02601. Limited experience okay, too.

Big money potential on Long Island with only AM station fully covering giant market just designated 4th in retail sales. Near New York City. Salary. Commission. Advancement. If you can bill $8 to $10 thousand a month you'll make $500. a week. Drake-Chenault Hitparade format. WLIX, Islip, L.I., NY 11751. 516-277-1100.

Immediate opening for ambitious, aggressive young salesperson, experienced only, Michigan resident preferred. Excellent working conditions, employee benefit program, good income potential at top, tri-city AM-FM CBS affiliate. Contact R. W. Phillips, 517-753-4456, or write c/o WSGW, P.O. Box 1945, Saginaw, MI 48605.

Illinois. Seeking addition to sales force. Resume, later interview. WSMI-AM-FM, Litchfield.

Help Wanted Announcers

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.

Wanted in Southeast, experienced announcer. Must have deep resident voice, read well, stable, and reliable. Send resume and recent photo. Box D-285, BROADCASTING.

Help Wanted Announcers Continued

Top 40 jock for afternoon shift, leading AM, northeast. Experience, personality, good production essential. Possibility additional work on affiliated TV. Box E-38, 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.

We have an opening for an experienced announcer in our contemporary format. Evening shift, you must be heavy on production. Excellent salary and fringe benefits. Alternate weekends off. Send tape (not returnable), resume, and salary requirements with first letter. Opening must be filled by June 1st. Minimum of two year's experience. WBEC Radio, Kent Thurston, Operation's Mgr., Box 958, Pittsfield, MA 01201.

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.

Personality and/or format jocks for number 1 station in market. Tapes and resumes to J. C. Smith, WJPS, Box 3636, Evansville, IN 47735.

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 Gerry Desmond, WLNA, Peekskill, NY 10566. 914-737-1124. Equal Opportunity Employer.

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: WSRS, P.O. Box 961, West Side Sta., Worcester, MA 01602.

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.

Announcer/sales person for new MOR FM. Friendly type personality. Radio sales experience necessary. Play by play helpful. Send tape and resume to Connor Broadcasting Co., Bethany Beach, DE 19930.

Hawaii—All night D.J. Send recent photo, audition tape. Fred Livingston, P.O. Box 15397, Honolulu, HI 96815.

Help Wanted Technical

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.

Chief Engineer for metropolitan university stereo FM, with automated SCA. $8,900+benefits. Write: Manager, KMUW-FM, 1751 N. Fairmount, Wichita, KS 67208.

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.

Help Wanted Technical Continued

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 fulltime 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.

Chief Engineer, maintenance experience required for 5 kw directional AM, 50 kw FM Stereo. Must know transmitter and studio and microwave equipment. Call P. Gilmore at 203-333-5551 or write c/o WNAB, Bridgeport, CT.

Need experienced first class engineer for equipment maintenance repair and construction. Good salary and benefits. Send resume to Chief Engineer WOL/WMOD Washington, D.C. 20027.

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 8550, Washington, D.C. 20027. No calls please.

Chief Engineer—AM & FM; major market, East Coast, $10,000 +, call P. D. 301-358-9600.

Help Wanted News

KFRC San Francisco. Now searching nationwide for a superb contemporary news communicator. Tapes, resumes to Dave Cooke, News Director, 415 Bush Street, San Francisco, CA 94108. An Equal Opportunity Employer. M/F.

Massachusetts award winning news-MOR station needs experienced local newsperson who can dig, write, air, news. Aggressive, creative ability, musts. Full local news department, AP, UPI UPI Audio. Fringe benefits. Send resume, salary requirements, aircheck, WCAP, Lowell, MA. 01852.

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.

Operations Manager for major Carolina station. Describe experience in production, promotions, programming, and news. $12,400.00 plus profit sharing to start. Box E-39, BROADCASTING.

Beautiful Music FM station looking for dependable production person. Experience and creativity a must. Excellent money and working conditions. Send tape and resume to KEZQ, Box 5127, Little Rock, AR.

Needed immediately, a full-time production director for 50,000 watt WKBW radio in Buffalo. Strong commercial work a must. Send tape and resume to: Bob Harper, program director, WKBW Radio, Buffalo, NY 14209. An Equal Opportunity Employer.

Situations Wanted Management

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.

Situations Wanted Management Continued

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.

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.

Make more money with me as your General Manager. I'll boost sales, control costs, increase your profits. Now General Manager and stockholder multiple-station operation. Profitable 12 year record. Mature healthy, no vices. In no hurry to move—looking for greater challenge, better income. Let me send you my resume. Box E-8, BROADCASTING.

General manager or sales manager with management possibilities for small-to-medium market or group. 15 years in Radio. M.A. Degree Plus. Box E-9, BROADCASTING.

Radio AM or FM Management. Experience in all aspects of Radio. Box E-10, BROADCASTING.

Woman, top ten, MBA, University administration and college radio experience, seeks challenging position with group. Prefer maximum advancement potential. Box E-13, BROADCASTING.

Young dynamic take charge general manager. Excellent business-broadcast background. A real sales pro. Present position vice president of major broadcast group. Will invest. Prefer East-Southwest. Box E-26, BROADCASTING.

Ambitious recent graduate of University of Oregon. (Broadcast Management). Some selling. Train for mgmt/sales. Box E-46, BROADCASTING.

GM/SM—Successful take-charge guy, experienced in all phases of station operation. Family man, honest, loyal. Box E-48, BROADCASTING.

Twenty years experience radio-TV sales management, rep. firm. Degree, accomplished record. Know-how to make you money as your sales or GM. Pacific Northwest, Rockies preferred. Good operation anywhere considered. Box E-50, BROADCASTING.

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.

Sales/Announcer—First phone. Mature adult. MOR station only. Now living New York state. Will work for management. Prefer California, but all areas considered. Box E-11, BROADCASTING.

Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, 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.

Seeking professional uptempo small to medium market station with college nearby. Any shift. Can make operations very efficient. Broadcasting B.A. First. References. Enthusiastic, experienced, working, and can relocate now. Box E-7, BROADCASTING.

Situations Wanted Announcers Continued

Eager summertime announcer/newswoman. Smith grad. Third endorsed, three years experience: public affairs, rock, folk. Box E-17, BROADCASTING.

14 years experience. 1st class ticket. College grad. Married, one child. Interested in the greater New York city area. Will work any format and most important, I'll work it the way you want it donelll Have had proven ratings. Box E-19, BROADCASTING.

First phone, MOR announcer. Like to stay in Chicagoland market. Looking for growing responsibilities. 3½ years experience, willing to learn more. Box E-20, BROADCASTING.

Creative D.J. looking for 1st break. Tight board. Dependable/versatile, willing to go anywhere, now. Third endorsed. Box E-25, BROADCASTING.

Creative air personality, college grad, 4 years on the air, 2 years PD, 3rd endorsed. Specialties include production, public relation promotionals. Would prefer top 40 or up tempo MOR. Tape and resume on request. Box E-28, BROADCASTING.

6-7-8-9 hour daily board shift playing country records wanted. First phone, 5000 watt experience. Box E-41, BROADCASTING.

Three years experience, some college, speech and drama background, all formats. Third phone, good deep voice. Box E-43, BROADCASTING.

Announcer/Sales, contemporary or public. Tight board. Some selling, 2 years college experience. Relocate. Box E-47, BROADCASTING.

Believe in Professionalism? Believe sales and programing must continuously feed each other? Experienced, good, intelligent with a great family. Want settlement and station that gives a damn. Check me out and I'll check you out. Box E-53, BROADCASTING.

1st Class D-J announcer, excellent voice for sports, also authoritative newscast, commercial production and transmitter operator. Age 19. Box E-55, BROADCASTING.

Jock/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.

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.

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.

1st Phone, college radio grad; news, production, spots, rock, jazz. Rufo 418 'B' E. Chapman, Fullerton, CA 92632.

Big Dave is talented. Big Dave is enthusiastic. Big Dave is ready now. Big Dave is Dave Jenkins, Box 49, Elliott Hall, Muncie, IN 47306.

Jock, single, 27, veteran, third, B.A., desires station to grow in. Prefer progressive, rock, or contemporary. Dedicated, stable, hard working; willing to do sales. Mike, 814–237-0214.

I need a start. Young, creative, can follow directions. Any format, willing to go anywhere, 3rd endorsed, broadcasting school, and RCA TV Studio School graduate. Dee Palazzo, 632 Warburton Ave., Yonkers, NY 10701 or call me collect 914—965-8612.

Top rated contemporary personality available now following format change. Proven winner in Top 50 market with 18/34's, 25/49's. Super production. 305—851-3719.

7 months of weekends. Now looking for first full-time shift. New England. Call Steve collect 814—643-2755.

Gospel deejay-salesman, experienced, dependable, versatile, third endorsed. Arnold McCloud, 930 Dekalb, Brooklyn, NY 11221.

Female MD, tight board, currently afternoon drive time. Dedicated, imaginative, willing to learn, relocate anywhere. Top 40 or progressive preferred. References. Lori Simmons, 224 E. Pitt, Bedford, PA. 814–623-9021.

Announcer, 24 yrs. exp. New York state good music preferred, but will consider all. 207 Elliot, Brattleboro, VT.

Situations Wanted Announcers Continued

Disc Jockey-newscaster, experienced, dependable, young man. Graduate of New York School of Announcing and Speech. Creative and versatile. Tight board. Tape available. Contact—Bob Kirby, 321 Newark Ave., Lyndhurst, N.J.

Soul jock—First phone, 6 yrs. Exp. Jody Gill, 212-669-8269.

Top 40 jock—Small to medium market. 1½ yrs. experience. 3rd endorsed. I've got it but need the right break. Contact Ted at 109 N.E. Tuscawilla, Ocala, FL.

Third phone with endorsement, has part-time experience and wants full-time position, can follow directions, good voice, smooth board, can do news, commercials, production. I am 24, single, and ready to work. Call 1-714-658-1094.

Radio/TV announcers. Beginners but with some "live" experience and much enthusiasm. DJ, news, sports, sales, copy, camera. Available now. Contact John O'Rourke, Austin Vo-Tech, Austin, MN 55912. 507-437-6681.

Competent, mature announcer desires MOR/classical station wanting devoted employee. BA, third, 4 years, part time exp. West-Northwest preferred. Brian Prows, 13551 Emilie Dr., San Jose, CA 95127.

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.

Degreed Multilicensed Chief. Hi power, AM-FM-DA design, remotes, unions, proofs, outstanding construction. 23 years electronics (original hair & family). Top drawer with both head and hands, seeks quality operation where capability is an asset. Box E-34, BROADCASTING.

Situations Wanted News

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.

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.

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.

Degreed conservative talker who took to sticks for radio savvy is now ready for gray matter challenge. Consider talk/PBP or news combo. Super, and that's not just talk! Lets! Box D-303, BROADCASTING.

Young news director at 1 kw Midwest station seeks similar position in New York, New England. BA Communications, Columbia School of Broadcasting grad. 3rd endorsed. Dedicated, can take direction. Box E-27, BROADCASTING.

9 years broadcast experience, 3 of them on the air, 1½ as small market PD, now in medium market doing news & talk. Career marked by dynamic, creative action that drew acclaim. Seeking news management or reporting in medium or major market, around 12k. Box E-37, BROADCASTING.

You're looking? So am I! Large market with good sound and writing. Will accept reasonable offer at professional operation. Box E-42, BROADCASTING.

If you have a stagnant, do nothing, say nothing news dept—but want local news that becomes a viable force in your community—we should get together. If money's right—we start saying things and people will listen. Mark Wayne, 316-262-1458.

News director, Midwestern background, currently in 100,000 Southeastern market, seeking advancement. Family, university degree, 30, solid record, references, professional service, awards. Jack Marlowe, P.O. Box 73, Anniston, AL 36201. 205-237-2256.

Looking for station that wants news, not conduit to business community. Experience, quality, journalism B.A. 3307 Martindale, Canton, OH 44714. 216-454-4150.

Major league caliber hockey, basketball, football, baseball pbp. University R-TV degree. 7 years experience. News too. Great references. Available immediately. Steve Wheeler. 312-679-2627.

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.

Situations Wanted News Continued

News writer—Columbia Univ. J. School grad. '74 with reporting experience and several years in aero space engineering. Available for interviews in Far West in May. Bill Schwartz, 33 East 22 St., N.Y., N.Y. 10010. 212-228-7574.

Situations Wanted Programing, Production, Others

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.

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.

Station Manager for Gulf Coast TV station in single station market. Ownership possiblities. Send total information first letter. Box E-52, BROADCASTING.

Help Wanted Sales

Account Executive, network station in New England—self starter salesperson for local-regional sales, fringe benefits, salary/commisson, send resume to Box D-258, BROADCASTING.

Help Wanted Technical

TV maintenance/operations engineer. Must be experienced in Ampex AVR's & 2000 videotape, camera control (Norelco) and switching. Excellent salary & benefits. Mid-Atlantic production house. Don't answer this ad unless you have the experience. Box E-6, BROADCASTING.

Need young energetic TV engineer to grow with company. Should be experienced in studio operations, strong on maintenance. Excellent opportunity for right individual. Southeast. Send reply to Box E-32, BROADCASTING.

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.

Chief Engineer for NBC-UHF Affiliated with 5 kw AM and 50 kw stereo FM. Transmitter-Studio maintenance experience required. Good opportunity in Central Connecticut. Contact: P. Gilmore at 203-333-5551 or write in c/o WNAB, Bridgeport, CT.

Michigan State University's Instructional Television Services. Must have at least three years experience in maintenance, operation and installation of broadcast level equipment. Color experience required. Michigan State University is an Equal Opportunity Employer. Referrals to: Personnel Center, Michigan State University, East Lansing, MI 48823.

Help Wanted News

Producer/Writer for action format. Top 25 market Midwest. Experienced only. Send picture and resume. Equal Opportunity Employer. Box D-226, BROADCASTING.

Seeking field reporter with hard news, investigative reporting background and film use know-how for South Fla. TV news dept. Experienced only. Send resume/tape to WCKT-TV News, Miami, FL.

Wanted: A weatherperson and staff announcer for the top television station in a 3-V market. Must have knowledge and experience in weather, be able to cut commercials, and do interviews. Send video tape and resume to WCSC-TV, Box 186, Charleston, S.C. 29401.

Help Wanted News Continued

Talented reporter needed by news director in medium sized midwest market. The man or woman I am looking for is currently working in television news but frustrated because he is at a deadend and boxed into a slot where the learning process has stopped. He should be ambitious with either an eye to the future as a major market or net reporter or news management. He should be not only just film oriented, familiar with the "wall to wall" visual concept, but able to film, edit, write and in short field produce "zinger" material from A to Z. The individual I am looking for has a "natural" nose for news and within three months should be the top reporter in this market. He must be not only a self starter but able and willing to lend a helping hand in the training of younger and less experienced reporters. When I am away from the station he should be capable of running the shop. In short he should be looking to learn more about his trade-profession but be willing to work the same long hard hours I do to put out the best medium market newscasts in the country. Prima Donnas on an ego trip and not willing to put out that extra effort need not apply. If you can double as a relief anchor person/producer it will be considered an asset and considered during salary negotiations. If you are already making more than $200 a week then save the postage. However, if you have what it takes when the time comes my recommendation can place you in the top 20. I expect a lot but can offer double in return to the right man or woman. Box E-51, BROADCASTING.

Television, News/Anchor Producer. Experience required. Specific responsibility for Major Newscast. Primary selection emphasis will be based on airwork abilities and potential but experience in TV-newswriting, production and reporting also necessary. Salary commensurate with experience and market levels. Contract commitment necessary if selected. An Equal Opportunity Employer. Send resume and screening VTR to Cal Bollwinkel, Program Manager, KXTV, P.O. Box 10, Sacramento, CA 95801. Phone: 916-441-4041.

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.

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. Doers only! Daytime call 208-336-0500; eves 208-376-8289. No collects! We'll pursue.

Help Wanted Programing, Production, Others

Art Director—Top 10 independent. Minimum 5-years television experience plus management ability. Five figures, benefits, and a well equipped department. Qualified pros only. Box D-193, BROADCASTING.

Producer-Writer, with background in community programing for the elderly. Extensive major market experience necessary. Southwest PTV station; resume; salary negotiable. Box D-292, BROADCASTING.

Executive producer: Top 10—Network Affiliate wants experienced professional in all phases of film and tape production with emphasis on management and program content. Equal opportunity employer M/F. Send resume to Box E-1, BROADCASTING.

Law school faculty—UCLA Clinical Program in communications law looking for lawyer with experience in FCC proceedings and interest in teaching. Salary: $20-25,000. Send resumes to Geoffrey Cowan, School of Law, UCLA, 405 Hilgard Avenue, Los Angeles, CA 90024. Immediately. Equal opportunity employer.

Situations Wanted Management

General Manager, 4 years experience, desires change. 39, sales management background and strong programing 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.

General manager-sales manager-program director, etc., for large-to-medium-market station or group. Thoroughly experienced and successful all phases; all levels, including station-ownership. Expertise in aggressive programming, sales (national and local), promotion, community-involvement, production; lowering overhead costs. Fiercely competitive. Accustomed to formidable challenges and much responsibility. Can increase your profits and prestige. Box E-16, BROADCASTING.

Situations Wanted Technical

Director of engineering for group owned stations seeks challenging position. Experienced in all phases of management, construction, and operation of 50 kw directionals, FM stereo, and television facilities. Box E-12, BROADCASTING.

Situations Wanted Technical Continued

Engineer: First phone, technical school graduate. Experienced AM, FM, TV. Available in northern California in early July. Box E-14, BROADCASTING.

Studio control room supervisor or assistant chief position wanted. 20 years experience in all phases of TV studio and remote operation. Attending college for EE degree, will relocate. Box E-45, BROADCASTING.

Situations Wanted News

Staff Meteorologist-Announcer. 3 years top 20 market. Severe weather radar qualified. 27, BA speech communications. VTR. Require $12,000. Box D-200, BROADCASTING.

Veteran Newsman. 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.

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.

Sportscaster, 10 years television and radio experience combined. Versatile, aggressive, knowledgeable. Want sports-minded market. Box E-3, BROADCASTING.

Anchorman, experienced writer and talk show host. Box E-4, BROADCASTING.

Give me a chance and I write, report, research and produce news. Communications graduate with strong radio and TV experience. Will relocate anywhere. Box E-15, BROADCASTING.

13 year sports pro. PBP—strong commentary, creative & damn good! Can do weekends or summer vacation. Box E-18, BROADCASTING.

Weathercaster-announcer. Top ten experience. All eastern southern markets considered. Salary negotiable. Excellent appearance. Impeccable references. Will handle other duties. Box E-21, BROADCASTING.

Creative, versatile, young and talented news director in small market TV operation seeks position in news or production in larger market. Enjoy TV-radio combination. 14 years in business. You need me! Apply Box E-24, BROADCASTING.

Now news assistant for number one Boston news station. Recent college grad. Excellent background in radio/TV news reporting. Young, aggressive, attractive. Excellent references. Have worked east/west coast markets. Prefer TV news reporting. Box E-33, BROADCASTING.

Creative experience Black news photographer (with reporting experience) seeking position of dynamic news staff presently located on the West Coast. Box E-44, BROADCASTING.

Investigative reporter, specializing in innovative documentary and filmwork, seeking move to larger operation. Consistent award winner in top 10 market. Box E-49, BROADCASTING.

Air personality looking for right move. Employed in the Expo City—Spokane, Washington. Drive time experience. Short television newscast daily. Steady, hard worker. Dependable. Gerry Grooms, West 919 Seventh Ave., Apt. 11, Spokane, WA 99204. 509-838-4031.

5 years TV-Radio experience, including anchor and film. 26, degree, single. Looking for a hard worker? Contact me. Ron Spinelli, 1100 Blythedale Road, Elizabeth, PA 15037.

Situations Wanted Programing, Production, Others

Producer/Writer seeking challenging position. Major market exper. award winning Children's Television depth in arts, community affairs/strong background in studio, remote and film/excellent references. Box D-66, BROADCASTING.

Young, female program/production assistant, experienced in public TV, TV spots, multi-media packages. Available now. Will relocate. Box D-223, BROADCASTING.

Situations Wanted Production, Programing, Others Continued

Program Manager with ability to make things happen. Young, degree, six years experience in top 40 market. Box D-263, 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.

Producer/Director—B.S., married, top 25 market, public affairs—music—sports, network credits, seek larger station or production house. Box E-30, BROADCASTING.

Director for news programs and/or production. Three years experience in commercial TV operations and production. R-TV degree, 27, veteran. Box E-36, BROADCASTING.

Young ambitious man with B.S. television-radio wishes producer/director or production position. Four years experience, willing to re-locate. Box E-54, BROADCASTING.

Indiana University grad with on-air directing experience wants full-time production job. Also commercial, engineering background including TK45's, VTR's, switching, audio, lighting. Opportunity more important than salary. Jay Meisenhelder, 703 West Gourley Pike, Bloomington, IN 47401. 812-339-0929.

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.

CABLE

Situations Wanted Management

College graduate, B.S. cable communications, interested in moving into system management with MSO. Reply to P.O. Box 204, West Chester, OH 45069.

CATV generalist, strong in management. Presently assistant to president and director of marketing with multisystem owner. Active sales in CATV, MATV, CCTV. Master's with excellent references. Box 100 or call 412-824-0949.

WANTED TO BUY EQUIPMENT

Nems Clark or Potomac field strength meter. Bill Barry, WAMB, Nashville, TN, 615-889-1960.

Random Select Model 250 carousel in good condition. WBIE, P.O. Box 491, Marietta, Ga.

Gates 6146 Stereo generator, 1 bay Gates FMA antenna, Cash. 714 873-7334.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

Wanted • UHF 30 KW Equipment • HB-VTRS • Cameras. SOS 270 North-Crest Chattanooga, TN.

Classical LP's wanted. Box 10997 Midwest City, OK 73110.

FOR SALE EQUIPMENT

Automation IGM 500 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. BESCO, 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.

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 approximtaely 250 cartridge tapps 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.

Consoles: Sparta A-20B, McMartin B-501. Tape Decks: Revox, Ampex, Spotmaster, Tapecaster. All eight months old 214-824-7646.

For Sale Equipment Continued

Take up payments. Complete IGM Automation System and spare parts. 205-574-2341.

Stereo Cart, Sparta Stereo Playback No. 4520 with cover, never used, still in box, save over $100, asking $600. 714-873-7334.

Excellent Three-Tube Plumbicon professional live color camera, bargain. Good RCA TK-26 color film camera with solid state encoder and power supplies. High band VTR. Other items, P.O. Box 5442, Irving, TX 75062.

Heliax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, $10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Jock Shorts! Twice-monthly Contemporary Comedy. Sample $1.25. Broadcast Library, 5804B Twineing, Dallas, TX 75227.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more; Write: Command, Box 26348, San Francisco, CA 94126.

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. 117½ Broadfoot, Fayetteville, N.C. 28305.

Logomotion is your next contemporary ID Jingle Package. Dynamite sound, low cost! Write MCP, Box 521, Newberry, SC 29108.

Most up-to-date mailing list of over 5,600 AM and FM Stations in the U.S. and Puerto Rico, including college stations and names of PDs. Contact Mr. Haywood. 202-785-0275.

Yoga programs produced for and aired on radio. Melba Krause, 12071 Francesca, Grand Blanc, MI 48439.

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 June 10, July 15, August 26. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401; phone 703-373-1441.

Bryan Institute in St. Louis. Ist class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

Instruction Continued

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.

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, PO. 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 Announcers

NEW MEXICO IS A GOOD PLACE TO LIVE!

Applicants wanted (DJ's, sales, news, engs., etc.) for occasional openings in small to medium markets, especially from nearby states. Don't call, send typed resume, tapes and requirements.
New Mexico Broadcasters Association, 709 Fruit Ave., NW, Albuquerque, NM 87102

Help Wanted News

NEWS BROADCASTER

Experienced newsperson (male or female) with administrative background. Contact:

Tom Bigby, Operations Manager
13Q—WKTQ
100 Forbes Avenue
Pittsburgh, Pa. 15222

Situations Wanted Management

RADIO GENERAL MANAGER

I know how to work, 18 years experience, 8 as major market G.M.—Masters Degree, married, 36 yrs. old, stable background aggressive, profit oriented, lets talk, $20,000 plus incentives considered.

Box D-261, BROADCASTING

Situations Wanted Management Continued

General Manager, V.P., Seeks Relocation 21 years successful managerial radio experience in medium and large markets—including supervision of group operations—more as talent in both radio and television—stable longevity in each.
Completely knowledgeable in all phases, except technical.
Present position secure . . . but, disenchanted with prevailing local climatological conditions.
Looking for job in southwest, southern California or Hawaii.
Not interested in reviving "dead dogs"—have rescued four. Not a magician—nor a 90 day wonder.
If you are in need of a mature, professional broadcaster dedicated to a sound, profitable operation . . . I am your man!
Present earnings average $40,000 per year plus liberal fringe benefits.

Absolute Confidence Required, Please!!
Box E-29, BROADCASTING

Successful radio pro with distinguished career in the nation's top markets available soon to discuss group or single station management. Competitive. program and people-oriented and totally profit-motivated.

Box E-35, BROADCASTING

#1
SALESMAN

In the #1 market, with exceptional creative and administrative abilities has reached summit at present position. Seeking greater challenge.

Box E-56, BROADCASTING

Situations Wanted Announcers

TALK!

I knocked 'em dead in four Top 30 markets. One paper called me a "talk show genius." If interested in trading your demo for a 32.9, hire me fast. Radio/Major Markets Only.

Box E-23, BROADCASTING

TWO-WAY ENTERTAINER
NOW AVAILABLE FROM WWDC

Top ratings with audience involvement. Light talk . . . unusual interviews . . . shtick . . . much, much more!

E. Hartley, Box 1745, Washington, D.C. 20013

Situations Wanted Programing, Production, Others

Successful FM/AM Progressive Program Director/Operations Manager in major midwest market . . .

I am looking to program for you . . . and I do more.

Call: 402-493-4747.

TELEVISION

Help Wanted Technical

SENIOR TV ENGINEER
$1186 - $1441

To act as chief engineer of an I.T.S.F. station. Five years experience maintaining and operating television, recording, and video tape equipment required. First class Radiotelephone Operator's License. Apply by May 24, 1974. *Pasadena Unified School District, 351 South Hudson Avenue, Pasadena, California 91109. (1-213) 795-0419.*

Help Wanted Announcers

EXPERIENCED TV
ANNOUNCER/DIRECTOR

California major market. AFTRA scale plus benefits. Great opportunity for growth and advancement. Send two inch tape or cassette to Production Manager

Box 81047,
San Diego 92138

Equal Opportunity Employer

Help Wanted Programing, Production, Others

COMMERCIAL PRODUCER

Local commercial producer. Northeast network-affiliated "V" needs creative hotshot who can shoot, edit, write, then put it all together with latest special effects board. An Equal Opportunity Employer. Send resume first; we'll ask for audition tape later.

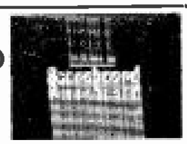
Box E-22, BROADCASTING

Miscellaneous

World's largest sports film library interested in joint venture. Reply:

Box E-5, BROADCASTING.

TV SLIDES: $6
•PROGRAM TOPICS
•NEWS & WEATHER
•SPECIALTIES
SEND FOR COMPLETE LIST
BOB LEBAR FILMS 240 E. 55 ST. NYC 10022



Miscellaneous Continued

New! Job secrets guaranteed to get you a job! Tired of sending out countless tapes and resumes with no results? We'll show you how to get a job fast. Send $10 cash or money order only to:

PARKER ENTERPRISES
P.O. Box 261
Sun Prairie, Wis. 53590

Employment Service

Weekly, Nationwide Employment Listings for Radio & TV including PD's, DJ's, News, Sales & Engineers.

$1.50 per issue
$5.00 per month
$12.00 3 months
Cash with order, please

Job Leads
Box 61
LINCOLNDALE, N.Y. 10540

Wanted to Buy Stations

OWNERS—GETTING TIRED OF IT?

Sales flat? Collections slow? No new business? Routine setting in? I've got a *super* management track record, and I'd like to buy a radio station, maybe yours. However, at my age, I don't have the big downpayment dollars. I can manage your station for you, while I purchase your facility over a period of time. Write:

Box E-31, BROADCASTING

SUPER
SALESMAN

AND EXCEPTIONAL ADMINISTRATOR DESIRES TO BUY ALL OR PART OWNERSHIP IN YOUR GOING STATION. FLORIDA PREFERRED.

Box E-57, BROADCASTING

For Sale Stations

5 KW AM AND CLASS C FM
IN MAJOR S.E. MARKET

Major facility well established in growing S.E. city. Excellent studios. Transmitter, real estate. Sold as package or separately. Growth potential established. Terms.

c/o Joseph L. Churchill
1326 Fulton National Bank Building
Atlanta, GA 30303. 404-522-9200.

Wanted to Buy Equipment

WANTED:

Two video tape machines, high band color, RCA or Ampex.

Call: George Storer
213-829-2676 or

Write: c/o Theta Cable of California
P.O. Box 25990
Los Angeles, CA 90025

Southwest CATV System. Good Potential. $1,200,000. Contact: Norman Fischer, R. Miller Hicks & Company, 1011 West 11th Street, Austin, Texas 78703. (512) 477-9696.

John Grandy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California
805-544-1310

For Sale Stations Continued

V. I. P.
Those are your initials. You are a Very Important Person to us whenever you wish to sell or buy a broadcast property. And we'll treat you that way, on a personal basis, with your interest and profit in mind. We won't give you a computer number. We'll give you service and attention, worthy of the Very Important Person you are to us. After all, it's people like you that have made us America's fastest growing media brokerage firm. (This is where the *action* is!)

Brokers & Consultants to the Communications Industry

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P.O. Box 948 • (607) 733-7138

SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington
Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202/223-1553

FL	Medium	Fulltime	230M	SOLD	MW	Small	AM & FM	237M	SOLD
SOUTH	Metro	Fulltime	800M	Nego	NY	Metro	Profitable	350M	29%
WEST	Metro	Fulltime	650M	Nego	MW	Major	Daytime	550M	Cash

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Atlanta—Chicago—Detroit—Dallas
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Books for Broadcasters

301.
BROADCASTING YEARBOOK; the one-book library of radio and TV facts—the practically indispensable reference work of the broadcast business world. 1974 Edition. **$17.50, or $15.00 prepaid**

302.
1974 BROADCASTING CABLE SOURCEBOOK, the most complete and comprehensive listing for every operating system in the U.S. and Canada. **$10.00, or $8.50 prepaid**

303.
THE LIGHTER SIDE OF BROADCASTING, a selection of 124 Sid Hix cartoons reprinted from BROADCASTING Magazine. An excellent gift item. **$5.50**

305.
BROADCAST JOURNALISM, An Introduction to News Writing by Mark W. Hall. Covers all basics of radio-television news writing style, techniques—for student and practicing professional. 160 pages, 6⅛" x 9¼". **$6.95**

306.
BROADCAST MANAGEMENT, Radio and Television by Ward L. Quaal and Leo Martin. A comprehensive exploration of all of the management aspects of U.S. broadcast stations. 272 pages, 6⅛" x 9¼", charts, index. **$8.95**

ORDER FORM

Send me the books indicated . Payment for the full amount is enclosed.

Broadcasting Book Division
1735 DeSales St., N.W.
Washington, D.C. 20036

BOOK NO.	PRICE
________	$________
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________	________
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TOTAL	$________

BROADCASTING'S CLASSIFIED RATES AND ORDER FORM

Payable in advance. Check or money order only.

When placing an ad indicate the **EXACT** category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:
—Help Wanted, 40¢ per word—**$5.00 weekly minimum. (Billing charge to stations and firms: $1.00).**
—Situations Wanted, 30¢ per word—**$5.00 weekly minimum.**
—All other classifications, 50¢ per word—**$5.00 weekly minimum.**
—**Add $1.00 for Box Number per issue.**

Rates, classified display ads:
—Situations Wanted (Personal ads) $25.00 per inch.
—All other $40.00 per inch.
—More than 4" billed at run-of-book rate.
—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name ________________ Phone ________________

____

City ________________ State ________ Zip ________

Insert ________ time(s). Starting date ________________ Box No. ________

Display ________________ (number of inches).

Indicate desired category: ________________________

Copy: ________________________

Profile

Rene Anselmo: proving, in an outspoken way, that you don't have to be Spanish to run SIN

On the eighth floor of an otherwise conventional Park Avenue office building in midtown Manhattan is the semblance of a Mexican hacienda. Hanging plants and Spanish furniture invite a visitor through tiled archways into adobe-styled offices where secretaries are typing in Spanish. The largest office there belongs to a handsome, curly-haired man fond of wearing a red kerchief tied around his neck. He is Rene Anselmo, president of the Spanish International Network (SIN), which programs in Spanish to some eight million Hispanic Americans in 10 major markets over 13 UHF TV stations.

Starting in 1961 with a San Antonio, Tex., UHF carrying mostly Mexican public affairs programing, Mr. Anselmo has built SIN into a 13-station UHF rep firm and network, which includes five owned UHF's in New York, Miami, Fresno, Calif., Los Angeles and San Antonio. These are licensed to the Spanish International Communications Corp., of which Mr. Anselmo is president, director and chief stockholder.

SIN viewers enjoy community and public service TV—including regular fund-raising telethons—as well as newscasts, movies, cooking shows, serials, musical variety shows, drama series and sportscasts—all in Spanish.

Mr. Anselmo is, incidentally, of Italian descent, a Quincy, Mass., postmaster's son who started the Second City theater group with director Mike Nichols while earning a BA at the University of Chicago. Upon graduation in 1951, Mr. Anselmo agreed to drive his mother to Mexico, he says, "on the condition that if I liked it I wouldn't drive her back." He stayed in Mexico for the next 12 years.

A Mexico City mansion dedicated to the study of the philosophy of Ouspensky was his first Mexican home. An encounter with a school chum in a Taxco bar resulted in a freelance writing job with the Mexican version of Voice of America. Mr. Anselmo's theater background then led him into directorships with the English colony's amateur theater and he soon drifted into producing Mexican TV shows—game shows, children's shows—and eventually became general manager of Teleprogramas de Mexico, a TV production/distribution company.

In 1961 Mr. Anselmo started commuting between San Antonio and Mexico, having chipped in to buy the Texas station, KWEX-TV. "Somebody needed a program director," he recalls. But Mr. Anselmo soon moved permanently to New York.

The 48-year-old producer says he

Reynold Vincent Anselmo—president, Spanish International Network; b. Jan. 14, 1926; Medford, Mass,; U.S. Marine Corps bomber squadron gunner, 1942-44; BA, University of Chicago, 1951; freelance writer, Voice of America, 1951; TV producer, Televisas, Mexico City, 1951-54; theatrical producer, Mexico, 1955-61; general manager, Teleprogramas de Mexico, 1955-61; program director, KWEX-TV, San Antonio, Tex., 1961-62; beginning of SIN, 1962, with addition of KMEX-TV, Los Angeles; married Mary Morton, Aug. 4, 1952; children—Pier, 21, Rayce, 14, Reverge, 11.

hasn't "done even half the things he wants to do in television," and hints he may be "phasing out" of some SIN activities. The company's intentions are to hire and train Spanish-speaking residents of SIN market areas to run and program the stations, he says.

But his concerns go beyond the SIN stations. Clay Whitehead, director of the Office of Telecommunications Policy, received a lively letter from Rene Anselmo challenging the OTP proposal to drop in a large number of additional VHF stations throughout the country (BROADCASTING, Oct. 29). That idea, Mr. Anselmo wrote Mr. Whitehead, "comes upon us like a breath of fresh mustard gas." If Mr. Whitehead were "seriously concerned with diversity in media," he wrote, "I would like to propose that you set your workshop the task of preparing a five-year plan to convert all of the country's TV stations to UHF band."

Rene Anselmo's ideas for television are not confined to the use of UHF. In a quiet voice he proposes that the FCC "bust up the networks" which should be "kicked out of New York" and re-located for geographical diversity. "I don't care how objective Walter Cronkite is, he can't wake up smiling every day in New York. It's not like the West Coast, where life is a little easier, the sun shines and people are smiling. I believe very strongly in network news bias, but it's not intentional. Anyone who's been living in New York picks it up."

Mr. Anselmo also feels the FCC "should get the religious groups out of broadcasting," and that National Association of Broadcasters annual convention "should be concerned with programing content—not a farmers' market of electronic equipment." One of his particular beefs is with the ratings system, which he maintains discriminates against minority TV viewers by its very nature.

"The ratings system is the biggest con job around. We've been fighting the ratings for 10 years. I think the Nielsens and the ARB's are about due for a congressional investigation." The FCC, he feels, "should regulate ratings services to insure honest and adequate research."

One of his crusades that ran into trouble was the attempt to launch an all-news television station at KMEX-TV Los Angeles. "Like anything else that is brand new it was rocky, but we could have turned it around in a year. The bankers kept telling me: 'Get it off! Get it off!' We dropped about $350,000 on that one. The problem was I broke my cardinal rule, which is to generate enough money to take losses for three years."

He'll try an all-news station again, Mr. Anselmo says, when the money comes his way, because of his credo that a station should "be like a crusading newspaper." Most of the public service programing is "a farce," he contends. "You're not supposed to talk about it, you're supposed to fix it. Get involved. SIN has turned into a beacon where the Spanish can look for help."

"If you're a student of McLuhan, you'll recognize that the Latin is traditionally a picture of the 'oral' type," Mr. Anselmo explains. "The Latin population places its confidence and credibility in oral media, not print media, and that's where SIN is important." Rene Anselmo, who "speaks Spanish better than most militants," hasn't found his non-Spanish background an obstacle in gaining that sector's confidence. "You're not necessarily born into the culture you feel best in. I just happen to get along and feel good with Spanish people."

Always "sort of a left shoe," Mr. Anselmo is at home in the renegade's role. He joined the Marine Corps at age 16, becoming a gunner in a World War II bomber squadron, "because I was a lot of trouble in high school, and my teacher lied for me." However, "you have to be young to do it," he claims, "I wouldn't have done it if I were 19."

SIN associates are quick to admit Rene Anselmo has won their devotion. "He's very demanding," a secretary reports, "but he has a heart."

"He runs on instinct," another associate explains. "And I 've never seen him make a wrong decision. He told me never to work with someone—no matter how much money he's going to make you—if you don't like him."

Editorials

Half the battle

The House has at last passed a license renewal bill that promises to restore stability to processes that have been violently disrupted by FCC and court decisions of recent years. The staff of the National Association of Broadcasters and the broadcasters who took personal interests in the project are entitled to indulge a sensation of accomplishment.

There is, however, no time to waste in celebration. There will be no law unless the Senate acts, and so the energies must now be redirected there. Senator John O. Pastore (D-R.I.) had promised fast consideration by his Communications Subcommittee if there were action in the House. We assume he will be a man of his word.

Like all legislation, this bill contains imperfections. In chief, however, it does as much for broadcasters as they can reasonably expect while preserving a reasonable opportunity for protests to be heard. Indeed, reasonableness is the legislation's overriding virtue.

If the House bill in its essential contents emerges from the Senate, broadcasters can remember 1974 as one of their best years.

Day and night

Very grave charges are contained in the affidavits submitted to a federal court last week from Dan Rather, the CBS White House correspondent, and Frank Stanton, the retired CBS vice chairman. For the first time in a formal court proceeding, individuals in the Nixon administration stand accused of threatening reprisals against a network for its handling of the news.

There is a vast difference between the bombast of a Spiro T. Agnew excoriating the liberal Eastern press when he was turned loose on that subject early in the Nixon tenure and the private warnings now ascribed to such figures as Charles Colson, Ronald Ziegler and John Ehrlichman. Mr. Agnew could be said to be merely exercising his right to criticize when he took to the stump against the networks and the newspapers that Nixon circles hated. No such defense may be made if indeed a Colson told Dr. Stanton: "We'll bring you to your knees on Wall Street and Madison Avenue."

There is also a vast difference between a Richard Nixon complaining, as he did in his broadcast last Monday night, that he has been the victim of distorted coverage of Watergate and an FCC Chairman Dean Burch now asserted to have been instructed by the White House in the first year of Mr. Nixon's Presidency to meddle in network news.

Somehow Mr. Nixon's remarks of last Monday take on new meaning. Was he really only speaking of Watergate when he said: "During the past year, the wildest accusations have been given banner headlines and ready credence. Rumor, gossip, innuendo, accounts from unnamed sources of what a prospective witness might testify to have filled the morning newspapers and evening newscasts day after day"? Did he tell Mr. Burch to get the transcripts of network analyses of his Vietnam speech back in November 1969 or did he object if subordinates did so?

The issue now reposes in a court where an opportunity is given the administration to refute it. Meanwhile, to paraphrase an old remark, CBS is still here to be kicked around, as are ABC, NBC, the *New York Times*, the *Washington Post*, *Time*, *Newsweek* . . . .

The big swap shop

In one form or another, barter has been practiced in broadcasting since the early days of radio, though usually in semisecrecy. Barter is a little like extramarital sex, more widely indulged in than admitted.

Not that the pioneers in radio invented it. Country newspaper publishers in older times were trading space or printing jobs for sides of beef or pecks of potatoes. There is only a difference in scale between that kind of arrangement and the deal that puts a Cadillac in the garage of today's resourceful broadcaster.

In the early days of television, when networking was still primitive and programs hard to come by, barterers bought up films and began trading them for blocks of time, which they then sold to advertisers at prices below station rate cards. The biggest practitioner in that field was C&C Super, a soft-drink firm that turned into a major time broker with the financing of International Latex. C&C Super got its hands on a package of RKO movies that stations thought were great programing at the time.

Time-for-program bartering in television declined with the increase in audience and in network programing. It was revived, in infinitely more varied and sophisticated forms, when the FCC opened a spate of evening periods to station use with the adoption of its prime-time access rule in 1971.

With the recent modification of the access rule, which restored some periods to network clearance, the traffic in bartered programs appears to have peaked. But, as the special report appearing elsewhere in this issue carefully measures it, barter is still a sizable business that by every indication is here to stay for a while.

Three years ago, when barter was beginning to proliferate, it was noted on this page that the practice inherently posed a threat to conventional spot television. Barter programing is never really free, we said then. "Each broadcaster must judge the question in the light of his own circumstances," we said. "If he consistently gives more value than he receives, he invites the advertiser into more barter, inevitably at the ultimate expense of the advertiser's regular spot TV budget."

The experiences of the past three years give us no reason to change that statement.

Drawn for Broadcasting by Jack Schmidt

"That's the religious group we're supposed to tape?"

Power pow-wow.

When the subject is energy conservation, people are ready to exchange ideas in overwhelming numbers. This is what the Fetzer radio station in Kalamazoo found out on their daily call-in show recently.

Men, women and young people came up with tips for saving fuel in the home, in business, in the car. More difficult questions were answered and more ideas were given by the representative from the power company, who was the special guest.

Helping listeners share solutions to the energy crisis is all part of the Fetzer total community involvement.

AM–TV–FM

The Fetzer Stations

WKZO Kalamazoo · **WKZO-TV** Kalamazoo · **KOLN-TV** Lincoln · **KGIN-TV** Grand Island

WWTV Cadillac · **WWUP-TV** Sault Ste. Marie · **WJFM** Grand Rapids · **WKJF(FM)** Cadillac · **WWAM** Cadillac · **KMEG-TV** Sioux City