All bets on CBS to win fall ratings race
The numbers are in on 1973's top TV spenders

Broadcasting May 27

The newsweekly of broadcasting and allied arts

Our 43d Year 1974

CHEF BOB HOWARD DOES IT AGAIN WITH HIS MAGIC RECIPE:

RECIPE FOR NO.1

1. MIX ONE DAYTIMER
2. ADD PLENTY OF FM
3. STIR WELL WITH THE MOST OUTSTANDING RADIO STAFF IN AMERICA

Result: **Of *all* stations — regardless of program format**

WPGC AM|FM IS IN TOTAL AUDI WASHINGTON, D

SOURCE: July-September, 1973, October-December, 1973 and January-March, 1974 Washington, D.C. Radio Pulse Survey reports based on total audience 6 a.m. to midnight Monday through Friday in both RSA and Central Zone and in both Average Quarter Hour and Cumulative Audience estimates

THE CHEF TIPS HIS CAP TO THE 'PULSATING' TEAM THAT MAKES IT HAPPEN

Head Waiter
HARV MOORE
(Prog. Dir.)

Maitre D'
BILL PRETTYMAN
(Sales Mgr.)

Wine Steward
MILFORD SMITH
(Chief Eng.)

CHEF HOWARD
(V. P. & Gen. Mgr.)

Hostess
DEE MASANO
(Office Mgr.)

Cashier
CHRIS FISHER
(Bkpng. Super.)

Chef Howard salutes **all members** of the **great team** at WPGC. The full staff of 23 radio "restaurateurs" (with a total of 117 years of WPGC service) who continually make WPGC "Advertising Appetizing".

No.1 AGAIN NCE IN THE C. MARKET

3 IN A ROW! The Washington, D.C. Winter Pulse report released May 5, 1974 is another big winner for WPGC AM/FM: A dominant NUMBER ONE in the third straight Pulse rating book

WHAT'S COOKIN' IN WASHINGTON RADIO?

WPGC's musical menu of proven performance, acceptance, and service seems to satisfy everyone

WPGC AM/FM

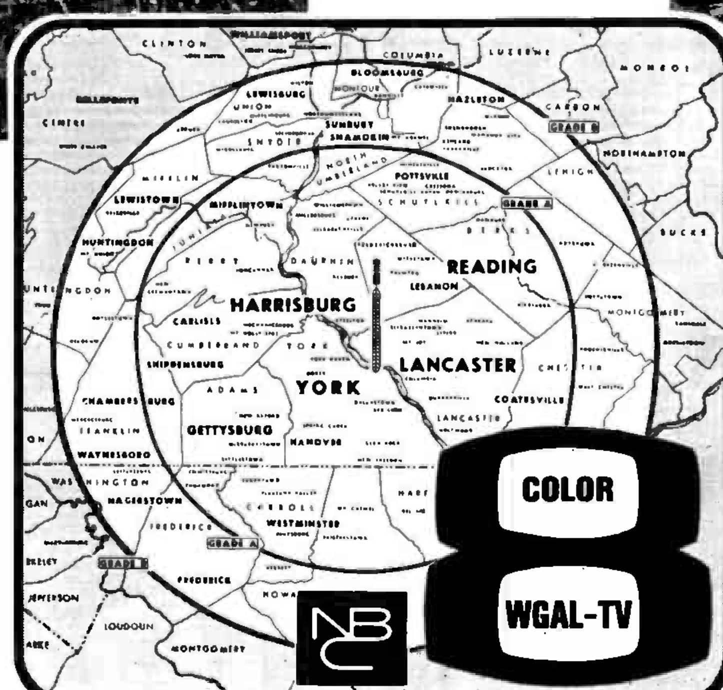
Catered nationally by *Mort Bassett & Co.*

1580 AM 10,000 Watts **95.5 FM STEREO** 50,000 Watts **ALL HIT MUSIC**

WGAL-TV points with pride to its total superior market coverage

This station delivers the largest reach and audience in this great multi-city plus-market Lancaster-Harrisburg-York-Lebanon. Firm proof lies in the 92% net weekly circulation of WGAL-TV in the ADI area.

Figure based on Arbitron Feb.-Mar. '74, subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.



WGAL-TV

Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R. I./New Bedford-Fall River, Mass.

Broadcasting May27
Vol. 86 No. 21

Closed Circuit®

Wells for Whitehead? Now that FCC political jockeying is in suspension with nominees for three slots awaiting Senate action, speculation shifts to future direction of Office of Telecommunications Policy. Clay T. Whitehead, director of White House advisory entity, has made known his intention to leave his $40,000 post but has set no date. New deputy director, John Eger, former FCC attorney, was confirmed by Senate last month with understanding he won't be in immediate contention for Whitehead post. From one official quarter came suggestion that Robert Wells, Kansas Republican with minority ownerships in small newspapers and radio stations, might be importuned to return to Washington. He served on FCC from 1969 to 1971.

Network competition. TVS Television Network sources say that 10 stations affiliated with ABC-TV, 10 with NBC-TV and nine with CBS-TV will bump their networks' Thursday night programing from 9 p.m. to 11 p.m. NYT not only in July and August, when reruns are dominant, but also during September and October and into November (when new fall schedules will be fighting for audiences) to televise World Football League games. Thursday-night network defectors are said to include CBS-affiliated KHOU-TV Houston, WISH-TV Indianapolis and KOTV(TV) Tulsa, Okla. (all owned by Corinthian, which also owns TVS); ABC-affiliated WOI-TV Des Moines, Iowa; KETV-TV Omaha and WJKS-TV Jacksonville, Fla., and NBC-affiliated WAPI-TV Birmingham, Ala.; WRCB-TV Chattanooga and WROC-TV Rochester, N.Y.

Network shows bumped from Thursday will be rescheduled in other time periods, according to sources close to these negotiations. Schedule starts July 18, and total of 63 stations reportedly will carry all WFL televised games.

Flop. Poor showing at FCC's first regional conference in Atlanta last week (see page 7) may put hex on others that had been blueprinted across nation. Atlanta attendance of 200 was fifth of 1,000 that had been expected. Moreover, minority protests against meeting on Georgia Tech campus, instead of ghetto, dampened ardor of at least some FCC officials.

Regional meetings had been urged by FCC Chairman Richard Wiley presumably because of observations by some legislators, among them Chairman John Pastore (D-R.I.) of Senate Communications Subcommittee, who suggested FCC members and staff would do better meeting minority programing needs if they knew conditions at first hand.

Awaiting full house. Although FCC has postponed oral arguments on crossownership rulemaking from June 18-19 to July 24-26 (page 10), there'll be more delay if by then FCC still lacks full quota of seven commissioners.

Pay in the sky. Milwaukee venturers who year ago got rights to Sol Sagall's Teleglobe on-air pay television system (*Broadcasting*, March 19, 1973) now claim $30 million line of credit and are talking of national pay network. Principals are Robert S. Block, owner of Milwaukee advertising agency, and Marvin L. Fishman, Milwaukee real estate developer. Their credit assertedly comes from wealthy Kohl family in same city. They have construction permit for pay station on channel 24 Milwaukee, deals arranged or pending in Los Angeles and Philadelphia and plans for another 10 "acquisitions or affiliates very shortly," says Mr. Block. Target date for Milwaukee operation is spring 1975.

New home. Dinah Shore, whose Monday-Friday morning half-hour show on NBC-TV is being replaced by new game show ("Closed Circuit," May 20; see also page 21), will be host of new 90-minute daily talk show to be produced by CBS-owned television stations. CBS is dickering for syndicator to sell show to other stations for start in fall. Henry Jaffe, associated with Miss Shore since she was Sunday-night hit for Chevrolet on NBC-TV in fifties, will be executive producer. Leon Drew will be CBS executive in charge. Show will be taped before live audiences at CBS Television City, Hollywood.

Digging for dirt. FCC staff still has eye and ear out for program that would provide ground for charging licensee with violation of obscenity statute. It's understood that several possible forfeiture cases have been submitted to general counsel's office for referral to Justice Department to determine whether Justice would back up commission if licensee chose to go to court rather than pay fine. Cases are said to involve song lyrics and language used on talk shows – but not topless radio; broadcasters, staffers say, are "bending over backward" to avoid kind of controversy sex-oriented talk created year ago.

Hours and minutes. Schedule of network minutes NBC-TV will make available to affiliates for local political commercials in 1974 campaign has been set. They total five minutes per week, same as in last off-year elections, extending from Sept. 9 through election eve, Nov. 4. Affiliates will have one minute at end of each of these shows: *Monday Night at Movies* (9-11 p.m. NYT), *Lucas Tanner* (Wednesday, 9-10), *Rangers* (Thursday, 8-9), *Policewoman* (Friday, 10-11) and *Emergency* (Saturday, 8-9).

There are also some other times for NBC-TV affiliates to keep in mind. They're eight dates on which network does not plan to program Saturday, 7-8 p.m. NYT period next season under its controversial decision to make that time NBC News's permanent "home" (story page 46). Affiliates carrying new news hour – their number still far from certain – will have that hour for themselves (though NBC will also feed repeats of children's specials for any affiliates preferring them) on Sept. 14, Oct. 19, Nov. 2, Feb. 15, April 26, June 7, July 15 and Aug. 9.

Hot properties. Preliminary reading on series chosen for prime-access slots for next season indicates that programs with top sales for stations currently are *Let's Make A Deal, Hollywood Squares, Price Is Right, Treasure Hunt, Name That Tune, Candid Camera, $25,000 Pyramid* and *Masquerade Party*, while leading barter entries are *Wild Kingdom, Police Surgeon, Survival* and *Wild, Wild World of Animals*. Though not announced, second-year production of *Ozzie's Girls* (now in 88 markets) and introduction of *X-Factor* (in what was to have been Procter & Gamble's entry into barter syndication) have been dropped because new FCC prime-access regulation militated against network O&O sales.

Broadcasting *is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington. Single issues $1. Subscriptions: one year $25, two years $45, three years $60. Add $52 yearly for special delivery, $65 for air mail, $4 for Canada, $6 for all other countries. Subscriber's occupation required. Annually:* Broadcasting Yearbook *$17.50,* Cable Sourcebook *$10.*

Top of the Week

Oddsmakers. *With networks' fall seasons a summer's length away, agency observers already award the laurels to CBS-TV. Its* Paul Sand Show *is only member of bumper crop of new prime-time offerings designated sure-shot.* **Page 18.** *NBC affiliates gathered in Los Angeles hear different story: Officials attest network still has chance, although odds are formidable.* **Page 20.** *But veteran handicapper Herb Jacobs, in a* Broadcasting *exclusive, predicts a runaway for the Big Eye.* **Page 20.**

Coming out. *What kind of man is Glen Robinson? While many have preconceived notions, the truth about Nixon's Democratic FCC nominee is harder to pinpoint. Whatever the case, his emergence has caused no small amount of interest in Washington communications circles.* **Page 25.**

Catalyst. *CBS's new policy of placing sole liability for slow payments on affected agencies seen as effective means of speeding things up. But other networks remain hesitant to follow suit.* **Page 39.**

Helping hand. *With strong indication of White House interference in Post-Newsweek renewal process, what had already appeared a relatively easy course through Senate for pending renewal bill now looks like sure thing.* **Page 28.** *Watergate transcript disclosure of presidential complicity in Post case facilitates new round of charges at FCC. CBS and competing applicant for WCAU-TV Philadelphia trade blows.* **Page 30.** *To Congressman Torbert Macdonald, President's involvement signified attempt to "politicize" control of broadcasting. He hints at probe.* **Page 30.**

Status quo. *Broadcasters, cable operators unite in opposition to proposed FCC crossownership restrictions. Citizen groups harmonize in support of same.* **Page 34.**

Second shot. *WWLP(TV) Springfield, Mass., becomes second broadcast facility to come under fairness gun from cablemen as result of pay cable discourse.* **Page 34.**

Crowd displeaser. *Ad industry's proposal to police own shop on children's commercials draws icy reception from consumerists, little warmth from FTC.* **Page 38.**

On parade. *Regulators and regulated will be in center court as AAF convenes in Washington this weekend.* **Page 42.**

Up again. *TVB says network-spot TV billings hit $2.6 billion in 1973. Six newcomers join top 100 advertisers.* **Page 44.**

Deadlock. *NBC-TV's decision to institute hour of Saturday evening news proves unpopular indeed among its affiliates. Network remains adamant.* **Page 46.**

Step to sunshine. *Senator Warren Chiles's legislative proposal to curtail closed-door government proceedings finds strong support at hearings.* **Page 48.**

Endorsed. *All-channel radio legislation clears Senate Commerce Committee despite objections of hardware manufacturers.* **Page 52.**

Airborne. *NASA's much-touted ATS-F communications satellite begins its three-year mission this week. Project agenda includes ambitious experiments in multiple reception of educational television.* **Page 51.**

Pioneer. Broadcasting *profiles John Walson, the man who (says he) invented cable television.* **Page 75.**

Wiley says FCC's coming close to action on children's advertising, programing; he lays blame on broadcasters for inertia

FCC Chairman Richard Wiley is persuaded government action has become necessary to bring about improvements he feels necessary in children's TV advertising and programing, last week went public with views on measures he will seek. Reduction of commercial minutes and effect of other commercial practices is on his agenda, as is "policy designed to encourage diversity" and to achieve other program goals.

Chairman discussed views in what amounted to policy address in appearance Thursday before Atlanta chapter of National Academy of Television Arts and Sciences.

Speech indicated commission is close to completing job it took on more than four years ago when it accepted Action for Children's Television petition for rulemaking. Chairman said he had asked "in-house experts to pull together an enumeration of every option available within the confines of the FCC's statutory authority and in the very near future to present recommendations and alternatives to the commission for discussion and, hopefully, adoption."

Commission is not committed by chairman's speech, and his language was not precise enough to indicate position completely locked in. But thrust of his thinking was clear. He favors "action" – presumably by rule – to reduce number of commercial minutes per hour. (He does not, however, favor complete elimination of all commercials from children's programing, as does ACT.) He did not indicate extent of reduction he will seek, but noted that, while National Association of Broadcasters Code Authority has reduced recommended amount of commercial time from 16 to 12 minutes per hour in weekend children's programing, code permits maximum of nine and half minutes in evening prime time. "Have you asked yourself why children – in their so-called prime time of Saturday and Sunday morning – should be exposed to more commercials and less programing than occurs in evening prime time?" was question he posed.

Chairman also said he favors reduction in number of program interruptions, distinct separation between commercial content, and elimination of host selling, tie-ins and other practices "which tend to blur the distinctions between programing and advertisements."

Chairman made it clear he feels that in children's TV programing, broadcasters have not lived up to "new ethic" he urged upon them in speech to NAB in Houston this March. Watchword, he said, "should be that our children deserve the very best we have to offer and that mediocrity will be synonymous with failure." And although broadcasters have taken "commendable" actions to improve children's programing, he said they've not been enough. Chairman noted present network schedules for Saturday and Sunday mornings call for 28 animated programs and seven live-action shows, and added, "Notwithstanding the proposed fall network schedules, we cannot afford to be optimistic about a children's schedule still so heavily weighted toward animated cartoons." Television menu, he said, "offers something less than the balanced programing recommended by the NAB code."

Chairman's speech comes at time when both FCC and Federal Trade Commission are under pressure from Congress – particularly Senator John O. Pastore (D-R.I.) – to tighten up responsibilities affecting children. FTC, feeling senator's lash, has made it clear it will not accept cosmetic action in regard to advertising industry's proposals for self-regulation of children's advertising (see page 38).

And Chairman Wiley last week placed on broadcasters responsibility for action that commission may take. As he has before, he said he does not regard stringent government regulation as cure for every ill of society. But he also said that what industry fails to do voluntarily, government must do administratively. And, he said, "in my opinion, the time has now come for commission action."

Florida charges challenger to WPLG-TV

Principal in company challenging Post-Newsweek's WPLG-TV Miami was charged last week with misappropriation of half-million dollars from hospital formerly headed by him and dedicated by President Nixon in February. Sanford K. Bronstein, fired as president of Miami's Cedars of Lebanon Hospital March 31, was charged in criminal information filed by State Attorney Richard Gerstein with 66 counts of grand larceny, forgery and conspiracy in relation to misappropriation of $525,000 from hospital. Mr. Gerstein said "the possibility exists" that part went to 1972 Nixon re-election campaign. Money "might have been payoffs," he said, used "to buy political influence, make campaign contributions, or as out-and-out bribes."

Mr. Bronstein owns 10.81% interest in Tropical Florida Broadcasting Co. Before charges were filed, Post-Newsweek asked FCC to enlarge issues to include Mr. Bronstein's handling of funds (see page 30). Petition cited newspaper accounts alleging that Mr. Bronstein, as hospital president, made average $25,000 monthly payments through courier to two architectural "consultants," neither of whom had experience in hospital design. Newspaper accounts alleged that consultants did not confirm receipt of payments, no services were provided to hospital, courier was employed by company partly owned by Mr. Bronstein, and some hospital funds were traced to another company partly owned by him.

Mr. Gerstein said Mr. Bronstein sold Miami home and is said to have left country. Warrants for his arrests are being turned over to FBI, he said, "and we'll enlist the aid of Interpol and other police agencies" in search for him.

Goodman says he considered Klein's visit as administration antitrust threat

What he took to be clear though implicit threat that networks' news coverage could lead to government antitrust suit against them was conveyed to NBC president Julian Goodman by Herbert G. Klein, then White House director of communications (now VP for Metromedia), in 1971 meeting, according to affidavit filed by Mr. Goodman, now NBC chairman, in antitrust suit government subsequently did bring. Like earlier affidavits by Frank Stanton, former CBS vice chairman, and CBS News correspondent Dan Rather (*Broadcasting,* May 6), Mr. Goodman's supports contention of all three networks that suit was motivated by administration's dislike for their news policies.

Mr. Goodman says meeting was held at Mr. Klein's request and covered number of subjects, only one of which – possible antitrust suit – seemed significant. "From my knowledge of the administration's displeasure with our news coverage and of Mr. Klein's position within the administration," affidavit continues, "I concluded from what Mr. Klein said, as I reported later that day to two of my colleagues, that the purpose of Mr. Klein's visit was to deliver a message. I inferred that there were forces in the administration who wanted to bring antitrust suit for punitive reasons related to news coverage, and that there were also forces in the administration, represented by Mr. Klein, who felt this would be unfair treatment and who had been able to prevent it but were not sure how long that result would hold.

"Although not explicitly stated to me by Mr. Klein, the implication that I drew from, and my understanding of, his statements was that our news coverage could result in antitrust suit against us." (Also see story, page 25.)

Slow start in Atlanta for FCC's series of regional meetings; only 200 of public on hand, although 700 broadcasters show

FCC Chairman Richard E. Wiley's first effort to bring government to people met with mixed results in Atlanta last week. In contrast to expectations of officials that as many as 1,000 residents of five-state area might attend regional meeting on Georgia Tech campus, few more than 200 actually showed up – and that was at high water mark Thursday, and included number of broadcasters. Interest of those who did attend was high. And broadcasters, for whom separate program was held Friday, did not disappoint; about 700 registered, and it appeared most showed up for five workshop sessions conducted by commission staffers.

Chairman Wiley, who participated along with Commissioner Benjamin L. Hooks and eight staff members, was disappointed at Thursday turnout. But he said meeting had made it possible for "instructive dialogue" between public and commission. And he saw nothing to indicate idea was not good one. He was happier Friday after "encouraging" reaction of broadcasters to workshops.

Meeting had been heavily publicized, at least in Atlanta area. Georgia Association of Broadcasters distributed tapes promoting event to all stations in city, and they received heavy play. Wire services were served with story and radio-TV columnists for both dailies reported upcoming event. Commissioner Hooks, in addition, alerted black-owned newspapers and black-oriented stations in five states – Alabama, Georgia, Tennessee, South Carolina and Florida – and contacted number of civil rights and citizen groups.

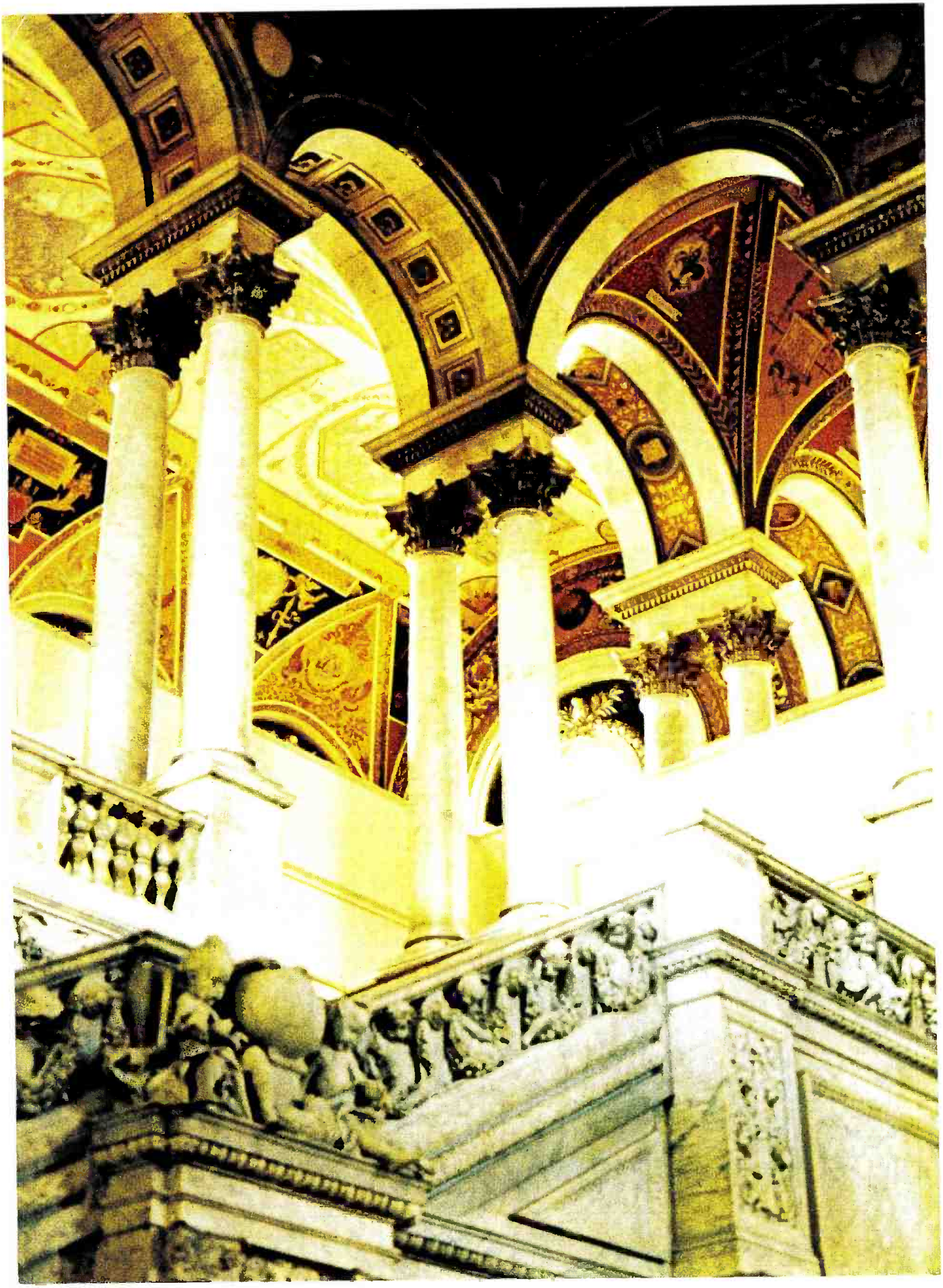
Chairman felt attendance may have been held down by session's being held on weekday, precluding participation of those unable to take time off, and on Tech campus, out of downtown area. Although there had been talk that second regional might be in San Francisco in July, Mr. Wiley said no decision had been made. Question of whether there will be encore won't be answered until Atlanta session is thoroughly "critiqued." If there is, night session may be included.

At minimum, regional meeting gained public relations success for commission. It was addressed on Thursday by Atlanta Mayor Maynard Jackson, and Friday by Georgia Governor Jimmy Carter.

Mayor Jackson delivered what might have been keynote Thursday morning. He knocked broadcasting for not doing enough for minorities, urged citizens to demand programs dealing with problems of community – programing that would "take a stand" – and insist on black anchormen during weekday news shows, not only on weekends. "We should demand more from the media," he said. That was not dominant sentiment, however. Although there were representatives of some black citizen groups and women groups in audience Thursday, many participants, both men and women, were white, appeared to be middle class and seemed simply to have taken advantage of commission's presence to come in off street and deliver complaint or comment.

Strongest charge was made by head of Mississippi Pollution and Consumer Protection Foundation – Jack Benney, of Tupelo, Miss. – who said "every radio and TV station" in area was denying freedom of speech to blacks – and to whites who wanted to appear on programs with blacks – and warned black militants would resort to violence if grievances were not met soon. Benney group has filed petition to deny against WTWV-TV Tupelo (*Broadcasting,* May 7, 1973).

Governor Carter urged broadcasters to help rally country behind its ideals at time when, despite Watergate, American people "still feel government and its system can solve



"LET KNOWLEDGE GROW FROM MORE TO MORE."

Alfred, Lord Tennyson/1809-1892

The Library of Congress in Washington stands as a symbol of a society that reinforces itself by encouraging knowledge.

Television, too, reflects a society that encourages free and ready access to information.

The five Corinthian Stations now devote a total of more than 8000 hours a year to news, information and community affairs programming...an average of *over 30 hours per week per station.* And the majority of those hours are locally produced by the stations themselves.

Helping "knowledge grow from more to more" is a continuing commitment of the Corinthian Stations to their 12 million viewers.

One of the main stairways in the Library of Congress, showing graceful arches, a handsome mosaic ceiling and stately Corinthian columns.

The Library of Congress, originally established in 1800 as a library for use by the Congress itself, has become the national library of the United States, with a collection of more than 72 million items. It is the largest library in our nation and one of the most important in the world.

The Library was originally part of the Capitol Building. The present Library building was built in 1897.

Corinthian is a Member of the Dun & Bradstreet Group.

THE CORINTHIAN STATIONS

RESPONSIBILITY IN BROADCASTING

KHOU-TV Houston

KOTV Tulsa

KXTV Sacramento

WANE-TV Fort Wayne

WISH-TV Indianapolis

CBS Affiliates

problems." He said "there is tremendous reservoir of patriotism, compassion and love that is not being tapped unless you and other media reach for it," and remarked that broadcasters should do more than sell advertising and deliver news.

Bulk of commission's responses were handled, both in general session and in workshops, by staff: Ashton Hardy, general counsel; Wallace Johnson, chief of Broadcast Bureau; Harold Kassens, assistant chief; William Ray, chief of complaints and compliance division; Richard Shiben, chief of renewal branch; Lionel Monagas, head of FCC's industry equal employment opportunity office; Martin Levy, chief of broadcast facilities division, and Barry Cole, consultant on license renewal procedures. They and commissioners conceded thère was not much FCC could do about many complaints, particularly those dealing with programing (other than by "lifted eyebrow" through questions asked in renewal and program reporting forms, point made by Dr. Cole), said solutions for other problems were not easily found.

For broadcasters, meeting provided opportunity they normally have only during National Association of Broadcasters conventions to ask questions of men who have key role in regulating their businesses. Messrs. Ray, Shiben, Levy, Kassens and Monagas each held workshops in their respective specialties throughout day Friday, and they were well attended. In addition, Chairman Wiley and Commissioner Hooks and Messrs. Hardy, Johnson and Cole made themselves available for questions during day.

In Brief

Noes have it. Confirmation that Meredith Broadcasting is negotiating to sell its WOW-TV Omaha, Neb., to Pulitzer Publishing Co. (*Broadcasting*, May 20) – for price in $8 million range – has invited host of rumors Meredith is shooting down. According to James Conley, corporate VP and general manager, Meredith is not selling all its TV's (on contrary, it will seek to maintain full complement of five V's, is after replacement for WOW-TV), will not buy Pulitzer's KSD-TV St. Louis (it's not for sale), will not sell WNEM-TV Saginaw, Mich., will not sell its five radio stations. Added Mr. Conley, "I have no intention of trading myself out of a job."

Gaining. Despite protests by some affiliates earlier in week (see page 46), NBC's new 7-8 p.m., Saturday night TV news show will be cleared by at least 75% of affiliates, Robert T. Howard, NBC-TV president, told Hollywood chapter of National Academy of Television Arts and Sciences.

Florida rocker bombed. Brand-new studios and offices of WLQY(FM) Ft. Lauderdale, Fla., were fire-bombed early last Thursday morning (May 23). Arson took place 12 hours before Heftel Broadcasting management was scheduled to install studio equipment in new $250,000 facility. Damage estimated at $75,000.

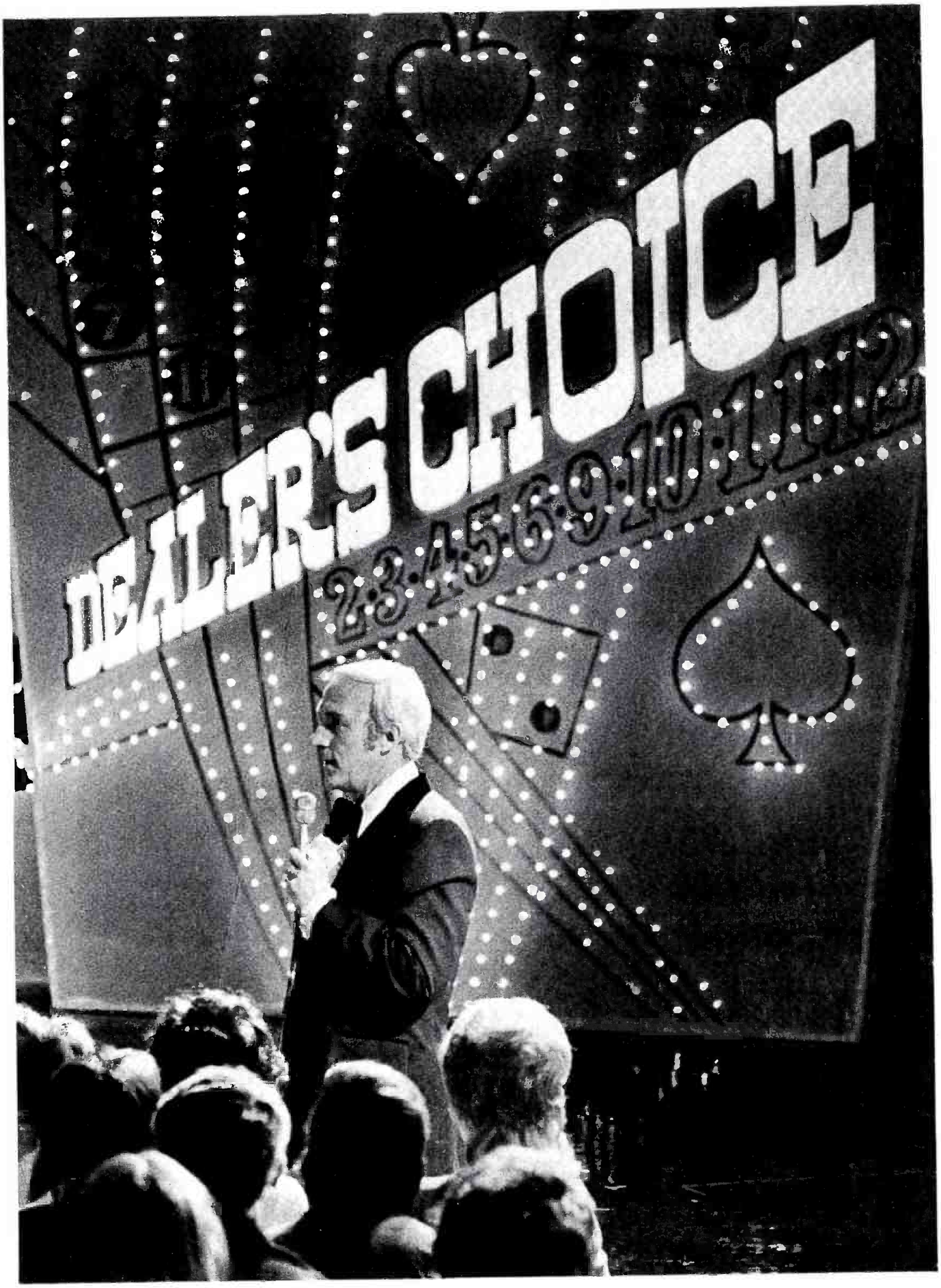
Redd's back. Redd Foxx, star of NBC-TV's *Sanford and Son*, and Tandem Productions, which packages it for NBC, have reportedly agreed to contract terms for next season. Joint statement was to be issued over Memorial Day weekend.

Going up. Price increases averaging 5% on variety of industrial tubes and products including television camera tubes and power tubes, effective June 15, were announced Friday by RCA, which said they reflect cost increases that have not been passed on to users since price controls were established.

Triple Crowning. Tentative date for confirmation hearings on three nominations to FCC has been set for June 25 by Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.). Indications are that all three will appear at same hearing: incumbent Robert E. Lee, Professor Glen O. Robinson of University of Minnesota and Abbott Washburn, one-time deputy director of United States Information Agency (*Broadcasting*, May 20).

Dent. According to information filed last Friday (May 24) with FCC by National Cable Television Association, advertising revenues by cable industry in 1973 totaled $3,402,-613.51. Total is derived from operations on 242 systems; other 2,851 don't accept ads. Figure equals about 1/175th of industry's total subscriber revenues last year – $524.9 million.

Late Fates. *Robert L. James*, executive vice president, Marschalk Co., New York, named president, assuming title formerly held by *Willard C. Mackey Jr.*, who had been chairman and president. *Lionel L. Schaen*, general sales manager, KABC-TV Los Angeles, named VP-general manager, KHJ-TV Los Angeles, effective June 9. He succeeds *Gene Denari*, appointed VP-general manager, KULR-TV Butte, Mont. (*Broadcasting*, May 20). *Phil Boyer*, program director of KNBC-TV Los Angeles, appointed VP-program services, ABC owned television stations in New York, replacing *Herb Victor*, who has become VP-general manager of KBHK-TV San Francisco. *Keith Fischer*, executive VP of Corporation for Public Broadcasting, named to new post of executive VP in charge of account services for Warren, Muller, Dolobowsky, New York. *Maurie Webster*, executive VP, Compunet Inc., New York, re-elected president of International Radio and Television Society. Also re-elected: *Jerome Feniger*, first vice president (Horizons Communications Corp., New York); *Jerome S. Boros*, secretary, (Fly, Shuebruk, Blume & Gaguine, New York) and *Thomas B. Campbell*, treasurer (H-R Television). Elected VP's: *Eleanor Applewhaite* (CBS Law Department) and *Richard A. O'Leary* (ABC owned television stations). *Don Sherwood*, who retired as air personality, KSFO(AM) San Francisco, five years ago, recalled and named program manager, succeeding *Allan M. Newman*, resigned. Mr. Sherwood also returns as 6-9 a.m. morning man. *Sharon Myers*, executive secretary to Mr. Newman, named assistant program manager of Golden West station. *Charles F. Duvall*, 67, founding partner in communications law firm now Fisher, Wayland, Southmayd and Cooper, died of lung cancer last Wednesday in Washington hospital. He is survived by his wife, Edith, and two sons. *Michael Cuneen*, 52, VP-general manager, WDLA(AM) Walton, N.Y., and newly elected director of NAB radio board, was killed in two-car accident last Thursday (May 23) near Deposit, N.Y. He is survived by his wife, June, and two children. District 2 directorship would by rule be filled by runner-up, *Robin B. Martin* of WKNY(AM) Kingston, N.Y. *For earlier reports see "Fates & Fortunes," page 61.*



COLUMBIA PICTURES TELEVISION IS NOW DISTRIBUTING "DEALER'S CHOICE"

Monday Memo®

A broadcast advertising commentary from David Reichberg, executive vice president, Altman, Vos & Reichberg, New York

Direct-market advertising on TV: a sleeping giant?

Surely you've had this experience: A series of splashy, expensively produced commercials pops on the screen. They amuse, tantalize or inform. And in one way or the other, they all divert. Then, among them, appears a commercial of a different type. It is a plain Jane. To the knowing eye, it has been produced on a shoestring. It lacks apparent sophistication. And it is direct.

"Take paper and pencil," you're told, "and jot down the box number . . ." While the voice urges you to act, its suggestion is reinforced by a written message on screen. It is persuasive: The rock album is offered at a truly modest cost. It will be sent by mail—a genuine convenience. The sample melodies in the background are all familiar and attractive, surely worth having. You reach for pencil and paper.

You've responded to a direct advertising message. Direct advertising means selling direct, to you, the individual, by name, address and ZIP code. And while at the present time we in the mail-order and direct-marketing field don't put TV advertising at the top of the priority list for our clients, we are all aware of the enormous potential that the broadcast media hold. The potential is so great that traditional mail-order space advertising as we know it today may soon take a back seat to the use of TV as a mail-order medium for certain products.

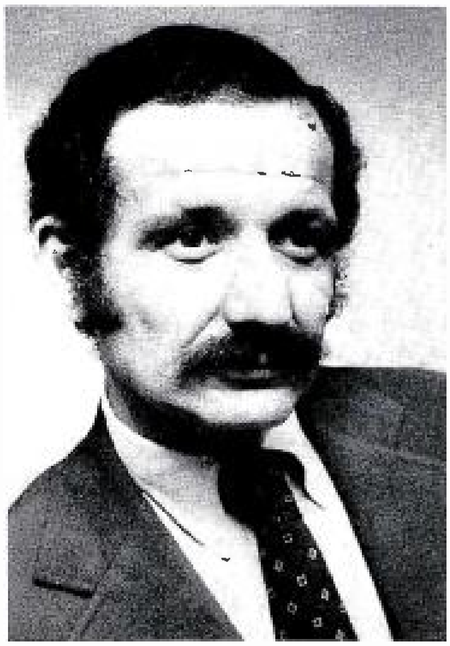
To explore this premise more fully, let's begin by examining the major difference between traditional space advertising and direct marketing.

When major users of TV for advertising plunk down their millions to buy a network schedule of 30-second spots, they do so on a far different basis than direct marketers. They have acted on the basis of preliminary market research which tells them that a national rollout for a particular brand is expected to produce anticipated sales. If it does not, each part of the marketing mix—point-of-purchase displays, cents-off offers, distribution, packaging, sales promotion, research, advertising and so on—comes under the closest scrutiny until it is determined why the product has failed.

But nowhere during this process can it be determined with certainty whether the advertising campaign itself was at fault.

In direct marketing, however, there is no uncertainty. Our clients know the name of every single customer they sell to.

This is the essential difference between direct-marketing advertising and conventional space advertising. Our clients' customers must be so thoroughly sold on a product or offer that they will tell us who they are and where they live in order to buy.



David Reichberg has been in the direct-marketing field for more than 20 years. Mr. Reichberg entered the field as controller and later director of marketing of Popular Club Plan. In 1961, he formed Reston and Carroll, a mail order advertising agency which he served as president. This firm was merged with the Harry Schneiderman Agency of Chicago in 1963. He joined forces with Frank Vos in 1964 to form Vos & Reichberg, which later became Altman, Vos & Reichberg. AV&R currently bills some $24 million and includes among its accounts Book-of-the-Month Club, Columbia House, La Salle Extension University, National Liberty Insurance, Meredith, World-of-Beauty Club, Parents Magazine's Read-Aloud Program, Berlitz and Lane Bryant. Mr. Reichberg is presently executive vice president of AV&R.

We have begun to use TV more and more. Yet broadcasting has not yet become an integral part of direct marketing to the degree that mail order and print advertising have.

In our business, we must be able to reach a concentrated audience or market for our products in some mail-order medium or we won't be in business for long. Our success is based on using media to pull a profitable rate of return. Our costs of mailing, printing, space and handling for each order must be kept to an absolute minimum so that profitability can be assured. It's that simple.

Yet there's no disputing the fact that mail costs continue to rise. But rising costs are also among the reasons why direct marketing is turning more and more to television. The biggest problem to date has been to get the same kind of action out of the viewer. It takes a lot of exposure on TV before the message sinks in and overcomes viewer inertia.

But changes are taking place in television that will wake up the sleeping giant for our industry. To begin with, more consistent experience with television has enabled us to come up with the same kinds of guidelines that have made other media work for us.

We know, for example, that unlike traditional TV space advertising, there is very little correlation between ratings and results. Moreover, prime time is not the best time for direct response. We have found that direct response advertising is generally more effective after 11 p.m. and during the daytime. We also learned that direct response is more effective during movies, game shows and talk shows. It is least effective during news, sports, and star-type variety shows. We attribute this to the fact that prospective customers may be more attentive to the latter type shows and don't want to be diverted by having to get pencil and paper.

Experience has also taught us how to create direct response ads for television:

The message should be simple and clear. There should be no production frills. There should be constant repetition, and the items should be demonstrated or shown. The audio and visual must mesh—if you say the price is $8.95, you should see it superimposed on the screen at the same time. The address and phone number should be repeated several times and shown each time. The ideal mailing address is to the company at the station carrying the message. It has been AV&R's practice to offer money-back guarantees on behalf of our clients on anything we sell on television.

But aside from a growing rate of success in television, there are other factors that may change the game plan one day. They can be summarized under the word "technology."

Direct-order placement has been widely discussed as an inevitable achievement of television. Cable TV claims it is capable of producing systems to allow the viewer to shop, bank and perform business or household tasks by pressing buttons or pushing credit cards into a slot. When goods and services can be purchased in this manner—and I suspect that time is not too far off—then the balance will shift to the direct marketer as a prime user of television time. No longer will an advertiser be satisfied with the abstract, unmeasurable qualities of creative space advertising. When the advertiser learns the names of all his customers through television, as we in direct marketing do in the major media we currently use, then space advertising will have to be truly spectacular to compete.

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Midland Glass Co. *(glass container manufacturer)*	3.0	150
Southern Bell's Macon Westgate *(expansion)*	3.0	315
Keebler Co. *(expansion)*	2.5	300
Peabody Galion Corp. *(truck equipment & solid waste mgt.)*	1.8	100
State Farmers Market	1.8	200
Huttig Sash & Door	0.8	50
Singer Co. *(electronic & mechanical aircraft equip.)*	0.6	200
North American Research & Development Corp. (NARAD) *(corrugated dividers)*	0.5	40

*In millions of dollars   **Total investment $21.0 million

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Broadcasting
The newsweekly of broadcasting and allied arts
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Executive and publication headquarters
BROADCASTING-TELECASTING building, 1735 DeSales Street, N.W., Washington, D.C. 20036. Phone: 202-638-1022.

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

* Reg. U.S. Patent Office.

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

Open Mike®

'Memo' exchange

EDITOR: Re your "Monday Memo" in the May 6 issue by Jerry M. Smith, director of marketing, Royal Crown International: Based on Mr. Smith's statements that "broadcast provides the best means of bringing a product story to large masses of consumers on a regular and efficient basis . . ." and ". . . broadcast advertising with its many values will probably play the most important part," one of two thoughts emerge: (1) RC Cola's domestic marketing is radically different than their foreign policies or, (2) their broadcast policies do not come to the attention of the local bottler.

Nationally, RC has fallen to the fourth spot in soft drink sales. Locally, I would guess about eighth. The local RC bottler not only refuses to use spot radio but, in fact, refuses even to talk with me or any of our salesmen. Meanwhile the leader, Coca-Cola, rolls merrily along with a 52-week schedule on WGIV. Perhaps the well-traveled Mr. Smith should do a little "home" work.—*Todd Branson, vice president and general manager,* WGIV(AM) *Charlotte, N.C.*

(Mr. Smith replies: "Royal Crown Cola and its 300 domestic bottlers currently are engaged in the largest broadcasting budget in their history. Each of the 300 markets in the U.S. has its own peculiarities and needs. Our international division, being a separate entity, is not closely involved or familiar with each domestic market situation. We, therefore, would not attempt to justify the position a local bottler may take towards buying time on a specific radio station in his particular market. Our franchise bottlers are independent businessmen and though they are advised on marketing strategy, they have the final say on their local media against the backdrop of the national broadcast and print program.")

Restoration

EDITOR: I regret that Washington's famed "sinister force" is now moonlighting at BROADCASTING as proof reader.

For the record, I never "took aim at 'consumerists' who . . . 'would take away our programs' " (BROADCASTING, May 20, page 32).

My remarks at the CBS television affiliates conference in Los Angeles on May 14 were aimed at two targets: the body of interests that "would take away our advertising support," particularly in the area of children's programing, and the pay cable industry that "would take away our programs" through siphoning. The two areas are not interchangeable.

Finally, CBS and ABC are not competing for any "leadership" position in the pay cable fight, as some of your readers may be led to believe, based on the same story. In seeking an equitable solution to the problem of siphoning, many of us are involved; the question of who is the "leader" is really secondary.—*John A. Schneider, president, CBS/Broadcast Group, New York.*

(Two lines of type dropped in production accurately reflected what Mr. Schneider said.)

The eyes of the beholder

EDITOR: Your April 29 cartoon hit the nail on the head, but for a different reason. Those of us involved in educational (we prefer public) television are getting a much stronger feeling these days that our commercial brethren do indeed monitor our newscasts. But they do so to discover new production ideas, formats and talent.

We vote with Eric Sevareid. Our telecommunications students produce a five-day-a-week, 30-minute newscast for central Texas minus jokes, ad libs and anything else that doesn't help get the news across. We continually get the feeling that our big commercial brothers are watching—and learning. *Gerald G. Yokum, director of broadcast services, Central Texas College, Killeen.*

(Mr. Yokum refers to a Jack Schmidt cartoon that depicted two broadcasters watching a TV monitor that showed a newscaster and the words "See the fire. See the big fire. See the big red fire." The gag line said, "We're monitoring the news from the local educational station.")

Datebook

■ Indicates new or revised listing.

This week

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 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 28-31—*Canadian Cable Television Association* annual convention. Queen Elizabeth hotel, Montreal.

May 29-31—*National Association of Educational Broadcasters* conference on instructional telecommunications. Sheraton Park hotel, Washington.

May 30—*National Association of FM Broadcasters* regional seminar. Hyatt On Union Square, San Francisco.

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.

June 1-5—*American Advertising Federation* annual convention. Speakers: Lewis A. Engman, Federal Trade Commission chairman; Richard E. Wiley, FCC chairman; Senator Lowell Weicker (R-Conn.); Katharine Graham, *Washington Post* publisher, and Herbert Klein, Metromedia. Statler Hilton hotel, Washington.

Also in June

June 3—Extended deadline for filing petitions for reconsideration of *FCC's* decision rescinding waivers of Section 317 granted to state broadcasters association in connection with noncommercial sustaining announcement (NCSA) plans.

June 4—*MCA Inc.* annual stockholders meeting. First Chicago Center. One First National Plaza, Chicago.

June 6-7—*New York Law Journal* Broadcasting '74 conference dealing with FCC filings and license renewal rules. Americana hotel, New York.

June 6-7—*Indiana Broadcasters Association* spring meeting. Airport Hilton Inn, Indianapolis.

June 6-8—*Broadcasters Promotion Association* 1974 seminar. Speakers: Frank Magid, Magid Co.; Byron Hackett, J. Walter Thompson; Vic Meinert Jr., Coca-Cola. Hyatt-Regency, Atlanta.

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

June 6-9—*Mississippi Broadcasters Association* annual convention. Sheraton Motor Inn, Biloxi.

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

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

June 9-11—*Publi-Cable* conference. Mount Vernon College, Washington. Contact: B. P. Patterson, Publi-Cable, (202) 833-4108.

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

June 11-13—*Armed Forces Communications and Electronics Association* annual convention. Speaker: Robert W. Sarnoff, RCA. Sheraton Park hotel, Washington.

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

June 13-14—*New York Law Journal* Broadcasting '74 conference dealing with FCC filings and license renewal rules. Los Angeles Marriott hotel, Los Angeles.

June 13-15—*Montana Broadcasters Association* annual convention, Heritage Inn, Great Falls.

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

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

June 17—Deadline for comments on possible modifications of *FCC's* program exclusivity rules for cable TV systems.

June 17-20—*National Association of Broadcasters* board of directors meeting, NAB headquarters, Washington.

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

■ **June 18-20**—*Senate Communications Subcommittee* hearings on revision of license-renewal process. Room 5115, Dirksen Senate office building.

June 20-21—*Southeast National Religious Broadcasters chapter* convention. Holiday Inn South, Orlando, Fla.

June 20-23—*Oklahoma Broadcasters Association* summer meeting. Fountainhead Lodge, Checotah, Okla.

June 21-July 2—*Berlin International Film Festival.* Berlin.

June 23-25—*Oregon Cable Communications Association* annual convention. Valley River Inn, Eugene.

June 24-26—*Iowa Broadcasters Association* convention. Aventino Motor Inn, Sioux City.

June 24-28—*Public Broadcasting Service* service meetings: program managers, June 24-26; public information, June 25-27; development, June 26-28. Washington Hilton hotel, Washington.

Major meeting dates in 1974-75

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.

Sept. 29-Oct 2—*Institute of Broadcasting Financial Management* 14th annual conference. Chase-Park Plaza, St. Louis.

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.

June 26—*Federal Communications Bar Association* annual meeting. Army-Navy club, Washington.

June 25-28—*National Broadcast Editorial Association* annual meeting. Mayflower hotel, Washington.

June 28—Washington chapter, *Sigma Delta Chi* annual dinner. Speaker: Vice President Gerald Ford. National Press Club, Washington.

July

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

July 5—Deadline for reply comments on possible modifications of *FCC's* program exclusivity rules for cable TV systems.

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

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

July 9—*Taft Broadcasting Co.* annual stockholders meeting. Kings Island, Kings Mills, Ohio.

July 10-13—*District of Columbia, Maryland, Delaware Broadcasters Association* annual summer meeting. Sheraton-Fontainbleau Inn, Ocean City, Md.

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

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

July 11-13—*New England Cable Television Association* convention. Mount Washington hotel, Bretton Woods, N.H.

■ **July 18-19**—*Wisconsin Broadcasters Association* summer meeting. Pioneer Inn, Oshkosh.

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

August

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

■ **August 4-16**—*National Association of Broadcasters* ninth annual management development seminar. Har-

vard University Graduate School of Business Administration, Cambridge, Mass.

Aug. 9-18—Seventh annual *Atlanta International Film Festival* with competition in features, shorts, documentary, TV commercial, experimental and TV production categories. Atlanta.

■ **Aug. 22-25**—*West Virginia Broadcasters Association* fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 25-26—*Arkansas Broadcasters Association* summer convention. Arlington hotel, Hot Springs.

Aug. 26-27—*Eastern National Religious Broadcasters chapter* convention. Lancaster Bible College, Lancaster, Pa.

September

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

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

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

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

Sept. 16-21—*VIDCOM*, International Market for Video Communications. Palais des Festivals, Cannes, France.

Sept. 18-24—*Electronic Industries Association of Japan* Japan Electronics Show '74. Tokyo International Trade Fair Grounds, Tokyo.

Sept. 23-24—*Western National Religious Broadcasters* chapter convention. Marriott Motor hotel, Los Angeles.

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

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

Sept. 29-Oct. 2—*Institute of Broadcasting Financial Management* 14th annual conference. Chase-Park Plaza, St. Louis.

Sept. 30-Oct. 1—*Midwest National Religious Broadcasters chapter* convention. Moody Bible Institute, Chicago.

October

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

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

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

■ **Oct. 8-10**—*Illinois Broadcasters Association* fall convention. Hyatt-Regency O'Hare, Chicago.

Oct. 9-11—*Western Educational Society for Telecommunications* annual convention. Golden Gateway Holiday Inn, San Francisco.

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

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

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

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

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

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

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

November

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

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

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

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

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

December

Dec. 2-5—*National Association of Regulatory Utility Commissioners* 86th annual convention. Town and Country hotel, San Diego.

Programing

Agencies lay heavy odds on CBS's fall line-up, but see tight race for second place

Madison Avenue media types predict this season's winner will lengthen lead over other two networks when new shows premiere, but nevertheless they agree all three will sell out

Although still bleary-eyed and punchy from making the rounds of network screening rooms to look at next season's record number of pilots, a group of advertising agency media executives allowed themselves to be cornered by BROADCASTING for their assessments of the 1974-75 prime-time schedules.

As they spelled out their thoughts on the new fall season, a wide consensus began to emerge in four general areas:

▪ CBS, which last season chalked up its best ratings in a decade, will be, if anything, stronger next fall, with ABC and NBC locked in competitive struggle for a distant second place. Despite that over-all difference, however, prices to sponsors in general will be upped by about 5% to 6% over last year's rates, according to Steven Leff, a senior vice president at McCann-Erickson, and it's accepted all along Madison Avenue that, by the time the dust settles, all three networks will be substantially sold out. Industry sources are figuring a cost-per-thousand range of from $2.40 to $2.70 (based on one 30-second spot). As Michael Moore, the senior vice president and associate director of media management for Benton & Bowles, put it, "The question of which network finishes first in the ratings is a game the industry plays mainly for the benefit of Wall Street and the trade press."

▪ *All in the Family* and *The Waltons* (both CBS) are predicted to finish first and second in the ratings again this year, whereas the number-three show, *Sanford and Son* (NBC), will be dealt a mortal blow if Redd Foxx, the star, decides not to return. The cost for a sponsor minute on *All in the Family* is about $120,000 (higher than any other regularly scheduled show), according to industry estimates, with *The Waltons* and *Sanford and Son* priced in the high-rent neighborhood of $100,000 a minute. ABC's highest price for nonsports prime-time attractions is about $80,000 for minutes on *Tuesday Movie of the Week*, *The Streets of San Francisco*, *The Six Million Dollar Man* and the *ABC Sunday Movie*. (The Monday night football games will cost advertisers $100,000 per minute.)

▪ The only new series that has the unanimous endorsement of the agency men as a sure-fire top-10 show is *The Paul Sand Show* (CBS, Saturday, 8:30-9 p.m., NYT). Two other new shows that also look like winners, based on the number of mentions they received, are *Chico and the Man* (NBC, Friday, 8:30-9 p.m.) and *Senior Year* (CBS, Wednesday, 8-9 p.m.).

▪ Contract negotiations with the Screen Actors Guild may fall apart in the next few weeks because the networks seem determined to hold the line on costs.

Night by night, the agency people see the competition stacking up as follows:

On Monday, the consensus is that *Born Free* (NBC, 8-9 p.m.) has a chance against its established competitors, *Gunsmoke* (CBS) and *The Rookies* (ABC), only if the show gets good scripts and takes judicious advantage of its African footage. "If it's done on the cheap, like *Cowboy in Africa*, nobody'll watch it," said Richard Pinkham, senior vice president of Ted Bates' media and program department. The interesting battle at 9 is whether CBS's three-program bloc consisting of the abrasive situation comedy, *Maude* (transplanted from Tuesday night), the new comedy, *Rhoda*, starring Valerie Harper (a spinoff from *The Mary Tyler Moore Show*) and the returning *Medical Center* will harvest better Nielsens than the NFL football games on ABC. (The third competitor in that two-hour time period, *NBC Monday Night at the Movies*, varies wildly in ratings, depending on the given film. In general, the movie packages on all three networks are "middling" this year, according to Peter Bardach, vice president and director of broadcasting at Foote, Cone & Belding.) Both Richard McHugh, a senior vice president and the corporate director of network relations and programing at Needham, Harper & Steers, and Werner Michel, vice president and director of broadcast operations at SSC&B, are high on *Rhoda*'s potential because, as Mr. McHugh put it, "the character of Rhoda is established in viewers' minds from *The Mary Tyler Moore Show*, and *Maude* gives it a strong lead-in." Also, some of the women who had been tuning in to pro football because of Don Meredith may be lured back to CBS now that Mr. Meredith has moved on to greener pastures (a long-term, exclusive contract with NBC). CBS's vice president for programing, Fred Silverman, has said that his main target audience on Monday from 9 to 11 is adult women.

> **Expert opinion.** The annual fall ratings predictions of program consultant Herb Jacobs appear exclusively in this issue on pages 20-21.

Tuesday's lead-off program on CBS, *Planet of the Apes* (8-9 p.m.), is generating some of the most sharply divided opinion on the street. A few of the agency men think the show is a blatant attempt to capitalize on the hit movies; the series will fail, this faction believes, because it won't be able to maintain the production values (particularly the complicated primate make-up, which takes hours to apply) that put the stamp of uniqueness on the feature films. But Peter Bardach said: "At least for the first couple of weeks, *Planet of the Apes* will trample its competitors." Mr. McHugh agreed, but cautioned, "If the series is poorly done, the ratings will tail off immediately after these first few episodes, and CBS will have a bomb on its hands." Lewis Wechsler, vice president and director of TV-network operations at Wells, Rich, Greene, said CBS is setting the cost-per-minute to advertisers unrealistically high, the network's clear implication being that the show can't possibly fail. But despite the arguments over individual pricing, agency feeling is that *Planet* provides the key to which network will win the night. If *Planet* does well, then CBS should walk away with all the marbles because *Hawaii Five-O* (9-10 p.m.) and *Barnaby Jones* (10-11 p.m., a move-over from Sunday) both figure to maintain their already considerable popularity. But if the public refuses to go ape over *Planet*, then, based on past performance, ABC's *Happy Days* (8-8:30 p.m.), *Tuesday Movie of the Week* (8:30-10 p.m.) and *Marcus Welby, M.D.* may be able to win the audience for the night. But NBC is not to be discounted on Tuesday, the agency men said, because the network is pouring a lot of money and promotion into its made-for-TV movie series, which will go head-to-head with ABC's movies.

Wednesday looks to buyers like CBS all

Most likely to succeed

CBS-TV's *Paul Sand Show* is odds-on choice as rookie of the year.

the way. The agency experts are high on CBS's new lead-off show, *Senior Year* (8-9 p.m.), which, according to Mr. Michel, "blends a mixture of family drama and comedy that came off quite well in the pilot. Besides, it's steeped in the currently popular vein of nostalgia for the fifties." At 9, CBS's holdover private-eye series, *Cannon* (which consistently makes Nielsen's top 10) doesn't figure to diminish any in popularity next year. *Manhunter* (10-11 p.m.), the new CBS-Quinn Martin crime show set in the 1930's, evokes mixed feelings from the agency men, but they all think it will win its time period. "It could end up a top-10 show," says Michael Moore, adding that *Manhunter* may have the same kind of impact as *Kojak*, which occupied the Wednesday-at-10 time period on CBS last year. But Werner Michel is not completely sold on the show's leading man, Ken Howard. "It's definitely odd casting on the part of Quinn Martin," said Mr. Michel, "because there's an antiseptic, asexual quality about Ken Howard. If the production people are wise, they'll surround him with a number of other personalities." NBC figures to finish second on Wednesday, according to the agency men, although they think the network is overselling (and overpricing) its lead-off show, *The Little House on the Prairie* (8-9 p.m.), starring Michael Landon of the old *Bonanza* series. "It's just another wholesome bit of sweetness-and-light, part of *The Waltons* syndrome," said Richard McHugh, echoing the sentiments of the others. A show of more substance, *Lucas Tanner* (9-10 p.m.), which Mr. Michel describes as "*Mr. Novak* with

Honorable mentions

NBC-TV's *Chico and the Man* (top) and CBS-TV's *Senior Year* look promising.

guts," may not make it because of the *Cannon* competition. No one is sanguine about ABC's prospects on Wednesday because its lead-in for the night, the black situation comedy, *That's My Mama*, is considered weak. "It's a shaky imitation of *Sanford and Son* and *Good Times*," said Mr. McHugh. And ABC's 10 o'clock show, *Get Christy Love*, is "controversial," said Michael Moore, "because it focuses on a super black woman cop." Mr. Pinkham added, "The black woman heroine may be OK for urban movie audiences, but it won't play in Heartland, U.S.A."

CBS and ABC figure to do most of the divvying up on Thursday, according to the general agency consensus, with NBC bringing up the rear. It's no contest from 8 to 9 because "we're convinced that *The Waltons* will do its usual mid-40's share," said Henry Siegel, vice president and associate media director at Grey. *The Waltons*' competition on ABC and NBC is of the throw-in-the-towel variety, the agency men said. From 9 to 11 on Thursday, CBS has another package of theatrical movies, which will seesaw in the ratings, depending, of course, on the title. ABC has moved one of its most popular holdovers, *The Streets of San Francisco*, up an hour to 9, and, as Mr. Siegel put it, reflecting the view of his conferees, "that should be the end of *Ironside*," the NBC show from 9 to 10, which he predicted will not go above a 27 share. A strong *Streets of San Francisco* should make at least a moderate success out of *Harry O* (starring David Janssen as a private eye), the ABC show it leads into. *Harry O*'s rival on NBC, *In Tandem*, about two truck drivers, is "in deep trouble," said Mr. McHugh, "because the situations are bound to repeat themselves" and one of the lead characters, a Harvard law-school graduate who turns his back on the law to become a teamster, "is very hard to fathom."

Friday is "a mixed bag," as Mr. Siegel put it, with no one willing to make a firm prediction about which network will wind up on top. If Redd Foxx decides to end his holdout and return to *Sanford and Son* (8-8:30 p.m.) NBC may have the inside track. But if he quits the show, then NBC could wind up third, because, as Mr. Bardach put it, "Redd Foxx is more important to *Sanford and Son* than Carroll O'Connor is to *All in the Family*." Most of the agency executives were taken with the humor of *Chico and the Man* (NBC, 8:30-9 p.m.), with Mr. Michel going so far as to say it has a "good" chance of making Nielsen's top 10. The lone dissenter on this show seems to be Mr. Pinkham, who's convinced that "the seamy milieu" and "the mass audience's dislike of chicanos" will doom *Chico* to a low 20's share. ABC's second-season hit, *The Six Million Dollar Man* (8:30-9:30 p.m.), should continue to rack up big numbers, according to the consensus, and CBS's Friday-night theatrical movies (9-11 p.m.) should average out respectably, but opinions on the rest of Friday's shows were too scattered and quirky to permit easy summary.

Easy summary is no problem on Saturday, however, because CBS has a hammerlock on the night with its bloc of comedies beginning with *All in the Family* at 8 and ending with *The Carol Burnett Show* (10-11 p.m.). CBS's one new Saturday-night wrinkle is *The Paul Sand Show* (8:30-9 p.m.), and the agency people said, almost to a man, that it will be the highest-rated new show of next season. "Paul Sand is very appealing in the lead and he's been given a sharply delineated character," said Mr. Pinkham. ABC is moving *Kung Fu* in at 9 on Saturday opposite *The Mary Tyler Moore Show* (CBS) and *NBC Saturday Night at the Movies*, and although the agency executives see ABC improving over its disastrous Saturday-night performance of last season they don't envision *Kung Fu*'s making any real dent in its new time period. *Nakia*, ABC's 10 o'clock show, is looked on by the agencies as an inferior rip-off of the hit movie, "Billy Jack."

With the returning parlay of *The Wonderful World of Disney* (7-8 p.m.) and the *NBC Sunday Mystery Movie* (8-10 p.m.), the agency men are giving Sunday night to NBC, although they think CBS will edge closer than last year with the successful second-season family drama, *Apple's Way* (7-8 p.m.), and the move of three shows that were hits on other nights: *Good Times* (8-8:30 p.m.), *M*A*S*H* (8:30-9 p.m.) and *Kojak* (9-10 p.m.).

"CBS is gambling, all right," said Mr. Bardach, "but when you've got as strong a schedule as CBS does, you can afford a bit of fine tuning."

NBC-TV lays down its 1974 cards for affiliates, says it holds a winning hand

Future ace is 'Gone with the Wind'; for now, network counts on heavy outlays for research, development, promotion to reclaim ratings leadership from miles-out-front CBS

Schlosser

Howard

Herbert S. Schlosser, president of NBC, told NBC-TV affiliates at the opening of their convention in Los Angeles last Monday that NBC intends "to be first across the board," and network officials spent much of the rest of the two-day meeting explaining how.

Mr. Schlosser, who was making his first appearance before the affiliates since moving up from the NBC-TV presidency on April 1, offered some first-placemanship clues of his own, starting with NBC-TV's new 1974-75 prime-time schedule.

He called it "the most promising we have had in a long time" and said that, although those are familiar management words at affiliates' conventions, they reflect unprecedented commitments this year. He said the schedule is based on "the most expensive and extensive program development effort" in NBC-TV history, representing more than twice as many development dollars as last year's schedule. He said the new line-up was also backed by "the most sophisticated research and concept testing ever undertaken by NBC" and "will be supported by a promotion campaign far heavier than any previous season." And that, he suggested, is just for openers, because the same sort of effort, spirit and money will go into the planning for seasons—and second seasons—to come.

"We know we are up against tough competition," Mr. Schlosser said in an allusion to CBS-TV's prime-time dominance over the years. "We are prepared to do whatever we have to do to overcome it."

A full-scale preview of the schedule Tuesday morning left the affiliates clearly impressed and looking for improved ratings in 1974-75, although an informal sampling found few who gave the network much chance of leaping into first place in a single season. They did seem to consider most of the new schedule openers at 8 p.m. NYT stronger than this year's and expected to get better lead-ins to their 11 p.m. newscasts from the new 10 p.m. entries. There were differences as to which among the new shows would prove to be the biggest successes but *Lucas Tanner, Chico and the Man, Born Free* and *Little House on the Prairie* ranked high on most lists and *Policewoman* and *Rockford Files* were mentioned frequently.

Some of the immediate specifics in NBC's plan to overcome were outlined as the meetings progressed. They included:

- A schedule of award-winning theatrical features for the *Monday* and *Saturday Night at the Movies* in 1974-75, topped, in subsequent seasons, by two of Hollywood's all-time classics, "Gone with the Wind" and "Dr. Zhivago" (BROADCASTING, May 20). Robert T. Howard, who succeeded Mr. Schlosser in the network presidency, said that in view of the competition for network rights to these films he regarded NBC's acquisition of "GWTW," reportedly at $5 million for a single showing in 1976-77, and "Zhivago," for 1975-76, as "symbolic of the renewed emphasis on excellence—in regular series, in specials, in sports, in 'World Premieres' and in theatrical features—that will typify the efforts of our network in the seasons ahead." Air dates for "GWTW" and "Zhivago" have not been set. Observers assumed each would be made the centerpiece of two full evenings of programing since "Zhivago" is more than three hours in length and "Gone with the Wind" nearer four. "GWTW" was first released theatrically

Perennial oddsmaker Jacobs says it's CBS all the way

Telcom chairman in annual predictions says that network will cross finish with largest lead ever; nine out of 10 of its shows, he says, will get 30 shares

In all of his 10 years of forecasting the networks' fall prime-time schedules, Herb Jacobs, the chairman of Telcom Associates, says that CBS-TV's lead in 1974-75 over second-place NBC-TV will be "the largest anticipated differential ever recorded by Telcom." Mr. Jacobs is estimating that by January 1975 CBS will have chalked up a total rating of 21.1, compared to NBC's 18.6 and ABC's 18.0. As he sums it up, "ABC and NBC won't even be in contention next season."

In his half-hour-by-half-hour breakdowns, he predicts that an unprecedented 90.9% of CBS's time periods will average a 30-or-better share (traditionally, a 30 share is considered the dividing line between success or failure), whereas only 45.5% of NBC's time periods, and 43.2% of those on ABC, will secure a 30-or-better share.

Among returning programs, Mr. Jacobs says that 68.1% of CBS's will finish first in their time periods, compared to 34.1% for ABC and 27.8% for NBC. Conversely, only 5.5% of CBS's returning shows will finish third in their time slots, compared to 33.3% for NBC and 25.9% for ABC.

In his reading of the new shows, Mr. Jacobs is forecasting four hits, three of them on CBS: *The Paul Sand Show, Planet of the Apes*, and *Manhunter*. The fourth is NBC's *Little House on the Prairie*. He figures that only two of CBS's seven new shows will finish third in their time periods (the back-to-back Friday situation comedies *Love Nest* and *We'll Get By*), compared to eight new last-place shows each on ABC and NBC.

Over-all, Mr. Jacobs says that "1974-75 will be one of television's most sterile seasons" because the networks, in fear of antiviolence crusaders both in and out of government, are in a "race to emulate *The Waltons'* image."

Sunday

	ABC		CBS		NBC	
7:00	*Fireman's Ball*	25	Apple's Way	30	Wonderful World of Disney	32
7:30	Odd Couple	27		31		33
8:00	*Sonny Comedy Revue*	26	Good Times	34	NBC Sunday Mystery Movie: Columbo, McCloud, McMillan and Wife	35
8:30		27	M*A*S*H	32		35
9:00	ABC Sunday Night Movie	28	Kojak	34		33
9:30		29		34		33
10:00		32	Mannix	33	*Rockford Files*	29
10:30		33		34		30
11:00						

in 1939, "Zhivago" in 1965. Both are from MGM.

▪ Theatrical features set for NBC's regular movie nights in the coming season, according to Lawrence R. White, vice president, programs, include "Klute," "The New Centurions," "The Candidate," "Rachel, Rachel," "The Train Robbers," "The Owl and the Pussycat," "There's a Girl in My Soup," "Shamus," "Winning," "Charley Varrick," "Mary, Queen of Scots" and "The Parent Trap." In work for the weekly *NBC World Premiere Movie* are such shows as "The Roberto Clemente Story"; "The Red Badge of Courage" with Richard Thomas of CBS-TV's *The Waltons;* a new adaptation of John Steinbeck's "The Grapes of Wrath," and an original true-life drama called "The Silencing," based on the silent treatment given a West Point cadet for allegedly breaking the Point's code of honor.

▪ Specials already set include a two-hour musical adaptation of Dickens's "Great Expectations," starring Sara Miles; a production of Oscar Wilde's comedy, "The Canterville Ghost"; a one-hour drama starring James Earl Jones and based on Theodore Taylor's "The Cay," and a 90-minute production of Noel Coward's "Brief Encounter," co-starring Sophia Loren and Robert Shaw, according to William F. Storke, vice president, special programs. The first three will be sponsored by AT&T on *Bell System Family Theater;* "Brief Encounter" by Hallmark on *Hallmark Hall of Fame.* Among other new specials added to the list were a 90-minute production of Henry Fonda's Broadway hit "Clarence Darrow" and a 90-minute *Hallmark Hall of Fame* drama, "A Walk With Destiny," commemorating the 100th birthday anniversary of Winston Churchill next November, starring Richard Burton.

▪ Three new game shows will be installed in the first three half-hours of the Monday-Friday daytime schedule, beginning in July, to provide what Lin Bolen, vice president, daytime programs, said will be "the strongest morning block we've ever given you" and help lift NBC to clear daytime supremacy over CBS and ABC. *Dinah's Place* will be replaced in the 10-10:30 NYT kickoff spot ("Closed Circuit," May 20) by a contemporary version of *Name that Tune,* starring Dennis James, effective July 29. Before then, on July 1, a cash-prize word game called *Winning Streak* will go into the 10:30-11 period, and *High Rollers,* a dice game with cash and merchandise prizes, will replace *Wizard of Odds* at 11-11:30. *Jeopardy,* being edged out of the 10:30-11 spot, will move to 1:30-2, replacing *Three on a Match.* The latter will be dropped, but its host, Bill Cullen, will preside over the new *Winning Streak.* Alex Trebek, host of the departing *Wizard of Odds,* will remain in the same time period as host of *High Rollers.*

▪ NBC is installing a major schedule of news specials in the Saturday 7-8 p.m. period next fall—a delicate point with many affiliates who will thus have important local and syndicated programing pre-empted (see page 46)—because NBC News needs, in Mr. Schlosser's words, "a strong and identifiable position where its work can be recognized and can build a growing audience."

▪ In January NBC News will devote a full evening (Jan. 9, 8-11 p.m.) to a report on the changing relationships between men and women, ranging in scope from Little League teams with girls to life styles, work styles and politics, marriage and divorce, lesbianism, male homosexuality and bisexuality, according to Richard C. Wald, president of NBC News. There will also be four prime-time *White Papers* in 1974-75, one of which may be a news-making expose, NBC News Vice President Bob Mulholland reported.

▪ A mixture of new and continuing children's shows that Joseph M. Taritero, vice president, children's programs, said should further narrow the Saturday-morning gap between NBC and the other networks and hopefully put it out in front. The 1974-75 children's schedule—whose new entries are *Wheelie and the*

Monday

	ABC		CBS		NBC	
8:00	Rookies	29	Gunsmoke	33	*Born Free*	28
8:30		30		34		29
9:00	NFL Monday Night Football	31	Maude	33	NBC Monday Night at the Movies	28
9:30		35	Rhoda	32		29
10:00		35	Medical Center	32		31
10:30		35		33		32
11:00						

Tuesday

	ABC		CBS		NBC	
8:00	Happy Days	31	*Planet of the Apes*	34	Adam-12	27
8:30	Tuesday Movie of the Week	31		34	*NBC World Premiere Movie*	28
9:00		32	Hawaii Five-O	35		29
9:30		32		35		29
10:00	Marcus Welby, M.D.	33	Barnaby Jones	28	Police Story	31
10:30		34		29		32
11:00						

Wednesday

	ABC		CBS		NBC	
8:00	*That's My Mama*	25	*Senior Year*	30	*Little House on Prairie*	34
8:30	Wed. Movie of the Week	28		30		34
9:00		29	Cannon	34	*Lucas Tanner*	28
9:30		29		34		28
10:00	*Get Christie Love*	26	*Manhunter*	34	*In Tandem*	29
10:30		26		34		29
11:00						

Thursday

	ABC		CBS		NBC	
8:00	*Everything Money Can't Buy*	24	The Waltons	44	*The Rangers*	26
8:30	*Paper Moon*	25		44		26
9:00	Streets of San Francisco	33	CBS Thursday Night Movies	31	Ironside	28
9:30		34		32		28
10:00	*Harry O*	31		34	*Petrocelli*	26
10:30		31		35		26
11:00						

Friday

	ABC		CBS		NBC	
8:00	*Kodiak*	28	*The Love Nest*	20	Sanford and Son	42
8:30	The Six Million Dollar Man	35	*We'll Get By*	20	*Chico and the Man*	32
9:00		35	CBS Friday Night Movies	32	*Sunshine*	25
9:30	*The Texas Wheelers*	27		35	*Second Start*	26
10:00	*Kolchak: Night Stalker*	28		37	*Police Woman*	27
10:30		29		38		28
11:00						

Saturday

	ABC		CBS		NBC	
8:00	*The New Land*	20	All In the Family	50	Emergency!	28
8:30		23	*The Paul Sand Show*	38		33
9:00	Kung Fu	27	Mary Tyler Moore Show	38	NBC Saturday Night at the Movies	30
9:30		28	Bob Newhart Show	37		32
10:00	*Nakia*	25	The Carol Burnett Show	35		34
10:30		28		38		35
11:00						

Chopper Bunch, Land of the Lost and *Run, Joe, Run*—will be previewed in prime time Sept. 6 at 8:30-9.

- Recognizing that hockey often gets low ratings and is unpopular with many affiliates, but feeling that its popularity is growing, NBC is negotiating to renew the current games—but only on terms that, unlike this year's, would not require presentations in prime time. The announcement by Carl Lindemann Jr., vice president, NBC Sports, drew applause from the affiliates. He also assured them there would be no letup in the sports schedule that over the years has kept NBC events in the top 10 of sports more often than those of CBS and ABC combined—and in 1973 gave NBC five of the top five and eight of the top 10 sports shows.

While concentrating on moves to improve NBC-TV's position, officials emphasized they were not losing sight of affiliates' needs. As NBC advances in the network race, they said, affiliates tend to move ahead in their own communities—and they had figures to show many such gains over the past season (BROADCASTING, May 20). Mr. Schlosser assured the delegates that NBC intends not only to be first itself but "to help each of you to be first in your communities," and called for "open, frank exchanges" not only at convention time but throughout the year to create better understandings and speed the process.

NBC Chairman Julian Goodman put it this way in his Tuesday (May 21) luncheon address: "Networks and the stations affiliated with them compete with each other at the margins for air time and national advertising. But at the center, a network and its affiliates have common cause, rely on each other, and neither can do very much without the support of the other. Your problems and opportunities locally are very similar to ours as a network company. But since ours are national, more is visible, the scale is larger and more is at stake. . . . You know where your duties lie, and we know where our duties lie. They are indivisible, and I know we will go forward together."

CTW enters co-production with CBS-TV and ABC-TV for prime-time specials

CBS-TV last week announced a long-term, exclusive arrangement for the development of prime-time, family-oriented dramatic specials with a new subsidiary of Children's Television Workshop, CTW Productions.

The workshop also announced CTW Productions would deliver a prime-time variety special this fall for ABC-TV that would star CTW's *Sesame Street* and *Electric Company* characters.

The CBS specials, appearing throughout the next season, will be "all-family in appeal," CBS said.

Children's Television Workshop said the production company was one means to defray the steady decline of government and foundation funding. In addition to its well known identification as a producer, CTW also operates commercial ventures in the sale of related records and books, and is in several cable TV operations.

Due from Wallwork: a new 'Death Valley'

Hollywood firm completes pilot with singer Merle Haggard; five one-hour music specials also to be syndicated

Les Wallwork Associates, Hollywood, has acquired syndication rights to a new half-hour version of the venerable *Death Valley Days*, with Merle Haggard, country and western singer, as series host and star of three of the episodes, Mr. Wallwork reported last week.

He said the pilot has been completed and the series will be ready for this fall but that its actual start may be delayed until January, because the FCC's projected cutback in prime access time has severely reduced fourth-quarter opportunities for new programing on many stations.

Mr. Wallwork said he also will syndicate five one-hour specials, being produced by Sam Riddle in conjunction with NBC-owned TV stations, in markets other than NBC O&O's. One of the five specials, *Touch of Gold* with Mac Davis as host and starring Stevie Wonder, has been produced. Mr. Wallwork said two others would be of that type, another would be a black music special, another a country music special.

Mr. Wallwork said *Death Valley Days* will be syndicated on a barter basis if a sponsor is obtained, otherwise it will be sold for cash. The musical specials are being offered on a cash basis, he said.

Gabriel blows his horn

Catholic broadcasters honor radio and TV programs; KPIX-TV best of all

Thirty radio and television programs will be honored Thursday (May 30) as winners of the ninth annual Gabriel Awards. Ceremonies will take place at Mountain Shadow hotel, Scottsdale, Ariz., as part of the UNDA-USA (national Catholic broadcasters association) seminar for religious broadcasters and allied communicators.

In addition to the winning programs, all aired during 1973, KPIX-TV San Francisco will receive a Gabriel for over-all excellence in TV programing; Robert Keeshan will be given a Gabriel for excellence in children's programing for his *Captain Kangaroo* on CBS-TV, and Pamela Illot, director of cultural and religious broadcasts, CBS News, will receive the personal achievement Gabriel given annually to an individual for notable contribution to broadcasting.

The television program winners:

GE Theater: "I Heard the Owl Call My Name," produced by Tomorrow Entertainment Inc., for CBS-TV Network, New York; *Christmas at the Worcester Art Museum*, produced by WSMW-TV Worcester, Mass.; *The Sins of the Fathers*, produced by NBC, New York; *Close-up: Fire*, produced by ABC News, New York; *Come Along . . . With Ulysses S. Grant*, produced by WABC-TV New York; *The Littlest Junkie: A Children's Story*, produced by WABC-TV New York; *The Questions of Abraham*, produced by CBS News, New York; *Montage: They Shall Take Up Serpents*, produced by WKYC(TV) Cleveland; "Paper Chains" (from the *Everyman* series), produced by the Church Federation of Greater Chicago for WMAQ-TV Chicago; *Close-up: Life, Liberty and the Pursuit of Coal*, produced by ABC News, New York; *Street of the Flower Boxes*, produced by NBC, New York; Gabriel Award for outstanding contributions to children's programing: Robert Keeshan (Captain Kangaroo), CBS Broadcast Group, New York; *Ladybug's Garden*, produced by Ladybug's Garden Productions, Camillus, N.Y., for WNYS-TV Syracuse, N.Y.; *8th Grade Report*, produced by Buckeye Cablevision, Toledo, Ohio; "Love Tells the Truth," produced by TeleSPOTS, Franciscan Communications Center, Los Angeles; *Anti-Drug Spots*, produced by WJCT-TV Jacksonville, Fla., for the Florida Drug Abuse Programs; *The Orphanage*, produced by Rosenfeld, Sirowitz and Lawson for WABC-TV New York; Station award: KPIX-TV San Francisco.

The radio programing winners:

John the Baptist, produced by WOWO Fort Wayne, Ind.; *The Battered American Marriage*, produced by NBC News, New York; *Dear Jack . . . BZ Remembers JFK*, produced by WBZ Boston; *Abortion: An Investigative Report*, produced by WCAU Philadelphia; *Love Notes for Listeners "Water,"* produced by the Archdiocesan Communications Center, San Francisco, for KCBS-FM San Francisco; *In Touch*, produced by the Greater Cleveland Interchurch Council and the Catholic Diocese of Cleveland for WJW Cleveland; *What's It All About*, produced by TRAV, Atlanta; *I'll Never Tell*, produced by the Archdiocesan Communications Center, San Francisco; *Mail Bag*, produced by KBPS Portland, Ore.; *For What It's Worth*, produced by the Metropolitan Detroit Council of Churches, for WRIF Detroit; *Your Last Contest*, produced by WIXY Cleveland; *Lovewords*, produced by Harry O'Connor, Hollywood, for KRLD Dallas; "Listening Is the Beginning of Understanding," produced by Bonneville Program Services, Salt Lake City, for The Church of Jesus Christ of Latter-Day Saints; *Country Crossroads*, produced by the Radio and Television Commission of the Southern Baptist Convention, Fort Worth, Tex.

Program Briefs

High-school big league. Nine Ohio television stations will carry 29th annual North-South Ohio High School All-Star Football Classic from Canton, Aug. 2. Telecast, in prime time, will be handled by Avco Broadcasting production crew from Cincinnati and fed to WLWT Cincinnati, WUAB-TV Cleveland, WLWD Dayton, WSTV-TV Steubenville, WSPD-TV Toledo, WHIZ-TV Zanesville and WTAP-TV Marietta-Parkersburg, W. Va. Sponsors so far include Capital Financial Services, Grange Mutual Companies and Coca-Cola Bottlers of Ohio.

Omaha upset. KMTV(TV) Omaha filed $50,000 damage suit against KETV(TV) Omaha and weatherwoman Donna Meyer, claiming she quit her job with KMTV 45 minutes before that station's 6 p.m. local newscast and joined air staff of KETV for its 10 p.m. newscast same day. Suit, filed in Douglas county, Neb., district court, charges "specific maliciousness" because Miss Meyer left April 29, just before Omaha stations rating period began May 1.

Vegas on view. Columbia Pictures Television will syndicate early in 1975 series of 10 one-hour musical specials to be taped at Las Vegas nightclubs over next six months. Programs will be simulcast in stereo on FM network to be set up by series producer Yuri Zabran.

Early American mini-series. ABC-TV, in association with Sir Lew Grade, managing director of Britain's ATV, and with movie producer Ray Stark ("The Way We Were"), will film Gore Vidal's best-

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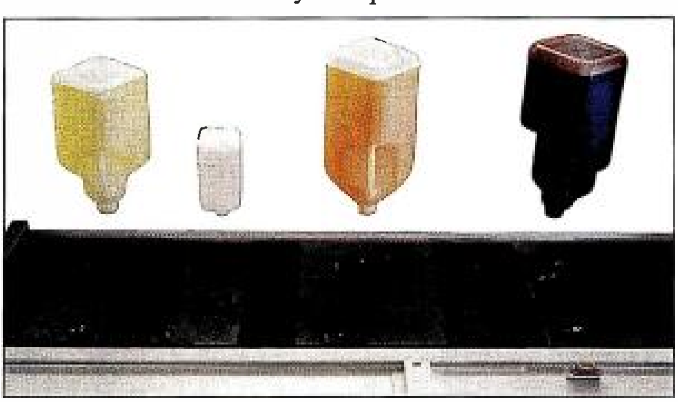

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selling novel "Burr" as mini-series, to be shown "within the coming year." Director and cast: still to be announced.

'Water World' abroad. Worldvision Enterprises Inc., New York, has acquired foreign distribution right to *Lloyd Bridges' Water World.* Series of 26 half-hour episodes focuses on aquatic wonders and events throughout the world.

Miss Teen-Ager and ABC-TV. Miss American Teen-Ager Inc., Fort Lee, N.J., has signed with ABC-TV for presentation of Miss American Teen-Ager Pageant on the network's *Wide World of Entertainment* segment on Sept. 4. Franchises to radio and TV stations now are being made available by Miss American Teen-Ager Inc., 1605 Lemoine Avenue, Fort Lee, N.J. 07024.

Bon voyage. Entertainment Corp. of America, Los Angeles, is offering *Passport to Travel,* 52-week, hour-long series narrated by Hal Sawyers, early TV on-air personality, who for past 13 years has produced and narrated program on KCOP(TV) Los Angeles.

Again. CBS Foundation has renewed $100,000 grant to Yale School of Drama, as part of program begun last year. Grant enables four or five writers (names to be announced this July) to spend full academic year (1974-75) at Yale working on plays.

More on lineup. Alto Communications (formerly Alto Fonic), Los Angeles, announces addition of three new stations to its *Big Country,* preprogramed radio format. They are: KBCM(FM) Sioux City, Iowa; KIMN(AM) Rapid City, S.D., and XERPS(AM) Tijuana, Mexico, bringing to 12 number of stations carrying 24-hour country-music library feature.

Junior now. Vidistrib Inc., Los Angeles, announces syndication of hour videotape special starring Frank Sinatra Jr. in *Junior-Las Vegas '74,* shot live at Frontier Hotel there earlier this year.

Hull for syndication. More Music Enterprises, Los Angeles, announces the availability in syndication of *Dave Hull Show,* three-hours weekly, on barter or straight buy basis. Until recently Mr. Hull broadcast daily on KGBS-AM-FM Los Angeles.

Monthly to weekly. Oidar Unlimited, Los Angeles radio feature syndicator is expanding its *Oidar Wavelength* program from single, three-hour monthly feature to one hour weekly series to be furnished stations on monthly basis beginning July 1. Barter program will have record companies as sponsors of half commercial availability; it will be furnished on trade-for-time basis to over 100 participating stations.

Coming out. Good Company Productions, Plainfield, N.J., is introducing for radio syndication five-minute series, *Tales of the Unusual.* Briton Alexander MacDougall narrates program, dealing with peculiar events in lives of ordinary people. Forty shows are available, complete with promos, station ID's and sales kit. *Good Company Productions, P.O. Box 2686, Plainfield, N.J. 07060.*

Population problems. United Nations Television is making available to TV stations 25 programing sequences filmed throughout world on problems and dimensions of population growth. Program clips may be obtained by writing to Michael Hayward, chief of Visual Service, or Daphne Brooke, chief of distribution, Visual Service, UN headquarters, New York 10017.

Si, si, fraulein. California FM station has been rebuked by FCC for running foreign language programs without knowing what they said. FCC said Sierra Madre Broadcasting Co.'s KMAX-FM Arcadia had been broadcasting seven foreign languages programs each week in spots sold to time brokers and that station's only knowledge of content came from announcer of each program. Such blind faith, FCC said, could result in violation of rules on obscenity, personal attacks, fairness doctrine, false or misleading advertising, lottery information, fraudulent schemes, political broadcasts, limitation on total commercial content, sponsorship and identification. FCC required station to submit statement of future programing policy and warned that any continued practices will be considered at license renewal time.

Networks get chance to prove that politics underlie antitrust suit

Federal judge orders government to supply relevant material

The three TV networks drew first blood in a federal district court in Los Angeles last week, when Judge Robert J. Kelleher denied a government motion to quash the networks' charge that a 1972 antitrust lawsuit filed against them was politically motivated.

The ruling was made at an all-day hearing on May 22, and permits the networks to try to prove the charge of political reprisal. ABC and CBS have filed affidavits submitted by Frank Stanton, retired vice chairman of CBS, and CBS White House correspondent Dan Rather reporting threats from Nixon administration officials (BROADCASTING, May 6).

During the hearing last week Judge Kelleher also ruled that the government must identify documents that are relevant to the networks' charges that the lawsuit is tainted by politics. And, he said, after this is done, in 60 days the networks will have the right to take depositions from former Attorney Generals John Mitchell and Richard Kleindienst.

The charge that the antitrust lawsuit was a tactic of revenge by the Nixon administration was made early by the networks and bolstered by Dr. Stanton's report of a phone conversation he had with Charles Colson, then a presidential assistant, in which Mr. Colson allegedly chided CBS for its news treatment of the administration and his added comment: "You didn't play ball in the campaign. . . We'll bring you to your knees in Wall Street and on Madison Avenue."

Media

FCC nominee Glen Robinson: Whatever his views, he would be a force to reckon with

Although broadcasters fear him as a staunch advocate of divestiture of multimedia holdings, he himself is harder to pin down; all agree, however, that with his background, he would be his own commissioner

President Nixon's record in picking FCC nominees is checkered. He has had some winners and some losers in his five years in office. Some have not even made it all the way to a Senate confirmation hearing. But few nominations have caused the kind of anticipatory chill to run down the backs of broadcast-industry members as has that of Glen O. Robinson, professor at the University of Minnesota Law School. And few seemed as likely—as some of those close to the White House selection process have remarked—to make a difference at the FCC.

Professor Robinson's was one of three FCC nominations that the White House announced on May 17 (BROADCASTING, May 20) in what constituted an effort to make the commission whole again, in terms of membership, for the first time since Nicholas Johnson left the agency early in December. That vacancy was filled, finally, by James H. Quello, whose nomination was submitted to the Senate in September and confirmed in April. But in the meantime, two other vacancies were created and another term was entering its final months.

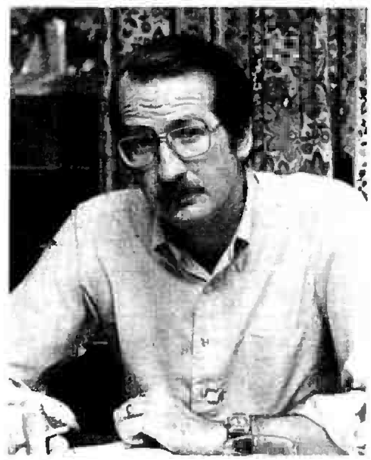
Of the three nominations, Professor Robinson's clearly commanded the attention of the group of communications attorneys and industry lobbyists who keep close tabs on such things. After three seven-year terms, Commissioner Robert E. Lee, who was being reappointed, was a known quantity—conservative, independent minded and proud, but generally reasonable and unlikely to cause broadcasters serious problems. Abbott Washburn, who was named to a term ending June 30, 1975, was also known in Washington, if not as well. He had been deputy director of the U.S. Information Agency under President Eisenhower, and head of the U.S. delegation to the 1969-71 Intelsat conference that drew up a new agreement for a global communications satellite system. So he is expected to play a significant role in international communications matters at the commission. But his nomination seemed to owe as much to his political friendships and to the fact that his nomination probably would not be controversial (when the nomination of, say, the abrasive Donald Santarelli of the Justice Department would) as to his background and experience.

But Professor Robinson, the Democrat among the three, is something else. He was in the real world of communications law, as a member of the prestigious Washington law firm of Covington & Burling, for four years in the 1960's. And since 1967, he has been in the academic world, teaching law—courses in administrative law, among other things —at Minnesota. In the process, he has acquired a broad and extensive knowledge of many of the issues confronting the commission—the arcane, sexless ones too; a highly praised work of his deals with the problems of institutional reform of radio-spectrum regulation.

But he has also acquired a reputation. Throughout his writings on broadcasting there seems to run the theme that the marketplace should be allowed to bear the principal burden of regulation, not the government. He has questioned the FCC's constitutional right to regulate programing to the degree that it does; the fairness doctrine, particularly, he seemed to regard as unconstitutional (but his thoughts on that subject were contained in an article published before the Supreme Court upheld the doctrine's constitutionality).

But if his views on commission regulation of programing appeared to reflect the position of the most libertarian among broadcasters and their attorneys ("There may be little reason to trust the judgment of broadcasters or the managers of other mass communications media, but is there any more reason to have an abiding faith in the judgment of the FCC or any other governmental agency?" he wrote in a *Minnesota Law Review* article in 1967), it is what he seemed to be offering as an alternative to such regulation that has caused concern: competition.

At a panel discussion on the fairness doctrine conducted before the House Commerce Committee's Investigations Subcommittee in 1968, he talked of "the total failure" of the commission's policies for dealing with concentration of control of media, specifically including newspaper-broadcast crossownerships. "It seems to me a lot more could be done with diversifying the market structure than has been done," he said.



Robinson

To those most concerned about where such thoughts might lead a new FCC commissioner, there is the feeling that Professor Robinson would not only favor divestiture of newspaper-television crossownerships but would be unconcerned if the marketplace caused broadcasting's displacement by cable television. What reinforces these impressions in the minds of some is that Professor Robinson's staunchest backers for the FCC appointment were Dean Burch, the former FCC chairman who is now counselor to the President, and Clay T. Whitehead, director of the Office of Telecommunications Policy (it was in fact an OTP staffer who originally contacted Professor Robinson a year ago, when the White House was considering him for the Nicholas Johnson vacancy). For not only are both Mr. Burch and Mr. Whitehead on record with expressions of concern about the concentration-of-control issue, but the degree of support they have shown cable is seen, at least in some broadcasting circles, as reckless.

Professor Robinson, who takes questions about his present attitudes toward such things with considerable patience and casualness, does not quarrel with the view that his writings indicate a preference for marketplace controls rather than government regulation. But, he adds, that is subject to qualifications. And before he is through, his position seems to evolve into one that would probably be less troubling to broadcasters than now seems to be the case.

"I'm more pragmatically oriented than those writings suggest," he said. "I've almost put myself in an adversary position to address an imbalance in the literature. If that implies a general skepticism toward regulation in many areas —fine. But I don't say the government should close down shop."

His views on crossownership, he said, reflect a preference for a course of action that does not interfere with First Amendment liberties. "You choose the least intrusive means of achieving desirable social ends," he said. "If you can do it through competition, do it, so long as you do not sacrifice other values." He noted that in his remarks before the House subcommittee, he did not call for "divestiture" of crossowned broadcast stations or for "an absolute disqualification" of a newspaper publisher as a broadcast licensee. His comments, he recalled, were made in a discussion of alternatives to the kind of program regulation the commission was then providing.

As for cable television generally, he said only that when the present cable rules were adopted in 1972, "it was generally realized" they would have to be reviewed periodically: "They are not engraved in stone." However, he has no desire to scrap them; no one does, he said. Like most other commentators on the subject of cable, he cited the need to resolve the copyright issue.

And as for the new focus of the controversy over cable—pay cable—Professor Robinson seems to hedge. He says he has views but "no crystallized judgment" that he is prepared to express. He expects to be asked his views on pay cable and a host of other matters at his Senate confirmation hearing.

But, he said, his "predisposition to competition" does not lead to granting "a free hand to pay cable." He said he is not "doctrinaire," and added that his predisposition "doesn't sweep everything before it."

At that point, his comments began to seem more akin to the arguments communications attorneys have been making in opposing the Justice Department's petitions to break up newspaper-broadcast crossownerships than to those of Justice's lawyers. The FCC, he said, works in the "interesting area" that lies beyond the question of competition. "We may not consider competition for its own sake," he said. The question is, he said, "What is the public interest behind competition?" The courts, he said, have held that "before you promote competition, you better make sure that competition promotes the public interest."

Despite his writings and public comments, or perhaps because of them, Professor Robinson is regarded by some in Washington as an enigma. Conflicting labels of "liberal," "conservative," "pro-broadcasting," "pro-cable" have been pasted on him. But one point on which those familiar with his record agree is that he will be a force to be reckoned with on the commission.

At the moment, there is only one real force there—Chairman Richard E. Wiley. He has not only the position but the intellectual capacity and sheer energy to dominate the agency. The newest commissioner, James H. Quello, who has 25 years of managing WRJ-AM-FM Detroit to draw on in meeting his new responsibilities, is not likely to challenge the chairman successfully on many issues. Nor is Mr. Washburn, when he becomes a commissioner, although deference will undoubtedly be paid to his experience in the international field.

"But," as one administration figure put it the other day in discussing the new appointments, "When Wiley looks across the table and sees Robinson, he'll see a man with a real understanding of the issues." This reflects the feeling of some in Washington that Professor Robinson will ask the tough questions—that he will challenge statements from the chair that do not seem well-grounded with, as one observer put it, "What the hell are you talking about?"

Professor Robinson was appointed to a term expiring in two years, but that probably will not induce him to avoid controversy in the hope of improving his chances of renomination and reconfirmation in 1976. He has skills as a law school professor and a lawyer. After two years on the FCC, he would have no problem finding a job, if it should come to that.

Lee, now up for another seven years, looks ahead, has no hard feelings

FCC Commissioner Robert E. Lee "isn't mad at anybody." He is simply glad the wait for his reappointment is over, and plans in the seven years of his new term to give his job all the time and energy that he can. And, he says, at 62, he is in good health.

Commissioner Lee, who is in Geneva attending a World Administrative Radio Conference on maritime communications, passed that word through his office last week, in response to requests for comment on his appointment by President Nixon to a fourth seven-year term (BROADCASTING, May 20).

The "I'm not mad at anybody" statement was apparently a reference to those in the White House, reportedly including former FCC Chairman Dean Burch, who were less than enthusiastic about Commissioner Lee being reappointed.

But he was clearly looking ahead, not backward, last week. His office reported that he said he plans to spend the next seven years doing the best job of which he is capable, and will encourage similar dedication on the part of the commission. Commissioner Lee is due back from Geneva on June 10.

Senate warms to renewal relief as antidote to Nixon-type license threats

Predictions are for adoption of bill similar to one House passed

The consensus on and off Capitol Hill last week was that disclosure of President Nixon's threat to get back at the *Washington Post* for its Watergate reporting through its TV stations' licenses (BROADCASTING, May 20) could not have come at a more opportune time for supporters of license renewal relief. "It'll be a snap," said one Senate staffer of pending legislation. "Nobody'll dare touch it now."

The sponsor of renewal revision in the House, Congressman Torbert Macdonald (D-Mass.), told BROADCASTING that the disclosure "makes us [his Communications Subcommittee members] look more than a little like statesmen." The renewal bill passed by the House earlier this month, he feels, would protect licensees from governmental intimidation because it "puts the focus on standards of performance. That's all any petition or challenge can be concerned with," he said.

Senator John Pastore (D-R.I.) reportedly termed the tape disclosure a "shocking revelation, high-handed to say the least." To Senator Pastore, who will chair hearings on the renewal-revision bill next month, the tapes "seem to settle the rumor" that the White House might have been involved in the challenges.

Last week, Senator Howard Baker's (R-Tenn.) staff was in the process of drafting a letter to FCC Chairman Richard Wiley asking about his knowledge of the incidents. But staff members were unsure whether he would send the query letter or not.

Congressman Lionel Van Deerlin (D-Calif.), second ranking Democrat on the Communications Subcommittee, on the floor of the House warned that broadcasters should "wake up before it's too late in identifying their real 'enemy.' It is not the citizen groups. . . . The real threat, it now becomes clear, lies elsewhere."

Nicholas Zapple, counsel for the Senate Communications Subcommittee, said there may be some "increased activity" at hearings on renewal revision scheduled for mid-June, though no one had approached the committee yet with such a specific topic of testimony. No matter, he said. "If it hadn't been for Watergate, the bill wouldn't have gotten this far."

One source that was tight-lipped about the incident was the House Judiciary Committee staff. It is probing intimations that the White House had a role in initiating the challenges against the *Post*-owned TV stations. The Judiciary Committee asked the FCC last March to make available its records on the two Florida cases and asked commissioners to report individually on whether the White House had contacted them on the cases. Chairman Richard Wiley said last week that there had been "no pressure, no contact" from the White House and that commission files are available to the Judiciary Committee. Each commissioner has reportedly told investigators that there has been no White House pressure.

In Florida, R. Leslie Cizek, vice president of Tropical Florida Broadcasting Co., said his group had "absolutely no" contact with the White House on its plans to file a competing application against WPLG-TV Miami. Mr. Cizek called reports of White House involvement in the challenge "ridiculous."

The Tropical Florida application has been linked to the White House through the company's president, Cromwell Anderson, a law partner of former Senator George Smathers (D-Fla.). Mr. Smathers is a long-time friend of President Nixon and introduced him to Charles "Bebe" Rebozo. "Anderson never met Nixon" however, Mr. Cizek said. Mr. Anderson could not be reached for comment.

Mr. Cizek also expressed annoyance at the news media for lack of interest in his group's side of the *Post* story. He said WPLG-TV was among the media carrying the story but that it hadn't contacted Tropical Florida for comment. WPLG-TV's news director confirmed that it had not called Tropical Florida. "There's been no local coverage of the story," he said. The station carried only the ABC News story in the regular nightly broadcast.

Principals of Florida Television Broadcasting Co. also could not be reached for comment last week. Florida Television has filed a challenge against *Post*-owned WJXT(TV) Jacksonville, Fla. George Champion Jr., president of the company, headed the fund-raising arm of the President's re-election campaign in Florida in 1972.

Nixon not the first to talk about getting back at licensees, his assistant says on 'Today'

Pat Buchanan, White House aide, sees nothing wrong in President Nixon talking about retaliation against the *Washington Post* through governmental action against its television licensees. At least Mr. Nixon did not act—whereas, Mr. Buchanan claimed last week, President Kennedy did.

Appearing on NBC's *Today* on Monday, Mr. Buchanan said that President Kennedy in "1960 or 1961" telephoned then-FCC Chairman Newton N. Minow, "and said, 'Did you see what Huntley and Brinkley did to us tonight? I want something done about that!' "

Mr. Buchanan's source was "The Politics of Lying," by David Wise. And, relying on Theodore White's "The Making of the President, 1968," Mr. Buchanan said that Senator Hubert Humphrey (D-Minn.), during his race for the Presidency, said that if he won, he would appoint the FCC members and "we're going to look into this," in reference to the networks' coverage of the Democrats' 1968 convention in Chicago.

Mr. Minow, who now practices law in Chicago, was traveling last week and could not be reached for comment. However, his administrative assistant at the time, Tedson Meyers, who is now practicing law in Washington, said he does not recall "anything of the kind" occurring. "There was nothing that could have been done," he said. "President Kennedy knew that."

Mr. Buchanan said that in view of the FCC's having approved the Post's acquisition of WTIC-TV (now WFSB-TV) Hartford, Conn., "the Washington Post Co. is an unconvincing martyr in this case." Indeed, if he had his way, he indicated, the Post's media holdings in Washington would be broken up.

He noted that besides WTOP-TV, the Post owns an all-news radio station, WTOP(AM), "the largest and most dominant newspaper" in the city, and *Newsweek* magazine. "This is really a monopoly of communications in the nation's capital," he said.

Harsher issues raised by all in Post-Newsweek, CBS challenges

Among charges FCC's asked to study: White House incitement in Miami, payola, legal misrepresentation, fraudulent billing, signal overlap

Contests for television facilities now occupied by CBS in Philadelphia and Post-Newsweek Stations in Miami heated up last week.

In Philadelphia, where its WCAU-TV on channel 10 is under competitive attack, CBS has petitioned the FCC for an enlargement of issues, charging, among other things, that Edward P. Morgan, Washington counsel to and principal in the competing applicant, had made "serious and material misrepresentations" to the FCC (BROADCASTING, May 20).

Beyond that, CBS said, the ascertainment survey conducted by the competing applicant, First Delaware Valley Citizens Television Inc., was deficient: The company did not discuss community issues with 35 community leaders it claimed to have contacted (22 were not contacted at all, CBS said); it coached 26 interviewees to weigh the over-all survey response against WCAU-TV, and it ignored procedural requirements of the FCC ascertainment primer, CBS alleged. CBS further asked for an issue over First Delaware's general competence, citing questions relating to stock transactions, conduct of principals, technical capability and financial qualifications.

In its own petition to enlarge, First Delaware asked the commission to consider possible CBS complicity in payola scandals reported last year. Noting that the president of CBS's Columbia Records was fired in the wake of the allegations now being investigated by a federal grand jury in Newark, N.J., First Delaware said: "While there is no indictment, complaint, conviction, or judgment, there is evidence that record companies, including CBS Records, have been engaging in various forms of 'payola,' 'plugola,' or 'drugola.' "

Seeking further character issues against CBS, First Delaware conjured up two ghosts from the network's past. The first was a charge that CBS in 1966 supplied revolutionaries with arms and money in exchange for the right to film a planned invasion of Haiti. The other was the charge that CBS's WBBM-TV Chicago had staged a 1967 pot party for a documentary that, First Delaware said, the station used "to hypo its ratings in Chicago."

First Delaware also asked the commission to consider issues regarding antitrust, crossownership and overconcentration of media in one area, particularly the overlap of signals from CBS-owned stations in New York and Philadelphia.

In Miami, Tropical Florida Broadcasting Co., which has filed a competing application against Post-Newsweek's WPLG-TV (ch. 10), asked the FCC to include as an issue the motives behind charges that its application was inspired by White House resentment of the Watergate coverage of the *Washington Post*, commonly owned with Post-Newsweek. Tropical Florida said the FCC should consider the basis of remarks made by Katharine Graham, chairman of the parent Washington Post Co., in an NBC-TV *Today* appearance, that White House pressure was reflected in the Tropical filing against WPLG-TV.

The Tropical petition was filed at about the time the *Washington Post* broke a story reporting that President Nixon had talked with John Dean about Post-Newsweek's license renewals (BROADCASTING, May 20). A Tropical spokesman said last week that despite the reports about the Nixon tape, "we still think that's an issue."

Tropical Florida additionally asked for issues related to "fraudulent and/or intentional overbilling," charging that WPLG-TV had intentionally oversold advertising time, misrepresented rates to advertisers, and engaged in price discrimination.

In its turn, Post-Newsweek filed a long petition asking the FCC to consider, among other things, the conduct of two Tropical Florida principals, Sanford K. Bronstein and Michael Weintraub. Citing newspaper accounts, Post-Newsweek said the FCC should make an issue of allegations that Mr. Bronstein had misappropriated funds at Miami's Cedars of Lebanon hospital, from which he was said to have been fired as president last March 30.

Post-Newsweek also sought an issue on Mr. Weintraub's financial holdings which it said included interests in companies currently defendants in antitrust suits.

Nixon tape may touch off Macdonald probe

Congressman says he's troubled by mix of politics and regulation

The chairman of the House Communications Subcommittee last week accused President Niixon of "a blatant" attempt to "politicize the control of broadcasting." Representative Torbert H. Macdonald (D-Mass.) made the charge in a speech delivered to an audience of broadcasters and churchmen in Washington.

"Not until this administration," he said, "have we seen a full-fledged paranoia about the press, and especially what I have called the Nixon network neurosis." He said he was "delighted" the connection between the White House and challenges to license renewal of Post-Newsweek stations had been brought to light, but that he was "convinced more than a year ago" that a causal connection existed. He added he is considering holding hearings on attempts to mix politics and broadcasting control.

But ethics in broadcasting have also been subjected to internal strain, he said, citing payola scandals, instances of news staging and topless radio.

The ultimate ethical test, he said, is "right on the picture tube itself; it is the reflection of our society that we are passing on to the next generation." Responsibility for that must be assigned to networks and station licensees, he asserted. And one means of keeping the latter cognizant of their ethical imperatives is through license renewal requirements, he said.

The Broadcast License Renewal Act, sponsored by Mr. Macdonald and passed by the House, provides ethical insurance, he said, by guaranteeing a hearing to legitimate challengers, retaining the weapon of petitions to deny and providing for a continuing dialogue between broadcasters and citizen groups (who, the congressman said, constitute another means of keeping broadcasters walking the straight and narrow).

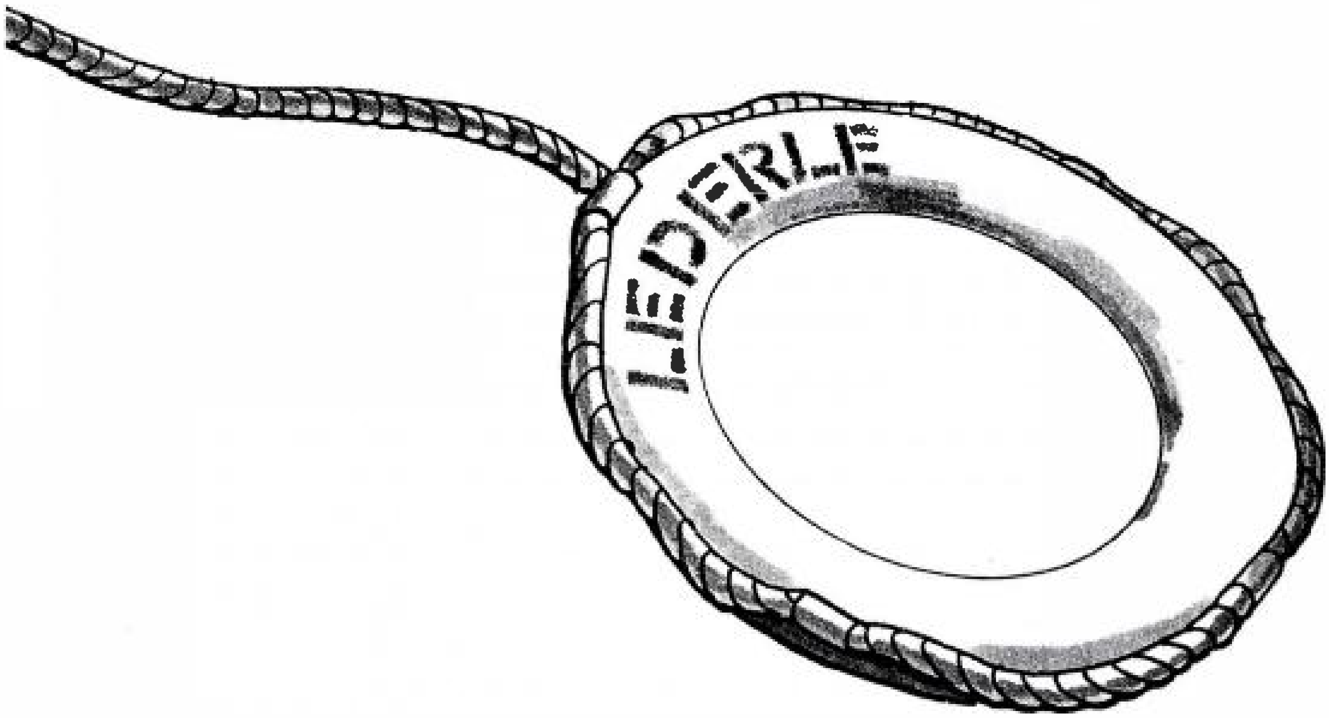
Mr. Macdonald was keynote speaker at a United Church of Christ luncheon commemorating the 25th anniversary of religious programing on CBS (which initiated its *Lamp Unto My Feet* program in 1948) and honoring Pamela Illot, director of religious and cultural affairs for CBS-TV for 20 years.

Changing Hands

Announced

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

- KLMS(AM) Lincoln, Neb.: Sold by Lincoln Broadcasting Co. to *Dubuque* (Iowa) *Telegraph-Herald* for $900,000. Principal in seller is Howard A. Shuman. Principals in buyer are F. W. Woodward et al. Buyer owns KDTH(AM)-KFMD(FM) Dubuque, Iowa, and WGEZ(AM) Beloit, Wis. KLMS operates full time on 1480 khz with 1 kw directional at night.
- KAFY(AM) Bakersfield, Calif.: Sold by KAFY Inc. to General Broadcasting Co. for $665,000, subject to adjustment. Robert E. Eastman is president of seller and is former owner of WTRX(AM) Flint, Mich. and of Eastman station-representative firm. Principals in buyer are Gerald D. McLevis, Daren F. McGavren and James A. Fosdick. They also have interest in KKIQ-FM Livermore-Pleasanton and KGOE(AM) Thousand Oaks, both Calif., and they have agreed to sell KOBO(AM) Yuba City, Calif., subject to FCC approval (BROADCASTING, April 15). KAFY operates full time on 550 khz with 1 kw directional at night. Broker was Blackburn & Co.
- WEMJ(AM) Laconia, N.H.: Sold by WEMJ Broadcasting Inc. to WTSN Inc. for $360,000. Principal in seller is O. E. Lassier Jr. Principals in buyer are Ralph Gottlieb (90.4%) and James McCann (9.6%). They own WTSN(AM) Dover, N.H. WEMJ operates full time on 1490 khz with 1 kw day and 250 w night.
- KQAQ(AM) Austin, Minn.: Sold by KQAQ Inc. to Fort Dodge Broadcasting Inc. for $325,000. Principals in seller are Esther L. Plotkin and Frances F. Arent. Principals in buyer include Max E.



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Landes, president, and own KVFD(AM) Fort Dodge, Iowa. KQAQ operates full time on 970 khz with 5 kw day and 500 w night. Broker was Blackburn and Co.

▪ KYOS(AM) Merced, Calif.: Sold by Riley R. Gibson (58% before, none after) to Maurice E. Hill (42% before, 100% after) for $190,000. Mr. Gibson is chairman of Radio One Inc., licensee of station; Mr. Hill is president and general manager. KYOS operates full time on 1480 khz with 5 kw directional at night.

▪ KURV(AM) Edinburg, Tex.: Sold by Cloyed O. Kendrick and others (55% before, none after) to W. Lloyd Hawkins (44% before, 99% after) for $131,961. Mr. Hawkins is president of Magic Valley Radio Inc. and has permit for new FM at Edinburg. KURV operates on 710 khz with 250 w directional at night.

▪ KIML(AM) Gillette, Wyo.: Sold by Anthony Edelman (50.14% before, none after) to Roy A. and Rosemary Mapel (9.67% before, 59.79% after) for $125,000. Mr. Mapel is general manager of KIML. KIML operates full time on 1270 khz with 5 kw day and 1 kw night directional.

▪ WLNO(FM) London, Ohio: Sold by Paul Dean Ford and John T. Winchester to a group of Cleveland investors headed by Reagan Smith for $100,000. Seller also owns WPFR(FM) Terre Haute, Ind. Mr. Smith formerly worked for WJW(AM) and WWWE(AM) in Cleveland. WLNO(FM) operates on 106.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker was Larson/Walker and Co.

Approved

The following transfers of station ownership were approved last week by the FCC (for other FCC activities see page 63):

▪ KANO(AM)-KTWN(FM) Anoka, Minn.: Sold by Northwest Broadcasting Co. to Community Service Radio Inc. for $530,000. Principals in seller are Stewart C. Dahl, president, et al. Principals in buyer are Thomas R. Holter (55%), Victor M. Aime (21.4%), Peter Celesnik (18%). Community Service owns WIBU(AM) Poynette and WLVE(FM) Baraboo, both Wis. KANO is daytimer on 1470 khz with 1 kw; KTWN(FM) is on 107.9 mhz with 57 kw and antenna 320 feet above average terrain.

▪ WEVR-AM-FM River Falls, Wis.: Sold by River Falls Radio Co. to Hanten Broadcasting Co. for $260,000. Principal in seller is Earl Marnach, president. Principals in buyer are John I. and Carol A. Hanten. Mr. Hanten works for KAUS-TV Austin, Minn. WEVR(AM) is daytimer on 1550 khz with 1 kw; WEVR-FM is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

▪ KJIB(FM) Portland, Ore.: Sold by Contemporary FM Inc. to Park Broadcasting Inc. for $250,000, subject to adjustment. Principal in seller is Bernard Seitz. Principal in buyer is Roy H. Park. Park Broadcasting Inc. owns WEBC(AM)

Duluth and KRSI-AM-FM St. Louis Park, both Minn.; WUTR(TV) Utica, N.Y.; WNCT-AM-FM-TV Greenville, N.C.; WNAX(AM) Yankton, S.D.; WDEF-AM-FM-TV Chattanooga and WJHL-TV Johnson City, both Tennessee; WTVR-AM-FM-TV Richmond and WSLS-TV Roanoke, both Virginia. KJIB(FM) operates on 99.5 mhz with 50 kw and antenna 870 feet above average terrain.

- KVFM(FM) San Fernando, Calif.: Sold by Spectra Properties Inc. to Pacific Western Broadcasting Corp. for $242,500. Principals in seller include J. D. Stroud, president. Principals in buyer are John J. Shepard (29.7%), Gilbert G. Gans, Elsie M. Smith, Dan Pfeiffer (each 13.5%). Mr. Shepard has interest in WTTO(AM) Toledo, Ohio; WLAV-AM-FM Grand Rapids, Mich., and KITT(FM) San Diego. KVFM(FM) operates on 94.3 mhz with 3 kw and antenna 72 feet below average terrain.
- KREI(AM) Farmington, Mo.: Sold by Cecil W. and James R. Roberts to KBOA Inc. for $150,000. Sellers also own KCHI-AM-FM Chillicothe, Mo. Principals in buyer are Maurice F. Dunne Jr. and Charles C. Earls. They also own KBOA(AM) Kennett, Mo. KREI(AM) is daytimer on 800 khz with 1 kw.
- WPAP-FM Panama City Beach, Fla.: Sold by Denver T. Brannen to Deltona Corp. for $150,000. Mr. Brannen also has 85% interest in KJIN(AM)-KCIL(FM) Houma, La.; 40% interest in permittee for new VHF at Panama City; and 60% interest in construction permit for new FM at Key West, Fla. Principals in buyer, a real estate development firm, are Frank E. and Robert F. Mackle (each 13.39%). WPAP-FM operates on 92.5 mhz with 100 kw and antenna 270 feet above average terrain.
- WKTP(AM) South Paris, Me.: Sold by Oxford Broadcasting Corp. to Robert T. and Pamela H. Healy for $131,736. Principal in seller is Gerald T. Higgins. Mrs. Healy is his daughter; Mr. Healy owns electrical contracting firm. WKTP(AM) is a daytimer on 1450 khz with 1 kw.

Comet's tale doesn't impress; FCC denies permission to sell

The FCC last week denied the request of a would-be Denver broadcaster for a time extension to complete construction of a UHF station and canceled the company's construction permit.

Saying that economic conditions prevented the company from completing construction of KTOV-TV by July 19, as set in an earlier extension, Comet Television Corp. asked the review board in oral argument April 30 for time to sell its construction permit. Such a delay, Comet said, would cost the public nothing, while it would prevent a total loss for the company, and it would be commensurate with the commission's policy of fostering the rapid development of UHF television.

But the review board rejected the request on the ground that the failure to construct was not attributable to circumstances beyond Comet's control, the usual standard for considering requests for delay. And while acknowledging that it has in the past granted such delays to allow for sales of permits, the review board said it would not do so where, as in Comet's case, no construction commitment has been made.

Sharfman rules record doesn't support charges against Overmyer costs

D. H. Overmyer has been cleared of charges that he intentionally misrepresented to the FCC the amount of out-of-pocket expenses incurred in obtaining construction permits for five UHF stations. Administrative Law Judge Herbert Sharfman held in a supplemental initial decision that while the Overmyer firm overstated the costs in applying for permission to transfer 80% of its interests in the stations to U.S. Communications Corp. in 1967, Mr. Overmyer himself did not fraudulently misstate the figures. There was "a complete failure of the record to inculpate Mr. Overmyer personally, directly or by implication," Judge Sharfman said.

The decision followed a May 14, 1973, initial decision by Judge Sharfman that although the firm had claimed over $1.3 million in expenses that the commission staff later put at $970,000, the misstatement was not intentional and did not warrant assigning Overmyer's remaining 20% in the stations to U.S. Communications without compensation (BROADCASTING, May 7, 1973). Overmyer sold the 80% share to U.S. Communications in 1967 for 80% of expenses or $1 million, with an option to sell the remainder for not more than $3 million.

After Judge Sharfman's initial decision the case was remanded by the review board for findings regarding "fraudulent misrepresentation." In his supplemental initial decision, Judge Sharfman ruled that the controversy had arisen over indirect staff expenses, not over Overmyer's direct out-of-pocket expenses of $665,386.

Stations involved in the case are: KEMO-TV San Francisco; WPGH-TV Pittsburgh; WXIX-TV Newport, Ky.; WATL-TV Atlanta, and KJDO-TV Rosenberg, Tex. The whole controversy is largely academic, since all stations but WATL-TV have been sold by U.S. Communications with Overmyer voluntarily releasing its holdings for negligible gain. However, Overmyer does stand to gain by the decision since renewal for its WDHO-TV Toledo, Ohio, has been held up pending resolution of the proceeding.

WCFL hearing is official

The FCC has designated for hearing the license-renewal application of WCFL(AM) Chicago. The hearing is to determine whether the Chicago Federation of Labor and Industrial Union Council, the licensee, deliberately misrepresented the extent of WCFL's public affairs programing. The commission acted on a petition by three citizen groups—the Better Broadcasting Council Inc., The Task Force for Community Broadcasting, and the Illinois Citizens Committee. The commission's intention to order the hearing was disclosed last month in a memorandum to the U.S. Court of Appeals in Washington, where groups had appealed the commission's action in November 1972 granting renewal without hearing (BROADCASTING, April 8). The commission vote was 3 to 1, with Commissioner Robert E. Lee the lone dissenter. Commissioner Lee, participating from Geneva, where he is attending an international conference, issued a statement asserting that he did not think a hearing could prove "deliberate misrepresentation . . . where error in licensee judgment is more likely." He favored a one-year license as sanction.

Another station is hit with fairness complaint over pay cable

Massachusetts cable owner who is also NCTA treasurer charges WWLP failed to broadcast reply to its antipay editorial last December; Baruch again chides broadcasters

A second television station has been hit with a fairness doctrine complaint by cable interests as the result of a telecast in which the issue of pay cablecasting was addressed.

J. Orrin Marlowe, vice president of Spectrum Communications Inc., West Springfield, Mass., asked the FCC to find WWLP(TV) Springfield, Mass., and its satellite, WRLP(TV) Keene, N.H., in violation of the fairness doctrine after the station did not air a reply to a WWLP editorial broadcast Dec. 2-3, 1973. The editorial, delivered by William Putnam, president of WWLP licensee Springfield Television Broadcasting Corp., came in the wake of the commission's November 1973 hearings on pay cable and the antisiphoning rules. It implied that cable industry testimony during those hearings verified broadcasters' claims that pay cable has set its sights on siphoning general interest programing now on conventional television.

Mr. Marlowe, who is also treasurer of the National Cable Television Association, filed the complaint two weeks after NCTA submitted a similar challenge against WCBS-TV New York in response to that station's news coverage of a December antipay address by CBS President Arthur Taylor (BROADCASTING, May 13). Another station, KOOL-TV Phoenix, also provided coverage of that speech, but NCTA has yet to take any action against it.

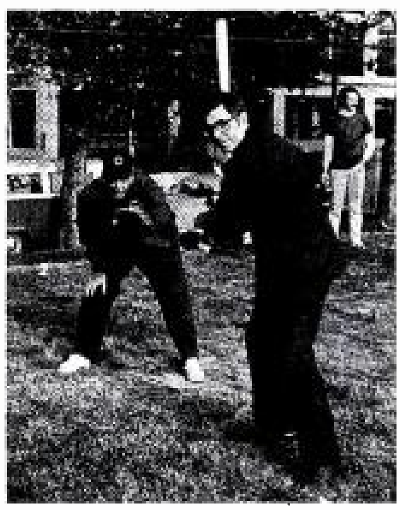
Much of the Putnam editorial consisted of a quotation from NCTA testimony during the November FCC hearings (BROADCASTING, Nov. 12, 1973). But, concluded Mr. Putnam: "Under questioning, it came out that what the pay cable people were primarily after was feature films and sports events and they didn't mean croquet; they meant baseball and the kind of event you presently see at no charge on free television. Well, we warned you."

Mr. Marlowe noted in his complaint that he requested, and was granted, permission to tape a reply to the editorial, which was done at WWLP's studios shortly after the broadcast. But, Mr. Marlowe contended, "after a period of four months I have been unable to determine why the editorial response was not used."

Mr. Putnam had a different story. At the time Mr. Marlowe taped his reply to the editorial, the Springfield president said, Spectrum was requested to provide a statement that it was a "responsible operator" complying with all the provisions of its FCC certificate of compliance. Such a statement, Mr. Putnam asserted, would be in accordance with the fairness doctrine stipulation that reply time be made available to "responsible spokesmen of opposing groups." "I still don't have it," he said. "That's the reason it never hit the air." When the statement is forthcoming, he added, so will be Mr. Marlowe's reply.

Meanwhile, the rhetorical battle between broadcasters and cablemen over the pay controversy continues, with the latest barrage coming from Viacom Communications Chairman Ralph Baruch. Mr. Baruch, chairman of NCTA's subscription cablecasting committee, said in a May 14 address in Yakima, Wash., that the television networks routinely engage in the practice of "warehousing," in which rights are acquired for programing which is not intended to be shown for some time, if ever. Claiming that the networks "insist" that other media must not be given access to these offerings in the interim period, Mr. Baruch charged such practices "make it impossible for pay cable to schedule any kind of desirable feature films less than two years old." (Two years is the limit in which pay systems may vie for films under the antisiphoning rules.)

Broadcasters, Mr. Baruch contended, "would like to relegate pay cable and cable as a whole to the kind of programing appealing to special interest groups which they themselves have relegated to relative or complete obscurity within their own programing concepts."



More than a mascot. With the coming of spring, the Washington Communications Softball League has started its second season. In defense of its league title, the commission's Cable Television Bureau has acquired the services of a seasoned right fielder, FCC Chairman Richard Wiley, who is active with the local Little League and played first base at Northwestern University. Mr. Wiley played two innings in the bureau's recent contest against the National Association of Broadcasters, went one for two at bat and was errorless in the field. It didn't help the Cable Bureau in that particular game, however; NAB triumphed 10-4. Later, the chairman took a few more practice swings with NAB President Vincent Wasilewski serving as backstop.

FCC has plenty of food for thought on crossownership

Broadcast and newspaper owners say in comments that existing regulations are sufficient to deal with abuses, if there are any; public interest groups say potential for harm is too great

The stream of crossownership comments flowing into the FCC slowed to a trickle last week, at a total of around 50, with a few stragglers still coming in five days after the May 15 deadline. Most petitioners were broadcasters, newspaper owners, or both, and predictably, most opposed strict crossownership regulation, particularly that which would bar newspaper-television combination. The mass of comments supporting the status quo and opposing divestiture boiled down to these points:

- Newspaper ownership, by its nature, is conducive to good broadcasting service.
- Diversity of viewpoints is already assured by the fairness doctrine and equal time and personal attack requirements.
- Diversity of viewpoints in small markets, where the media are controlled largely by one owner, is nevertheless enhanced by the injection of outside viewpoints from media in other markets.
- Individual media in small markets, now buoyed economically by common ownership, would not survive divestiture.
- The number of crossownerships has declined over the years, suggesting natural forces at work that obviate a need for divestiture or government intervention.
- The FCC does not have the constitutional or statutory authority to require divestiture.
- Any abuses stemming from crossownership can be checked by existing FCC tools—cease-and-desist, renewal and revocation powers—and by Justice Department antitrust regulations.

Finally, bending a little with the wind, the broadcasters argued that if there is to be divestiture, it should be applied only in markets where one owner controls the sole sources of news.

In contrast to the volume of opposition were the few isolated, and therefore conspicuous, voices supporting crossownership regulation. The one with the most authority, of course, was the Justice Department, which has been vigorously prodding the FCC along in the proceeding, both with petitions to deny individual print-broadcast combinations and with its own rulemaking proposals submitted earlier this month (BROADCASTING, May 20). Another such proposal came from the National Citizens Committee for Broadcasting, which, while preferring a flat ban on newspaper-television crossownership, offered as an alternative a two-tiered approach for regulation. The first part would bar any combination that would give a single owner control of over 30% of the media in his market. The second would provide for a hearing, to consider certain factors, for any combination totalling 20-30% of the market. Determining factors in such a hearing would be: the percentage of each medium—newspaper, television and radio—an owner holds, the extent of his media ownership in nearby markets, and the extent of his nonmedia holding in the same market. NCCB would also prohibit future cross-acquisitions and would require divesting owners to give minorities and local applicants the first shot at divested property.

Two other crossownership opponents, the Civil Liberties Union of Alabama and the Selma Project, argued in a joint filing against AM-FM combinations, a relatively cold issue since 1970 when the FCC set a policy permitting most such combinations. The commission now proposes to allow AM-FM combines with no more than 50% programing duplication, but the two groups rejected that proposal, saying "it does not give diverse voices—only different outlets for the same voice" and instead called for divestiture, saying FM is no longer the economic weak sister it was in 1970 and that combinations preclude future voices, particularly those of minorities.

The broadcasters' point that divestiture would actually decrease the diversity of voices was countered by Harvey J. Levin, an academic who has been studying crossownership at New York's Center for Policy Research since 1970. In an update of earlier findings, Dr. Levin found "no significant economic or programing effects" resulting from divestiture. The proposed rule "is quite properly grounded on the premises that 'it is better to be safe than sorry'," he concluded.

Another proposed area of crossownership regulation, radio-television, was the special concern of the Rocky Mountain Broadcasters Association, which protested Justice's proposal to break up such combinations in small markets. Revenues and profits that spawn monopolies are in major, not small, markets, RMBA said, adding that pressure on small markets would reduce local ownership, downgrade quality of programing and discourage future investments in small market broadcasting.

Simmering in the shadow of the debate over broadcast crossownership is an FCC companion proposal to dissolve co-located print-cable combinations (BROADCASTING, May 13). Opponents of such a rule adopted most of the same arguments used in the broadcast proceeding, that the FCC should use its existing power—not a new flat ban—to correct existing abuses, and that it should confine its attention to operators with control of programing and/or advertising revenues (most systems are supported by subscriptions, not advertising).

A major spokesman on the other side was again, the Justice Department, which argued that such combinations prevent a diversity of viewpoints and further, that they may inhibit development of technological innovations. The diversity argument was also the concern of NCCB and the National Black Media Coalition. The development of cable is news in itself, NCCB noted, and cable-owning newspapers may suppress such news—franchising, fees, use of access channels—reflecting unfavorably on its own system. NBMC said that crossownership may obstruct minority ownership of cable, the one medium minorities say is still open to them to any real extent. Along the same line, another public interest group, the Philadelphia Community Cable Coalition, argued that crossownership permits conglomerate control of cable, thus stifling the medium's capability for local ownership and participation.

Goodman: good offense is the best defense

He tells affiliates and all broadcasters to counter attacks by special interests

Julian Goodman, chairman of NBC, called on all broadcasters last week to resist the attacks of special-interest groups by speaking out "publicly, forcefully and persistently," so that the public "will know what is at stake and so will the legislators and regulators."

This self-defense is "essential to the future of broadcasting," he said in the Tuesday luncheon address to the NBC-TV affiliates convention, because otherwise the public will be deceived by "pressure groups who are so vocal and active that they are often regarded as representing the public at large, rather than their own special interests."

"That public supports television by viewing it on a steadily increasing basis, in numbers and hours, but the great body of viewers seldom realize how their service can be hurt at the FCC or in the Congress," Mr. Goodman asserted.

He cited recent public surveys that gave broadcasting high marks for trust and influence. "Findings such as these," he said, "along with a television viewing level that has been increasing for 11 straight years, place us in what I believe to be one of the strongest and most enviable positions in American business today. We have the respect and the attention of the public. That combination is rare these days, and we must continue —all of us—to see it maintained and to make it our personal and individual responsibility to see that it is maintained."

Concessions to NOW clear way for approval of KCST purchase

Buyer Storer amends earlier agreement with coalition

Storer Broadcasting Co. last week had reason to feel it could finally look ahead to consummation of its plans to acquire KCST(TV) San Diego, Calif., from Bass Brothers Enterprises. In return for commitments by Storer regarding the hiring of women and the presentation of programing on women's issues at the San Diego station, The National Organization for Women withdrew its petition to the FCC to deny the $12-million transfer which has been pending since March 1973.

The NOW petition was filed on Nov. 28, 1973, claiming that Storer's employment record reflected a pattern of discrimination against women that required further inquiry and raised doubts about Storer's promise to employ minority-group members at KCST (BROADCASTING, Dec. 10, 1973).

The petition was filed two months after Storer and a coalition of community groups had reached an agreement that appeared to have headed off a petition to deny the transfer application. NOW was a member of the coalition but split off to carry on its opposition.

The latest agreement makes these points:

Of all new employes hired for top-level jobs—professionals, sales, officials and managers, and some technicians—45% will be women. The hiring rate will remain in effect until the percentage of women in those jobs equals the percentage of women in the area's labor force (38.7%).

As for replacements in top-level jobs, 40% will be women until the labor force percentages are equalled in those categories.

And 50% of all on-the-job trainees for jobs as technicians at KCST will be women until the labor-force percentage is equaled.

Storer's programing commitments include a promise to devote at least 12 prime-time programs to women's issues in the first two years Storer is licensee of KCST. These programs would be among the programs to which Storer has already committed itself in its agreement with the minority coalition.

Storer also said it will avoid sex stereotypes in its locally produced children's programs, will cover newsworthy women's sports events, and will devote a "reasonable percentage" of public service announcements and public access PSA's to women's issues and minorities.

The agreement, in addition, commits

Storer to finance three technical scholarships for minorities and women (at least two of them for women) each year, to put a woman and a minority-group representative on the station's editorial board and at least one woman on camera within six months after the transfer is completed.

Storer, which has assured NOW that the company does not discriminate on the basis of sex or race in picking members of its board of directors, named aviatrix and businesswoman Jackie Cochrane to its board on April 30.

Media Briefs

More on Philadelphia. Philadelphia citizens group last week filed update of 1972 petition seeking enjoinment of alleged equal employment violations by 28 Philadelphia radio and TV stations. Citing March 31 report of Philadelphia Commission on Human Relations that "minorities and women are concentrated in the low-paying, relatively nonresponsible jobs and are vastly underpaid in the higher pay decision-making positions," group asked FCC to hold up license renewals and to conduct public hearings, investigation, including into the stations' employment practices.

Growing Trendex. Trendex Inc. announced last week that following New York stations have signed up for its new telephone-recall "Radio Report" measuring audiences in New York metropolitan area: WCBS-AM-FM, WNEW-AM-FM, WOR-AM, WXLO-FM, WRFM(FM) and WRVR(FM). One agency, Ogilvy & Mather, has also adopted new report, which was issued last week (and based on interviewing conducted in March and April).

Encore. Robert W. Ferguson (c) of WTRF-TV Wheeling, W.Va., was re-elected chairman of the NBC-TV affiliates board of delegates at the affiliates convention in Los Angeles last week. J. S. (Dody) Sinclair of WJAR-TV Providence, R.I., and Fred Paxton of WPSD-TV Paducah, Ky., were named vice chairmen—Mr. Paxton by election, Mr. Sinclair by re-election—and Norman P. Bagwell of WKY-TV Oklahoma City was re-elected secretary-treasurer. Two new members were elected to the board: Alan Land of WHIZ-TV Zanesville, Ohio, and Ancil H. Payne of the King Broadcasting Stations. They succeed retiring members George C. Hatch of KUTV(TV) Salt Lake City and H. Ray McGuire of WALA-TV Mobile, Ala., who also has been serving as a vice chairman of the board. With Mr. Ferguson in this picture are Julian Goodman (l), NBC chairman, and Donald Mercer, vice president for station relations.

Many happy returns

The International Telecommunication Union commemorated the anniversary of its founding with the celebration of the 6th World Telecommunication Day May 17.

The theme for the day was "Telecommunications and Transport," in acknowledgment of the interdependency of international transport systems—aircraft, ships and land vehicles—and telecommunications systems. The day falls during the World Administrative Radio Conference for Maritime Mobile Telecommunications meeting in Geneva April 22-June 8.

Radio continues to be everywhere

Radio listening in 1974 is continuing at the same level as in 1973, according to a new RADAR survey released last week.

More than 96% of people 12 years of age and older (159 million persons) listen to or hear radio during the course of a week and about 82% (136 million persons) listen to or hear radio during a typical individual day, the study revealed. Compared to 1973, the 1974 RADAR showed also that in terms of day parts, there have been only slight changes in listening levels in the two years.

The survey was conducted during a four-week period ended last March 27 by Statistical Research Inc., Westfield, N.J., among a probability sample of persons throughout the country. The study provides quarter-hour and cumulative audience estimates for all radio stations (AM and FM) and for affiliated stations of each network individually and combined.

The report is one of three volumes that will be produced on the basis of the RADAR data. Two additional volumes will be issued this summer supplying network audience estimates for cleared programs—one including and the other excluding commercial exposures.

The RADAR study also reveals that 66% of radio usage takes place in the home; 16% in automobiles and 18% outside the home in places other than autos.

The 1974 study is the 10th consecutive RADAR (Radio's All Dimension Audience Research), a project jointly sponsored by the ABC, CBS, Mutual and NBC radio networks. The report and special tabulations are available on a subscription basis to advertisers and agencies.

Horton settles differences with Chapman for a price

Former broker pays latter $10,000 to drop suit that charged him with violating noncompetition contract

A feud between two broadcast-media brokerage firms since January 1973 has been resolved in an out-of-court settlement.

After two days of hearings on a suit brought against Keith W. Horton Co., Elmira, N.Y., by Chapman Associates, Atlanta, the former last week agreed to pay Chapman $10,000 as settlement for its alleged violation of a 1964 noncompetition contract. In addition, Keith Horton, president of the Elmira brokerage, agreed to refrain from doing business in Georgia and Florida for the next three years.

Chapman had sought to enjoin Horton from working on broadcast and cable TV transfers in four states—New York, Pennsylvania, Georgia and Florida. The first two constitute the cornerstone of Horton's present market. Chapman also sought damages equaling 45% of Horton's broker commission on two specific sales—those of WKOP-AM-FM Binghamton, and WBUZ(AM) Fredonia, N.Y.—plus like commissions on current and future Horton sales in the affected states.

Mr. Horton, who was a vice president and 10% stockholder in Chapman from 1964 until he left to start his own company in January 1973, had been accused of violating a clause in his original contract with Chapman which purportedly prevented him from brokering sales for firms other than Chapman in certain regions.

ABC Radio, ARB working to measure all markets

Idea is to get complete comparisons with TV areas of dominant influence

A new ratings system for network radio geared to market measurements by TV's Areas of Dominant Influence (ADI) is being developed by ABC Radio and tested by the American Research Bureau.

ABC has already tested the system in five of 56 ADI areas representing 70% of the U.S. population measured in ARB's 68-market October-November 1973 sweep. The network is seeking support from CBS, NBC, ad agencies and advertisers to complete the research, so that the population would be sampled entirely by spring 1975. Meanwhile, ABC is sustaining the survey's cost through "beneficial prices" by ARB. ABC says the system is more accurate and more complete than current methods and will enable buyers to compare radio with TV on a valid geographical basis.

Al Pariser, ABC Radio director of research, said the new system will measure unduplicated audiences and cover 100% of population. Station filtration into distant markets—"spill-out" and "spill-in"

Matchmakers. A rare event for a network affiliates convention occurred at NBC-TV's last Monday (May 20) when Harry A. Le Brun, general manager of Scripps-Howard Broadcasting's WPTV(TV) Palm Beach, Fla., and Sue Spencer of Orlando, Fla., and Los Angeles, were married in a noontime ceremony in the NBC hospitality suite at the Century Plaza hotel. Mort Watters (r), chairman of the executive committee of Scripps-Howard Broadcasting, was best man; Mrs. Watters (l) was matron of honor. After the ceremony the couple left for the NBC-TV affiliates luncheon, where the marriage was announced by Don Mercer, NBC station relations vice president.

—will also be measured. Most nonmetropolitan filtering stations are never measured, said Mr. Pariser, noting that 800 of ABC's 1,300 primary radio affiliates are not measured at all. The ADI system would combine small stations into mini-networks for purposes of group ratings. The station's entire market penetration is made available and each station's total audience is credited to it according to the listener percentage in each ADI infiltrated by the station. By ARB's April/May 1975 sweep, new radio system is slated to include some 143 ADI markets representing 100% of population.

Waiver to allow phone ascertainment protested

Charging that the FCC is setting policy without following rulemaking procedures, the National Black Media Coalition last week petitioned the commission for a reconsideration and stay of an April 18 letter approving telephone interviews for ascertainment purposes (BROADCASTING, April 29).

Responding to questions raised by the president of the Southern California Broadcasters Association, the FCC ruled that, for energy-saving purposes, stations could use telephones to interview leaders outside the city of license. But noting that the FCC is currently considering a rulemaking proposal and comments on ascertainment, NBMC protested that the April 18 letter bypassed standard policy-setting procedures.

"We do not know how the commission voted, what reservations (if any) various commissioners may have expressed, or even precisely why the action was taken," NBMC said.

Promotion people face loaded schedule in Atlanta next week

How-to workshops dominate three-day convention program

The annual Broadcasters Promotion Association, meeting in Atlanta June 6-8, has finalized its slate of speakers and developed an agenda heavy on the workshop side.

The meeting, to be held at the Hyatt Regency hotel, will open Thursday (June 6) with a welcoming address by Atlanta's mayor, Maynard Jackson. Also scheduled to speak during first-day morning activities are Vic Meinert Jr., national promotion and merchandising manager for Coca-Cola USA, and Harley Flaum, president of the Radio Band of America. Luncheon speaker will be John Byron Hackett, vice president-director of consumer affairs, J. Walter Thompson Co. Edwin H. James, BROADCASTING vice president and executive editor, will address an afternoon general session. The Friday general session speaker will be Dr. Frank N. Magid, president of the Magid Co., radio and television research firm.

Workshops scheduled throughout each of the three days focus on such topics as ratings, budgeting, working in a management team, media selection, on-air promotion production, outdoor advertising and cable TV. Saturday afternoon will feature an "idea exchange" with 11 different sessions covering the how-to's of public affairs, contests, merchandising, multimedia, special events, graphics and design.

Children's ad plan draws heavy fire

Consumers and FTC find long-awaited NAD program to be inadequate, but advertisers stick to their guns

After eight months of meetings between advertisers, consumer groups and the Federal Trade Commission, the industry side made public its plan for policing children's advertising (BROADCASTING, May 20) at a joint industry-consumer subcommittee meeting last Monday. But as far as consumers and the FTC are concerned, that action will not be the end of the controversy. Consumers, more concerned about the sins of omission than commission in the industry plan, last week cracked the whip over the FTC, asking for rulemaking actions to fill in the gaps. And the FTC, for its part, indicated the industry plan was not sufficient in itself to halt the staff investigation of enforcement alternatives.

Both consumer and FTC spokesmen expressed dissatisfaction that the industry plan—which brings into play a special children's ad unit within the Council of Better Business Bureaus—will use as its initial review standard a two-year-old set of guidelines developed by the Association of National Advertisers. Peggy Charren, president of Action for Children's Television, said that the industry plan, developed independently of consumer recommendations, was a "slap in the face" to consumers' efforts on the FTC subcommittee. (Consumers in January proposed a detailed code to address specific product types and ad approaches, and resubmitted a tightened version at Monday's meeting.) J. Thomas Rosch, director of the FTC's Bureau of Consumer Protection, said that there was little new in the industry program and that he saw "nothing in the proposal that could or should deflect our current law enforcement efforts."

In addition to objecting to the ANA standards because they fail to incorporate consumer recommendations, consumers are saying that the guidelines—which deal in relatively general terms with questions of safety, social values, reality and fantasy, product characteristics, comparative claims, use of program hosts, pressure to purchase products, and factual substantiation—lack teeth. The guidelines are open to subjective interpretation and are so general that "advertisers could make any commercial in the world," Mrs. Charren said.

Nor were the consumers impressed with industry's enforcement mechanism, the new National Advertising Division children's unit. It does not offer a prescreening mechanism, nor does it include consumer representatives on its advisory panel. And what it does do is nothing new, consumers argue. Mrs. Charren pointed out that NAD could have handled children's ad complaints under its original structure. And Mr. Rosch opened the FTC meeting by challenging advertisers to demonstrate how their plan was "anything but a license for the status quo."

In a statement issued after the May 20 meeting, consumers called the industry plan a "rchash of what they said in August" and said they would ask the FTC to act. Robert Choate, chairman of the Council on Children, Media and Merchandising, made good that promise. In a letter dated May 21, he told FTC Chairman Lewis Engman the private effort had "failed." He urged Mr. Engman to "lead the FCC into taking a stand" on broadcast-related matters and suggested two courses of action for the FTC—to issue a "blanket rule or standard which, in effect, declares all children's advertising to be unfair unless it meets a series of standards," or to develop rules or guides on an issue-by-issue basis "which upon their announcement seriatim would indicate to businessmen that the longer they stall, the less flexibility there will be in a children's code or standard."

While industry members agree that change under their program will not be as rapid as consumers may have preferred, the NAD development, they argue, provides a flexible, enforceable system with a proven track record (the National Advertising Review Board and the NAD, its investigative arm, have been in existence two and a half years) and is backed by industry, which is putting up approximately $150,000 for the two-year startup.

Specifics of the plan presented at Monday's meeting include:

- A newly appointed director of Children's Advertising Review, Emily Griffin, to direct the activities of the children's ad unit. Ms. Griffin is a former vice president of Compton Advertising.
- Addition of seven or more NAD consultants chosen for their "experience, credentials and reputation in the field of child behavior" as well as their "objectivity," according to R. P. Campbell, CBBB senior vice president. He anticipates the consultants as a group will contribute "100 man/woman days of work per year" to the NAD in commercial review, complaint investigation and advisory opinion.
- Stepped up monitoring efforts with major advertisers such as General Mills, Kellogg, General Foods and a number of toy manufacturers supplying prints of commercials at the time the ads are "first aired broadly."
- Use of the ANA guidelines as "initial" standards with the possibility for modification and amplification that further research or operational experience may dictate.

The unit has also been charged with responsibility of going beyond the truth and accuracy of ads to consider "fairness in dealing with a child's limited perception and understanding of the world around him," according to John Macy Jr., CBBB president.

In response to the consumer criticism of the selection of the ANA code, Mr. Campbell said that use of a set of principles is "really more stringent and more effective than a detailed code" because it provides the flexibility to deal with a wide variety of commercials. And as for the consumers' other main concern—lack of representation on the advisory panel—he said public access is possible both in initiating complaints about specific ads and in nominating the NAD consultants.

What the NAD program "does not and cannot" do, he said, is deal with what products may be advertised to children, the propriety of advertising to children, TV programing, or broadcast time standards.

Whether the FTC or the FCC will fill in those holes will depend, at least in part, on the operation of the NAD plan. Mr. Rosch said he preferred to "defer final judgment" on the program until it becomes operational in four to six weeks, when consultants are named. In the meantime, the FTC staff is continuing to explore a number of problems the consumers had raised in their proposed code, but no action is expected until the investigation is completed, in about six weeks. In addition to rulemaking, the FTC is also considering the possibility of more rapid action in the form of guides or policy statements that would indicate to advertisers the type of practices the FTC commission may challenge as unfair.

Backer. General Foods has been signed as primary sponsor of *The Dipsy Doodle Show,* one-hour childrens special produced jointly by Metromedia Television, Capital Cities Communications and Storer Broadcasting. Billed as educational, entertaining and patriotic, the show features an animated character who is direct descendant of Yankee Doodle. Eighteen stations will broadcast it in prime time late this month and plan to repeat it in December; thus far, 26 of top 30 markets have been cleared, with SFM Media Corp. acting at the managing agency.

Although others hang back, new CBS policy on slow payment seen as hurrying things along

The main effect of CBS-TV's new contract provision bestowing "sole liability" on certain network-approved ad agencies will be to speed up payment of bills. That was the conclusion of a number of agency and network people who were asked for their thoughts last week on the new CBS policy, which was revealed earlier this month.

The network's sole-liability clause states that the ad agency is the "principal" in the agreement, not the sponsor whose product is being spotlighted in the commercial time periods. In return for this vote of confidence by CBS (the American Association of Advertising Agencies has been seeking sole agency liability for many years now), the agency must agree to pay the bill for the network time "within five days after the date such payment is due," according to the wording of the provision. If the agency fails to meet this deadline, then sole liability shifts to the sponsor, who is notified immediately of the agency's foot-dragging.

Richard Tonge, an assistant controller at CBS, says that the network hopes agencies will come to regard the threat of such notification as serious enough to make them think twice about hanging on to the client's money beyond the five-day deadline. But Mr. Tonge also makes clear that CBS will apply this provision only to "good-paying, full-service agencies," whose credit ratings have been "carefully checked."

Agencies that don't pass muster will have to content themselves with being the "agent" for the "disclosed principal" —in this case, the advertiser.

Sources at ABC and NBC said that, at least for now, they would continue to regard the advertiser as the principal, even when dealing with agency giants such as J. Walter Thompson, Leo Burnett and BBDO. "But the big agencies should be held accountable," argued Robert Lyman, the senior vice president for finance at Benton & Bowles. "An agency's position can't help but be eroded when it's bypassed in favor of the advertiser."

Industry insiders say ABC and NBC continue to insist on making the advertiser solely liable at least in part because of the recent declarations of bankruptcy by Lennen & Newell (in April 1972) and by U.S. Media International (in October 1971). ABC, for example, still has a suit pending against Stokely-Van Camp, which, according to an industry source, paid Lennen & Newell without realizing that the agency was in its death throes, and is now balking at

"Isn't it terrific, Sandy?"

RALPH EDWARDS
1717 NORTH HIGHLAND AVENUE
HOLLYWOOD, CALIFORNIA 90028

MAY 20TH
1974

DEAR SANDY:

WHEN YOU CONSIDER WHAT'S HAPPENED IN JUST SIX MONTHS -- IT'S ABSOLUTELY TERRIFIC!

ONLY SIX MONTHS AGO YOU CAME TO US WITH A PROPERTY AND BEFORE YOU LEFT, MY COMPANY AGREED TO PRODUCE A BRAND NEW, UP-DATED, PILOT OF IT -- THE ALL TIME MUSIC GAME SHOW, NAME THAT TUNE. WE MADE THE PILOT, ALRIGHT, AND YOUR COMPANY HAS DONE A FABULOUS JOB IN SELLING IT.

WE THINK TUNE WILL BE THE NO. 1 PRIME ACCESS HIT FOR THE NEW SEASON AND FOR MANY SEASONS TO COME! HARRY SALTER WILL BE PROUD.

BUT THE BIG NEWS FOR BOTH OF US IS THAT "SOMEBODY UP THERE" AGREES WITH OUR JUDGMENT OF THE HIT POTENTIAL OF NAME THAT TUNE. NBC-TV JUST ANNOUNCED AT ITS AFFILIATES MEETING HERE, THAT BEGINNING THIS SUMMER, NAME THAT TUNE WILL "KICK OFF" THE MONDAY TO FRIDAY LINE-UP OF THE NO. 1 DAYTIME NETWORK!

CONGRATULATIONS ON THE SALE OF OUR SHOW TO THE NBC TELEVISION NETWORK. CONGRATULATIONS AGAIN ON THE GREAT SYNDICATION SALES RECORD YOU'RE RACKING UP.

AND THANKS FOR COMING TO US WITH NAME THAT TUNE.

BEST PERSONAL REGARDS,

Ralph

RALPH EDWARDS

MR. SANDY FRANK
635 MADISON AVENUE
NEW YORK, NEW YORK 10022

"No, Ralph, it's super!"

Sandy Frank Film Syndication Inc.

635 Madison Avenue, New York, N.Y. 10022 • (212) 628-2770

May 19,1974

Mr. Ralph Edwards
RALPH EDWARDS PRODUCTIONS
1717 North Highland
Hollywood, California 90028

Dear Ralph:

I don't know which of us got the "hot line" phone call first, but who cares!

The super news is that Lin Bolen has ordered our NAME THAT TUNE to add to the NBC Television Network's powerful daytime line-up, starting this summer!

I can't tell you what a lift the network sale of NAME THAT TUNE has given me, and our entire company. It's a tremendous endorsement of you and your creative team, Ralph, that NBC is airing your version of television's all time top musical game hit.

We have so much going for us. Music. Nostalgia. The "new look" you've given the show.

The way I see it, we'll have six hits a week: The Monday-Friday NBC-TV strip, and the prime access half-hour, too.

It's a pleasure to work with professionals -- Ralph Edwards Productions, and NBC-TV.

Again, best wishes.

Warmly,

Sandy

SF:em

NAME THAT TUNE, one of TV's all time smash musical hits, is coming back to network television starting this summer, as a Monday-Friday strip on the No.1 daytime network, NBC-TV!

shelling out a second payment for the same commercial time.

A contract that Metromedia has worked out with J. Walter Thompson would take the advertiser off the hook if it made the payment to its agency without realizing that that agency was about to go bankrupt (BROADCASTING, May 13).

Regulators to meet the regulated at AAF convention

Heads of FCC, FTC, NARB to address Washington gathering

With a speakers line-up that's heavy on the side of government regulators and lawmakers prominent in the advertising arena, this year's American Advertising Federation convention June 1-5 at Washington's Statler Hilton hotel may prove to be a forum for airing some major ad-related issues.

FCC Chairman Richard Wiley is luncheon speaker June 4—to follow a June 3 address by Federal Trade Commission Chairman Lewis Engman and to precede a talk by Edwin E. Etherington, chairman of the National Advertising Review Board.

A Monday morning (June 3) general session on the quality and future of life in America will feature Senator Lowell Weicker (R-Conn.), syndicated columnist Jack Anderson and R. Heath Larry, vice chairman of U.S. Steel. Following Mr. Engman's speech there will be addresses by AAF Chairman John R. McCarty and Ira Millstein, of Weil Gotshal & Manges, New York, and formerly on the American Bar Association committee that recommended major FTC reforms. He will be followed by Jonah Gitlitz, AAF executive vice president, who will focus on public issues facing advertising in a Tuesday afternoon presentation. The AAF board meeting is scheduled for late that afternoon.

Tuesday morning Senator Henry M. Jackson (D-Wash.) will address the general session. A panel on political advertising will also be held that morning, featuring, among others, Herbert Klein, vice president, Metromedia and former White House director of communications, and Samuel Archibald, executive director of the Fair Campaign Practices Committee, Washington. A Tuesday afternoon panel on advertising and the law will include J. Thomas Rosch, director of the FTC's Bureau of Consumer Protection; Mary Gardiner Jones, University of Illinois law school and former FTC commissioner; Gilbert Weil, Weil & Lee, New York; Nancy Buc, AAF counsel with Weil Gotshal & Manges, New York, and Michael Pertschuk, chief counsel to the Senate Commerce Committee. The panel will be moderated by AAF President Howard Bell. The AAF business meeting will follow.

Saturday (June 1) will be devoted to business and management meetings and Sunday to local ad-club management with panels on advertising information, local advertising review boards, communicating with government, public service advertising and club management techniques.

Katharine Graham, publisher of the *Washington Post*, will speak at a brunch that day honoring advertising women of the year. They include: Billie Brown, vice president and director of corporate communications, Cunningham & Walsh, New York; Janet B. Covington, assistant program director, WMAR-TV Baltimore; Jacqueline DaCosta, vice president and director of media information and analysis, Ted Bates & Co., New York; Elizabeth J. Heighton, associate professor, telecommunications and film department, San Diego State University; Joan Lipton, vice president-creative director, McCann-Erickson, New York, and Shirley Young, executive vice president and director of research services and marketing, Grey Advertising, New York.

AAF hall of fame presentations will be made at the June 4 luncheon to Raymond Rubicam, retired head of Young & Rubicam International, and the late James Webb Young, formerly of J. Walter Thompson. They will be honored for their contributions to the advancement of the social and economic values of advertising and the applications of their expertise to public service.

Wednesday June 5, will be devoted to AAF district meetings with congressional representatives.

The AAF/ADS national student advertising competition is June 1.

TV piggybacks on radio. When Doyle Dane Bernbach production crews were preparing in February to record singer Nancy Wilson for a Stroh's beer spot radio commercial, someone came up with the idea that the studio recording session should be filmed. Ordinarily, musicians and singer record a commercial jingle in separate sessions, but a major artist such as Miss Wilson is allowed the atmosphere of responding to live musicians. The agency hired the Maysles Brothers, a leading documentary film production company *(Gimm Shelter, The Salesman)* to shoot the New York session. The result: An unusual 30- and a 60-second color TV commercial about the making of a radio commercial. The 30-second TV spot and 30- and 60-second radio spots premiered last Wednesday (May 22) in the first of three 13-week Stroh campaigns in 36 TV markets and 41 major radio markets in a ten-state area in the East. The 60-second TV spot will run in the next 13-week cycle. Another celebrity TV spot starring Conway Twitty, country-western singer, is being considered although it will have a different approach. The commercial with Miss Wilson features her version of a song by Garry Sherman and Stanley Kahan with the Stroh theme "From one beer-lover to another." TV commercial producer is Joe Rain, radio producer is Shirley Walker. The commercial air date was delayed six weeks while the Detroit-based brewery's employes were on strike.

Canada wants to ax imported commercials

CRTC says voluntary efforts toward that goal have been too slow; in separate action, commission gives pay-cable billing option

The Canadian Radio-Television Commission has proposed a rulemaking that would require Canadian broadcasters to use more commercials produced in that country.

Saying that "progress has been slow" in getting advertisers to voluntarily increase use of home-grown commercials, the commission proposed that radio and TV stations be required to convert to Canadian-made advertising. Under the proposal, effective Oct. 1, 1975, no AM or FM stations "shall broadcast any recorded commercial message that has not been produced and recorded in Canada." The rule would define "recorded commercial message" as one that mentions an advertiser, an advertiser's product or service, or a radio program, and, the CRTC said, that would include musical identifications of stations, but not public service announcements.

As the proposal would apply to television, stations and networks would have to obtain from the commission registration numbers for each commercial, issued upon receipt of the advertiser's name and address and the commercial's title. Subsequently the registrants would have to provide, in quarterly reports, "information concerning the production of the commercial(s) concerned." This too would be effective Oct. 1, 1975, and the commission said it would expect the proportion of Canadian-originated advertising to increase to 70% by Sept. 1, 1976, to 75% by a year later, to 80% a year later, with new objectives to be determined in 1978. The commission said it would use the production information to monitor progress toward these goals.

In a separate action that gave pay cable operators an option as to how they could bill subscribers, the CRTC informed 10 licensees that they could provide pay service, using converters, in either of two ways. The first would involve providing converters with the added service and billing subscribers for both as part of a basic monthly charge. Under the second, subscribers would pay for basic and additional service in a monthly charge, but they would obtain converters under a separate arrangement.

The commission said its purpose for the action, which it says is temporary, is to remain flexible, and it warned licensees that approval is conditional pending technical certification of both the proposed converter service and the proposed use of mid and super band channels for signal carriage.

A mixed bag. David Ogilvy, reviewing for the American Association of Advertising Agencies the major changes in advertising since he helped found Ogilvy & Mather 26 years ago, listed television third (after growth in volume and move into international markets): "Between you and me, I think it did civilization no particular good when advertising was allowed to finance television, but I cannot deny that it is the most efficient selling medium for a lot of products. And, my God, how difficult it is to use."

NBC fall sales boom

Late announcing of schedule causes some changes in buying pattern, but network says pace surpasses '73

Two of NBC-TV's new 1974-75 series, *Chico and the Man* and *The Little House on the Prairie*, and the long-running *Wonderful World of Disney* already are virtually sold out for fall, Mike Weinblatt, sales vice president, announced during the NBC-TV affiliates convention last week.

He said new-season sales have reached higher levels than at this time a year ago, foreshadowing "a very healthy year ahead," although the big up-front buyers —those committing early to large long-term packages—seem as a group to be moving more deliberately (BROADCASTING, May 20).

"The up-front selling period for 1974-75 prime time will probably stretch a little longer than a year ago," Mr. Weinblatt said, "largely because the expected late announcements of fall network schedules allowed many advertisers to take their time in setting budgets. Sales plan activity and orders are now in full swing. Initial reaction from agencies and clients alike on our program development has been most encouraging."

Buying interest, he said, is evident throughout the network schedule: "*NBC Nightly News* is enjoying the greatest sales demand we've ever experienced—and the same is true for daytime. Our 1974 National Football League schedule is virtually sold out and so is the fourth quarter for our children's programing. The *Today* and *Tonight* shows are riding all-time peaks."

MarkeTrends spreading wings

Plans to expand its radio ratings service from five markets now to eight within a few months and to 20 by mid-1975 were announced last week by MarkeTrends Inc., Chicago-based marketing and media research firm. The company employs a telephone interview, 24-hour recall technique and currently produces radio estimates eight times a year for the Chicago, St. Louis, Cincinnati, Kansas City and Indianapolis metro markets, according to Henry A. Copeland, president, and David H. Henkel, executive vice president. They said they plan to launch initial field work this summer in New York, Detroit and Dallas.

Network, spot TV in '73 nudge $2.6 billion

P&G continues as kingpin buyer with $220.9 million billings; Dynamic House's $14.5 million leads six newcomers in top 100

Combined network and spot TV advertising in 1973 rose 9.4% to $2,594,854,900, according to figures released last week by the Television Bureau of Advertising.

In announcing its annual top 100 advertisers and the combined network and spot TV category reports, TVB singled out five classifications that made striking gains during 1973: records and tapes, radio and TV sets, up 54% to $105.4 million; office equipment, stationery and writing supplies, up 47% to $31.2 million; apparel, footwear and accessories, up 32% to $99 million; travel, hotels and resorts, up 30% to $64.8 million; building materials, equipment and fixtures, up 27% to $35.5 million.

Six newcomers joined TVB's top-100 circle. They are Dynamic House Inc. (records), which spent $14,550,300 in 1973 (nothing identifiable in 1972); Montgomery Ward, $12,266,600, up 68%; Toyo Kogyo Co. (Mazda), $9,502,000, up 243%; Tampa Marketing Corp. (records and tapes), $8,427,000 (nothing identifiable in 1972); Florida Citrus Commission, $8,427,400, up 48%, and International Business Machines, $7,920,000, up 415% from year-ago figures.

Nine of television's top 10 registered gains. The exception was Ford Motor Co., which spent $64.7 million, down 4% from 1972. Procter & Gamble continued as the leading television spender with expenditures reaching $220.9 million, up 17% from 1972.

Other increases in the top 10: General Foods, up 16% to $113.5 million; American Homes, up 13% to $108.4 million; Bristol-Myers, up 24% to $91.3 million; Colgate-Palmolive, up 10% to $77.7 million; Sterling Drug, up 7% to $71.9 million; General Motors, up 25% to $68.4 million; Lever Bros., up 17% to $63.7 million and Sears, Roebuck, up 3% to $58.4 million.

1973 top 100 television advertisers

	Spot	Network	Total
1. Procter & Gamble	$ 91,577,700	$129,292,700	$220,870,400
2. General Foods	49,578,600	63,955,500	113,534,100
3. American Home Products	37,859,800	70,562,200	108,422,000
4. Bristol-Myers	20,838,300	70,482,500	91,320,800
5. Colgate-Palmolive	35,009,700	42,679,500	77,689,200
6. Sterling Drug	9,261,900	62,625,100	71,887,000
7. General Motors	20,253,100	48,113,400	68,366,500
8. Ford Motor	21,092,900	43,577,300	64,670,200
9. Lever Brothers	28,215,100	35,479,200	63,694,300
10. Sears, Roebuck	21,646,000	36,748,100	58,394,100
11. Gillette	11,328,800	43,335,900	54,664,700
12. General Mills	23,152,400	30,646,100	53,798,500
13. Warner-Lambert	9,488,100	40,999,100	50,487,200
14. Nabisco	11,269,200	32,365,700	43,634,900
15. S. C. Johnson & Son	4,723,400	37,276,300	41,999,700
16. Chrysler	13,957,100	26,006,400	39,963,500
17. Coca-Cola	22,955,200	15,227,400	38,182,600
18. Heublein	24,621,200	11,447,000	36,068,200
19. Miles Laboratories	12,815,300	23,152,600	35,967,900
20. McDonalds	21,372,900	14,586,500	35,959,400
'21. Pepsico	17,251,100	16,358,600	33,609,700
22. Kraftco	15,850,200	17,608,200	33,458,400
23. AT&T	15,161,200	16,728,200	31,889,400
24. Kellogg	7,705,100	23,622,000	31,327,100
25. Nestle	6,704,300	24,300,800	31,005,100
26. Schering-Plough	10,598,600	20,370,900	30,969,500
27. Ralston Purina	7,762,700	20,637,600	28,400,300
28. Alberto-Culver	12,046,500	13,133,500	25,180,000
29. Norton Simon	10,588,600	13,089,700	23,678,300
30. General Electric	9,062,200	13,991,800	23,054,000
31. Clorox	3,540,200	19,114,600	22,654,800
32. Block Drug	4,974,300	17,224,800	22,199,100
33. Pillsbury	11,396,200	10,710,800	22,107,000
34. Carter-Wallace	1,000,600	20,985,100	21,985,700
35. ITT	11,686.100	10,093,400	21,779,500
36. Johnson & Johnson	3,620,700	18,074,200	21,694,900
37. Quaker Oats	10,159,300	11,009.300	21,168.600
38. Volkswagen	3,499,300	16,928,000	20,427,300
39. Morton-Norwich Products	5,959,000	13,747,000	19,706,000
40. Noxell	8,216,600	11,304,300	19,520,900
41. American Cyanamid	4,650,100	14,434,700	19,084,800
42. Richardson Merrell	1,707,900	16,528,300	18,236,200
43. William Wrigley Jr.	17,961,900	—	17,961,900
44. Rapid-American	2,957,600	14,797,800	17,755,400
45. Campbell Soup	5,786,000	11,792,200	17,578,200
46. Greyhound	4,707,400	12,218,000	16,925,400
47. American Motors	8,767,500	7,990,200	16,757,700
48. Jos. Schlitz Brewing	9,915,700	6,601,800	16,517,500
49. J. C. Penney	5,659,300	9,589,700	15,249,000
50. Mattel	5,780,300	9,466,700	15,247,000
51. Chesebrough Ponds	4,284,300	10,723,300	15,007,600
52. Exxon	5,729,900	9,264,700	14,994,600
53. Eastman Kodak	2,530,700	12,379,300	14,910,000
54. Carnation	4,678,400	10,141,300	14,819,700
55. Squibb	4,258,800	10,464,800	14,723,600
56. Goodyear Tire & Rubber	5,568,200	9,084,300	14,652,500
*57. Dynamic House	14,550,300	—	14,550,300
58. Mars	6,898,700	7,211,600	14,110,300
59. Great Atlantic & Pacific Tea	12,225,300	1,880,700	14,106,000
60. Smithkline	2,515,200	11,518,000	14,033,200
61. Hanes	7,451,500	6,254,900	13,706,400
62. Pfizer	1,263,000	11,140,400	12,403,400
63. Anheuser-Busch	5,782,600	6,552,600	12,335,200
*64. Montgomery Ward	12,260,000	6,600	12,266,600
65. Shell Oil	5,580,200	6,241,500	11,821,700
66. RCA	3,602,500	7,999,300	11,601,800
67. Philip Morris	3,805,300	7,796,300	11,601,600
68. F. W. Woolworth	11,579,800	—	11,579,800
69. Scott's Liquid Gold	4,453,400	6,737,800	11,191,200
70. Seven-Up	9,956,300	1,051,400	11,007,700
71. Toyota Motor Distributors	7,440,400	3,518,000	10,958,400
72. H. J. Heinz	5,932,000	5,022,200	10,954,200
73. Schick	4,624,200	6,191,900	10,816,100
74. Kimberly Clark	6,962,300	3,822,000	10,784,300
75. E. I. Dupont DeNemours	898,400	9,548,700	10,447,100
76. Triangle Publications	10,097,100	258,900	10,356,000
77. Scott Paper	5,932,100	4,415,200	10,347,300
78. Revlon	1,036,000	9,086,100	20,122,100
79. Liggett & Myers Tobacco	3,497,400	6,616,500	10,113,900
80. E. & J. Gallo Winery	4,168,000	5,939,700	10,107,700
81. C.P.C. International	6,164,200	3,597,700	9,761,900
82. Polaroid	963,900	8,753,500	9,717,400
*83. Toyo Kogyo	7,734,800	1,767,500	9,502,300
84. Firestone Tire & Rubber	1,509,300	7,965,400	9,474,700
85. Merck & Co.	942,400	8,531,000	9,473,400
86. Borden	4,811,100	4,521,300	9,332,400
87. Mobil Oil	973,900	8,302,500	9,276,400
88. Dow Chemical	2,825,600	6,430,200	9,255,800
89. R. J. Reynolds Industries	1,552,800	7,664,700	9,217,500
90. Union Carbide	1,363,900	7,690,600	9,054,500
91. Mennen	,1,742,400	7,173,400	8,915,800
92. American Express	2,814,300	5,900,700	8,715,000
93. Gulf & Western Industries	4,119,300	4,440,900	8,560,200
*94. Tampa Marketing	8,265,600	161,800	8,427,400
95. Standard Brands	3,593,500	4,824,700	8,418,200
96. Standard Oil of Indiana	4,897,500	3,403,700	8,301,200
97. Avon Products	959,800	7,307,900	8,267,700
*98. Florida Citrus Commission	1,168,800	6,995,700	8,164,500
99. Consolidated Foods	4,799,000	3,165,200	7,964,200
*100. IBM	111,600	7,808,600	7,920,200

*New to the top 100 in 1973

	Spot	Network	Total
AGRICULTURE AND FARMING	$ 7,010,400	$ 1,039,000	$ 8,049,400
APPAREL, FOOTWEAR AND ACCESSORIES	54,235,600	44,780,900	99,016,500
Apparel fabrics and finishes	5,651,200	4,128,300	9,779,500
Footwear	8,215,000	8,328,100	16,543,100
Hosiery	13,422,600	5,916,800	19,339,400
Ready-to-wear	5,443,900	6,825,300	12,269,200
Underwear, foundations and bras	16,322,500	18,143,500	34,466,000
Miscellanecus apparel, accessories and notions	5.180,400	1,438,900	6,619,300
AUTOMOTIVE	133,158,800	216,924,200	350,083,000
Passenger cars	104,960,000	142,386,800	247,346,800
Tires and tubes	10,386,400	34,696,900	45,083,300
Trucks and mobile homes	9,550,500	7,851,100	17,401,600
Miscellaneous auto accessories and equipment	8,261,900	31,989,400	40,251,300
BEER AND WINE	81,330,400	32,270,500	113,600,900
Beer and ale	58,155,500	23,106,000	81,261,500
Wine	23,174,900	9,164,500	32,339,400
BUILDING MATERIALS, EQUIPMENT AND FIXTURES	14,513,000	20,966,600	35,479,600
Building materials	2,161,800	2,134,700	4,296,500
Equipment fixtures and systems	8,339,600	8,797,800	17,137,400
Protective coating and finishes	4,011,600	10,034,100	14,045,700
CONFECTIONERY AND SOFT DRINKS	103,280,500	65,937,000	169,217,500
Confectionery	33.969,400	34,237,200	68,206,600
Soft drinks	69,311,100	31,699,800	101,010,900
CONSUMER SERVICES	39,346,600	41,760,600	81,107,200
Communications and public utilities	11,476,400	17,855,500	29,331,900
Engineering and professional services	12,409,400	10,137,500	22,546,900
Financial	4,748,800	13,766,100	18,514,900
Schools and colleges	10,712,000	1,500	10,713,500
ENTERTAINMENT AND AMUSEMENT	139,704,400*	33,998,600	33,998,600
Amusements and events	20,010,200*	261,300	261,300

	Spot	Network	Total
Motion pictures	37,127,400*	5,999,600	5,999,600
Restaurants and drive-ins	82,566,800*	27,737,700	27,737,700
FOOD AND FOOD PRODUCTS	294,668,700	332,484,300	627,153,000
Appetizers, snacks and nuts	11,194,000	14,665,600	25,859,600
Bakery goods	36,292,200	24,065,700	60,357,900
Cereals	35,164,300	58,098,700	93,263,000
Coffee, tea and cocoa	45,419,400	39,323,500	84,742,900
Condiments	11,066,100	14,879,400	25,945,500
Dairy products	27,184,600	8,539,800	35,724,400
Desserts and dessert ingredients	4,169,200	17,979,600	22,148,900
Flour and baking mixes	4,146,000	17,235,400	21,381,400
Fruit and vegetable juices	7,564,900	15,798,400	23,363,300
Fruits and vegetables	13,830,500	12,412,900	26,243,400
Health, dietary, and infants' foods	1,382,100	1,757,900	3,140,000
Meat, poultry and fish	20,224,800	14,500,900	34,725,700
Pasta products and dinners	7,976,800	6,005,300	13,982,100
Prepared dinners and dishes	16,676,100	12,061,400	28,737,500
Salad dressings and mayonnaise	8,623,500	9,649,500	18,273,000
Shortening and oil	18,338,100	23,860,100	42,198,200
Soups	4,089,300	10,689,800	14,779,100
Sugars, syrups and jellies	4,029,800	936,800	4,966,600
Miscellaneous food and food products	17,296,900	30,023,600	47,320,500
GASOLINE, LUBRICANT AND OTHER FUELS	37,211,200	35,841,900	73,053,100
HORTICULTURE	6,516,200	6,151,000	12,667,200
HOUSEHOLD EQUIPMENT AND SUPPLIES	87,114,700	98,616,800	185,731,500
Deodorizers and air fresheners	5,366,600	5,605,000	10,971,600
Disinfectants	1,645,200	12,970,900	14,616,100
Food wraps and foils	5,018,800	13,260,500	18,279,300
Household paper products	26,019,700	13,399,100	39,418,800
Insecticides	4,693,500	7,228,000	11,921,506
Major appliances	20,076,700	27,816,800	47,893,500
Small appliances and equipment	8,774,300	10,354,700	19,129,000
Miscellaneous accessories and supplies	15,519,900	7,981,800	23,501,700
HOUSEHOLD FURNISHINGS	11,324,500	8,756,100	20,080,600
Floor covering	1,430,400	2,383,300	3,813,700
Furniture	9,041,900	3,132,100	12,174,000
Household fabrics and finishes	504,200	2,349,800	2,854,000
Miscellaneous household furnishings	348,000	890,900	1,238,900
INSURANCE	22,871,600	45,625,900	68,497,500
JEWELRY, OPTICAL GOODS AND CAMERAS	12,969,300	36,592,500	49,561,800
Cameras and photographic supplies	6,733,300	22,897,300	29,630,600
Jewelry, watches and optical goods	6,236,000	13,695,200	19,931,200
OFFICE EQUIPMENT, STATIONERY AND WRITING SUPPLIES	6,441,100	24,791,100	31,232,200
PETS AND PET SUPPLIES	29,298,800	45,242,300	74,541,100
Pet foods	25,397,900	41,535,600	66,933,500
Pet supplies	3,900,900	3,706,700	7,607,600
PROPRIETARY MEDICINES	92,232,200	244,613,500	336,845,700
Cold, cough and sinus remedies	19,574,400	61,645,800	81,220,200
Digestive aids and antacids	13,084,800	25,270,600	38,355,400
Headache remedies and sedatives	25,521,400	70,662,600	96,184,000
Laxatives	1,946,100	16,193,900	18,140,000
Medical equipment and supplies	4,249,000	4,136,000	8,385,000
Skin products and liniments	10,394,400	21,874,200	32,268,600
Vitamins	6,262,100	23,470,400	29,732,500
Miscellaneous proprietary medicines	11,200,000	21,360,000	32,560,000
PUBLISHING AND MEDIA	25,574,400	3,857,500	29,431,900
RECORDS AND TAPES, RADIO AND TV SETS	77,441,100	27,978,700	105,419,800
Musical instruments	1,505,300	377,900	1,883,200
Records and tape recordings	62,799,600	800,100	63,599,700
Radios, TV sets, phonographs and recorders	11,720,700	24,798,500	36,519,200
Miscellaneous components and supplies	1,415,500	2,002,200	3,417,700
SMOKING MATERIALS	6,204,700	16,241,100	22,445,800
Cigars and tobacco	5,020,500	14,768,700	19,789,200
Miscellaneous smoking materials and accessories	1,184,200	1,472,400	2,656,600
SOAPS, CLEANSERS AND POLISHES	105,307,700	191,874,200	297,181,900
Cleansers and polishes	43,930,400	100,129,200	144,059,600
Laundry preparations	15,761,900	24,915,100	40,677,000
Soaps and detergents	45,615,400	66,829,900	112,445,300
SPORTING GOODS AND TOYS	52,253,400	48,914,600	101,168,000
Games, toys and hobbycraft	40,805,400	39,527,000	80,332,400
Sporting goods	11,448,000	9,387,600	20,835,600
TOILETRIES AND TOILET GOODS	156,620,600	370,732,000	527,352,600
Cosmetics and beauty aids	31,956,300	48,839,100	80,795,400
Dental supplies and mouthwashes	28,198,100	71,335,700	99,533,800
Depilatories and deodorants	11,481,000	64,129,100	75,610,100
Feminine hygiene products	1,531,300	3,602,500	5,133,800
Hair products	51,187,300	95,654,700	146,842,000
Men's shaving equipment	6,381,200	20,606,300	26,987,500
Men's toiletries	6,512,700	32,848,700	39,361,400
Toilet soaps	13,291,900	25,528,700	38,820,600
Women's shaving equipment	1,301,800	1,966,700	3,268,500
Miscellaneous toiletries and toilet goods	4,779,000	6,220,500	10,999,500
TRAVEL, HOTELS AND RESORTS	47,271,300	17,503,100	64,774,400
Airlines	31,910,100	8,663,000	40,573,100
Buses	3,995,700	567,300	4,563,000
Car rental	2,901,300	2,577,500	5,478,800
Hotels and motels	2,693,700	4,563,400	7,257,100
Railroads	—	969,200	969,200
Resort promotion	4,999,100	162,700	5,161,800
Steamships	771,400	—	771,400
MISCELLANEOUS	4,974,500	30,140,300	35,114,800
TOTAL	$1,509,171,300	$2,043,634,300	$3,552,805,600

*Categorized as "Local" Activity by BAR, shown here for comparative purposes but not included in the total.

Source: Broadcast Advertisers Reports (BAR) as released by the Television Bureau of Advertising

NRMA speaker urges planning as key to success; retailers honor Ward's ad campaign

Retailers have been advised not to waste time buying television like penny candy —"one of these, two of those and one of these."

"I suggest you start," they were told by George Huntington, executive vice president of the Television Bureau of Advertising, "with the target you want to reach, how much of the target you want to reach how often—and then sit down with your local television stations and tell them your goal, share with them your objectives—and you'll be surprised how many little decisions are no longer necessary because you made the basic decision."

Mr. Huntington was speaking at the National Retail Merchants Association's 53d sales promotion conference at Williamsburg, Va., where winners of the 1973 NRMA-TV retail commercials competition were also announced.

Montgomery Ward, which boosted its TV expenditures by 70% in 1973, was named grand winner for a Mother's Day sale promotion. Among locally produced campaigns, first prizes were won by Gimbels, Philadelphia, in the top-50 market class; Sears, Roebuck of Richmond, Va., in the next 50 markets and Glass Block, Duluth, Minn., in markets beyond the top 100. J. C. Penney Co., New York; Belk, Columbia, S.C., and Miller Hill Mall, Duluth, won first prizes for single commercials in their respective market classes. Eaton's, Toronto, won an international award for a Christmas campaign.

Business Briefs

Rep appointments. KODE-TV Joplin, Mo., and WSVA-TV Harrisonburg, Va.: HR Television Inc., New York. ▪ KJJJ(AM) Phoenix: Buckley Radio Sales, New York. ▪ WXTA(FM) Greencastle, Ind.; WVTL(FM) Monticello, Ind.: Regional Reps, Cincinnati.

HEW help. Public service campaign on the value of employing the disabled spotlights Thomas Clancy, polio victim who is a computer programer at New York University. Warwick, Welsh & Miller, New York, through the Advertising Council, prepared the TV campaign for the U.S. Department of Health, Education and Welfare.


Clancy

Short cuts. Katz Radio has published its 17th annual *Spot Radio Estimator*, designed to help media planners estimate spot radio campaign costs quickly by

BAR reports television-network sales as of May 12

ABC $247,240,100 (30.4%), CBS $295,237,000 (36.4%), NBC $269,643,700 (33.2%)

Day parts	Total minutes week ended May 12	Total dollars week ended May 12	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	85	$ 513,600	1,244	$ 8,271,700	$ 8,869,700
Monday-Friday 10 a.m.-6 p.m.	1,018	9,247,700	18,877	168,173,900	159,431,300
Saturday-Sunday Sign-on-6 p.m.	312	3,716,500	5,553	87,326,100	79,616,900
Monday-Saturday 6 p.m.-7:30 p.m.	103	2,178,400	1,867	42,702,200	38,532,500
Sunday 6 p.m.-7:30 p.m.	15	306,200	299	7,344,300	7,428,500
Monday-Sunday 7:30 p.m.-11 p.m.	403	22,424,600	7,401	447,321,700	419,143,200
Monday-Sunday 11 p.m.-Sign-off	182	2,912,700	3,095	50,980,900	44,185,300
Total	**2,118**	**$41,299,700**	**38,336**	**$ 812,120,800**	**$ 756,207,400**

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

market or combinations of markets. It is based on rates published as of February 1974, covers top 150 markets individually and in cumulative sequences of 10 and 25, with estimates for four dayparts: morning traffic, daytime, afternoon traffic and evening. TV Area of Dominant Influence (ADI) data is included for comparison with metro-area population data. Copies are available from Katz Radio salesmen or from *Bill Schrank, research-promotion manager, 245 Park Avenue, New York 10017.*

Gimmick with a moral. Fedders Central Air Conditioning Co. illuminates the principle behind its energy-saving central air conditioning systems with a 30-second commercial shot entirely by candlelight. Produced by Tom McGrath of Kenyon & Eckhardt, New York, the commercial depicts, with no studio lighting, Fedders spokesman Bob Mille lighting a candle in otherwise total darkness, and describing the relation between the dimly lit commercial and the new Fedders systems. The air conditioners are powered by rotary compressors and produce more BTU's while consuming less energy than "conventional" air conditioners, Fedders claims. The commercial was first aired on CBS in prime time May 22 as part of a national advertising summer campaign, and on spot majors; a 25-second version will air nationally on local spots.

Richard Ireland (l), director of advertising and sales promotion at Fedders, and Mr. Mille.

Everything turned out 'fine'. Nine North Carolina stations learned last week that they were losers in lottery in which they apparently did not know they were participating. The stations were fined by FCC for running "money tree" commercials of High Point automobile dealer who offered prizes in unmarked envelopes to purchaser of new cars. Commission said that since promotion contained all elements of lottery—prize, chance (envelopes), and consideration (purchase of cars)—stations had violated federal laws prohibiting broadcast of lottery information. Fined stations: WFMY-TV High Point—$8,000; WGHP-TV High Point—$8,000; WHPE-AM-FM High Point—$2,000 each; WMFR-AM-FM High Point—$2,000 each; WTNC-AM-FM Thomasville—$2,000 each; and WQMG(FM) Greensboro—$500.

McGavren-Guild in new phase of radio representation; Dwyer placed in charge

McGavren-Guild Inc., New York, last week announced its entry into the "represented" radio network business. Named to direct M-G's network business is Robert A. Dwyer, who has been vice president and director of John Blair & Co.'s "represented" network. He has been appointed president of McGavren-Guild's represented radio network (stations sold as network as opposed to on-line networks of ABC, CBS, NBC, etc.).

McGavren-Guild now represents about 70 stations for spot sales. The company hopes to raise the number of outlets for network business shortly to 100, and, according to Mr. Dwyer, "we're shooting for a thousand stations."

Blair's represented radio network totals more than 1,200 stations. Other firms in this field are Robert E. Eastman & Co. with approximately 100 stations and the Katz Agency Inc., with more than 100 stations.

In otherwise harmonious meeting NBC and affiliates are way off key over news show on Saturdays

7-8 p.m. slotting upsets many who worry over successful syndicated shows already there

NBC and its television affiliates collided head-on last week over the network's plan to establish a news hour in the Saturday 7-8 p.m. NYT period, and neither side appeared to have been budged far from its original position by the impact.

If NBC was budged at all, the movement didn't show. Officials told the affiliates—and repeated their intention afterward—that the weekly reports would be launched at the outset of the new fall sesson as announced weeks ago, no matter how bleak the clearance situation might prove to be.

They refused to permit delayed broadcasts of the reports, although many affiliates insisted this was the minimum concession they must have, at least for the first year. They also rejected pleas that the hour be moved into prime time or shortened to 30 minutes, saying they had already considered and rejected the former and that the latter, in terms of producing decent documentaries, wasn't worth considering.

For their part, a majority of affiliates appeared dead set against the plan before their meeting with the network officials and at best undecided afterward as to whether, individually, they would clear the reports—although most agreed, even beforehand, that there was probably no chance at all of blocking the plan. This was not to say the affiliates were solidly against it, although advocates were extremely hard to find and the chairman of the affiliates board of delegates, Robert W. Ferguson of WTRF-TV Wheeling, W. Va., was one of those who said after the meeting that they were still undecided whether to clear or not.

A substantial number, however, were reported to have indicated in private meetings that they would clear, and "many" were said to want to clear but cannot this year. In any case, network officials estimated later that the series would start with a line-up representing 80%-90% of TV homes. Some NBC officials said privately they thought it would be closer to 80% but noted this had been approximately the starting level of such subsequent successes as the *Today* and *Tonight* shows.

The network's move into the Saturday 7 p.m. period, made possible by FCC changes in the same prime-access rule that set it apart as station time in the first place, provided the only discordant note in the affiliates' two-day meeting in

Los Angeles and took up virtually all of the hour and 40 minutes affiliates and network brass spent together in the question-and-answer session that traditionally closes these meetings.

Some other news did emerge from that and related sessions, however:

- Arrangements are being made so that in each of the six National Football League doubleheaders NBC has thus far scheduled for this fall, seven minutes during half-time of the second game will be made available to affiliates for local newscasts, including one commercial minute for local sale.
- NBC officials have told Tandem Productions, producer of the high-rated *Sanford and Son*, that they want Redd Foxx in the show but have not insisted he must be there or else. The holdout star has now indicated he wants "a piece" of Tandem, a network official said, adding, "whatever that means." Officials did not seem to consider that Mr. Foxx's presence was essential to the show's continued success.
- Asked by affiliates about the future of the *Tomorrow* show, officials said it is doing well in audiences and improving —and also should show a profit by the fourth quarter.

NBC's big pitch for the Saturday news series was that "NBC News needs a home" and this is the best possible one in which to build the following and the image that will be valuable to affiliates as well as the network. Affiliates opposed this particular home for it—7-8 p.m. Saturdays—chiefly for two reasons. Many said they had their own newscasts within that period and that these were more important to their audiences, and to their own FCC relationships, than a network news series would be. Many others fill the hour with entertainment programing that has high local appeal, notably the *Hee Haw* or *Lawrence Welk Show* syndicated series.

The issue occupied not only the Tuesday-afternoon meeting between affiliates and network officials but also most of a Monday-afternoon session attended only by affiliates. At a briefing that committee leaders and network executives held for newsmen late Tuesday, Mr. Ferguson said a show of hands on Monday had indicated what seemed to him a 60-40 split against clearance of the series, with "many" affiliates not voting. He said he thought a vote at the end of the Tuesday session—where network participants included NBC Chairman Julian Goodman, President Herbert S. Schlosser, Vice Chairman David C. Adams and NBC-TV President Robert T. Howard—would have produced a somewhat different ratio though it still seemed clear that many affiliates "are just unable to clear," at least for the season coming up.

Some confusion among stations having their own newscasts within the 7 p.m. hour was cleared up, participants said, by NBC's pointing out they will have some leeway for their own news because there will be two feeds of the network's regular Saturday newscast: One at 6 NYT and another at 6:30.

The network's refusal to permit delays of the new series of reports—which affiliates asked it to reconsider—was based on the argument that delays would work directly against what NBC was trying to establish—a news hour that the public will look to at 7 p.m. on Saturdays.

NBC plans to program the period 44 out of 52 weeks. NBC News will produce 38 of the hours: 17 on single issues, 17 in a magazine format and four in a discussion form. Six others will be new children's specials.

NBC said it hopes affiliates will program the remaining eight hours—about two per quarter—with news, public affairs, children's or other specials of their own. For stations that cannot or do not choose to do their own, NBC will feed repeats of eight children's specials for use in those hours.

When affiliates asked how permanent the news hour might be they were told NBC is committed to it "for years into the future."

The pitch for the news hour wasn't the only big one NBC made. NBC News President Richard C. Wald and associates made a strong bid, during their regular presentation Monday morning, for affiliate support—obviously meaning clearances—for the network's coverage of the impending impeachment proceedings from Washington.

If the proceedings go to trial they could stretch out over 15 to 18 weeks in House committee, House floor and Senate. But whatever the outcome, Mr. Wald told the affiliates, the proceedings will be "one of the most important events in world history" and "I hope you will support us in these months."

The news presentation also offered a teaser. Bob Mulholland, news vice president, said NBC News is onto a man it thinks did something wrong and covered it up, and if this proves true it will be the subject of one of four *NBC White Papers* planned for next season and will itself make news. More than that he would not say.

One thing NBC and affiliates alike did say was that last week's convention, despite the differences over Saturday news, was probably "the first ever." Even the confrontation on the Saturday issue was conducted "with no evidence of rancor or ill feeling," Mr. Ferguson emphasized. In fact, he added, "this was my 21st meeting and I consider it the best in every way."

Live TV covers SLA's last stand

Minicam capability is proved, though newsmen want to cut coaxial ties to their trucks

KNXT(TV) Los Angeles provided nearly two hours of live coverage of the May 17 Los Angeles Police Department - FBI shootout with six members of the Symbionese Liberation Army.

The CBS-owned station covered the battle live from 6:10 p.m. to 8 p.m. with its two-man minicam camera situated directly in front of the East Los Angeles house under attack.

Live coverage ceased at 8 p.m., according to William Eames, KNXT news director, because batteries operating the minicam ran down and the light had faded drastically. KNXT had 10 newsmen at the scene counting the two with the minicam: two reporters, two runners and two two-man film crews. The taped live coverage, plus the filmed scenes were edited together for an extra 15-minute segment of KNXT's regular half-hour 11 p.m. news show.

KNXT's live coverage of the battle and preceding fire pre-empted *CBS Evening News with Walter Cronkite* and a half-hour local special, entitled *Men of Valor*, about the local police. Commercials were eliminated during the live coverage of the shootout.

A number of Los Angeles TV stations had crews out that evening, since it was obvious from station monitoring of police and FBI frequencies that there were a number of stakeouts in the East Los Angeles neighborhood. Besides KNXT, NBC-owned KNBC(TV) also was out with its minicam camera, but when action started, KNXT was only station with its camera directly in front of the house where the SLA members were holed up. During the gun battle, transmission from the KNBC minicam began interfering with the KNXT microwave feed to the Mount Wilson antenna farm, so the KNXT editor asked the NBC station to cease transmitting and use KNXT coverage. This was agreed to, and during the evening KNXT coverage was also used by ABC-owned KABC-TV Los Angeles as well as by other stations across the country.

One criticism was voiced last week by Mr. Eames, that his minicam camera was tied to KNXT's mobile truck by a 1,000-foot coaxial cable. What's needed, Mr. Eames commented, is direct microwave capability from the cameras themselves, so they aren't constrained by that umbilical cord. He added: "That's coming, without a doubt."

Twice blessed

WKY-TV Oklahoma City has picked up a second set of honors for its *Through the Looking Glass Darkly* two-part documentary that examines the history of blacks in Oklahoma. The station added a Robert F. Kennedy award for TV journalism to its previous honor, an Emmy for community service awarded by National Academy of Television Arts and Sciences. The program, produced by special projects director Bob Dotson, was nine months in the making. Among some of the highlights of the black man's role examined through interviews and rare photographs: a black man led the first explorers to the Oklahoma region; a black cavalry regiment captured Geronimo and built Fort Sill; the interrelated role of blacks and Indians in settling Oklahoma; the beginnings of the civil rights movement in 1913 in that state.

Open government is advocated at Senate hearing

Among prospects in legislation: broadcast coverage of Congress, revelation of lobbying at FCC

The Senate Government Operations Committee opened hearings last week on what is being called the most comprehensive antisecrecy measure to come before Congress since the Freedom of Information Act of 1966. The bill is Senator Lawton Chiles's (D-Fla.) "government in the sunshine" act. If passed, the bill will open to the public all congressional committee meetings and mark-up sessions and all federal regulatory commission sessions now conducted behind closed doors.

Senator Chiles's bill is patterned after Florida's open-government law which, among other things, allows for the direct broadcasting of sessions of the state legislature. Florida Governor Reubin Askew, testifying last week, said the legislation is based "on the simple premise that the public has the right to know when, how and why its business is being conducted."

Drawing strong support from such witnesses as John Gardner, chairman of Common Cause, and Representative Dante Fascell (D-Fla.), who led a successful fight to open House committee meetings last year, was a provision requiring commissions to log all visits from outside lobbyists, while the commission is deliberating on matters of interest to the lobbyist.

"No one is saying don't use your power," Representative Fascell explained, "just do it for the record." The ex parte communication rule would go into effect no later than the date of public notice for an action. The rule would require that all ex parte communications be logged, that a transcript be kept of any meeting and that written communications and/or transcripts be put on public record.

"Agency secrecy makes it extremely difficult for the citizen-consumer-taxpayer," Mr. Gardner said, "to counter the behind-the-scenes influence of the industries being regulated. The ironic thing is that government secrecy is no problem for the special interests; they have ways of knowing all that goes on. The only one left in the dark is the citizen."

And for the citizen's view of government secrecy, pollster Lou Harris was called to testify. Mr. Harris's opinion research firm studied the effects of closed-door policy in a congressionally sponsored poll taken last year on citizen confidence in government. A 71%-to-19% majority agreed with the proposition that "a lot of problems connected with government could be solved if there was not so much secrecy on the part of government officials." Though people agree that government seems "so complicated that a person can't really understand what's going on," Mr. Harris's polls show, a majority reject the idea that "on important matters, high government officials should decide what ought to be done, because they are the ones who really know what's going on."

Later, Mr. Harris said that his firm was conducting a survey on televising the impeachment proceedings in Congress. Though not complete, the survey is expected to show that televised proceedings would "in no way be a traumatic experience for the American people," said Mr. Harris. "People will be far, far more proud at seeing the system work," than in perhaps seeing the downfall of a President. He argued against the idea that the people should not see the process because "it would tear the country apart. That's the most patent nonsense that exists," he said.

Hearings will resume in July with other Congressional witnesses—some in opposition to the measure, Senator Chiles office says—other Florida legislators and Washington attorneys appearing. The second phase of hearings will be "more technical than the general support type" of the first.

Let the sun shine. In a statement that seemed to support the need for a sunshine bill, retired Chief Justice Earl Warren last week called for limits to government secrecy and greater rein for the press. The complexity of national and world affairs mandates some degree of confidentiality, Mr. Warren said in the May issue of the *American Bar Association Journal*, but "to recognize that fact one need not subscribe to the bizarre contentions of the Nixon administration for boundless secrecy under the ensign of executive privilege and national security." He added that a free press should be stimulated to tear down the walls of secrecy and obfuscation thrown up by government. "The people cannot be adequately informed by the public relations departments of the numerous agencies that justify their activities through news releases and subtle propaganda," Mr. Warren said.

First Amendment claimed as defense in Lansing case

Gross says hearing on its news would put FCC on forbidden ground

Gross Telecasting Inc. says the FCC's intention to delve into the news practices of its WJIM-AM-FM-TV Lansing, Mich., in a hearing the commission has ordered on the renewal applications for those stations raises "serious legal and policy questions" under the First Amendment and the no-censorship provision of the Communications Act.

Gross made the comment last week in petitioning the commission to reconsider the order designating the license-renewal applications for hearing. Gross asked the commission to hold an oral argument on the legal and policy questions it says are raised in the case.

The commission, following an investigation spurred by articles in the *Detroit Free Press* last fall, ordered the renewal hearing largely on issues involving Gross's news coverage (BROADCASTING, April 15). The *Free Press* stories alleged that Gross and its principal stockholder, Harold F. Gross, had used WJIM-TV to advance their economic and political objectives. The Lansing American Civil Liberties Union, acknowledging the *Free Press* stories were its inspiration, filed a petition to deny that restated many of the charges in the articles and contained some new allegations of "abuses."

Gross attributed the Lansing ACLU petition to a "personal vendetta" by a single member of the Lansing chapter, whose wife, while a candidate for the board of education, claimed that WJIM-TV had denied her equal time. Gross said the "vendetta" had enlisted the support "of a mere handful of persons, mainly disgruntled former employes."

Gross stressed its length of service as a broadcaster in Lansing—40 years—and said in that time it has "compiled an exemplary record of local news, editorial and public affairs program service." It also said it has developed "a professionally structured news operation predicated on the provision of an aggressive local news service and objectivity in news reporting."

The commission wants to know whether Gross ordered the coverage, or lack of it, of particular events or persons in an effort to slant, distort or suppress news—and if so, whether the orders were carried out. The commission also wants to determine whether the news operation was used to advance private rather than public interests.

Gross, in its petition last week, said there is no valid basis for a hearing on its news practices. It said the matters reflected in the bill of particulars issued by the commission "relate to a few, scattered instances, all allegedly dating back more than 15 years to the 1950's which were never raised at the time. . . ."

And with the passage of "such inordinate lengths of time," Gross said, memories as to incidents relating to news events are unreliable, and the news scripts and tapes that could document the licensee's news practices no longer exist. Gross said it retains news scripts and tapes for at least three years and that those items in its possession demonstrate that allegations dealing with a reasonably contemporary period of time "are entirely without foundation."

The specification of matters dealing with "remote periods of time . . . is contrary to commission precedent," Gross said, "and violates fundamental principles of fairness and due process of law." Gross also complained that the announced intention of the commission's Broadcast Bureau counsel and the counsel for the Lansing ACLU to present evidence on matters not dealt with in the hearing order or the bill of particulars "violates constitutional safeguards against governmental intrusion into the journalistic process."

News bias of little or no concern to NBC-TV affiliates

Network emphasizes objectivity in presentations to stations; Chancellor sees no adversary role for government and journalism

A promotion film that goes behind the scenes of *NBC Nightly News* and makes points that may be helpful in countering public criticisms of broadcast journalism was shown to the NBC-TV affiliates convention last week and will be made available to them for local use.

In interviews dealing with their roles in the evening newscast, anchorman John Chancellor and newsman David Brinkley make clear that their personal opinions have little to do with what news is covered. Mr. Brinkley also says he has one thing in common with those who attack TV news because they don't like the news. "I don't like it either," he says, "but it's our job."

The idea was repeated enough in the opening day's sessions that some observers wondered whether NBC hadn't planned it as an indirect means of heading off any potential complaints of bias, such as all networks have had to deal with from time to time at affiliates' conventions. Mr. Chancellor, for instance, making the Monday luncheon address, criticized the popular description of the relationship between government and press as "adversary."

That concept, he said, "tends to corrupt the process of information. It tends to make people believe that the press is a natural—and structured—enemy of the government," and enables politicians to foster the notion that the press therefore is not to be believed, when in fact what the press does is report on what government and politicians do and say, good or bad.

If the tactic was deliberate, it worked, because there was none of the open grumbling that has been heard at many past conventions, and Robert W. Ferguson of WTRF-TV Wheeling, W. Va., chairman of the affiliates board of delegates, said the subject was never mentioned at the two closed meetings the affiliates held during the convention.

It would have been an unnecessary tactic as well, at least for this convention. Mr. Ferguson said the subject wasn't mentioned, either, in any of the agenda material that affiliates submitted to him in preparation for the meetings. In fact, he added, the only affiliate mentions of NBC News that he had heard were expressions of "general happiness about the trend" of the news operation.

Just for the heck of it. Network news chiefs generally do not seem overly concerned about the possibility that locker-room language might be broadcast in their coverage of the House Judiciary Committee's impeachment proceedings if the White House tapes are played during the sessions. For one thing, the chances are that the committee will not play them in open session.

In any event, broadcasters looking for guidance might check the initial decision Administrative Law Judge Ernest Nash wrote in December 1971 in a case in which KRAB-FM Seattle was charged with broadcasting obscenity. Mr. Nash, who ruled in favor of KRAB, in the course of his decision cited "our most prominent citizen" on profanity. He referred to a *New York Times* interview, published Jan. 23, 1971, in which President Nixon spoke of profanity in the movie "Love Story." Mr. Nixon said he was "mildly upset at the film's profanity," and noted that his wife and daughters were "shocked" at the dialogue they read in the book. "Mr. Nixon said that swearing 'has its place,' but if used, it should be used to punctuate," the *Times* reported. "'If profanity is overused, what you remember is the profanity and not the point.'"

Everyone in the pool

NPACT wins point after charging commercial networks were unfairly excluding it from joint coverage of Hill impeachment proceedings

The Washington bureau chiefs of the three commercial networks, under threat of court action, have reversed an earlier decision to exclude the National Public Affairs Center for Television from pool coverage of congressional impeachment activities.

Under a new agreement, NPACT, which is producing impeachment coverage for delayed prime-time broadcast by Public Broadcasting Service affiliates, will have full voting privileges in the network congressional pool and will shoulder an equal amount of production costs. The agreement, however, applies only to pool coverage of impeachment proceedings in Congress and does not automatically afford NPACT full time membership in the ongoing network pool. In addition, NPACT will not join the ABC-CBS-NBC coverage rotation and will not supply facilities or technical personnel.

In the past, NPACT occasionally has participated in the network pool—notably during last year's Senate Watergate Committee hearings—as a subscriber. Under a previous arrangement, it had paid 15% of the pool's gross expenses. That assessment was to have increased to 17% this July. Under the new agreement, NPACT will pay 25% of the net pool expenses. According to NPACT President James Karayn, the new arrangement will actually be less costly to the center since pool costs to other subscribers (Group W, UPI, etc.) are subtracted before the net coverage expenses are calculated. NPACT says last year's Watergate coverage cost it some $20,000 a day.

The new development followed a telegram by Mr. Karayn to House Judiciary Committee Chairman Peter Rodino (D-N.J.) and other congressional officials in which it was charged that the networks were engaging in an "illegal restraint of trade" by precluding NPACT membership in the pool. "It's the principle of the thing," said Mr. Karayn, claiming that for purposes of the impeachment coverage, PBS is just as much a "network" as its commercial counterparts.

Cronkite indicates at Farr hearing that he would go to jail to protect confidential sources

Walter Cronkite, *CBS Evening News* anchorman, told a Los Angeles judge last Monday (May 20) in a special hearing on the confidentiality of a reporter's sources, that gag rule enforcement "is a problem for the courts, not the reporters." And, he said, when faced with imprisonment for withholding sources, "any journalist worth his salt would hold on to his confidence."

Mr. Cronkite was among several nationally known journalists testifying at the hearing of William Farr, now a *Los Angeles Times* reporter, who spent 46 days in jail for refusing to disclose sources in the 1969 Charles Manson murder trial. Mr. Farr, then a reporter for the *Los Angeles Herald Examiner*, refused to name two attorneys in the case he said told him the Manson group planned to kill Frank Sinatra and other celebrities.

In testimony for the special hearing granted Mr. Farr by a California Appeals Court, Mr. Cronkite said: "I think you're going to get much fairer justice in this country" by protecting the freedom of the press. "If the web of secrecy that all areas of government attempt to weave around their activities were never pierced," Mr. Cronkite said, "freedom of the press would be a mockery in this country."

If Mr. Farr were forced to reveal his sources, Mr. Cronkite testified, "it would be another nail in the coffin of freedom of speech and press. It's that serious." Withholding sources is "highly ethical," he said, and maintained he would do it if it meant obtaining information.

A half-dozen other notable newsmen testified in Mr. Farr's behalf, including NBC's Tom Brokaw and the *Los Angeles Times's* Jack Nelson. They were summoned by Mr. Farr's attorneys in a hearing that will determine whether Mr. Farr will return to jail.

Second measure seeks easing of lottery ban

Senator Hugh Scott (R-Pa.) last week introduced a bill that would lift the ban on broadcasting lottery results in states with legal lotteries. Senator Scott's bill (S. 3524), introduced last Wednesday (May 22), is identical to a bill sponsored by Representative Paul Findley (R-Ill.) currently pending before the House Judiciary committee.

The bill amends Title 18 of the U.S. Criminal Code to exempt legal lottery advertising, prize lists and winners from the law designed to curb the so-called numbers rackets. Currently, eight states, including Pennsylvania, conduct legal lotteries. Four other states have approved lotteries but have not yet put them in operation.

The National Association of Broadcasters testified at a one-day hearing in the House on Congressman Findley's bill last month. At that time, John Summers, NAB general counsel, heartily supported the bill. The NAB, however, would like to see the language of the bill clarified to stipulate that the place of license be used to determine whether or not a station can carry lottery information. Now, both the Scott and Findley bills say "station in any state" with a lawful lottery, which the association believes is open to misinterpretation.

Virginia bans 'disruptive' tapings of local meetings

Virginia reporters can be barred from taping meetings of local government bodies, under an opinion issued by the state attorney general, provided the body can show that the recording is disruptive.

Attorney General Andrew Miller ruled that, while such a ban does not violate Virginia's freedom of information law, it

Mail bag. Representative Robert Kastenmeier (D-Wis.), whose House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice is currently considering amnesty legislation, reviewed a WMAL-TV Washington news survey of viewer attitudes on that subject with General Manager Tom Cookerly (r). The viewer response, 1,500 letters worth, was prompted by a 10-part series entitled *Americans in Exile: A Report from Canada.* In that series investigative reporter Jim Clarke focused on draft evaders who fled the country during the Vietnam war. The subcommittee has asked for a private screening of that series and will look at the WMAL-TV survey which found 62.5% opposed to amnesty, 37.2% in favor and 0.3% undecided.

may have "collateral or indirect impact" on First Amendment rights. Therefore, he said, to prohibit taping, county board must "justify such a rule by showing that it is necessary for the maintenance of orderly proceedings." Just what constitutes disruption would be left to the judgment of the individual board, he said.

The opinion arose from the decision of the Farmville town council to bar WSVS (AM) there from recording from its sessions. The council felt that WSVS, in using only excerpts, was disrupting its proceedings by broadcasting an incomplete picture.

Further instruction

The Community Film Workshop of Chicago, funded with a grant from the National Foundation for the Arts and Humanities, has announced a training program in television news camera work. The workshop provides tuition-free instruction to disadvantaged members of minorities.

Jim Taylor, Chicago photographer and director of the workshop, said the foundation had committed $30,000 as seed money for the new program. The workshop, as part of its regular instruction, takes on commercial assignments that contribute to its support. The news training will be available to students who have completed the workshop's standard film-making course of 10 weeks.

Mr. Taylor said that of the 149 students who have completed the basic film-making course, all but 21 are now employed in the field or are continuing their education elsewhere.

Equipment & Engineering

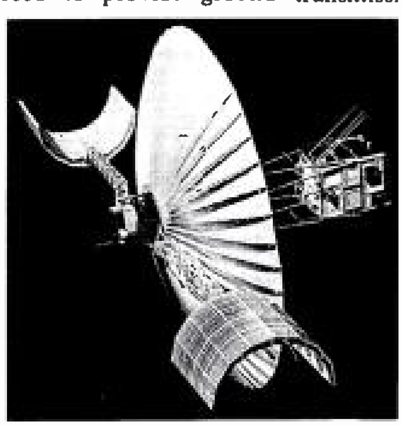
Teacher in the sky: ATS-F satellite ready for launch

Multipoint education programs are to be beamed to Appalachia, Alaska, Rockies, and then India

What is being billed as the most extensive experimental project in advanced communications satellite technology to date is set to get off the ground—literally—Thursday (May 30) when the new ATS-F satellite is launched from Cape Kennedy. Among the numerous projects of the ATS-F program will be an ambitious experiment in satellite-to-multipoint transmission of instructional television programing, which is to be conducted during 1974-75 in three regions of the country.

The $180 million ATS-F (Applied Technology Satellite) spacecraft, constructed primarily by Fairchild Industries for the National Aeronautics and Space Administration, is scheduled to begin its first practical test on July 2, when it will start beaming educational programs to 16 reception points in the Appalachia region. The programs, to be produced and transmitted to the satellite from the University of Kentucky, Lexington, will be aimed at teachers in 13 states. The educators will gather at the 16 reception points to watch the shows during the summer months. An identical number of reception terminals are to be employed in a similar project later this year in Alaska.

The most extensive of the three projects—and the one having the most significance for future applications of communication satellite technology by existing media—will take place during the next school year in eight Rocky Mountain states. The project, administered by the Federation of Rocky Mountain States, Denver, and funded totally by the Department of Health, Education and Welfare, will involve terrestrial links with ATS-F at 69 terminals. Among those participating in the project are 13 public television stations and two cable systems. A number of commercial interests have agreed to provide ground transmission facilities to increase the program penetration.



The ATS-F bird

The $11-million Rocky Mountain project, which will be operational in time for the September opening of schools, is designed to provide career-oriented educational programing to junior high school students in rural areas where television is not ordinarily receivable. An estimated 6,000 students will receive 35 minutes of programing—produced at the federation's Denver headquarters—each day. The programs will be transmitted to ATS-F from organization's primary earth station 15 miles outside of Denver.

According to Greg Pearson, federation director of public affairs, 24 of the 69 ground terminals will have two-way aural transmission capability, enabling students to communicate with the Denver headquarters via the ATS-3 satellite already in orbit. Forty five low cost ($4,000) terminals will have receive-only capability. All 24 of the "intensive" two-way terminals will be located at rural schools. The 45 one-way facilities, manufactured by California's Hewlitt-Packard Corp., will be distributed among 30 schools, two cable systems (at Wallace, Idaho, and Elko, Nev.) and 13 public television stations. In a separate project, the signal received at the federation ground terminal at the University of Nevada, Las Vegas, will be fed via microwave facilities belonging to the Donrey Media Group (KORK-TV Las Vegas) to Teleprompter's cable system at Reno.

The instructional programing experiment is only one of nine major projects planned for ATS-F over three years. Others will include research on radio interference, aircraft navigation and transfer of weather information. Next year, ATS-F will be switched from its initial transmission point over the Galapagos Islands to one over the Indian Ocean for the extensive project in instructional TV programing to rural settlements in India. Some 3,000 inexpensive community ground terminals have been acquired by the Indian government for this program.

Technical Briefs

To Finns. Ampex Corp., Redwood City, Calif., announces contract valued at more than $400,000 to supply video-tape recording and editing equipment to Yleis Radio (Finnish Broadcasting), Helsinki, Finland, including two AVR-1 recorders, and one RA-4000 automatic programer, with related time code equipment and switcher interface.

Sparta to S.A. Sparta Electronics Corp., Sacramento, Calif., has sold nearly $500,000 in AM and FM equipment to Radio Cadena Nacional, major broadcaster in Colombia. RCN will substantially renovate all transmitter and studio facilities with new Sparta equipment. Included will be new transmitters for five RCN key AM stations.

Shape up. Berkey Colortran, Burbank, Calif., announces new line of designer patterns for use in framing spots. Twenty-four patterns, the work of 10 leading set designers, are available at $6 for single units, $29.50 for kits of six. Berkey Colotran also announces addition of nine new colors to its Gelatran color media line, bringing total to 31, available in sheets and rolls.

Well-supplied. Outlet-owned WJAR-TV Providence, R.I., and WDBO-TV Orlando, Fla., have purchased from RCA 50-kw and 25-kw transmitters, two TK-45 color cameras and new automatic film projector—buy estimated at about $850,000.

AMST asks time to study drop-ins OTP proposed

It says agency's new listings only show the faults in its old

The Association of Maximum Service Telecasters says the new VHF drop-in study by the Office of Telecommunications Policy (BROADCASTING, May 20) "tacitly confirms" AMST's assertion that OTP's earlier drop-in study was "riddled with technical errors and oversights." Furthermore, it adds, the new study itself appears "at first look . . . to be badly flawed."

AMST made the comment last week in asking the FCC for an extension of 30 days in which to file oppositions to a United Church of Christ petition seeking the addition of the 62 VHF drop-ins proposed in the original OTP study. AMST said the additional time is necessary to take account of the new OTP submission.

AMST noted that in the original study, issued in October, OTP maintained that 62 drop-ins could be added to the top-100 markets by reducing co-channel and adjacent-channel separations 15%, with signal directionalization used in connection with the last 5%. However, AMST added, the new study indicates that on the same assumptions only 33 drop-ins could be added and that several were not among the drop-ins listed previously. Another 16 could be added if the separations were reduced another five miles however; another 13 if existing but unused assignments were deleted from other markets.

Moss all-channel radio bill is out of committee

Legislation calls for all sets over $15 to have dual capability

The Senate Commerce Committee has approved and sent to the floor a measure that will require all radio sets selling for more than $15 to have AM and FM capability. The bill, sponsored by Senator Frank Moss (D-Utah), was reported out without objection.

The proposed legislation is patterned after all-channel television set legislation which was designed to help consumers receive more TV signals by requiring that all TV sets be equipped with UHF and VHF capability. The radio bill's backers believe that all-channel radio legislation will maximize the money Congress ultimately gives National Public Radio, most of whose member stations are FM, and aid in providing emergency broadcast service to areas ill-served by AM and TV signals.

The Office of Telecommunicaions Policy, in a letter to the Senate Communications Subcommittee, has said it is opposed to all-channel legislation. But, it has kept its opposition in low profile. It did not request to appear at an all-channel radio hearing earlier this month and has not followed up on its letter with Hill visits. OTP opposes the bill on the grounds that it will limit the consumer's choice in the variety of sets available. The only other opposition to the bill has been from the Electronic Industries Association (BROADCASTING, April 29).

The all-channel bill gives the FCC the authority to make rules in this area. Chairman Richard Wiley has said that, if the bill is passed, the commission will move first in the area of automobile radios. The pricing structure of factory-installed radios came under heated attack during all-channel radio hearings. Chairman Wiley went so far as to suggest that the Justice Department and the Federal Trade Commission might look into it because the major auto-makers concede that they all price radios according to the same formula.

Music

Breaking In

I've Had It—*Fanny (Casablanca)* ▪ The music industry is taking Fanny a lot more seriously than it used to. Four years ago, with its first single, *Charity Ball*, the first female rock group received sarcastic putdowns for being naively hard rock while sweet ballads were de rigueur. But Fanny has survived much: four albums, a Barbra Streisand album which the group backed up, and the replacement of half of its four members by Brie Brandt on drums and Patty Quatro (Suzy's sister) on lead guitar. (Nicky Barclay and Jean Mulligan remain with keyboard and bass.) More important, it survived the resurrection of hard rock.

The group has survived so well, in fact, that it opened on both coasts this month with its original rock opera. *Rock and Roll Survivors*—"loosely predicated," says Fanny's manager, "on how we all managed to live through music, dope, violence, unisex, bisex, homosex and more dope." *I've Had It* isn't from the opera, but may appear on the opera album to be released July 15.

Fanny's last single, 18 months ago, was *Ain't That Peculiar*, ever in the hard-driving female jock rock vein, which made it half way up the charts. *I've Had It* promises much more airplay, already nuzzling the charts this week after only two weeks. The song, courtesy of Richard Perry (Ringo Starr, Carly Simon) Productions, is the hippie version of Helen Reddy's *Leave Me Alone*. Fanny is extra tough. When it heats up some very stale lyrics about spurning a thoughtless lover, you better believe it. But the melody—classic four-chord rise and fall—is even more warmed over than the words. Stations playing *I've Had It* last week included WINN(AM) Atlanta, WCCC(AM) Hartford, Conn., and WCOL(AM) Columbus, Ohio.

Waterloo—*ABBA (Atlantic)* ▪ Through exhaustive contract-signing efforts on the part of Atlantic Records, this spunky, sure-fire song by the Swedish group, ABBA, has been released, in English, in the U.S. The Swedish version is already number one on rock-and-roll charts in Belgium, Britain, Sweden and Switzerland, and number two in Denmark.

ABBA's name is taken from the first names of its four singer-composer members—Anna, married to Bjorn, and Benny, engaged to Frida (originally Annifrid). All were well-known Swedish rock singers in their own right when they banded together in 1971 and came out with *People Need Love*, *He Is Your Brother*, and *Ring, Ring*. *Waterloo*, soon to be followed by an LP of the same name containing 11 more original ABBA songs, represented Sweden at the Brighton, England Eurovision Song Contest and at The Cannes Midem festival.

ABBA's half-female vocals give Waterloo a youthful, sassy sound similar to high-pitched British male rock à la Gilbert O'Sullivan. A bouncy piano-roll back-up and exuberant singing allow ABBA to transcend the corny and often hard to understand lyrics. The song's analogy is that being won over in courtship is to face a private Waterloo.

Atlantic reports enthusiastic airplay for the song's English version at, among others, WOKY(AM) Milwaukee; KJRB-(AM) Spokane, Wash.; WDRC(AM) Hartford, Conn.; WSGN(AM) Birmingham, Ala.; and KEYN(AM) Wichita, Kan.

A Walking Miracle—*Limmie & Family Cookin' (Avco)* ▪ England is this group's oyster; its last three singles made the British top 10, and *A Walking Miracle* is already the equivalent of a million-seller over there. The group's previous single, *You Can Do Magic*, achieved moderate popularity in this country, but *A Walking Miracle* is the first single to really turn the trick here.

Limmie's "family" are her sister, Martha, and her brother, Jimmy. The family has been singing together for eight years, ever since salad days in their hometown of Canton, Ohio, inspired their name. The group is currently touring England, which is a far cry from its old haunts in Canton, Harrisburg, Pa., and Cleveland.

The song is a Hugo & Luigi number that almost sounds as if it is being played at too high a speed, but that is continually redeemed by the forceful vocals of Limmie. Young kids seem to love this spirited, up-dated-50's-style ditty about puppy love. Stations playing it last week include WNEB(AM) Worcester, Mass.; WOKY(AM) Milwaukee; WMYQ(AM) Miami; KJOY(AM) Stockton, Calif., and KRKO(AM) Everett, Wash.

Tracking the 'Playlist.' It is another week of rapid movement on the chart. This week, 17 records are highlighted, including Kool and the Gang's *Hollywood Swing* (35), Cher's *Train of Thought* (36), Eagles' *Already Gone* (37), Ozark Mountain Daredevils' *If You Wanna Get to Heaven* (38), the Righteous Brothers' *Rock and Roll Heaven* (39) and Aretha Franklin's *I'm In Love* (40). All those records break into the top 40 for the first time this week and are bolted. Two new records are in the top 10, the Stylistics' *You Make Me Feel Brand New* (eight) and the Heywoods' *Billy Don't Be a Hero* (10). Below the top-40 cut-off and showing increased or spreading airplay are Diana Ross and Marvin Gaye's *My Mistake* (40), Steely Dan's *Rikki Don't Lose That Number* (43), the Impressions' *Finally Got Myself Together* (44), Gladys Knight's newest single, *On and On* (46) and Rick Cunha's *Yoyo Man* (49). New items this week include ABBA's *Waterloo* (57) (see "Breaking In" page 52), Jimmy Buffett's *Come Monday* (58), Golden Earring's *Radar Love* (59), the Spinners' *I'm Coming Home* (60) and Steve Miller's *Living in the U.S.A.* (62).

Clive Davis to Bell

Clive J. Davis, ousted as president of CBS/Records Group one year ago this week, has been named as a consultant to Columbia Pictures Industries' music and recording operations. Mr. Davis will be supervising Bell Records, whose president, Larry Uttal, last week left to form a new record concern with EMI (BROADCASTING, May 20). As well, Columbia Pictures says that it will try to establish a "more permanent association" with Mr. Davis in the near future.

Mr. Davis's legal problems with CBS continue. He was terminated and then sued by CBS last May (BROADCASTING, June 4, 1973) for allegedly misusing corporate funds.

Symbiosis: the American Songwriting Festival and radio stations

On May 15, more than 100 radio stations completed their part in the first annual American Song Festival nationwide songwriting contest that began running in mid-January. The festival, sponsored by Seattle-based Sterling Recreation Organization (group broadcaster as well as owner of a chain of movie theaters, bowling alleys and showgrounds in the Northwest), has $128,000 in prizes with the winning entries to be sung by professional stars (such as Helen Reddy, Paul Williams and Loggins and Messina) Aug. 30-Sept. 2 at the Saratoga (N.Y.) Center for the Performing Arts.

Key to the five-month promotion was the officially designated ASF radio stations. The stations committed themselves to make four festival announcements daily; in lieu of pay they were promoted by SRO in the market as official ASF stations through billboards, display cards, handbills, etc.

For there will be a next year, undoubtedly. SRO, which underwrote this year's festival to the tune of $1.3 million, does not expect to make money on it for another year or two. But there's money in it, somewhere along the line, all those who are involved agree.

Actually, the festival was the brainchild of Larry Goldblatt, a former producer with the pop group, Blood, Sweat and Tears. He tried to make a go of it in 1973, but failed. SRO took it over from him, although he holds a minority interest in ASF.

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

- CIRCLES, Mary Travers (Warner Brothers).
- DANCIN' ON A SATURDAY NIGHT, Flash Cadillac & the Continental Kids (Epic).
- DAYBREAKER, Electric Light Orchestra (United Artists).
- FLIGHT 309 TO TENNESSEE, Vickie Britton (Bell).
- FOREVER YOUNG, Joan Baez (A&M).
- GOODBYE MARIA, Clint Holmes (Atco).
- THIS HEART, Gene Redding (Haven).
- I DON'T SEE ME IN YOUR EYES, Charlie Rich (RCA).
- IF YOU TALK IN YOUR SLEEP, Elvis Presley (RCA).
- I'M THE LEADER OF THE GANG, Brownsville Station (Big Tree).
- IRON MAN, Black Sabbath (Warner Brothers).
- KEEP ON SMILING, Wet Willie (Capricorn).
- KISSIN' TIME, Kiss (Casablanca).
- LAMPLIGHT, David Essex (Columbia).
- MIGHTY MIGHTY, Earth Wind & Fire (Columbia).
- NEW YORK CITY GIRL, Bob Hegel (RCA).
- RHAPSODY IN WHITE, Love Unlimited (20th Century).
- RHINESTONE COWBOY, Larry Weiss (20th Century).
- ROCK & ROLL MUSIC, Cross Country (Atco).
- SADIE TAKE A LOVER, Sam Nealy (A&M).
- SILLY MILLY, Blue Swede (EMI).
- SLEEPIN', Diana Ross (Motown).
- SONG FOR ANNA, Herb Ohta (A&M).
- SUPERMAN, Doc & Prohibition (Laurie).
- TAKING CARE OF BUSINESS, Bachman-Turner Overdrive (Mercury).
- TEEN ANGEL, Wednesday (Sussex).
- TIME WILL TELL, Tower of Power (Warner Brothers).
- TRAVELING BOY, Art Garfunkel (Columbia).
- WHAT'S YOUR NAME, Andy and David Williams (Barnaby).
- WILD THING, Fancy (Big Three).

The Broadcasting Playlist™ May 27

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	**Loco-Motion** (2:45) Grand Funk—Capitol	1	1	1	1
2	2	**The Entertainer** (2:57) Marvin Hamlisch—MCA	2	2	2	3
3	3	**The Streak** (3:15) Ray Stevens—Barnaby	4	3	3	5
4	4	**Dancing Machine** (2:29) Jackson Five—Motown	3	7	4	4
10	5	**Band on the Run** (5:09) Paul McCartney & Wings—Apple	6	4	6	2
6	6	**Midnight at the Oasis** (3:36) Maria Muldaur—Reprise	5	5	7	6
5	7	**The Show Must Go On** (3:29) Three Dog Night—ABC/Dunhill	7	6	5	7
11	8	**You Make Me Feel Brand New** (4:45) Stylistics—Avco	8	8	8	9
8	9	**I've Been Searching So Long** (4:19) Chicago—Columbia	9	9	9	10
17	10	**Billy Don't Be a Hero** (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	11	10	10	8
19	11	**Sundown** (3:37) Gordon Lightfoot—Reprise	12	11	11	11
7	12	**TSOP** (3:18) MFSB—Phila. Int'l.	10	12	13	13
16	13	**I Won't Last a Day Without You** (3:47) Carpenters—A&M	17	15	12	12
12	14	**Come and Get Your Love** (3:30) Redbone—Epic	13	13	17	14
9	15	**Bennie and the Jets** (5:00) Elton John—MCA	16	14	15	16
21	16	**Help Me** (3:22) Joni Mitchell—Asylum	20	17	14	15
13	17	**The Best Thing That Ever Happened to Me** (3:45) Gladys Knight & the Pips—Buddah	14	19	16	18
14	18	**Tubular Bells** (3:18) Mike Oldfield—Virgin	15	16	18	17
24	19	**Don't You Worry 'bout a Thing** (3:40) Stevie Wonder—Tamla	18	20	21	20
18	20	**Just Don't Want to Be Lonely** (3:31) Main Ingredient—RCA	19	18	22	19
20	21	**Oh Very Young** (2:33) Cat Stevens—A&M	21	21	19	21
23	22	**My Girl Bill** (3:12) Jim Stafford—MGM	22	22	20	22
22	23	**For the Love of Money** (3:45) O'Jays—Phila. Int'l.	23	25	23	24
29	24	**Rock the Boat** (3:05) Hues Corp.—RCA	25	23	27	25
25	25	**Star Baby** (2:37) Guess Who—RCA	26	29	24	23
30	26	**Be Thankful (for What You Got)** (3:25) William DeVaughn—Roxbury	27	24	25	26
39 ▲	27	**If You Love Me (Let Me Know)** (3:12) Olivia Newton-John—MCA	24	28	29	27
28	28	**Daybreak** (3:03) Nilsson—RCA	28	26	26	28
32	29	**Haven't Got Time for the Pain** (3:25) Carly Simon—Elektra	29	27	28	29
38	30	**You Won't See Me** (3:07) Anne Murray—Capitol	32	30	33	31
40	31	**The Air That I Breathe** (3:33) Hollies—Epic	33	31	31	30
15	32	**Hooked on a Feeling** (2:54) Blue Swede—EMI	30	33	30	32
31	33	**Save the Last Dance for Me** (2:58) De Franco Family—20th Century	34	32	32	33
26	34	**Oh My My** (3:39) Ringo Starr—Apple	31	35	34	37
52 ▲	35	**Hollywood Swinging** (4:35) Kool and the Gang—Delite	43	34	39	34
46 ▲	36	**Train of Thought** (2:34) Cher—MCA	35	39	37	43
63 ▲	37	**Already Gone** (3:39) Eagles—Asylum	37	41	36	35
49 ▲	38	**If You Wanna Get to Heaven** (3:04) Ozark Mtn. Daredevils—A&M	39	37	38	36
58 ▲	39	**Rock & Roll Heaven** (3:23) Righteous Brothers—Haven	38	44	40	41
43	40	**I'm in Love** (2:48) Aretha Franklin—Atlantic	49	36	41	38
64 ▲	41	**My Mistake Was to Love You** (2:55) Diana Ross and Marvin Gaye—Motown	40	43	42	45
37	42	**Seasons in the Sun** (3:24) Terry Jacks—Bell	36	64	35	44
55 ▲	43	**Rikki Don't Lose That Number** (3:58) Steely Dan—ABC/Dunhill	45	42	43	40
59 ▲	44	**Finally Got Myself Together** (3:05) Impressions—Curtom	48	40	45	39
33	45	**Let It Ride** (3:33) Bachman-Turner Overdrive—Mercury	41	46	44	49
— ▲	46	**On and On** (3:20) Gladys Knight & the Pips—Buddah	52	38	47	42
35	47	**I'll Have to Say I Love You in a Song** (2:30) Jim Croce—ABC/Dunhill	42	49	45	55
47	48	**Another Park, Another Sunday** (3:39) Doobie Brothers—Warner Brothers	46	47	50	53
60 ▲	49	**(I'm a) YoYo Man** (2:46) Rick Cunha—GRC	47	50	59	48
27	50	**Sunshine** (3:18) John Denver—RCA	44	57	52	60
50	51	**One Hell of a Woman** (2:52) Mac Davis—Columbia	51	51	55	58
53	52	**Standing at the End of the Line** (2:45) Lobo—Big Tree	55	48	58	59
36	53	**Keep on Singing** (3:03) Helen Reddy—Capitol	54	53	49	61
56	54	**LaGrange** (3:15) Z. Z. Top—London	57	54	51	52
42	55	**Lookin' for a Love** (2:37) Bobby Womack—United Artists	50	58	54	64
41	56	**The Same Love That Made Me Laugh** (3:23) Bill Withers—Sussex	63	45	63	54
— ▲	57	**Waterloo** (2:46) Abba—Atlantic	58	60	53	57
— ▲	58	**Come Monday** (3:07) Jimmy Buffet—ABC/Dunhill	53	59	57	62
73 ▲	59	**Radar Love** (2:53) Golden Earrings—MCA	64	69	48	50
— ▲	60	**I'm Coming Home** (3:22) Spinners—Atlantic	56	56	60	63
45	61	**Mockingbird** (3:45) Carly Simon & James Taylor—Elektra	73	52	75	51
— ▲	62	**Living in the U.S.A.** (4:03) Steve Miller Band—Capitol	69	62	68	46
54	63	**A Very Special Love Song** (2:44) Charlie Rich—Epic	59	63	62	66
65	64	**Tell Me a Lie** (2:59) Sami Jo—MGM South	60	66	65	71
— ▲	65	**King of Nothing** (2:56) Seals & Crofts—Warner Brothers	61	68	67	68
—	66	**Annie's Song** (2:58) John Denver—RCA	65	65	64	65
48	67	**I'm a Train** (3:16) Albert Hammond—Mums	71	61	61	•
—	68	**Please Come to Boston** (3:57) Dave Loggins—Epic	62	72	66	•
71	69	**Son of Sagitarius** (3:12) Eddie Kendricks—Tamla	67	67	•	70
57	70	**Payback** (3:30) James Brown—Polydor	•	•	56	47
—	71	**I Hate Hate** (3:15) Razzy—MGM	66	74	73	•
—	72	**Last Kiss** (2:31) Wednesday—Sussex	•	55	•	56
66	73	**One Chain Don't Make No Prison** (3:27) Four Tops—ABC/Dunhill	74	73	71	69
—	74	**Georgia Porcupine** (2:38) George Fishoff—United Artists	72	•	69	•
34	75	**The Lord's Prayer** (2:59) Sister Janet Mead—A&M	68	•	74	73

Alphabetical list (with this week's over-all rank): The Air That I Breathe (31), Already Gone (37), Annie's Song (66), Another Park, Another Sunday (48), Band on the Run (5), Be Thankful (for What You Got) (26), Bennie and the Jets (15), The Best Thing That Ever Happened to Me (17), Billy Don't be a Hero (10), Come and Get Your Love (14), Come Monday (58), Dancing Machine (4), Daybreak (28), Don't You Worry 'bout a Thing (19) The Entertainer (2), Finally Got Myself Together (44), For the Love of Money (23), Georgia Porcupine (74), Haven't Got Time for the Pain (29), Help Me (16), Hollywood Swinging (35), Hooked on a Feeling (32), I Hate Hate (71), I Won't Last a Day Without You (13), If You Love Me (Let Me Know) (27), If You Wanna Get to Heaven (38), I'll Have to Say I Love You in a Song (47), I'm a Train (67), I'm Coming Home (60), I'm in Love (40), I've Been Searching So Long (9), Just Don't Want to be Lonely (20), Keep on Singing (53), King of Nothing (65), LaGrange (54), Last Kiss (72), Let It Ride (45), Living in the U.S.A. (62), Loco-Motion (1), Lookin' for a Love (55), The Lord's Prayer (75), Midnight at the Oasis (6), Mockingbird (61), My Girl Bill (22), My Mistake Was to Love You (41), Oh My My (34), Oh Very Young (21), On and On (46), One Chain Don't Make No Prison (73), One Hell of a Woman (51), Payback (70), Please Come to Boston (68), Radar Love (59), Rikki Don't Lose That Number (43), Rock the Boat (24), Rock & Roll Heaven (39), The Same Love That Made Me Laugh (56), Save the Last Dance for Me (33), Seasons in the Sun (42), The Show Must Go On (7), Son of Sagitarius (69), Standing at the End of the Line (52), Star Baby (25), The Streak (3), Sundown (11), Sunshine (50), Tell Me a Lie (64), Train of Thought (36), TSOP (12), Tubular Bells (18), A Very Special Love Song (63), Waterloo (57), You Make Me Feel Brand New (8), You Won't See Me (30), (I'm a) YoYo Man (49).

"FINALLY GOT MYSELF TOGETHER"

CR 1997

THE IMPRESSIONS

CLIMBING HIGH ON THE CHARTS

FROM THE HIT ALBUM

CRS 8019

ON CURTOM RECORDS AND AMPEX TAPES
FROM THE BUDDAH GROUP

Black group asks FCC to tighten up 'clarification' of its cable TV regulations

Organization is worried commission might have relieved cable operators of any requirements to aid financially and technically access channel users

The National Black Media Coalition has urged the FCC to take a more positive approach than it has to date in the matter of public financing of the public access channels cable television systems are required to provide.

NBMC, in a petition filed last week for reconsideration of the commission's document aimed at clarifying its cable television rules (BROADCASTING, April 22), acknowledged that the commission's position on public financing reflects recognition of the problem of providing funding for access programing. But, NBMC added, the commission "views 'demands' for free programing and engineering personnel as unreasonable 'bargaining chips' " used in franchise negotiations. Thus, it said, the "clarification" relieves cable operators of any obligation to aid citizen groups in programing the access channel.

The commission intends to deal in a separate proceeding with the problem of providing access funding through a percentage of franchise fees. But in the meantime, NBMC said, the effect of the commission's language has been to torpedo all arrangements between communities and cable systems that require the operator to share his "expertise or revenues with those using the access channels."

NBMC said the commission should make clear that although its rules do not require cable systems to fund access programing, "it encourages cable systems and community groups or municipalities" to work out arrangements under which assistance is given to individuals and groups wishing to use the access channel.

NBMC also asked for reconsideration of a number of other points in the commission's clarification document. It wants the commission to make it clear it will not approve sharing of access channels between commonly owned systems in urban and suburban communities, to modify its language which indicates it does not approve of municipalities or citizen groups that "ask more of a cable operator in their community than the minimum specified by the commission's rules," and to make it clear that community-controlled, nonpublic schools will have access to the educational channel.

In other matters, NBMC said it did not agree with the commission's view that citizen concern about the potential for surveillance through cable systems is an "overreaction." It asked the commission to establish uniform technical standards or guidelines for franchising authorities to follow in requiring systems to provide methods for protecting cable subscribers. It also said that operators of leased channels are "tantamount" to broadcasters and that, as a result, the commission should adopt public-interest requirements "that will apply to leased-channel operators, such as nondiscrimination in hiring and programing."

Michigan green-lights regulation of cable

Michigan Attorney General Frank J. Kelley has ruled that, within existing state law, cable television is a public utility in Michigan. The ruling effectively opens the door for local governments to take broad regulatory actions with respect to cable, including the initiation of municipally owned systems. Mr. Kelley found specifically that local governments in the state have authority to grant cable franchises, despite the current absence of state provisions governing cable and its regulatory environment. He also found that cities which have home rule charters may own and operate their own systems if they so choose, and that several local governments are free to "collaborate" in writing a franchise for a system serving contiguous communities. Within existing FCC rules, Mr. Kelley noted, states may assume "broad areas of regulatory authority" over cable.

FCC gears up to overhaul cable rules

Commission sets up re-regulation study group, solicits comments

The FCC has announced that, true to the word of Chairman Richard E. Wiley at the National Cable Television Association convention (BROADCASTING, April 29), it has established a task force to study re-regulation of cable television, and it asked for help and input from all interested parties.

The purpose of the study, the commission said, is to simplify parts 76 and 78 of the FCC rules—those dealing generally with CATV and with community antenna relay systems—and to eliminate unnecessary regulations, procedures and paperwork. "Particular attention shall be directed toward relief for the small cable television system operator," the commission said. It said the study is expected to spawn either clarification orders or formal rulemaking procedures.

The FCC asked for comments and suggestions on such questions as: "Which rules are the most burdensome for the operator? How could they be modified? Should certain onerous rules be deleted?" Comments should be sent to: Cable Re-regulation Task Force, Cable Television Bureau, FCC, Washington, D.C. 20554, and specific questions should be referred to James A. Hudgens or Thomas K. McKnight (202-632-6468).

And in keeping with its new-found fervor for snipping red tape, the commission said: "Comments need not be formal in nature—even a simple letter form may be the most appropriate."

Oakland project starts cable TV

With Teleprompter's help, Acorn housing development residents have created their own cable system

On May 19, a local black group in Oakland, Calif., energized a community antenna television system it has developed with the help of Teleprompter Corp., and began serving 3,000 families in the Acorn housing development. To commemorate the occasion, Acorn Community Television cosponsored a two-day conference on cable television.

Teleprompter provided the distribution cable and the drops needed to provide up to 12 channels of service to Acorn. The community group, with foundation grants and funds raised in the community—a total of some $30,000—provided the headend and the studio from which it is providing public-access programing.

Teleprompter entered the project—which Acorn Community Television was planning to undertake on its own—in connection with the work of its subsidiary, Focus Cable, in wiring up Oakland under a cable franchise. When Focus extends its trunk line to Acorn—probably in two years—the Acorn project will become part of the system. Focus expects it will then sell bulk subscription to the housing development for its residents. In the meantime, the service—eight channels of local signals, the local programing channel and a channel of messages and announcements—is free. Acorn Community Television considers itself not only a cable service but a training school for residents wishing to develop cable television skills.

The conference, which began on May 18 and was sponsored also by the Laney College office of community services and by Oakland Media, a citizen group, and featured presentations by David Foster, president of the National Cable Television Association; David Kinley, acting chief of the FCC's cable television bureau; William Wright, former coordinator of Black Efforts for Soul in Television, and Frank Lloyd, director of the Citizens Communications Center.

Togetherness is theme of N.Y. cable regulator

The chairman of the New York State Commission on Cable Television has suggested periodic meetings between the commission and systems it regulates "to insure each a voice on important issues."

Robert F. Kelly told a Syracuse meeting of the New York State Cable Television Association that in his year at the helm of the two-year-old agency he has viewed cablemen's conduct as generally laudable. But, he cautioned, the industry must "police itself" lest a few detractors "tarnish the image of the industry." Emphasizing that the commission is prepared to move in such cases, Mr. Kelly made specific reference of the agency's denial of certification to a cable franchisee in Kent last month (BROADCASTING, April 22), which allegedly had failed to comply with several state provisions.

Mr. Kelly placed settlement of a state controversy over arrangements for CATV line extensions as the commission's first priority. On the line extension matter, he suggested that the industry and commission work together to develop a computer model to determine field conditions and establish cost data.

Blue sky a little closer

Tocom Inc., Dallas, has announced the procurement of contracts to install its interactive, computer-controlled two-way cable system in three additional markets. Under the new agreements, the Tocom system, which supplies up to 26 channels including such services as fire alarms, police and medical alerts, meter-reading and pay-TV capability, will be installed at the Flower Mound, new town near Dallas, the Maumella, new town near Little Rock, Ark., and Rossmoor Coconut Creek in southeast Florida. Tocom, which has catered to markets populated primarily by senior citizens, already serves a Rossmoor retirement community at Sun City, Ariz. It has also entered Lauderdale Lakes, Fla. Anticipated revenues from the three new contracts, Tocom said, is expected to reach a $16 million figure.

Kinley cites 'discriminatory' fee by city on pay operation

Local communities have been put on notice that specialized fees on pay cable systems "run afoul" of the FCC's "comprehensive regulatory scheme" and raise "considerable constitutional questions." The commission's Cable Television Bureau Chief David Kinley made those points last week in a letter to the city attorney of Chula Vista, Calif. The city attorney, George D. Lindberg, had asked for Mr. Kinley's comments on a city ordinance imposing a fee of $250 plus 5% of gross receipts on pay cable operations after Channel 100, a pay cable company, cited the ordinance as its reason for not seeking to enter Chula Vista. Mr. Kinley said the specialized fee raises the "spectre of discriminatory fees related directly to cable use, and based on the method of distribution," seems to conflict with the commission's policy of barring imposition of fees on ancillary cable television services.

Cable Briefs

Gavel graspers. National Cable Television Association Chairman Bruce Lovett has appointed following chairmen of NCTA committees: Alfred Stern (Warner Cable), copyright; Linda Brodsky (Warner Cable, public affairs; McLean Clark (Big Timber [Mont.] Cable TV), Independent Operators Board; Arthur O'Neal (*South Bend* [Ind.] *Tribune*), satellites; Nathan Levine (Sammons Communications), engineering advisory; Amos Hostetter (Continental Cablevision), pole attachments; George Asker (Aberdeen Co.), associate members; George Nichols (Clinton [Ind.] Cable TV), elections; John McDonough (American Television and Communications), financial affairs; J. Orrin Marlowe (Spectrum Communications), membership; Robert Turkisher (Colorado Electronics Technical College), OSHA; Dan Aaron (Comcast Corp.), "Project '77"; Beverly Land (Telecable Corp.), educational and community services; Aaron Fleishman (Warner Cable), federal-state-local. Previously reported (BROADCASTING, April 29): Barry Zorthian (Time Inc.), legislative; Ralph Baruch (Viacom), subscription cablecasting; John Muir (Cable Media Corp.), convention.

Denied. Citizen group suit alleging that Communications Properties Inc. illegally acquired control of two Philadelphia cable franchises has been thrown out of court. Judge Paul Ribner ruled defendants—Philadelphia Community Cable Coalition, Metrotel Communications and John Zeh—had no standing to contest actions.

Tit for tat

Home Box Office, the New York-based pay-cable-programing subsidiary of Time Inc., in a two-way deal with UA-Columbia Cablevision Inc., Westport, Conn., will provide its schedule of movies and sports events to subscribers of UA-Columbia's cable systems in Wayne, N.J., and Brookhaven, L.I., N.Y. For its part, UA-Columbia will permit HBO to use its existing microwave distribution facilities to get its signal out to hard-to-reach communities in New Jersey and upstate New York. Exact terms of the deal between the two firms were not revealed.

Finance

Goldenson calls '73 'best year' for ABC

Network chairman reports TV income at record high, but radio slipping

Leonard Goldenson, the chairman of the board of ABC Inc., had mostly good news for stockholders at the company's annual meeting in New York last week.

Last year "was the best year in our history," Mr. Goldenson said, in his prepared remarks. "Revenues and operating earnings were at an all-time high and our financial position was the strongest ever.

"In broadcasting," he continued, "the television network continued to provide the major source of earnings improvement. Our owned television stations . . . achieved record results."

One problem area—the radio division—had earnings that "did not equal 1972's results, principally reflecting industry softness in national radio advertising," according to Mr. Goldenson. Leisure-group activities proved a mixed bag, he added, in that "theaters, records [production] and publishing improved while record and tape sales distribution and scenic attractions did not equal the prior year's levels."

During the brief question period, a couple of stockholders voiced criticism of the way ABC-TV censored a Dick Cavett show featuring four ex-radicals and of the network's decision to prevent Geraldo Rivera from smoking marijuana on a late-night *Wide World of Entertainment* show. Mr. Goldenson responded by saying that the company is not about to allow anything to go on the air that might endanger the licenses of ABC-owned stations.

In general, however, the meeting was sparsely attended and the questions easy to handle because, according to ABC sources, Evelyn Y. Davis, the Gilbert brothers and other indefatigable boat-rockers were making their presence felt at J. C. Penney's annual meeting a few blocks away.

As the main order of business, the stockholders re-elected the company's 15 directors and added a new one: Thomas M. Macioce, of Allied Stores Corp.

Goldenson

Financial Briefs

Trade-in time. MGM is planning to offer \$3 in cash, plus \$23 face value new 10% nonconvertible subordinated debenture, maturing in 1994, for each share of MGM common held by stockholders. MGM President Frank Rosenfelt said company would buy up to 800,000 common shares under this new plan. He also announced another plan for company, offer new debenture worth \$650 in face value and paying 10% for each outstanding \$1,000, 5% subordinated debenture now outstanding. MGM earlier reported increases in gross revenues and net income for six months of its fiscal year compared with same period last year, including revenues and income from TV programs. Total revenues were \$116,-109,000 with net income \$12,518,000 (\$2.11 cents a share) for first half of year ended March 16, compared to \$85,488,-000 and \$11,438,000 (\$1.92) same period in 1973. MGM President Frank E. Rosenfelt noted that MGM's new Grand Hotel in Las Vegas, which opened Dec. 14, 1973, was profitable during Jan. 1-March 16 quarter, with 79% occupancy. TV programs brought in \$16,063,000 in gross revenues for six-month period, compared to \$11,115,000 for same period last year; TV accounted for \$1,416,000 in net income compared to \$1,187,000.

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
Columbia Pictures Industries	9 mo. 3/30	187,474,000	+ 10.3%	968,000[1]	*	.13	169,920,000	(16,831,000)	(2.26)
Motorola	3 mo.	328,766,168	+ 21.2%	17,193,567	+ 20.3%	.61	271,246,771	14,299,661	.52
PKL Cos. Inc.	year 11/30	6,388,254	+ 16.9%	134,552	+ 64.4%	.16	5,463,690	81,850[2]	.11
Taft Broadcasting	year 3/31	79,409,752	+ 12.6%	11,256,203	+ 8.9%	2.75	70,525,040	10,331,209[3]	2.53
Tele-communications	year 12/31	26,640,000	+ 38.4%	(2,074,000)	− 20.0%	#	19,254,000	(1,728,000)	.34
Telepro Industries Inc.	3 mo. 3/31	5,357,191	+108.1%	83,291	+ 31.1%	.17	2,574,490	63,527	.29
Turner Communications[4]	year 12/31	12,815,000	+ 34.3%	878,00	+ 31.2%	.59	9,535,000	669,000	.45

[1] Net income figure excludes losses on discontinued operations.
[2] Excludes extraordinary gain of \$224,125 on sale of shares of Macrodata Corp.
[3] Excludes \$1,086,455 gain from sale of WBRC-AM-FM Birmingham, Ala.
[4] Net income figures correct May 13 Weeks Worth item.
No figure available.
* Change too great to be meaningful.

Broadcasting's index of 137 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. May 22	Closing Wed. May 15	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	23 1/2	24 3/4	- 1 1/4	- 5.05	28 3/8	21 5/8	8	16,582	389,677
CAPITAL CITIES COMM.	CCB	N	37 1/4	38	- 3/4	- 1.97	39 1/4	22 3/4	14	7,164	266,859
CBS	CBS	N	36 1/4	38	- 1 3/4	- 4.60	38	25	11	28,092	1,018,335
CONCERT NETWORK*++		O	1/4	1/4		.00	7/8	1/4	5	2,200	550
COX	COX	N	13 1/2	15 1/4	- 1 3/4	- 11.47	19 3/8	13 1/2	7	5,831	78,718
FEDERATED MEDIA*++		O	5 3/4	5 3/4		.00	5 3/4	5	19	820	4,715
GROSS TELECASTING	GGG	A	9 1/8	9 3/8	- 1/4	- 2.66	13 5/8	9 1/8	6	800	7,300
LIN	LINB	O	4 1/2	5	- 1/2	- 10.00	6 3/4	4	4	2,296	10,332
MOONEY*	MOON	O	2 3/4	2 3/4		.00	3 5/8	2 1/4	7	385	1,058
PACIFIC & SOUTHERN	PSOU	O	3 1/8	4 5/8	- 1 1/2	- 32.43	6 1/4	3 1/8	26	1,751	5,471
RAHALL	RAHL	O	4 3/4	4 3/4		.00	6	3 3/4	9	1,297	6,160
SCRIPPS-HOWARD	SCRP	O	14 1/2	14 1/2		.00	17 1/2	14 1/2	7	2,589	37,540
STARR	SBG	M	5 3/4	5 3/4		.00	9	5 3/4	4	1,069	6,146
STORER	SBK	N	11 1/4	14 1/2	- 3 1/4	- 22.41	17 3/8	11 1/4	5	4,751	53,448
TAFT	TFB	N	17 3/4	18 1/4	- 1/2	- 2.73	23 3/8	16 1/2	7	4,219	74,887
WOODS COMM.*++		O	3/4	3/4		.00	3/4	1/4	6	292	219
									TOTAL	80,138	1,961,415
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	1 7/8	1 3/4	+ 1/8	+ 7.14	2 1/2	1 3/4	5	1,259	2,360
AVCO	AV	N	4 3/4	5 1/8	- 3/8	- 7.31	8 7/8	4 3/4	4	11,481	54,534
BARTELL MEDIA	BMC	A	1	1		.00	2 3/8	1	3	2,257	2,257
JOHN BLAIR	BJ	N	5 1/8	5 5/8	- 1/2	- 8.88	7 1/2	5 1/8	4	2,403	12,315
CAMPTOWN IND.*++		O	3/8	3/8		.00	7/8	3/8	5	1,138	426
CHRIS-CRAFT	CCN	N	2 1/2	2 5/8	- 1/8	- 4.76	4 1/4	2 1/8	28	4,162	10,405
COMBINED COMM.	CCA	A	8 7/8	10 1/8	- 1 1/4	- 12.34	13	8 7/8	6	3,274	29,056
COWLES	CWL	N	6 1/8	5 7/8	+ 1/4	+ 4.25	7	5 5/8	12	3,969	24,310
DUN & BRADSTREET	DNB	N	27 1/8	27 3/8	- 1/4	- .91	36	24 1/2	18	26,204	710,783
FAIRCHILD IND.	FEN	N	5 5/8	5 1/4	+ 3/8	+ 7.14	6 1/4	4 1/8	12	4,550	25,593
FUQUA	FQA	N	7 5/8	8 3/8	- 3/4	- 8.95	10 3/4	6 3/4	4	7,273	55,456
GENERAL TIRE	GY	N	14	14 1/8	- 1/8	- .88	18 1/4	13	4	21,515	301,210
GLOBETROTTER	GLBTA	O	3 5/8	3 3/4	- 1/8	- 3.33	4 3/4	3 3/8	5	2,759	10,001
GRAY COMMUN.		O	8 1/4	8	+ 1/4	+ 3.12	8 1/2	6 1/2	6	475	3,918
HARTE-HANKS	HHN	N	8 3/8	9 1/8	- 3/4	- 8.21	14 1/4	8 3/8	7	4,337	36,322
JEFFERSON-PILOT	JP	N	24 1/2	24 1/4	+ 1/4	+ 1.03	38 1/4	24	12	24,121	590,964
KAISER INDUSTRIES	KI	A	6	6 5/8	- 5/8	- 9.43	8 1/2	6	3	27,487	164,922
KANSAS STATE NET.*	KSN	O	3 3/4	3 3/4		.00	3 7/8	3 1/4	7	1,741	6,528
KINGSTIP	KTP	A	4 1/8	4	+ 1/8	+ 3.12	6 3/4	3 7/8	4	1,154	4,760
LAMB COMMUN.*++		P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	12 3/8	12 1/8	+ 1/4	+ 2.06	13 1/4	10 3/4	8	3,352	41,481
LIBERTY	LC	N	11 1/2	11 3/4	- 1/4	- 2.12	15 5/8	11 1/2	5	6,632	76,268
MCGRAW-HILL	MHP	N	8 3/8	8 5/8	- 1/4	- 2.89	9	6	7	23,486	196,695
MEDIA GENERAL	MEG	A	22	22 3/8	- 3/8	- 1.67	26 1/2	20 1/4	9	3,552	78,144
MEREDITH	MDP	N	9 3/4	9 7/8	- 1/8	- 1.26	11 3/8	8 1/4	4	2,908	28,353
METROMEDIA	MET	N	6 5/8	7	- 3/8	- 5.35	10 5/8	6 5/8	6	6,447	42,711
MULTIMEDIA	MMED	O	10 3/4	10 3/4		.00	14 1/4	10 1/2	8	4,388	47,171
OUTLET CO.	OTU	N	8 1/4	9 1/2	- 1 1/4	- 13.15	9 3/4	8	4	1,379	11,376
POST CORP.	POST	O	7 1/4	7 1/2	- 1/4	- 3.33	10 3/4	7 1/4	4	882	6,394
PSA	PSA	N	6 5/8	6 7/8	- 1/4	- 3.63	10	6 3/8	19	3,181	21,074
REEVES TELECOM	RBT	A	1 1/4	1 3/8	- 1/8	- 9.09	1 3/4	1 1/8	11	2,376	2,970
RIDDER PUBLICATIONS	RPI	N	11 1/4	12 3/8	- 1 1/8	- 9.09	15 5/8	11	7	8,305	93,431
ROLLINS	ROL	N	12 5/8	13 1/2	- 7/8	- 6.48	19 3/4	12 5/8	11	13,305	167,975
RUST CRAFT	RUS	A	7	7 3/8	- 3/8	- 5.08	10 1/4	7	5	2,366	16,562
SAN JUAN RACING	SJR	N	9 1/4	9 7/8	- 5/8	- 6.32	13 3/8	9 1/4	8	2,367	21,894
SCHERING-PLOUGH	SGP	N	68	69	- 1	- 1.44	74 3/8	61 3/4	33	52,574	3,575,032
SONDERLING	SDB	A	7 1/4	7 3/8	- 1/8	- 1.69	10	7	4	788	5,713
TECHNICAL OPERATIONS	TO	A	5	5 3/8	- 3/8	- 6.97	6 3/4	4 1/2	5	1,344	6,720
TIMES MIRROR CO.	TMC	N	14 1/4	14 3/4	- 1/2	- 3.38	17 5/8	13 3/8	9	31,385	447,236
TURNER COMM.*++		O	3	3		.00	3 5/8	3	7	1,373	4,119
WASHINGTON POST CO.	WPO	A	20 1/8	20 7/8	- 3/4	- 3.59	24 3/8	14 3/4	7	4,749	95,573
WOMETCO	WOM	N	8	8 3/8	- 3/8	- 4.47	10 1/4	8	6	6,094	48,752
									TOTAL	335,267	7,082,357
Cablecasting											
AMECO**	ACO	O	1 3/4	1 3/4		.00	1 7/8	1/4		1,200	2,100
AMER. ELECT. LABS**	AELBA	O	1 1/4	1 3/8	- 1/8	- 9.09	2 1/8	3/4		1,673	2,091
AMERICAN TV & COMM.	AMTV	O	7 3/4	10 1/2	- 2 3/4	- 26.19	19 1/4	7 3/4	18	3,181	24,652
ATHENA COMM.**		O	1/2	1/2		.00	3/4	3/8		2,126	1,063
BURNUP & SIMS	BSIM	O	14	14 7/8	- 7/8	- 5.88	24 1/8	14	16	7,907	110,698
CABLECOM-GENERAL	CCG	A	2 3/8	2 1/2	- 1/8	- 5.00	4 1/2	1 3/4	30	2,560	6,080
CABLE FUNDING CORP.	CFUN	O	6 1/4	6 1/4		.00	7 3/8	5 1/2	52	1,121	7,006
CABLE INFO.++		O	1/2	1/2		.00	3/4	1/2	1	987	493
CITIZENS FINANCIAL**	CPN	A	2 1/8	2 1/4	- 1/8	- 5.55	4 1/4	2 1/8		2,390	5,078
COMCAST*		O	2	2		.00	2	1 1/2	8	1,705	3,410
COMMUNICATIONS PROP.	COMU	O	1 3/4	2 1/8	- 3/8	- 17.64	3 3/8	1 3/4	19	4,761	8,331
COX CABLE	CXC	A	7 5/8	7 7/8	- 1/4	- 3.17	15 1/4	7 1/2	14	3,560	27,145
ENTRON*++	ENT	O	3/4	3/4		.00	3/4	1/2	5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	10 1/4	11 1/2	- 1 1/4	- 10.86	17 1/8	10 1/4	6	7,060	72,365
GENERAL TV*++		O	1 1/2	1 1/4	+ 1/4	+ 20.00	1 1/2	1 1/4	75	1,000	1,500

	Stock symbol	Exch.	Closing Wed. May 22	Closing Wed. May 15	Net change in week	% change in week	1973-1974 High	1973-1974 Low	P/E ratio	Approx. shares out (000)	Total market capitali-zation (000)
LVO CABLE	LVOC	O	3 3/8	3 3/8		.00	4 5/8	2 3/4	68	1,879	6,341
SCIENTIFIC-ATLANTA	SFA	A	7 1/8	7 5/8	- 1/2	- 6.55	9 1/2	6 3/4	7	917	6,533
TELE-COMMUNICATIONS	TCOM	O	2 1/8	2 3/4	- 5/8	- 22.72	5 3/4	2 1/8	9	4,619	9,815
TELEPROMPTER	TP	N	4 1/8	4 1/4	- 1/8	- 2.94	8 1/4	4	24	16,482	67,988
TIME INC.	TL	N	36	39	- 3	- 7.69	40 1/4	30 3/4	7	10,381	373,716
TOCOM*	TOCM	O	3 3/4	4	- 1/4	- 6.25	4 7/8	3 3/4	9	634	2,377
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 1/8	4 5/8	+ 1/2	+ 10.81	7 1/2	4 5/8	8	3,850	19,731
VIKOA**	VIK	A	2	2 1/4	- 1/4	- 11.11	4	2		2,591	5,182
									TOTAL	85,732	775,005
Programing											
COLUMBIA PICTURES**	CPS	N	2 1/4	2 3/8	- 1/8	- 5.26	4 3/4	2 1/4		6,748	15,183
DISNEY	DIS	N	43 3/8	44 1/8	- 3/4	- 1.69	54 1/2	35 1/8	27	29,155	1,264,598
FILMWAYS	FWY	A	3 1/8	3 1/4	- 1/8	- 3.84	6	3 1/8	5	1,790	5,593
FOUR STAR			7/8	7/8		.00	1 3/8	3/4	1	665,950	582,706
GULF + WESTERN	GW	N	22 3/4	25	- 2 1/4	- 9.00	29 1/8	22 5/8	4	14,088	320,502
MCA	MCA	N	25 1/4	26 1/2	- 1 1/4	- 4.71	26 1/2	19 1/4	7	8,386	211,746
MGM	MGM	N	15 5/8	12 3/4	+ 2 7/8	+ 22.54	15 5/8	9 1/4	11	5,918	92,468
TELE-TAPE**++		O	3/4	3/8	+ 3/8	+ 100.00	3/4	1/8		2,190	1,642
TELETRONICS INTL.*		O	3 3/8	3 1/2	- 1/8	- 3.57	4 1/8	3 3/8	7	943	3,182
TRANSAMERICA	TA	N	7	7 3/8	- 3/8	- 5.08	10 3/8	7	6	65,115	455,805
20TH CENTURY-FOX	TF	N	5 7/8	6 1/4	- 3/8	- 6.00	9 1/8	5 1/4	8	8,280	48,645
WALTER READE**++	WALT	O	3/8	3/8		.00	1/2	1/8		4,467	1,675
WARNER	WCI	N	12	12 1/4	- 1/4	- 2.04	18 1/2	9 5/8	5	16,317	195,804
WRATHER	WCO	A	6	7 1/2	- 1 1/2	- 20.00	8 1/8	4 3/8	67	2,229	13,374
									TOTAL	831,576	3,212,923
Service											
BBDO INC.		O	12 1/4	12 3/4	- 1/2	- 3.92	14 1/4	10	6	2,513	30,784
COMSAT	CQ	N	32 3/4	36	- 3 1/4	- 9.02	40 3/8	30 7/8	8	10,000	327,500
CREATIVE MANAGEMENT	CMA	A	4 1/8	4	+ 1/8	+ 3.12	6 5/8	3 3/8	5	1,016	4,191
DOYLE DANE BERNBACH	DOYL	O	10	9 3/4	+ 1/4	+ 2.56	11 1/2	8 3/4	5	1,799	17,990
ELKINS INSTITUTE**++	ELKN	O	1/2	1/2		.00	5/8	1/4		1,897	948
FOOTE CONE & BELDING	FCB	N	9 5/8	10 3/8	- 3/4	- 7.22	11 1/4	8 5/8	6	2,078	20,000
GREY ADVERTISING	GREY	O	6 3/4	7 5/8	- 7/8	- 11.47	8 3/8	6 3/4	3	1,255	8,471
INTERPUBLIC GROUP	IPG	N	10	10 3/8	- 3/8	- 3.61	13	10	4	2,319	23,190
MARVIN JOSEPHSON	MRVN	O	7 3/4	7 3/4		.00	8 1/2	6 3/4	5	957	7,416
MCI COMMUNICATIONS+	MCIC	O	2 3/4	3 1/8	- 3/8	- 12.00	6 1/2	2 3/4		12,825	35,268
MOVIELAB	MOV	A	7/8	1 1/8	- 1/4	- 22.22	1 5/8	5/8	5	1,407	1,231
MPO VIDEOTRONICS**	MPO	A	1 7/8	2 1/8	- 1/4	- 11.76	2 5/8	1 7/8		539	1,010
NEEDHAM, HARPER	NDHMA	O	5 1/4	5 3/4	- 1/2	- 8.69	7 1/2	4 3/4	2	918	4,819
A. C. NIELSEN	NIELB	O	16 5/8	15 1/4	+ 1 3/8	+ 9.01	28	14 1/8	15	10,598	176,191
OGILVY & MATHER	OGIL	O	15	14 1/2	+ 1/2	+ 3.44	17 1/4	12 3/4	5	1,807	27,105
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 1/8	8 3/8	- 1/4	- 2.98	12	8	13	2,624	21,320
UNIVERSAL COMM.*++		O	5/8	5/8		.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	7 1/4	7 3/4	- 1/2	- 6.45	9 5/8	7 1/4	4	1,632	11,832
									TOTAL	57,717	721,143
Electronics											
AMPEX	APX	N	3 1/2	3 3/4	- 1/4	- 6.66	4 7/8	3 3/8	7	10,796	37,786
CCA ELECTRONICS*++	CCAE	O	5/8	5/8		.00	7/8	5/8	1	881	550
COHU, INC.	COH	A	2 7/8	3	- 1/8	- 4.16	3 7/8	2 3/4	6	1,542	4,433
COMPUTER EQUIPMENT	CEC	A	1 1/2	1 1/2		.00	2 1/8	1 1/2	9	2,333	3,499
CONRAC	CAX	N	16 3/8	18 3/4	- 2 3/8	- 12.66	21	13 1/4	7	1,261	20,648
GENERAL ELECTRIC	GE	N	7 1/2	50 1/8	- 42 5/8	- 85.03	65	7 1/2	2	182,114	1,365,855
HARRIS CORP.	HRS	N	23 1/2	23 1/2		.00	33 1/2	23	8	6,229	146,381
INTERNATIONAL VIDEO	IVCP	O	4	4 1/4	- 1/4	- 5.88	7 1/2	3 1/4	13	2,741	10,964
MAGNAVOX	MAG	N	5 1/8	5 3/8	- 1/4	- 4.65	9 7/8	5 1/8	21	17,799	91,219
3M	MMM	N	69 1/2	72	- 2 1/2	- 3.47	80 1/2	68 1/2	26	113,100	7,860,450
MOTOROLA	MOT	N	58 1/8	57 3/4	+ 3/8	+ .64	61 7/8	40 1/2	19	27,968	1,625,640
OAK INDUSTRIES	OEN	N	10 3/8	10 7/8	- 1/2	- 4.59	12 7/8	9 1/2	4	1,639	17,004
RCA	RCA	N	15 3/8	16 1/8	- 3/4	- 4.65	21 1/2	15 3/8	7	74,444	1,144,576
ROCKWELL INTL.	ROK	N	26	26 1/4	- 1/4	- .95	28 3/8	25 1/8	6	30,315	788,190
RSC INDUSTRIES	RSC	A	1 1/4	1 3/8	- 1/8	- 9.09	2 1/8	1 1/8	7	3,458	4,322
SONY CORP	SNE	N	25 7/8	26 1/2	- 5/8	- 2.35	29 7/8	20 7/8	18	66,250	1,714,218
TEKTRONIX	TEK	N	42 1/8	42 1/4	- 1/8	- .29	47 3/4	34 3/8	17	8,646	364,212
TELEMATION**	TIMT	O	2	2		.00	2 3/4	1 3/4		1,050	2,100
TELEPRO IND.*++		O	7	7		.00	8	2 1/2	44	475	3,325
VARIAN ASSOCIATES	VAR	N	8 3/4	9 3/4	- 1	- 10.25	13 1/4	8 3/4	8	6,617	57,898
WESTINGHOUSE	WX	N	15 5/8	16 1/2	- 7/8	- 5.30	26	15 5/8	9	87,876	1,373,062
ZENITH	ZE	N	22 3/4	25 1/4	- 2 1/2	- 9.90	31 5/8	22 3/4	9	18,797	427,631
									TOTAL	666,331	17,063,963
									GRAND TOTAL	2,056,761	30,816,806

Standard & Poor's Industrial Average	98.30	103.30	-5.0

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


Umansky

Martin Umansky, VP-general manager, KAKE-AM-TV Wichita, Kan., named president and general manager, succeeding **Mark Adams,** who is now chairman of board.

James A. Spoerl, general manager, WKRX(FM) Louisville, named VP of Stoner System Inc., Des Moines, Iowa, upon FCC approval of purchase of that station by Stoner.

Dean Lindsay, local sales manager, KSL(AM) Salt Lake City, named assistant general manager and general sales manager. **Joe Meier,** Midwestern manager, affiliate relations, CBS Radio, named director for broadcasting at KSL.

Ken Gaines, general manager of KNEW(AM) Oakland, Calif., joins KTOK(AM) Oklahoma City as general manager, succeeding **C. Hewel Jones,** who becomes president of KWBB(AM) Wichita, Kan.

Geoffrey Pearce, general sales manager, WYTV(TV) Youngstown, Ohio, named general manager.

Lynn E. Higbee, national program director, Meredith Corp., and general manager, KCMO(AM) Kansas City, Mo., appointed general manager, WDIA(AM) Jackson, Tenn.


Kiermeier

John W. Kiermeier, former VP of CBS News, former president of Educational Broadcasting Corp. (WNET-TV New York) and recently consultant to William S. Paley Foundation, named to new post of VP-corporate responsibility, CBS Inc. New department will advise CBS management, including all operating divisions and subsidiaries, on activities which further corporation's policy of showing good citizenship in conducting various businesses in which it is engaged.

Todd A. Spoeri, station manager of WIS-TV Columbia, S.C., named general manager, succeeding **K. James Yager,** now VP-general manager of affiliated WDSU-TV New Orleans (BROADCASTING, May 13).

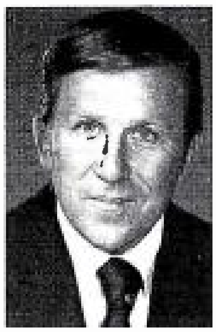
Joey Reynolds, announcer, WNBC(AM) New York, named general manager, WHLW(AM) Lakewood, N.J.

Paul Ruhle, manager, WSIX-AM-FM Nashville, named manager, community relations, WSIX-AM-FM, WNGE(TV) Nashville. **Brian Cobb,** head of marketing for WNGE, will assume additional duties as acting manager of WSIX-AM-FM.

Ann Stranahan, president of the board, noncommercial WGTE-TV Toledo, Ohio, elected to board of governors, Public Broadcasting Service, Washington.

Broadcast Advertising

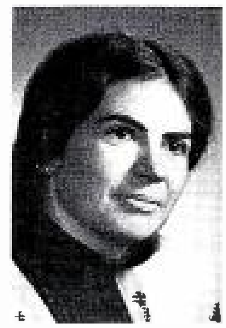
Richard Kerns, VP-general manager, EUE/Screen Gems, West Coast, Burbank, Calif., named president. EUE/Screen Gems is branch of commercials division of Columbia Pictures Industries Inc.


Olesen

Victor L. Olesen, senior VP, McCann-Erickson, New York, appointed manager of Detroit office.

Edward Gallen, account representative, Television Advertising Representatives, New York, joins Cunningham & Walsh, New York, as manager of spot broadcasting. **Steven Rosenthal,** network TV buyer, Young & Rubicam, named TV program manager for Cunningham & Walsh. **Gustav Von Will** moves from Young & Rubicam to C&W as media planner.


Commemoration. As part of the 50th anniversary celebration of WHO(AM) Des Moines, Iowa, Dr. David Palmer (r), president of Palmer Broadcasting Co., was presented with a vintage radio set during ceremonies in Naples, Fla. Dr. Palmer is recuperating in Naples from a recent illness that prevented his presence at the Des Moines event (*Broadcasting*, May 13). Making the presentation is Quane Fletcher, director of cable operations for Palmer Broadcasting. Palmer holdings include WNOG(AM)-WCVU(FM) Naples as well as a CATV system there.


Kirk

Pat Kirk, national sales assistant, KUTV(TV) Salt Lake City, named national sales manager.

Michael L. Becker and **Alan E. Himelick,** associate creative directors, Young & Rubicam, New York, elected senior VP's, Young & Rubicam International Inc.

William E. Drier and **Robert L. Sindelar,** VP's, Hume, Smith & Mickelberry, Miami, elected senior VP's.

Roger Livingston, account supervisor, Chiat/Day Inc., Los Angeles, named VP-general manager of newly opened office in Seattle.

William J. Case, marketing manager, Hoffmann-La Roche, New York, named VP-marketing, W. B. Doner & Co., New York.

Jim D. Abel, senior art director; **Penny Burrow,** creative personnel director; **Carole T. Cohan,** production supervisor, and **Barbara S. Holbrook,** creative supervisor, all with Grey & Davis Advertising, New York, named VP's.

Donald Ostrander, general sales manager, WTAF-TV Philadelphia, Taft Broadcasting station, reassigned to corporate headquarters in Cincinnati as assistant to VP-broadcast sales, **Donald Chapin.**

David D. Upright, creative group head, Dancer-Fitzgerald-Sample, New York, named VP.

Peter J. Splenger, public relations and advertising services director, Bristol-Myers, New York, elected VP, with responsibility for programing and media purchasing.

Yolanda Brugaletta, VP-associate research director, Needham, Harper & Steers, Chicago, joins Foote, Cone & Belding, Chicago, in same position.

John H. Davison, general sales manager, WJZ-TV Baltimore, joins WBZ-TV Boston in same position. Succeeding Mr. Davison at WJZ-TV is **Arthur Kern,** former sales manager. Both are Westinghouse Broadcasting stations.

Jack Lenz, national sales manager, WSB-AM-FM Atlanta, named general sales manager.

Robert E. Good, local sales manager, WFAA-TV Dallas-Fort Worth, joins KCEN-TV Temple-Waco, Tex., as general sales manager.

Ronald R. Hamilton, announcer and account executive, WMCL(AM) McLeansboro, Ill., named sales manager.

Robert L. Brokman, assistant general manager, KPOI-AM-FM Honolulu, joins WYOO(AM)-WRAH(FM) Richfield, Minn., as sales manager.

Robert Walke, regional sales manager, WFAA(AM) Dallas, named local sales manager, WRR(AM) Dallas.

Pete Lombardo, group sales manager, Cox Broadcasting's Telerep, New York, named local sales manager for Cox owned KTVU(TV) Oakland-San Francisco.

David P. Grigsby, research manager, Metro TV Sales, New York, named director of research.

Floyd Gelini, account executive, Blair Television, Boston, named manager, Boston sales office.

Hugh P. Connell, general counsel and secretary, and **Alun H. Jones,** chief financial officer, J. Walter Thompson, New York; **Peter Gilow,** chairman, German office, and **Denis Lanigan,** managing director, United Kingdom, elected to serve on J. Walter Thompson board of directors.

Frederick Harris, partner with Ehrlich, Harris, Manes & Associates, Washington advertising and public relations firm, retires after 25 years. Mr. Harris will continue as member of board of directors.

Maureen Moore, copywriter, Albert Jay Rosenthal & Co., Chicago, named copy supervisor.

Norman Hershorin, account executive, WPVI-TV Philadelphia, forms new advertising agency. *Norman Roberts Associates, 1118 Medical Arts building, 1601 Walnut Street, Philadelphia.*

James P. Duffy, director of media services, Goodchild & Eidson Inc., Providence, R.I., forms own media consulting and buying firm. *Media Services, Inc., 274 Weybosset Street, Providence.*

Al H. Lindrop, head of medical marketing division, Caldwell-Van Riper, Indianapolis, elected executive VP.

Herbert A. Stone, media services director, F. W. Free & Co., New York, joins Kelly Scott & Madison, New York, as director of marketing.

William Wiehe, national sales manager, WXIX-TV Cincinnati, named general sales manager.

Jane Warshaw, copywriter, Scali McCabe, Sloves Adv., New York, joins creative department at Foote, Cone & Belding, New York.

Programing

Herb Wallerstein, director of program production for Paramount Television, Hollywood, elected VP.

Rob Sherwood, announcer, KDWB(AM) St. Paul, named program director, WYOO(AM) Richfield, Minn.

George Campbell, radio-TV director, Ingalls Associates, Boston, opens Studio 57, new video tape production house in Boston. *Studio 57, 57 Park Plaza, Boston, 02116.*

Dan E. Havens, formerly with WHNB-TV New Britain-Hartford, Conn., joins WITI-TV Milwaukee, as producer and director.

Robert Willett, producer-director, WGAN-TV Portland, Me., named to new position of production director, WPOR-AM-FM Portland.

Sick Call. Jack W. Fritz, president of John Blair & Co., was reported in satisfactory condition last week in Santa Monica (Calif.) Hospital after suffering a heart attack in Los Angeles on May 12. A spokesman for Blair in New York said that Mr. Fritz is expected to be released from the hospital this week and will remain in California to recuperate for about a month. Mr. Fritz, who is 47, is expected to return to work in New York in late June.

Patricia Cardo, office manager, Worldvision Enterprises Inc., New York, named associate business manager.

Broadcast Journalism

Richard R. Clark, CBS News special reports producer, and **Grace M. Diekhaus,** unit manager, field producer for CBS News's *60 Minutes*, named producers of that series.

David Buksbaum, operations director, ABC News, television documentaries, New York, joins CBS News as producer and associate director of special events in New York.

Charles M. Riley, news director, KTTV(TV) Los Angeles, named VP-director of news.

Robert J. Scott, news director, KHOW-FM Denver, joins WFAA(AM)-KZEW(FM) Dallas, in same position.


Belford

Kenny Belford, manager, Oklahoma News Network, named VP, Covenant Broadcasting of Oklahoma, owner of network, and VP-general manager, Oklahoma News Network.

Don Dale, general assignment reporter, WTVR-TV Richmond, Va., named news director.

Paul A. Bottoms, news and public affairs director, WAMS(AM) Wilmington, Del., joins KONO(AM)-KITY(FM) San Antonio, Tex., as news director.

Walter Hunter, managing editor, *Main Line Times*, Philadelphia, joins WCAU(AM) Philadelphia, as director of editorials and community affairs.

Larry Todd, news anchorman, KTVT(TV) Fort Worth-Dallas, named managing editor, WRR(AM) Dallas.

Gary E. Zenobia, assistant news director, WINE-AM-FM Brookfield, Conn., appointed news director.

Donna Fowler, associate producer, Children's Television Workshop, New York, and **Jim Gardner,** news director, WFAS(AM) White Plains, N.Y., named general assignment reporters, WKBW-TV Buffalo, N.Y.

Kate Doordan, news editor and announcer, WHN(AM) New York, joins WINS(AM) New York as anchorwoman.

Thomas L. O'Neal, reporter, KFVS-TV Cape Girardeau, Mo., joins KSD-TV St. Louis in same position.

Tom Adams, assistant news director, WKY(AM) Oklahoma City, and **Stephan Kaufman,** assistant news director, WHK(AM) Cleveland, join KLAK-AM-FM Lakewood, Colo., as reporters.

James Davis, WALB-TV, Albany, Ga., **Carlton Cordell,** WALA-TV Mobile, Ala., **Jim Burnett,** WHBC(AM) Canton, Ohio, and **Ed Barnett,** KRGI(AM) Grand Island, Neb., all news directors, recently elected presidents of respective state Associated Press Broadcasters Association groups.

Cablecasting


Kendrick

Peter M. Kendrick, general manager, Continental Cablevision's system in Jackson, Mich., appointed president of cable television division of Diversified Communications, Camden, Me., and its subsidiary, New England Cablevision Inc.

Stuart F. Chuzmir, program manager, Home Box Office Inc., New York-based pay TV network, subsidiary of Time Inc., appointed director of corporate development.

James E. Hanlon, executive VP, Petra Cablevision Corp., which operates Suffolk Cablevision, Long Island, N.Y., named president.

Equipment & Engineering

Gary H. Beeson, TV systems engineering manager and new product manager, Dynair, San Diego, Calif., named distributor sales manager, International Video Corp., in Atlanta office. **Paul H. Fletcher,** Southern sales representative, IVC, Atlanta, named direct sales manager.

James W. Kyle, for 40 years chief engineer of WMBG(AM), WCOD(FM) and WTVR-TV Richmond, retired May 14. Working under broadcast pioneer **Wilbur M. Havens,** Mr. Kyle participated in construction of WTVR-TV, first TV station in South, and of WCOD, first FM outlet in Virginia. Mr. Havens sold stations to Park Broadcasting Co. in 1965.

Allied Fields

Stephen A. Nye, partner in San Francisco law firm, Sullivan, Jones and Archer, confirmed by Senate to fill unexpired term of David Dennison, Federal Trade commissioner. **Morton Needelman,** assistant director for special projects, Bureau of Consumer Protection, FTC, appointed administrative law judge.

Samuel Sharkey, 59, information director in Labor Department's Office of Occupational Safety and Health, named chief of FCC's information office, subject to Civil Service Commission clearance. Mr. Sharkey, who would succeed late Leonard Weinles, is former news editor for Newhouse National News Service, and was newsman for Bonneville International Corp. and King Broadcasting Co., both Seattle, and NBC News, New York. He was also deskman for *New York Times.*

Collingwood Harris, former industrial marketing specialist with U.S. Commerce Department, joins Advertising Council as associate director, Washington office, and campaign manager.

Stanley T. Kaleczyc, Washington lawyer, appointed consumer affairs attorney for Chamber of Commerce of the United States, Washington.

Jim Black, former gospel music announcer, program director and singer, joins Sesac Inc. as gospel music coordinator, Nashville office.

Constance C. Anthes, promotion and research director, WMCA(AM) New York, joins Arbitron, New York, as promotion and public relations director.

Jimmy Bowen, independent record producer, Los Angeles, named president, MGM Records, Los Angeles. As part of his duties, Mr. Bowen will be responsible for MGM's Nashville operations.

Michael P. Mallardi, VP-planning and analysis, ABC, New York, named president, ABC Record & Tape Sales Corp., division of ABC Leisure Group, Seattle. He succeeds **Louis Levinthal,** who becomes chairman of board.

Deaths

Beisswenger

Robert H. Beisswenger, 57, retired president of Jerrold Electronics Corp., Horsham, Pa., drowned May 20 in boating mishap off Ocean City, Md., in which two other companions also perished. Mr. Beisswenger left Jerrold in 1970 when control of firm passed to General Instrument Corp. He had since been in semi-retirement but was retained by Jerrold on consultancy basis. He leaves wife, Margaretta, and daughter, Lorraine.

Tom McCray, 71, retired NBC Radio executive, died May 21 at his home in Hollywood after lengthy illness. Mr. McCray began his broadcast career in 1924; he was manager of NBC Radio Network 1944-50; then manager radio programing, NBC Radio Network, West Coast, 1950; vice president-general manager, KNBC(AM) Los Angeles, 1954-66, when he retired. He is survived by his wife, Dorothy, and two sons.

Fred Hammond, 60, news director with WWL(AM) New Orleans, died May 16 of heart attack. Mr. Hammond was serving as regional VP of Associated Press Broadcasters Association at time of death.

James Joyce, 53, singer-arranger, died May 17 of cancer in St. John's hospital, Santa Monica, Calif. Mr. Joyce was choral arranger-director for the King Sisters and the King family for many years, as well as arranger for such shows as *Smothers Brothers Comedy Hour, Bobby Darin Show* and *Red Skelton Hour.* For several years he was member of board of American Federation of Radio and Television Artists and of American Federation of Musicians. He is survived by his wife, Betty, and five sons.

For the Record®

As compiled by BROADCASTING, May 13 through May 17, 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. MEOV—maximum expected operation value. 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

Starts authorized

■ KPVI Pocatello, Idaho—Authorized program operation on VHF ch. 6 (82-88 mhz); ERP 100 kw vis., 17.3 kw aur. HAAT 1532 ft. Action April 24.

■ *WNIT-TV South Bend, Ind.—Authorized program operation on UHF ch. 34 (590-596 mhz); ERP 700 kw vis., 77 kw aur. HAAT 564 ft. Action April 26.

Initial decision

■ Administrative Law Judge Herbert Sharfman, in supplemental initial decision, ruled that D. H. Overmyer did not intentionally or fraudulently misrepresent to FCC amount of out-of-pocket expenses incurred in obtaining and developing CP's for five UHF stations involved in transfer of 80% of Overmyer's 100% interest in permittees to U.S. Communications Corp. (Doc. 18950). Original transfer agreement, approved Dec. 8, 1967, involved KEMO-TV San Francisco; WECO-TV (now WPGH-TV) Pittsburgh; WSCO-TV (now WXIX-TV) Newport, Ky.; WBMO-TV (now WATL-TV) Atlanta; and KJDO-TV Rosenberg, Texas. Consideration was 80% of Overmyer's expenses or $1 million, whichever was less. Ann. May 17.

Action on motion

■ Administrative Law Judge Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, with agreement of parties, scheduled further prehearing conference for July 16 and hearing for Sept. 16 (Docs. 18845-49). Action May 8.

Other actions

■ Review board in Anaheim, Calif., in response to petition by Broadcast Bureau, added issue to determine whether Orange County Broadcasting Co. has failed to report substantial and significant changes in its application, and if so, effect on its comparative qualifications. Proceeding involves four competing applications for ch. 56 at Anaheim (Docs. 18295, 297, 298, 300). Action May 4.

■ Review board in Pittsburgh TV proceeding, granted petition of Western Pennsylvania Christian Broadcasting Co. to add site availability issue against Commercial Radio Institute in proceeding involving their mutually exclusive applications for new UHF on ch. 12 at Pittsburgh (Docs. 19940, 41). Action May 15.

Rulemaking action

■ Chief, Broadcast Bureau, in response to request by Office of Newark Studies, extended to May 31 time for filing responses to petition by New Jersey Coalition for Fair Broadcasting, requesting inquiry into need for adequate television service for New Jersey (RM-2345). Action May 16.

Existing TV stations

Final actions

■ WSUN-TV St. Petersburg, Fla. (ch. 38; ERP vis. 200 kw, aur. 39.8 kw; HAAT 460 ft.)—License cancelled, call letters deleted and pending applications dismissed at request of licensee. Ann. May 13.

■ WJJY-TV Jacksonville, Ill.—FCC ruled license of WJJY-TV expired for failure of Look Television Corp., renewal applicant, to file application for assignment of license to qualified buyer by April 22 deadline. By order released Dec. 20, 1973, commission renewed license of WJJY-TV on condition that assignment application be filed within 60 days, and authorized station to remain silent. In further order commission extended conditional renewal to April 22, but said no further extension would be granted (Doc. 19340). Action May 14.

■ KVOS-TV Bellingham, Wash.—Application for CP to change ERP, TL, ant. structure and HAAT dismissed at request of applicant. Ann. May 16.

Actions on motions

■ Administrative Law Judge John H. Conlin in Dallas (Belo Broadcasitng Corp. [WFAA-TV] and WADECO Inc.), TV proceeding, dismissed as moot motion by WADECO for postponement of procedural dates; scheduled hearing for Sept. 10 (Docs. 19744-5). Action April 26.

■ Administrative Law Judge Thomas B. Fitzpatrick in Miami (Post-Newsweek Stations [WPLG-TV] and Tropical Florida Broadcasting Co.). TV proceeding, canceled hearing scheduled for July 8 in Miami and scheduled hearing for Sept. 25 in Washington and further hearing for Oct. 22 in Miami (Docs. 20008-9). Action May 14.

■ Administrative Law Judge Chester F. Naumowicz Jr. in New York (RKO General [WOR-TV] and

Summary of broadcasting

According to the FCC, as of April 30, 1974

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,382	3	21	4,406	52	4,458
Commercial FM	2,481	0	45	2,526	166	2,692
Commercial TV-VHF	505	1	8	514	4	520**
Commercial TV-UHF	193	0	2	195	35	242**
Total commercial TV	698	1	10	709	39	762
Educational FM	635	0	39	674	80	754
Educational TV-VHF	88	0	3	91	4	96**
Educational TV-UHF	131	0	12	143	2	147
Total educational TV	219	0	15	234	6	243

Special temporary authorization ** *Includes off-air licensees*

Multi-State Communications), TV proceeding, on own motion, quashed notice to take depositions by Multi-State; by separate action, scheduled hearing for Aug. 8 in Washington, and further hearing for Aug. 20 in New York (Docs. 19991-2). Action May 13.

■ Administrative Law Judge Chester F. Naumowicz Jr. in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, granted petitions by Southern to amend its application to report initiation of certain civil litigation (Docs. 18906-7). Action May 14.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Pittsburgh (Commercial Radio Institute and Western Pennsylvania Christian Broadcasting Co.), TV proceeding, granted petitions by Western and Commercial to amend their applications by modifying their financial proposals (Docs. 19940-1). Action May 14.

■ Administrative Law Judge James F. Tierney in New York (WPIX, Inc. [WPIX] and Forum Communications), TV proceeding, granted motion by WPIX to amend its application to add current ownership information concerning parent organizations (Docs. 18711-2). Action May 2.

Fine

■ KAVE-TV El Paso—Broadcast Bureau notified John B. Walton Jr. of apparent liability for forfeiture of $1,500 for willful repeated violations by operating aural and visual trans. at less than 80% of authorized power. Action May 6.

New AM stations

Final action

■ Gladwin, Mich.—Gladwin Broadcasting Co. Broadcast Bureau granted 1350 khz, 1 kw-D. P.O. address 309 George Vth Avenue, Crosswell, Mich. 48422. Estimated construction cost $49,700; first-year operating cost $38,000; revenue $48,000. Principals: George E. Benko (100%). Mr. Benko has 50% interest in WMIC-AM-FM Sandusky, Mich. (BP-19,553). Action May 10.

Action on motion

■ Chief Administrative Law Judge Arthur A. Gladstone in Buena Vista, Va. (Harry R. Peyton and WANV Inc.), AM proceeding, designated Administrative Law Judge William Jensen to serve as presiding judge; scheduled prehearing conference for June 17 and hearing for July 29 (Docs. 20036-7). Action May 15.

Other actions

■ Review board in Milton, Fla., AM proceeding, granted petition by Mapoles Broadcasting Co., applicant for new AM at Milton for addition of issues against Jimmie H. Howell and Arron J. Wells, to mutually exclusive applicants in proceeding. Mapoles' petition to add suburban and character issues against Radio Santa Rosa, fourth competing applicant, was denied (Docs. 19882-5). Action May 14.

■ Review board in Statesboro, Ga., AM proceeding, granted motion of Southeast Radio to add two issues to proceeding involving mutually exclusive applications of Southeast and Rosemor Broadcasting Co. for new AM on 850 khz at Statesboro, Ga. Issues to be added are to determine whether Bernard Morris and/or Helen Rosengart and/or Rosemor Broadcasting Co. had made misrepresentations or abused commission processes or been lacking in candor with respect to documents submitted purporting to be affidavits; and whether, in light of determination of first issue, Rosemor or its principals are qualified to be commission licensees (Docs. 19887, 8). Action May 14.

■ Review board in San Juan, Rio Grande, and Isabel Segunda, Puerto Rico, in response to petition by Boricua Broadcasting Corp., added issue to determine whether Figueroa and Associates have failed to report substantial and significant changes in their application, and if so, effect on their comparative qualifications (Docs. 19897-901). Action May 14.

Call letter application

■ Cassady Broadcasting, North Pole, Alaska—Seeks KRKM.

Designated for hearing

■ Buena Vista, Va.—Broadcast Bureau designated mutually exclusive applications of Harry R. Peyton and WANV Inc. for new AM on 1270 khz, with 1 kw, for hearing in consolidated proceeding. Hearing issues to be determined include financial qualifications and EEO issue against Harry R. Peyton, and standard comparative issue (Docs. 20036-37). Action May 9.

Existing AM stations

Start authorized

■ Following station was authorized program operating authority for changed facilities on May 7: WLOL Minneapolis.

Final actions

■ KAVA Burney, Calif.—Broadcast Bureau granted mod. of license to operate on specified hours 6 a.m. to 6 p.m. (BML-2510). Action May 13.

■ WGTO Cypress Gardens, Fla.—Broadcast Bureau granted mod. of license covering operation with 50 kw all day with present mid-day DA with same four tower DA now employed (BML-2512). Action May 3.

■ WGTW Mount Dora, Fla.—Broadcast Bureau granted CP to install new aux. trans. (BP-19642). Action May 7.

■ KGMB Honolulu—Broadcast Bureau granted CP to install new aux. trans. at former trans. site 1701 Ala Wai Boulevard, Honolulu; operate by remote control from main studio location (BP-19,654). Action May 7.

■ WROA Gulfport, Miss.—Broadcast Bureau dismissed request for waiver of rules to identify as Gulfport-Biloxi, Miss. Action April 30.

■ KHAD Desoto, Mo.—Broadcast Bureau granted CP to install new aux. trans. (BP-19660). Action May 7.

■ WMVI Mechanicville, N.Y.—Broadcast Bureau granted license covering permit for new station (grant of April 8 rescinded) (BL-13,657). Action May 7.

■ WKBQ Garner, N.C.—Broadcast Bureau granted CP to change ant. system (BP-19631). Action May 9.

■ WNAR Norristown, Pa.—Broadcast Bureau granted CP to install new alternate main trans. (BP-19,655). Action May 7.

■ WWBD Bamerg-Denmark, S.C.—Broadcast Bureau granted CP to change ant. system; conditions (BP-19,665). Action May 7.

■ KXOL Fort Worth—Broadcast Bureau granted mod. of license to operate trans. by remote control from 1705 West 7th Street, Fort Worth (BRC-3691). Action May 16.

■ WAVA Arlington, Va.—Broadcast Bureau granted CP to install new alternate main trans. (BP-19659). Action May 7.

■ KWYZ Everett, Wash.—Broadcast Bureau granted CP to change ant.-trans. site to 0.8 mi. south on Home Acres Road, Everett (BP-19675). Action May 10.

■ WISM Madison, Wis.—Broadcast Bureau granted CP to modify nighttime MEOV's (BP-19661). Action May 6.

■ KEVA Evanston, Wyo.—Broadcast Bureau granted CP to permit change in transmission site to South Highway 150, Evanston (BP-19,566). Action May 3.

Actions on motions

■ Administrative Law Judge Forest L. McClenning in Goldsboro, N.C. (Southern Radio and Television Corp. [WFMC(AM)-WOKN(FM)], AM and FM proceeding, ordered record closed and proposed findings of fact and conclusions of law to be filed July 9, with reply findings by July 23 (Docs. 19857-58). Action May 8.

■ Administrative Law Judge James F. Tierney in Birmingham, Ala. (Hertz Broadcasting of Birmingham [WENN-AM-FM] and Johnston Broadcasting Co. [WJLD(AM)-WJLN(FM)]), for renewal of licenses, granted petition for leave to intervene by Frank S. Blackford, appointed receiver of Hertz Broadcasting of Birmingham, and made him party to proceeding at the posture it and issues now stand (Docs. 19874-75). Action May 8.

Other action

■ Review board in Stamford, Conn., denied petition by Western Connecticut Broadcasting Co., license of WSTC(AM) Stamford, Conn., to add issues against Radio Stamford in proceeding involving application for renewal of WSTC and competing application of Radio Stamford for new AM. Western had asked that board add misrepresentation and programing issues against Radio Stamford (Docs. 19872-3). Action May 7.

Fines

■ KIFC Iowa Falls, Iowa—Broadcast Bureau notified PBW Broadcasting Corp. of apparent liability for forfeiture of $1,000 for willful or repeated violation of rules by either operating with excessive power or failing to cease operations immediately by remote control when remote control system malfunctioned. Action May 8.

■ KUIK Hillsboro, Ore.—FCC rescinded notice of apparent liability for forfeiture of $500 issued to Sho-N-Tel, licensee of daytimer KUIK Hillsboro. KUIK had operated with power in excess of its authorized 500 w during presunrise hours between Jan. 28 and March 19, 1971, but FCC records and KUIK response indicated that lack of continuity of control had put licensee in position of being unable to respond to commission's notice. Action May 14.

Call letter action

■ WPAW East Syracuse, N.Y.—Granted WYRD.

New FM stations

Applications

■ Prescott, Ariz.—Parkell Broadcasting seeks 98.3 mhz, 3 kw. HAAT 174 ft. P.O. address: Box 151, Prescott 86301. Estimated construction cost $29,200; first-year operating cost $12,000; revenue $30,000. Principal: Boyd J. Browning is 80% owner of KNOT(AM) Prescott and has interest in air charter business. Ann. May 17.

■ Hanford, Calif.—Willson Broadcasting Co. seeks 103.7 mhz, 50 kw. HAAT 500 ft. P.O. address: 22 St. Andrews Place, Alamo, Calif. 94507. Estimated construction cost $22,468; first-year operating cost $49,750; revenue $82,732. Principal: Gary E. Willson (100%) is sales account executive with KRON-TV San Francisco. Ann. May 17.

■ *Thousand Oaks, Calif.—California Lutheran College seeks 88.5 mhz, 19 w. P.O. address: 60 West Olson Road, Thousand Oaks 91360. Estimated construction cost $16,212; first-year operating cost not given. Principal: Dr. Mark A. Matthews, president. Ann. May 17.

■ *St. Luke's Foundation, New Canaan, Conn.—Amended application for new FM on 88.5 mhz to change frequency to 91.7 mhz. Ann. May 14.

■ *Chicago—Kennedy-King College seeks 89.3 mhz, 10 w. HAAT 83 ft. P.O. address: 6800 South Wentworth Avenue, Chicago 60621. Estimated construction cost $73,500; first-year operating cost $75,000. Principal: Frank Hayashida, dean of planning and development. Ann. May 17.

■ Crest Hill, Ill.—Nelson Broadcasting Co. seeks 98.3 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 310, East Division Street, Lockport, Ill. 60441. Estimated construction cost $56,173; first-year operating cost $66,420; revenue: none. Principals: Woodrow D. Nelson (51%) and Bertel S. Nelson (49%) own engineering/marketing firm in Plainfield, Ill. Ann. May 13.

■ Hardin, Mont.—Alfred E. and Melodie Sargent seek 95.3 mhz, 1 kw. HAAT −12 ft. P.O. address: 617 North Crawford, Hardin 59034. Estimated construction cost $1,250; first-year operating cost $11,327; revenue $24,000. Principals: Mr. Sargent is sales manager and 20% owner of KHDN Hardin; Mrs. Sargent works for Crow Indian tribe. Ann. May 17.

■ Baldwinsville Central School District, Baldwinsville, N.Y.—Amended to change frequency to 90.5 mhz from 90.7 mhz. Ann. May 16.

■ *Henrietta, N.Y.—Rochester Institute of Technology seeks 89.7 mhz, 10 w. P.O. address: One Lomb Memorial Drive, Rochester, N.Y. 14623. Estimated construction cost $7,187; first-year operating cost $14,811. Principal: Fred W. Smith, vice president to student affairs. Ann. May 17.

■ Monticello, N.Y.—Dan Communications seeks 98.3 mhz, 2 kw. HAAT 358 ft. P.O. address: 25 Chestnut Street, Middletown, N.Y. 10904. Estimated construction cost $67,087; first-year operating cost $84,000; revenue $90,000. Principal: Daniel S, Dayton (100%) is newsman at WALL(AM) Middletown, N.Y. Ann. May 13.

■ *Chapel Hill, N.C.—Student Government of University of North Carolina at Chapel Hill seeks 89.5 mhz, 1.65 kw. HAAT 269 ft. P.O. address: Carolina Union, Box 40, Chapel Hill 27514. Estimated construction cost $30,520; first-year operating cost $12,500. Principal: Marcus W. Williams, president. Ann. May 14.

■ *Canal Fulton, Ohio—Northwest Local Board of Education seeks 90.9 mhz, 840 w. HAAT 49 ft. P.O. address: 8590 Erie Avenue, Canal Fulton, Ohio 44614. Estimated construction cost $13.158; first-year operating cost $375. Principal: Robert Sassaman, general manager. Ann. May 14.

■ Marion, Ohio—Scantland Broadcasting Co. seeks 94.3 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 385, Marion 43302. Estimated construction cost $44,557; first-year operating cost $57,380; revenue $45,000. Principals: George F. Scantland 3rd (55%), George F., Jr. (25%) and Janice M. Scantland (20%). Scantlands have land development business in Marion. Ann. May 17.

Starts authorized

■ *KSMU Springfield, Mo.—Authorized program operation on 91.1 mhz, ERP 5.78 kw, HAAT 204 ft. Action May 6.

■ *WYEP-FM Pittsburgh—Authorized program operation on 91.5 mhz, ERP 840 w, HAAT 519 ft. Action April 22.

■ KBRE-FM Cedar City, Utah—Authorized program operation on 94.9 mhz, ERP 25.36 kw, HAAT 5,688 ft. Action May 2.

■ *WVPB Beckley, W. Va.—Authorized program operation on 91.7 mhz, ERP 10.5 w, HAAT 920 ft. Action May 6.

Final actions

■ Newton, Miss.—Robert L. Tatum. Broadcast Bureau granted 106.3 mhz, 3 kw. HAAT 158 ft. P.O. address: 110 South Main Street, Newton 39345. Estimated construction cost $20,400; first-year operating cost $12,000; revenue $24,000. Principal: Mr. Tatum (100%) also owns WBKN(AM) Newton (BPH-8815). Action May 2.

■ Boonville, Mo.—Big Country Radio of Missouri Inc. Broadcast Bureau granted 99.3 mhz, 3 kw. HAAT 285 ft. P.O. address Radio Hill Road, Boonville 65233. Estimated construction cost $23,-057; first-year operating cost $12,000; revenue $18,000. Principals: Kenneth Hodges (51%) and Richard L. Billings (49%). Messrs. Hodges and Billings own KWRT(AM) Boonville. Mr. Hodges also has 25% interest in KKUZ(AM) Burlington, Iowa (BPH-8589). Action May 10.

■ Joplin, Mo. (J. R. Broadcasitng Co. and the Pentecostal Church of God of America)—Administrative Law Judge Jay A. Kyle granted joint petition by applicants for approval of agreement and for dismissal of application of J. R. Broadcasting subject to condition that reimbursement for expenses shall not exceed $1,011.66; dismissed with prejudice application of J. R. Broadcasting; granted application of Pentecostal and terminated proceeding (Docs. 19976-7). Pentecostal was granted 102.5 mhz, 100 kw. HAAT 397 ft. P.O. address: 312-316 Joplin Avenue, Joplin 64801. Estimated construction cost $96,463; first-year operating cost $40,000; revenue $40,000. Principals: John W. Salls, general secretary-treasurer, et al. Action May 13.

■ Kalispell, Mont.—Suhr Transport. Broadcast Bureau granted 98.5 mhz, 35 kw. HAAT 2,720 ft. P.O. address 137 West Center Street, Kalispell 59901. Estimated construction cost $88,491; first-year operating cost $72,000; revenue $126,000. Principals: Carl H. Suhr Jr. (70%), et al. Mr. Suhr is vice president of Suhr Transport (BPH-8421). Action May 10.

■ Las Cruces, N.M.—Logan D. Matthews. Broadcast Bureau granted 103.1 mhz, 780 w. HAAT 111 ft. P.O. address: 780 Chelsea Drive, El Paso 79903. Estimated construction cost $6,850; first-year operating cost $16,668; revenue $24,000. Principal: Logal D. Matthews (100%). Mr. Matthews is operations manager of KIZZ(AM)-KLOZ(FM) El Paso (BPH-8633). Action May 10.

■ Durham, N.C.—FCC denied petition by Triangle Women's Radio for reconsideration of action which returned its application for new noncommercial FM at Durham as unacceptable for filing. (Triangle had requested ch. 218, with 50 kw.) Action May 15.

■ Brownwood, Tex.—Brown County Broadcasting Co. Broadcast Bureau granted 101.5 mhz, 100 kw. HAAT 489 ft. P.O. address: Box 280, Brownwood 76801. Estimated construction cost $73,495; first-year operating cost $19,700; revenue $30,000. Principals: William Jamar Jr. (50.5%) and Jane Ellen Jamar (49.5%). Jamars own KBWD(AM) Brownwood and KXOL-AM-FM Fort Worth. Mr. Jamar also has 17.5% interest in KSNY(AM) Snyder, Tex. (BPH-8561). Action May 8.

■ Fort Stockton, Tex.—KFST Inc. Broadcast Bureau granted 94.3 mhz, 2.95 kw. HAAT 233 ft. P.O. address: Route 1, Box 165, Fort Stockton 79735. Estimated construction cost $19,712; first-year operating cost $15,000; revenue $20,000. Principals: James H. Hawkins (40%), Barney and Billy H. Hubbs (each 20%). Messrs. Hawkins and Hubbs have interest in KFST(AM) Fort Stockton and KVLF(AM) Alpine, Tex. Messrs. Hubbs also have interest in KIUN(AM) Pecos, Tex. (BPH-8639). Action May 8.

■ *Nacogdoches, Tex.—Stephen F. Austin State University. Broadcast Bureau granted 90.1 mhz, 1 kw. HAAT 116 ft. P.O. address: S.F.A.S.U., Nacogdoches 75961. Estimated construction cost $18,200; first-year operating cost $10,000. Principal: Dr. Robert T. Ramsey, assistant professor (BPED-1711). Action May 10.

Initial decision

■ Brownsville, Tex.—Denial of application of Media Properties for new FM on ch. 262 at Brownsville has been proposed in initial decision by Administrative Law Judge William Jensen. Judge Jensen said that although Media was qualified in every other pertinent respect, its application must be denied since responsible officer had filed neither proper environmental impact statement, nor proper statement of reasons why environmental impact statement was unnecessary (Doc. 19956). Ann. May 14.

Actions on motions

■ Administrative Law Judge Thomas B. Fitzpatrick in Marathon, Fla. (Breeze 94 and WHOO Radio), FM proceeding, granted petition by Breeze 94 to amend its application relating to financing and staffing plans (Docs. 19935-6). Action April 26.

■ Chief Administrative Law Judge Arthur A. Gladstone in Charlotte Amalie, St. Thomas, V.I. (Arroyo and Figueroa Associates and Milton Alfred Lindesay). FM proceeding, designated Administrative Law Judge Jay A. Kyle to serve as presiding judge; set prehearing conference for June 3 and hearing for July 15, 1974 (Docs. 1993-4). Action April 24.

■ Administrative Law Judge Reuben Lozner in Danville, Ind. (Danville Broadcasting Co. and Hendricks County Broadcasting Corp.), FM proceeding, granted petition by Hendricks to amend its application by substitution of new exhibit of option agreement; by separate action scheduled oral argument on joint petition for approval of agreement by Danville and Hendricks, for dismissal of Danville application and grant of Hendricks application, before presiding judge during prehearing conference scheduled for May 17 (Docs. 19996-7). Action May 2.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Baltimore (Board of Education, Baltimore county [WSPH]). FM proceeding, terminated proceeding (Doc. 20001). Action April 24.

Other actions

■ Review board in Arab, Ala., FM proceeding, denied petition by Brindlee Broadcasting Corp., applicant for new FM in Arab, to add concentration of control issue against Marsall County Broadcasting Co., licensee of WRAB(AM) and competing applicant in FM proceeding (Docs. 19849-51). Action May 15.

■ Review board in Bisbee, Ariz., FM proceeding, scheduled oral argument for June 20, on exceptions and briefs to initial decision released Feb. 15, which proposed grant of application of Bisbee Broadcasters for new FM on 92.1 mhz at Bisbee (Docs. 19754-5). Action May 16.

■ Review board in Midland, Mich., FM proceeding, denied petition by Patten Corp., applicant for new FM on ch. 228, Midland, to add financial issues against competing applicant, Wolverine Radio Co. Action May 9.

■ Review board in Ogallala, Neb., FM proceeding, scheduled oral argument for May 30, at 10 a.m., on exceptions and briefs to initial decision released Oct. 18, 1973, proposing grant of application of Industrial Business Corp. for new FM on ch. 228 at Ogallala, and denial of competing application of Ogallala Broadcasting Co. (Docs. 19559-60). Action May 9.

Rulemaking action

■ Marshfield and Tisbury, Mass.—Broacast Bureau proposed amendment of FM table of assignments to assign ch. 240A as first aural facility to Marshfield and to substitute ch. 224A for ch. 240A at Tisbury, Mass. (RM-2158). Comments may be filed by July 1, replies by July 22. Action May 9.

Call letter applications

■ KTHS Inc., Berryville, Ark.—Seeks KAAM.

■ Geneseo Broadcasting Co., Geneseo, Ill.—Seeks WEBD.

■ *Morgan State College, Baltimore—Seeks WAAR-FM.

■ Radio Station WRJH Inc., Brandon, Miss.—Seeks WRJH.

■ *Skidmore College, Saratoga Springs, N.Y.—Seeks WSPN.

■ *Premontre Board of Education, Green Bay, Wis.—Seeks WGBP-FM.

Call letter actions

■ *Spring Hill College, Mobile, Ala.—Granted WHIL-FM.

■ *Corporation for Community Radio, Crescent City, Calif.—Granted KVXJ.

■ Roger P. Brandt, Pueblo, Colo.—Granted KDZA-FM.

■ Ken Kilmer Broadcasting Co., Boone, Iowa—Granted KWBG-FM.

■ William D. Hunt, Cayce, S.C.—Granted WZLD.

■ Frontier Broadcasting, Abilene, Tex.—Granted KORQ.

■ *Burlington Area School Dist., Burlington, Wis.—Granted WBSD.

Designated for hearing

■ Casa Grande, Ariz.—Mutually exclusive applications of Brett F. Eisele and Santa Cruz Valley Communications Systems for new FM on 105.5 mhz at Casa Grande have been designated for hearing by Broadcast Bureau. Hearing issues to be determined include whether Santa Cruz Valley is financially qualified and which proposal would better serve public interest (Docs. 20043-4). Action May 14.

■ Breckenridge, Colo.—Mutually exclusive applications of Zap Communications and Robert A. and Robin G. Theobald (Breckenridge Broadcasting Co.) for new FM on 102.3 mhz at Breckenridge have been designated for hearing by Broadcast Bureau to determine which of proposals would better serve public interest (Docs. 20047-8). Action May 14.

■ Vail, Colo.—Mutually exclusive applications of Vail Broadcasting Corp. and Radio Vail for new FM on 104.7 mhz at Vail have been designated for hearing by Broadcast Bureau to determine which of proposals would better serve public interest (Docs. 20045-6). Action May 14.

Existing FM stations

Starts authorized

■ Following stations were authorized program operating authority for changed facilities on May 2: KFMF Chico, Calif.; KIOI San Francisco; KLOQ Lyons, Kan.; WDHR Pikeville, Ky.

Final actions

■ KYOT Sterling, Colo.—Broadcast Bureau granted license covering new station; ERP 940; ant. height 500 ft. (BLH-6103). Action May 13.

■ WMTM-FM Moultrie, Ga.—Broadcast Bureau granted CP to install new ant. (BPH-8908). Action May 3.

■ WJCK Rensselaer, Ind.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 300 ft. (BLH-6162). Action May 13.

■ *KEDQ Austin, Minn.—Broadcast Bureau granted mod. of license covering change in name to Austin Community College (BMLED-85). Action May 10.

■ KABG Cambridge, Minn.—Broadcast Bureau granted license covering new station (BLH-5883). Action May 6.

■ WBT-FM Charlotte, N.C.—Broadcast Bureau granted CP to install new aux. ant. on top of building; ERP 27 kw; ant. height 600 ft. (BPH-8916). Action May 3.

■ WNRR Bellevue, Ohio—Broadcast Bureau granted CP to change ERP to 1.8 kw; change ant.; increase height; change transmission line; ant. height 150 ft. (BPH-8775). Action May 3.

■ WPGM-FM Danville, Pa.—In response to motion for declaratory ruling filed by Columbia Montour Broadcasting Co., licensee of daytime WCNR(AM) Bloomsburg, Pa., FCC ruled WPGM-FM is not educational broadcast station merely because of its program format or because it operates on nonprofit basis. Action May 14.

■ WWBD-FM Bamberg, S.C.—Broadcast Bureau granted CP to install new trans.; install new ant. and increase height; change TPO; ERP 3 kw; ant. height 300 ft.; use of WWBD(AM) tower not authorized by grant but depends on merits of AM application (BPH-8926). Action May 13.

■ WFBC-FM Greenville, S.C.—Broadcast Bureau granted CP to use former main trans. as aux. trans. at main trans. location to be operated on 93.7 mhz; ERP 100 kw (H), 97 kw (V); ant. height 1850 ft. (BPH-8908). Action May 3.

■ WKTM North Charleston, S.C.—Broadcast Bureau granted CP to operate by remote control from trans. and studio location: O'Hear and Aragon Streets, North Charleston; install new trans.; install new ant. (BPH-8635). Action May 7.

■ KAUM Houston—Broadcast Bureau granted CP to change trans. location 315 North Ennis Street, Houston; change ant.; make change in ant. system; remote control permitted (BPH-8601). Action May 3.

■ *KOHM Lubbock, Tex.—Broadcast Bureau granted CP to change ERP to 190 w and ant. height to 115 ft. (BPED-1726). Action May 7.

Rulemaking action

■ Chief, Broadcast Bureau, in response to request by Information Transmission Corp., extended to June 14 time for filing comments, and to June 28 for replies, in matter of amendment of rules concerning transmission of nonaural signals on FM subcarrier (Doc. 20012, RM-1927). Action May 16.

Call letter actions

■ KNBY-FM Newport, Ark.—Granted KOKR.

■ KFMU Kansas City, Mo.—Granted KCEZ.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's when appropriate on May 10: KHRT(AM) Minot, N.D.; KXRA-AM-FM Alexandria, Minn.; WION(AM) Ionia, Mich.; WMIX(AM) Mt. Vernon, Ill.; WYOO(AM)-WRAH(FM) Richfield, Minn., and WPAP-FM Panama City, Fla.

KTVO(TV) Kirksville, Mo.-Ottumna, Iowa—FCC granted KTVO Inc. renewal of license of KTVO, Kirksville, and KTVO has been directed to comply with rules within six months by originating more than 50 percent of its local, nonnetwork programing from its Missouri studio. Action May 14.

■ Dallas-Fort Worth area—FCC granted license renewal applications of A. H. Belo Corp. (WFAA-AM-FM Dallas), Beaumont Television Corp. (KFDM-TV Beaumont, Tex.), Times Herald Printing Co. (KDFW-TV Dallas), and Carter Publications (WBAP-AM-FM-TV Fort Worth). Opposing petition by Civic Telecasting Corp. was denied. Action May 13.

Modification of CP's, all stations

Broadcast Bureau granted following CP modifications on date shown:

■ KEZY(AM) Anaheim, Calif.—Make changes in the nighttime DA pattern (BMP-13,771). Action May 3.

■ KINC(AM) Independence, Calif.—Change studio location to 123 North Main Street, Lone Pine, Calif., and operate trans. by remote control from studios; waived rules to extent of permitting relocation of main studio beyond corporate limits of Independence; Independence station identification to be continued. Authority effective upon notification to FCC that programing has commenced from new studio (BMP-13780). Action May 7.

■ KDAR(FM) Oxnard, Calif.—Change trans. location and studio location to 500 Espanade Drive, Oxnard; change trans.; change ant.; change ant. system (BMPH-14,037). Action May 3.

■ KVRE-FM Santa Rosa, Calif.—Extend completion date for new station to Nov. 1 (BMPH-14082). Action May 14.

■ WTOC-TV Savannah, Ga.—Change type trans.; type ant.; increase height to 1670 ft.; ERP 263 kw vis., 26.3 kw aur. (BMPCT-7529). Action May 13.

■ KULA(FM) Waipahu, Hawaii—Extend completion date for new station to Nov. 28 (BMPH-14081). Action May 14.

■ *Chicago—Change ant. and transmission line of FM-ED station (BMPED-1107). Action May 3.

■ KLFM(AM) Ames, Iowa—Change alternate main trans. to main trans.; change ant.; remote control permitted (BMPH-14086). Action May 3.

■ KOLG(FM) Iowa City—Change trans. location to 0.4 miles east of Prairie du Chien Road extended and 0.9 miles north of Interstate 80, on south side of Un-Name County Road, Iowa City; change studio location and operate remote control from main studio at 510 S. Clinton St., Iowa City increase height; change transmission line; ERP 3 kw; ant. height 300 ft. (BMPH-13978). Action May 10.

■ KJLS(FM) Hays, Kan.—Change trans. location to 2.2 miles NNW of Hays; change trans.; change ant.; change ant. system (BMPH-14,085). Action May 6.

■ WJBQ-FM Scarborough, Me.—Change studio location to intersection of Warren Avenue and Riverside Street, Portland, Me., outside city limits (BMPH-14,087). Action May 3.

■ WPAG Ann Arbor, Mich.—Broadcast Bureau granted CP to make changes in ant. system MEOVs (BP-19657). Action May 3.

■ WLRQ(FM) Whitehall, Mich.—Extend completion date of FM station to Sept. 17 (BMPH-14067). Action May 3.

■ KRNO(FM) Reno—Change trans. location to 4.5 miles north of Reno; change trans.; change ant. and increase height; change TPO; ERP 60 kw(H) 20 kw(V); ant. height 460 ft.; change monitoring equipment; remote control from main studio at 111 North Virginia Street (BMPH-14089). Action May 13.

■ WRLB(FM) Long Branch, N.J.—Change ant. and ant. height (BMPH-14088). Action May 6.

■ WBTB-TV Newark, N.J.—Change ERP to 832 kw vis., 166 kw aur.; trans. location 416 Eagle Rock Avenue, West Orange, N.J.; change studio location to trans. location; change type trans.; change type ant.; changes ant. structure; height 730 ft. (BMPCT-7527). Action May 8.

■ WPTM(AM) Roanoke Rapids, N.C.—Change trans. and studio location to route 48, 2 mi. south of city limits, Roanoke Rapids (BMPH-14072). Action May 3.

■ WVUD-FM Kettering, Ohio—Change trans. location (same site); change trans.; remote control permitted (BMPH-14078). Action May 3.

■ *WDOT(FM) Knoxville, Tenn.—Change trans.; change ant and decrease height; change transmission line and TPO; ERP 100 kw; ant. height 590 ft.; remote control from main studio at 1345 Circle Park Drive, Knoxville (BMPED-1111). Action May 13.

Translators

Final actions

■ K11MB Lavina, Mont.—Broadcast Bureau granted Golden Valley Association CP for VHF translator on ch. 11, rebroadcasting KTVQ (ch. 2) Billings, Mont. (BPTTV-4983). Action May 13.

■ K55AL Mesita Del Gato ranch area, N.M., Hubbard Broadcasting—Broadcast Bureau granted CP for UHF translator on ch. 55 rebroadcasting KOB-TV Albuquerque, N.M. (BPTT-2551). Action May 7.

■ K67AI Tucumcari, N.M., UHF TV Association—Broadcast Bureau granted CP for new UHF translator station on ch. 67, rebroadcasting programs of KOB-TV Albuquerque, N.M. (BPTT-2553). Action May 7.

Other action, all services

■ FCC amended ex parte rules verbiage implying that trial-type evidentiary hearings are "required by statute" in rulemaking proceedings conducted under provisions of law listed in section 1.1207. Action May 14.

Ownership changes

Applications

■ KYOS(AM) Merced, Calif. (1480 khz, 5 kw, DA-N)—Seeks transfer of control of Radio One from Riley R. Gibson (58% before, none after) to Maurice E. Hill (42% before, 100% after). Consideration: $190,000. Principals: Mr. Gibson is chairman of Radio One; Mr. Hill is president and general manager. Ann. May 16.

■ KLMS(AM) Lincoln, Neb. (AM: 1480 khz, 1 kw, DA-2)—Seeks assignment of license from Lincoln Broadcasting Co. to Telegraph-Herald for $900,000. Seller: Howard A. Shuman (100%). Buyers: F. W. Woodward (13%), et al. Telegraph-Herald owns KDTH(AM)-KFMD(FM) Dubuque, Iowa, and WGEZ(AM) Beloit, Wis. Ann. May 10.

■ WEMJ(AM) Laconia, N.H. (AM: 1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WEMJ Broadcasting to WTSN Inc. for $360,000. Seller: Mr. O. E. Lassier Jr., president. Buyers: Ralph Gottlieb (90.4%) and James M. McCann (9.6%) own WTSN(AM) Dover, N.H. Ann. May 16.

■ KRMC(AM) Midwest City, Okla. (1220 khz)—Seeks transfer of control of Midwest Broadcasting Corp. from M. W. Cooper (75% before, 10% after) to Gene C. Howard, Francis and Gene Stipe, et al. (25% before, 90% after). Consideration: $40,000 and services. Principals: Mr. Cooper owns Oklahoma City law firm. Mr. Howard (30%) has banking, business, and broadcast interests, including KKUL(FM) Tulsa, Okla. Messrs. Stipe (25.5% each) are officers of KNED(FM) McAllister, Okla. Ann. May 16.

■ KKUL(FM) Tulsa, Okla (103.3 mhz, 100 kw)—Seeks acquisition of positive control of Central Broadcast Co. from L. M. Basley, M. A. Eichhorn (66⅔% before, none after) to Gene C. Howard (33⅓% before, 100% after). Consideration: Stock trade, whereby Messrs. Eichhorn and Beasley will receive Mr. Howards 33⅓% share of WMBH(AM) Joplin, Mo. and 5% share of KFAY(AM) Fayetteville, Ark., plus $18,000. Ann. May 16.

■ KURV(AM) Edinburg, Tex. (710 khz, 250 w, DA-N)—Seeks transfer of control of Magic Valley Radio from Cloyed O. Kendrick, et al. (55% before, none after) to W. Lloyd Hawkins (44% before, 99% after). Consideration: $131,961. Principals: Mr. Hawkins is president of Magic Valley and has interest in Valley Broadcasting, permittee for new FM at Edinburg. Ann. May 16.

■ KRAN(AM) Morton, Tex. (1280 khz, 500 w-D)—Seeks assignment of license from Roximae Jennings Barrett to Morton Radio Corp. for $10,000. Seller: Mrs. Barrett is wife of Mike A. Barrett, deceased. Morton is owned by 55 minor stockholders. W. J. Duncan remains president and general manager of licensee corporation. Ann. May 16.

■ KIML(AM) Gillette, Wyo. (AM: 1270 khz, 5 kw-D, 1 kw-N)—Seeks transfer of control of Gillette Broadcasting Co. from Anthony Edelman (50.14% before, none after) to Roy A. and Rosemary Mapel (9.67% before, 59.79% after). Consideration: $125,312. Principals: Mr. Mapel is general manager of KIML; Mrs. Mapel is housewife. Ann. May 16.

Professional Cards

Service Directory

Actions

■ KVFM(FM) San Fernando, Calif. (94.3 mhz, 3 kw)—Broadcast Bureau granted assignment of licese from Spectra Properties Inc. to Pacific Western Broadcasting Corp. for $242,500. Sellers: J. D. Stroud, president, et al. (100%). Buyers: John J. Shepard (29.17%), Gilbert G. Gans, Elsie M. Smith, Elsie M. Smith. Dan Pfeiffer (each 13.5%) et al. Mr. Shepard has interest in WTTO(AM) Toledo, Ohio; WLAV-AM-FM Grand Rapids, Mich., and KITT(FM) San Diego (BALH-1914). Action May 16.

■ WKMK(AM) Blountstown, Fla. (1000 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Bailey Broadcasting Co. to Calhoun Broadcasting Corp. for $60,000. Seller: W. L. Bailey (100%). Buyers: Richard H. Tate (40%), Marcus O. and Robert R. Pender (each 30%). Mr. Tate is announcer with WTYS(AM) Marianna, Fla. Messrs. Pender own peanut processing plan in Greenwood, Fla. (BAL-8075). Action May 10.

■ WPAP-FM Panama City, Fla. (92.5 mhz, 100 kw)—Broadcast Bureau seeks assignment of license from Denver T. Branner to Deltona Corp. for $150,000. Seller: Mr. Brannen (100%) also has 85% interest in KJIN(AM)-KCIL(FM) Houma, La., 40% interest in permittee for new VHF at Panama City and 60% interest in CP for new FM at Key West, Fla. Buyers: Frank E. Mackle, Robert F. Mackle (each 13.39%), et al. Deltona Corp. is Miami real estate development firm (BALH-1931). Action May 10.

■ WKTP(AM) South Paris, Me. (1450 khz, 1kw-D)—Broadcast Bureau granted transfer of control of Oxford Broadcasting Corp. from Gerald T. Higgins (99% before, none after) to Robert T and Pamela H. Healy (none before, 100% after). Consideration: $131,736. Principals: Mr. Healy owns electrical contracting firm. Mrs. Healy is daughter of transferor, Mr. Higgins (BTC-7329). Action May 13.

■ WCAS(AM) Cambridge, Mass.—Assignment application from Kaiser Broadcasting Corp. to Family Stations dismissed at request of attorney for assignee (application granted Jan. 23, stayed on Mar. 14) (BAL-7963). Ann. May 10.

■ KANO(AM)-KTWN(FM) Anoka, Minn. (AM: 1470 khz, 1 kw-D; FM: 107.9 mhz, 57 kw)—Broadcast Bureau granted assignment of license from Northwest Broadcasting Co. to Community Service Radio Inc. for $530,000. Sellers: Stewart C. Dahl, president, et al. (100%). Buyers: Thomas R. Holter (55%), Victor M. Aime (21.4%), Peter Celesnik (18%), et al. Community Service also owns WIBU(AM) Poynette and WLVE(FM) Baraboo, both Wisconsin (BAL-7994). Action May 6.

■ KREI(AM) Farmington, Mo. (800 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Cecil W. and James R. Roberts to KBOA Inc. for $150,000. Sellers: Messrs. Roberts (100%) also own KCHI-AM-FM Chillicothe, Mo. Buyers: Maurice F. Dunne Jr. and Charles C. Earls. They also own KBOA(AM) Kennett, Mo. (BAL-8059). Action May 6.

■ KKAT(AM) Roswell, N.M.—Assignment application, granted Feb. 11, from Pecos Valley Entertainment to Andromeda Broadcasting System was not consumated (BAL-8050). Ann. May 10.

■ KJIB(FM) Portland, Ore. (99.5 mhz, 50 kw)—Broadcast Bureau granted transfer of control of Contemporary FM Inc. from Bernard Seitz (100% before, none after) to Park Broadcasting Inc. (none before, 100% after). Consideration: $250,000 subject to adjustment. Principal: Roy H. Park (100%). Park Broadcasting also owns WEBC(AM) Duluth and KRSI-AM-FM St. Louis Park, both Minnesota; WUTR(TV) Utica, N.Y.; WNCT-AM-FM-TV Greenville, N.C.; WNAX(AM) Yankton, S.D.; WDEF-AM-FM-TV Chattanooga and WJHL-TV Johnson City, both Tennessee; WTVR-AM-FM-TV Richmond and WSLS-TV Roanoke, both Virginia (BTC-7326). Action May 6.

■ WKHJ(AM) Holly Hill, S.C. (AM: 1440 khz, 1 kw)—Broadcast Bureau granted transfer of control of Radio Holly Hill from A. J. Plowden, Jr. (70% before, none after) to J. Ardell Sink (none before, 70% after). Consideration: $17,500. Principals: Mr. Plowden is retiring. Mr. Sink has interests in WKYK(AM) Burnsville, N.C., WCSL(AM) Cherryville, N.C., and WKKR(AM) Pickens, S.C. (BTC-7357). Action May 6.

■ WBAP-TV (ch. 5) Fort Worth—FCC granted assignment of license from Carter Publications Inc. to North Texas Broadcasting Corp. for $35 million. Sellers: Carter Publications is owned by Amon G. Carter Foundation, et al. Buyers: LIN Broadcasting Corp. (100%). LIN Broadcasting, publicly held broadcast group owner, is licensee of WAKY(AM) Louisville, Ky.; WIL-AM-FM St. Louis; KILT-AM-FM Houston; KEEL(AM)-KMBQ(FM) Shreveport, La.; WBBF(AM)-WBBF(FM) Rochester, N.Y.; WFIL(AM) Philadelphia; KAAY(AM) Little Rock, Ark.; WAND(TV) Decatur, Ill., and WAVY-TV Portsmouth, Va. ■ WBAP(AM)-KSCS(FM) Fort Worth (AM: 820 khz, 50 kw; FM: 96.3 mhz, 99 kw)—FCC granted assignment of license from Carter to Capital Cities Broadcasting Corp. for $10 million. Buyers: Capital Cities, publicly owned broadcast group owner, is licensee of WROW-AM-FM Albany and WKBW-AM-TV Buffalo, all New York; WTVD(TV) Durham, N.C.; WPRO-AM-FM Providence, R.I.; WPAT-AM-FM Paterson, N.J.; KTRK-TV Houston; WJR-AM-FM Detroit; KPOL-AM-FM Los Angeles; WPVI-TV Philadelphia; WTNH-TV New Haven, Conn.; KFSN-TV Fresno, Calif. Oppositions to both TV and radio assignments by Civic Telecasting Corp. and Radiofone Corporation of New Jersey were denied. Action May 13.

■ WKJC(FM) Bluefield, Va. (106.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Bluefield Broadcasting Co. from Kenneth J. Crosthwait (75% before, none after) to Hawey A. Wells Jr. (25% before, 100% after). Consideration: $35,000. Principal: Dr. Wells is pathologist in Princetown, W. Va. (BTC-7040). Action May 6.

■ WEVR-AM-FM River Falls, Wis. (AM: 1550 khz, 1 kw-D; FM: 106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from River Falls Radio Co. to Hanten Broadcasting Co. for $260,000. Seller: Earl Marnach, president. Buyers: John I. (51%) and Carol A. (49%). Hanten works for KAUS(TV) Austin, Minn. (BAL-8114). Action May 2.

Cable

Applications

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

■ Silver Queen Cable Co., 103A Madison Street, Albertville, Ala. 35950, for Albertville (CAC-3829): Add WTCG, WHAE-TV Atlanta; WRIP-TV Chattanooga.

■ Arizona Cable TV, 14605 North Scottsdale Road, Scottsdale, Ariz. 85254, for Heber, Ariz. (CAC-3838): Add KTAR Mesa, Ariz.

■ Redwood Cablevision, Box 882, Fortuna, Calif. 95540, for Ferndale, Calif. (CAC-3835): KEET, KEIX-TV, KVIQ-TV Eureka, Calif.; KRCR-TV Redding, Calif.; KRON-TV, KGO-TV, KPIX San Francisco; KTVU Oakland, Calif.

■ Starkville TV Cable Co., 101 Wilson Avenue, Starkville, Miss., for Tullulah (CAC-3826), Richmond (CAC-3827) and Madison Parish (CAC-3828), all Louisiana. WLBT, WJTV, WAPT, WMAA Jackson, Miss.; KNOE Monroe, La.; KTVE El Dorado, Ark.; WABG-TV Greenwood, Miss.

■ North Country TV Cable, Hanover Road, RFD #1, Berlin, N.H. 03570, for Groveton, N.H. (CAC-3834): WSBK-TV Boston.

■ Frederick Cablevision, 200 East Patrick Street, Southeast, Frederick, Md. 21701, for Jefferson, Md. (CAC-3831), Middletown, Md. (CAC-3832) and Braddock Heights, Md. (CAC-3833): WHAG-TV, WWPB-TV Hagerstown, Md.; WMPB, WMAR-TV, WBAL-TV, WJZ-TV Baltimore; WNVT Goldvein, Va.; WETA-TV, WRC-TV, WTTG, WMAL-TV, WTOP-TV, WDCA-TV Washington.

■ The Dallas TV Co., 53 Perimeter Center East, Suite 300, Atlanta, Ga. 30346, for Wasco county, Oreg. (CAC-3830): Requests certification of existing CATV operations.

■ Telecable Communications Corp., 1336 Sulphur Spring Road, Baltimore, Md. 21227, for Mont Alto, Pa. (CAC-3837): WHAG-TV Hagerstown, Md.; WRC-TV, WTTG, WMAL-TV, WTOP-TV Washington: WMAR-TV, WBAL-TV, WJZ-TV, WMPB Baltimore: WGAL-TV Lancaster, WITF-TV Hershey, Pa.

■ Jefferson TV Cable Co., North Findlay Street, Punxsutawny, Pa. 15767, for Reynoldsville borough, Pa. (CAC-2401) and Sykesville borough, Pa. (CAC-2474): Add WPGH-TV Pittsburgh and WTIE-TV State College, Pa.

■ Bayshore CATV, 6 North Street, Onancock, Va. 23417, for Bloxom (CAC-3824) and Keller, Va. (CAC-3825): WTTG Washington; WBOC-TV Salisbury, Md.; WHRO-TV, WVEC-TV Hampton, Va.; WTAR-TV Norfolk, Va.; WTVR-TV Richmond, a.; WXEX-TV Petersburg, Va.; WAVY-TV WYAH-TV Portsmouth, Va.

■ Dubois Community Cable Television, Box 57, Dubois, Wyo. 82513, for Dubois (CAC-3836): Add KUED, KUTV Salt Lake City; KPVI Pocatello, Idaho.

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Warner Cable of Nashua, Nashua, N.H. (CAC-1681); Mineral Area Cablevision Co., Rivermines, Mo., (CAC-1835); Railroad Cable TV, Railroad, Pa. (CAC-2136); General Television of Oscoda, Tawas City (CAC-2137) and East Tawas, Mich. (CAC-2138); North Georgia Cablevision Co., Blairsville, Ga. (CAC-2216); Casa Grande Cablevision, Gallatin, Mo. (CAC-2772); La Crosse West-State Cable Television Corp., Vineland (CAC-2611), Bridgeton (CAC-2612); Northfield (CAC-2613 and Hammonton, (CAC-2614) all New Jersey; Ultracom of Liberty County, Cleveland, Tex. (CAC-2656); Tri-Cities Cable TV, Hopewell, Va. (CAC-2663); Montachusetts Cable Television, Gardner (CAC-2722), Fitchburg (CAC-2723) and Leominster (CAC-2724), all Massachusetts; Gallatin Cablevision, Gallatin, Mo. (CAC-2772; La Crosse Westgate, Holmen, Wis. (CAC-2838); Mountain Cablevision Ltd., Dillsboro, N.C. (CAC-2842) and Sylva, N.C. (CAC-2845); Peninsula Cable Television Corp. of Menlo Park, unincorporated portions of San Mateo county, Calif. (CAC-2860); KT Cable Corp., Aitkin, Minn. (CAC-3024); See Mor Cable TV of Campbell, Campbell, Mo. (CAC-3270); Tiffin Valley Cable, Swanton township, Ohio (CAC-3271); Sabine Cable TV Co., Hemphill, Tex. (CAC-3350); Palm Beach Cable Television Co., Juno Beach (CAC-3359), Tequesta (CAC-3360), Jupiter Inlet Colony (CAC-3361), and Lost Tree Village (CAC-3362), all Florida; Martin County Cable Co., unincorporated areas of Martin county (CAC-3418), Jupiter Island (CAC-3419), Ocean Breeze Park (CAC-3420), Sewall's Point (CAC-3421), and Stuart (CAC-3422), all Florida; St. Lucie Cable Co., Port St. Lucie (CAC-3439) and adjacent unincorporated areas of St. Lucie county (CAC-3440), Fla.; Ste. Genevieve Cablevision Co. Ste. Genevieve, Mo. (CAC-3443); Conway Cable TV, Conway, N.H. (CAC-3445); Milford Cablevision Corp., Milford, N.H. (CAC-3448); San Juan Cable TV, Friday Harbor, Wash. (CAC-3471); Buhl Cable TV Co., Buhl, Idaho (CAC-3472); NewChannels Corporation, Brunswick, N.Y. (CAC-3447); American Television and Communications Corp., Blackwell, Okla. (CAC-3502); Alabama TV Cable, Mountain Brook, Ala. (CAC-3506) and Tarrant City, Ala. (CAC-3507); Maine Cable Television, in Maine towns of Bangor (CAC-3508), Brewer (CAC-3509); Old Town (CAC-3510), Orono (CAC-3511), Milford (CAC-3512), Veazie (CAC-3513), Dexter (CAC-3514) and Lincoln (CAC-3515); Columbus Cablevision, Columbus, Ind. (CAC-3517); TV Cable of Seagraves, Seagraves, Tex. (CAC-3518); Total Television, Vancouver, Wash. (CAC-3520); Barnesville Cable TV Corp., Bethesda, Ohio (CAC-3524) and Belmont, Ohio (CAC-3525); Cablevision of Guymon, Guymon, Okla (CAC-3535); Cable TV Service Co., Effingham, Ill. (CAC-3608); Cable TV of Cuero, Cuero, Tex. (CAC-3639).

■ Cable Television Bureau dismissed petitions requesting waiver of former section 74.1103(e) of rules; petitions were rendered moot by report and order (Doc. 18785) which excluded cable television systems with fewer than 500 subscribers from compliance with network exclusivity rules. Action May 15.

■ Corning, Orland, Willows, Calif.—FCC authorized State TV Cable to substitute carriage of grandfathered distant independent staion KTXL, Sacramento, Calif., for KBHK-TV San Francisco, and to continue carriage of grandfathered distant independent WTVU Oakland, on its five existing cable television systems at Corning, Orland, Willows and areas of Glenn county (CAC-1775-1779). Action May 13.

■ Massachusetts—FCC granted applications by High Fidelity Cable Television for certificates of compliance to add *WMHT Schenectady, N.Y., to its cable TV systems at Lenox, Stockbridge, Great Barrington and Lee (CAC-300-303). High Fidelity was also granted authority to carry WHYN-TV Springfield, Mass., on its system at Great Barrington. Requests by High Fidelity for waiver of rules to permit carriage of New York City independent stations WNEW-TV, WPIX, and WOR-TV on its Lenox system, and for carriage of WHYN-TV on its Lenox, Stockbridge and Lee systems, were denied. Action May 15.

■ Ohio, W. Va.—FCC denied request by Ohio Valley Cable Corp., operator of cable systems at Sisterville, St. Marys, and Williamstown, W. Va., and Marietta, Ohio, for authority to deny network exclusivity to WDTV Weston, W. Va. Action May 14.

■ Reading and Lockland, Ohio—FCC granted applications of Community Television for certificates of compliance to initiate cable services at Reading and Lockland, located within Cincinnati, Ohio-Newport, Ky., television market (CAC-1300, CAC-1304). Company proposes to carry WLWT, WKRC-TV, WCPO-TV, *WCET Cincinnati; WKBF-TV, Cleveland; *WOET Kettering, Ohio; *WMUB Oxford, Ohio; WXIX-TV Newport, Ky.; *WCVN Covington, Ky.; and WTTV Bloomington, Ind. Action May 14.

■ Belington and Webster Springs, W. Va.—FCC denied requests by Belington TV Cable Corp., operator of cable system at Belington, and Webster TV Cable Co., operator at Webster Springs, for waiver of rules so they would not have to provide network program exclusivity to WDTV Weston, W. Va. Action May 14.

Action on motion

■ Chief Administrative Law Judge Arthur A. Gladstone—Manchester, N.H. (Continental Cablevision of New Hampshire), for special relief—Designated Administrative Law Judge Herbert Sharfman to serve as presiding judge, and scheduled prehearing conference for June 5 and hearing for July 17 (Doc. 20029). Action May 7.

Other action

■ North Wilkesboro and Wilkesboro, N.C.—FCC granted petition by WKBC Cablevision for reconsideration of commission action adopted Jan. 30 which denied certification for WKBC's proposed cable systems in Wilkesboro and North Wilkesboro, because of franchise irregularities and failure to submit separate franchise for unincorporated areas of Wilkes county. In support of its petition, WKBC submitted amended franchises for towns and filed separate franchise for unincorporated portions of county. Action May 14.

Classified Advertising

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

RADIO

Help Wanted Management

Are you a young sales leader or manager on the way up? Outstanding sales manager opportunity in mid-west medium market. Equity ownership assured upon sales turn-around. Send detail information on background, work experience, goals and references. A vigorous reference investigation will be made in confidence. Box E-140, BROADCASTING.

Aggressive, big-thinking Eastern station needs sales manager who is likewise. Must be heavy in local sales and a true motivator to assume real responsibility. Account executive applicants will be considered. Box E-234, BROADCASTING.

We're number one in sound and sales in a thriving Southeastern market of 250,000. Now we need a top-notch salesperson to take over a good list and make it better. Box E-238, BROADCASTING.

General Manager for MOR FM station in Upper Midwest. Heavy background in sales and local news origination essential. Box E-250, BROADCASTING.

Staff, new AM, WEOO. Target late summer-Fall. General Manager, Sales Persons, Newscaster, Announcers, Combo engineer. Send resume: President, Radio Tidewater Inc., WEOO, Box 339, Smithfield, Va. 23430.

Radio Station general manager. General manager position available for non-commercial 1700 watt campus FM radio station. Experience and Bachelor degree necessary. Salary $10,000 plus. Some teaching may be available as additional responsibility. Reply by June 15 to: James Dull, Chairman, WNHU Search Committee, University of New Haven, 300 Orange Ave., West Haven, CT 06516.

Help Wanted Sales

Number One, New England metro market station has immediate opening for aggressive, experienced, sales person. Profitable opportunity, salary plus commission. Rush resume, Box E-139, BROADCASTING.

Sales Manager, mature, with good track record. Live in the beautiful Rockies, great recreation area. Supervise and take care of sales for a small station group, base salary commensurate with area living costs, and excellent commission and override. Send complete resume first letter to Box E-175, BROADCASTING.

If you are a person who can take a fabulous package and sell it you can make a lot of money with this midwest AM/FM combination in one of the top ten markets. We will offer up to 40% commission and it is exactly that Commission! If you're looking for a big salary with no guarantee of any production on your part, forget it! All we will promise you is a $50.00 per week draw to cover car expense and the most attractive packages of any station in this major market. They will sell if you know how to tell the story and are willing to work hard. We want a letter from you stating your background and that you understand you will be paid on a commission basis. We will telephone you immediately. Do not send only a mimeographed resume because these we will not answer. We honestly believe that a individual who knows how to pitch and will give it the big effort can make from 15 to $25,000 the very first year. Box E-204, BROADCASTING.

Growing Group needs ambitious sales person with sales experience. Sales management possible within one year. 15K range. Number one rated mod station. Resume to Box E-233, BROADCASTING.

Central Florida—Growth market. Send resume, salary/sales history. Equal opportunity employer. W-FIV, Box 5519, Orlando, FL 32805.

Young aggressive individual for sales. Immediate opening. Excellent opportunity. Send resume to WSPK, Box 1703, Poughkeepsie, NY 12601.

Sales Manager. $15,000 + potential. WSUS Franklin, NJ. 50 miles NYC in heart of Sussex County recreation area. Permanent growth opportunity. Rated dominant #1. Peter Bardach 212-973-2764.

Ready to move into sales? WKCY is looking for an experienced broadcaster. $10,000 plus, first year. Good opportunity for advancement with a young, growing organization. Resume to Box 1107, Harrisonburg, Va. 22801 or call Ken Riggle 703—434-1777.

Help Wanted Announcers

First Phone Announcer for small market Maryland station. Send photo and resume. Box E-82, BROADCASTING.

Christian format 50K FM seeks announcer for mid. to 6 shift. Eastcoast major market. Send resume to Box E-219, BROADCASTING.

Top quality voice. Drive shifts. Some production. Uptempo MOR operation. Heavy news, sports. Medium market west-midwest. Box E-243, BROADCASTING.

We need an experienced announcer for board work, news and production. Maryland regional. Box E-246, BROADCASTING.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Steve Campbell, KPOW, Box 968, Powell, WY 82435.

WDAK needs a worker who is excited about radio and can get involved with his audience, on and off the air! Heavy on production abilities. WDAK is adult contemporary, ARB and Pulse rated No. 1 in Georgia's second market. Send telescoped, unedited aircheck, resume, references, and photo if available to Alan Boyd, WDAK, Post Office Box 1640, Columbus, GA 31902.

Experienced format jock for contemporary station outside Springfield. Tapes and resumes to Bill Davis, WDEW, Westfield, MA 01085.

Grass Roots American Radio Co. a growing radio group—specialist in automated broadcasting. Seeks additional announcers-engineers-management trainees at WHRI Hartselle, AL and KPXE Liberty, TX. Gene Newman WHRT, Hartselle, AL 35640.

Experienced announcer — Mature voice — supervisory ability—no D.J. wanted. $700 a month. Ed Bell—WKTZ, Arlington Expressway, Jacksonville, FL.

Person Friday. Conduct woman's program, swapshop, handle traffic, logging, run IGM automation, spot production and receptionist. Excellent opportunity to learn all facets of radio at small but highly professional station. Glenn Tryon, WKYO, Caro, MI 48723.

Promotion Director—afternoon jock for Rocker. If you are imaginative, professional and are looking for a good situation, send tape and resume to Arnold Lerner, WLLH, Lowell, MA 01853.

First phone needed for mid-day at 5kw contemporary. Must have production and news reading ability. Experience is necessary. WPRW, Box 151, Manassas, VA 22110. 703—368-3108.

Drive time announcer for metro Atlanta, modern country station. Rush tape and résume to WSSA, P.O. Box 752, Forest Park, GA 30050.

All Night Soul D.J. Wanted; Columbus, Ohio. Send resume, tape to Bert Charles, WVKO Radio, Columbus, OH 43220.

Finally, a way to help announcers find work. And the best part about it is it really works! Call 305-772 2300 between 1 and 5 p.m. EDT Mon.-Fri.

Help Wanted Technical

Chief for small market AM-FM Stereo. In beautiful Eastern Ohio. Clean operation. Need self-starter. Set own schedule. Equal opportunity employer. Box E-192, BROADCASTING.

Chief Engineer. New Jersey AM/FM. Strong transmitter and studio maintenance ability. Salary 18-22K, depending on experience. Box E-236, BROADCASTING.

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

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, Broadcast Center, Bridgeport, CT 06608

Needed immediately—Combo engineer for automated FM. Handle all maintenance and some board work. Salary negotiable. Write G.M., WONT, Box 308, Oneonta, N.Y. Call 607-432-0154.

Challenging position for chief engineer at major Milwaukee station open immediately. Phone 312-787-4511.

Help Wanted News

Full-time Mid-Atlantic medium-market station looking for a proven professional news director. Our 5 man news staff needs real direction. We're proud of our strong committment to local news. If you haven't proven yourself running a good news operation, don't waste our time or yours. If you're the one we want, we'll offer you an excellent salary at one of our state's most respected stations. All replies confidential. E.O.E. Reply Box E-194, BROADCASTING.

News director. Also backup sports director pbp. Salary plus talent. Emphasis: professional gathering, writing, delivery. Medium market west-midwest. Box E-244, BROADCASTING.

News director. Male or female. College graduate, 2 years experience. $175 a week plus opportunity for part ownership. Rush resume, tape with three references to George Freeman KGRI, Henderson, TX 75652. Equa. opportunity employers.

Combination news/sports director. Gather and direct local news operation, sports shows, play-by-play football/basketball. Must be experienced. Excellent salary, fully paid insurance and pension, ideal working conditions and other fringes in owner-operated quality small market AM-FM. Fine community and schools. We don't expect sixty hour work week. We do expect quality news writing/gathering, good sports delivery and limited board work. WAWK, Kendallville, IN 46755. Send resume, picture, tape, salary requirements.

Hard-driving, top-40 newsperson needed for highly-rated AM-FM in East Central Pennsylvania. Send air check and resume to Walt Mitchell, W-E-E-X Radio, Easton, PA 18042.

Newsperson and/or announcer $125.00-$150.00 week. Send tapes and resume to WMST, Mt. Sterling, KY.

News and Public Affairs Director. University operated public radio station. BA in broadcast journalism plus minimum two years professional radio news experience. $690 monthly. As equal opportunity employer we encourage women and minority applications. Send resume and tape to Personnel Office, University of Montana, Missoula, MT 59801 before June 10.

Bright, career-oriented newsperson, w/experience. Must write, gather, disseminate. Very professional operation, medium market. Send tape and resume to Weinstock, 6 Peacock Lane, Poughkeepsie, NY 12601.

The US's largest agricultural newswire organization is looking for an editor for a new farm radio wire. Experience with farm programing is essential for this job opportunity. Send resume to Sally McKinney, Commodity News Services, Inc., 4800 Main St., Kansas City, MO 64112.

Help Wanted Programing Production, Others

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.

Medium sized New England market needs program director. A real experienced professional self starter who can enforce management policies. Tight board and super commercial delivery are musts. If you are creative, aggressive and have impeccable industry references, this is the job for you. Box E-134, BROADCASTING.

This individual knows personality, feature radio. Has a broad music knowledge, particularly MOR and the great bands. Good at interviews, runs a tight board, does creative, not gimmick, production and can lead staff. This person is stable and would like to live in Florida. If you're this individual, send resume, references, and requirements to Box E-141, BROADCASTING.

Needed immediately, a full-time production/swing person for 50,000 watt WBT radio in Charlotte. Strong commercial and versatile air work a must. Send tape and resume to: Andy Bickel, Program Director, WBT Radio, Charlotte, N.C. 28208. An equal opportunity employer.

Minimum 3-yrs. experience; easy MOR voice; one-to-one communicator: creative writer-production; expertise; neat appearance; meet station accts.; remote broadcasts; 18-member staff in growing market; salary open; resume and audition to personnel dir., WHFB, Box 608, Benton Harbor, MI 49022.

Help Wanted Programing, Production, Others, Continued

Producer/director—top-rated commercial tape production house has immediate opening for a highly experienced (three years minimum), full-time producer/director or executive producer/director. Emphasis will be placed on your full knowledge of commercial tape production and your track record in producing quality programs including variety, sports and public affairs. We offer excellent working conditions and salary. Send letter and resume to: Brooke Spectorsky, production manager, United Artists Productions, 8443 Day Drive, Cleveland, OH 44129. Equal opportunity employer.

Attention Kansas City jocks! We're in process of building recording studio. Need part time production oriented jock willing to work several daytime hours weekdays in production and dubbing. Also some creative. Strictly as extra job. Willing to arrange with your air schedule. Send sample production tape and let's talk about it. Jack Poessiger, Commonwealth Theatres, 215 West 18th, Kansas City, MO 64108. Phone GR 1-2390.

Help us get on the air. New FM Licensee in gorgeous Jackson Hole, Wyoming, needs experienced all around radio pro as operations manager, morning personality. Great potential in noncompetitive area. Affable group with imagination, intelligence, dedication. Grow with us. We need you now! 307-733-4500.

Situations Wanted Management

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-Southeast. Box E-26, BROADCASTING.

General Manager—Extensive experience, CPs through license renewals. Former owner. Built two stations. Successful salesman, and administrator. Box E-129, BROADCASTING.

Professional medium market manager experienced in all phases, sales, programing, promotion, FCC, financial. Excellent industry and community references. Box E-162, BROADCASTING.

Successful building up of stations is what I have been best at. Now looking for long-term medium market situation. Professional approach to all areas of broadcasting. Box E-163, BROADCASTING.

Small market specialist, seeks "larger" small market with stable company. Strong record in management, sales, programing, community involvement, everything needed to make your station more rewarding to you. Box E-164, BROADCASTING.

Professional GM/SM—AM, FM, TV. Strong sales, programing savvy, good administrator. Major market and group experience. Box E-181, BROADCASTING.

Cost, P&L oriented broadcaster seeks management position in smaller medium market station. Strong news background. Imaginative, community-minded. Degree, 33. Box E-205, BROADCASTING.

Att. Florida Stations. Manager now living and selling in Florida, wants management position. Heavy on local sales. Reply Box E-213, BROADCASTING.

Christian Station Manager desires Christian station. Over 10 years experience includes Christian program production, general manager, station programing, Christian sales, commercial sales, and more. Write Box E-215, BROADCASTING.

Large market sales manager looking for right move. Present station grossing just over $1,000,000—up from $700,000 3 years ago. Minimum 35K. Box E-235, BROADCASTING.

General Manager, well versed in sales, programing and FCC seeking move to larger market. 31, married, degree. Box E-237, BROADCASTING.

Medium market sales manager ready for top-50 market! Must be in the $25K range to talk. Young, degree and lots of what it takes to be successful in this business. See for yourself! Box E-239, BROADCASTING.

Radio Manager Available—I sell it, tape it, air it, and collect it. Prefer medium market S.C., Ga. or N. Fla. Write Box 1086, Birmingham, AL 35201.

Situations Wanted Sales

Community affairs programer now associated with Canadian Broadcasting Corporation seeks challenging, creative sales spot with organization that would also give consideration to promoting original radio series now concluding under sponsorship in Toronto. Strong sales and personnel background. Available September. Box E-201, BROADCASTING.

Sales/Announcer, degree, three years experience announcing, news, first phone-maintenance, prefer small to medium market southeast. P.O. Box 165, Five Points, TN 38457.

Situations Wanted Announcers

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

Disc jockey (3rd endorsed)—progressive rock and top 40 formats. If you're looking for someone who's dependable, experienced, creative, versatile and ready to aggressively tackle additional responsibilities—let's talk. Box E-67, BROADCASTING.

Experienced Adult-Rock communicator. First phone. Mediums/Majors. Box E-87, BROADCASTING.

Modern-Country Personality—Music director. Six years experience, three in major market. First phone. Desire major market or good professionally run medium market. Contact Box E-186, BROADCASTING.

Good voice, experienced, creative in production, and professional. Family man looking for stable and good paying position in medium market. Box E-187, BROADCASTING.

Radio-TV combinationsl Soon to be Navy vet available in September, desires combo job. Three and a half years in radio and one and a half in TV. If you are planning ahead and are west of the Mississippi, write and I'll give details. Box E-211, BROADCASTING.

Good deep voice, endorsed third, three years experience. Some college, speech, acting background, knowledgeable different music. Box E-221, BROADCASTING.

Talk jock—music and midday style telephones. Anyplace, any format, positive creative atmosphere only prerequisite. Experienced, employed. Box E-227, BROADCASTING.

Adult, beautiful music. I believe in FM. Major Market background. Now employed. Third endorsed. Production. Salary open. Dependable family man desires solid station. Relocate permanently. New England preferred but all eastern markets considered. Impeccable references. Tape. Box E-228, BROADCASTING.

M.O.R., country personality, 1st phone, 15 years, Top ratings in top 10 markets. Box E-240, BROADCASTING.

Modern country pro—Enthusiastic and hard working. Looking for the right spot in medium or major market. Box E-249, BROADCASTING.

First phone, part time announcer seeking full time employment near Minneapolis. For tape, resume etc., write: Box E-256, BROADCASTING.

Personality for top 40 or uptempo MOR 2½ years experience, ready for move to medium or large market. P.D. and M.D. experience. Prefer New England. Box E-257, BROADCASTING.

First phone mature voice, experienced personality, looking for Top 40 contemporary MOR, or progressive. I'm gung ho and ready to go. Box E-260, BROADCASTING.

Enthusiastic graduate, BA, communications. Can write news. Able to read. Desire announcing position. Write to Richard Zuclich, 3720 N.E. 22 Ave. #8, Lighthouse Point, FL 33064.

Experienced DJ, college AM, 23 yrs. old, third endorsed, will go anywhere. Write Richard Cutter, 56 W. Patterson, Columbus, OH 43202.

Two first phone cookers, looking for gig with stable station, currently employed, go anywhere, available immediately, 4 years experience. Call 606-528-1330; after 5:30, 528-8972, Dan or Jim.

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

DJ looking rock, MOR, oldies. 3 yrs. college radio, some comm. exp. Degree in broadcasting, 3rd end. Midwest preferred. Tom Struhar, 8646 N. Harding, Skokie, IL 60076, 312-677-5518, 675-1281.

Experienced combo man desires relocation in Nyack or White Plains, New York area. Presently assistant to chief engineer at New England AM/FM. Good voice. Married, two children. Eleven years in radio. Available in mid-July. Contact: Larry I. Beavers, 685 Woodman St., Fall River, MA 02724. 617-679-3526.

Experienced morning man, copy production, professional sound, hardworking. Desire N.E. Box 133, Kenwood, NY 12341. 315-829-3935. Tape, resume, references.

Experienced cable booth announcer—Young (28) single dying to work max. hrs. Even at min. $15 in your TV or radio operation. South LA. Call 24 hrs.; 504-488-3810, New Orleans.

First ticket announcer looking for right move. Currently employed in expo city. Drive time and television experience. Consider television. Hard worker. Dependable, ambitious. Gerry Grooms, West 919 7th Avenue Apt. 11 Spokane, WA 99204, 509-838-4031.

Situations Wanted Announcers Continued

1st phone combo tired of weekends looking for fulltime MOR, prog. rock. Good voice, will relocate. Jack, 347 B St., Yuba City, CA 95991. 1-916-674-3517.

Creative young DJ, personality, great voice, some experience, will go anywhere. Charles Schroeder, 39 Myron, Kenmore, NY 14217. 716-873-0706.

Want to get back into radio. 1st phone, 28 yrs. old. 2 yrs. exp. up tempo MOR and rock. Creative personality. Strong sales background. Prefer west or northwest. Will consider other areas if price is right. Johnny Jay. 714-296-3657 or 7936 E Mission Center Court, San Diego, CA 92108.

Situations Wanted Technical

Real engineer, BSEE, halfway thru PE, major-market AM/DA-FM-TV experience, much more. Availability open; present position little challenge. Travel OK. Box E-159, BROADCASTING.

Young engineer with eleven years experience in broadcasting desires position as assistant chief or supervisor with large broadcast facility or production house. Would consider broadcast sales or field service with good reputable company. Resume on request. Box E-225, BROADCASTING.

Chief engineer: 25 years experience AM, FM, studio, transmitter, remote control, construction, maintenance, proofs. Prefer south, minimum $15K. Box E-245, BROADCASTING.

Attention Southern California. Radio-TV-Recording Engineer with First. Ten years experience, including announcing and engineering in major markets. 213-487-2870 mornings.

Working Chief Engineer-Handyman. Have equipment. Weekdays. Relaxed situation, anywhere unpolluted, prefer tropical, adequate pay. Ready. 305-390-3161.

Twenty years, first phone AM-DA, FM, TV. Charles Simpson, 3407 West 65th Street, Cleveland, OH 216-961-7771.

20 years experience as chief engineer in FM, AM, stereo, directional, SCA, proofs, construction. Area Colorado. Phone 512-682-0334.

Situations Wanted News

Looking for brains plus beauty? Dynamite young woman looking for position as reporter or production in radio or TV. Aggressive, hard worker plus two degrees from the University of Missouri School of Journalism. Will relocate. Can package a story from start to finish-forte is interviewing. Let's talk. Box E-70, BROADCASTING.

Young reporter with strong background in local coverage seeking good position involving field reporting. Box E-191, BROADCASTING.

Aggressive sports director with top PBP and color talent. Loves all sports, and controversial sportscaster. Box E-208, BROADCASTING.

Big Ten play-by-play pro looking for a new challenge. I've got a tape you'll like. Box E-209, BROADCASTING.

Newsman for most successful News/Talker in the country. Currently drive-time on-the-air and investigative street reporting in top ten market. Five years radio-TV experience. Eager to tackle new major/medium market. I'm a newsman 24-hours a day, but you need only pay me for eight. Expect super results. 216-696-1449. Box E-232, BROADCASTING.

Young experienced newsman seeks position on a growing news staff. Northeast preferred. Salary requirement open. Have car. Box E-252, BROADCASTING.

Energy crisis in your newsroom? Hard-working news director available for medium market directorship or major reporting job. Box E-254, BROADCASTING.

Experienced, actuality-oriented broadcasting grad desires middle market (U.S. or Canada) reporter position. Tape/resume. Mike Berens, Box 454, East Lansing, MI 48823. 517-484-1859.

News Director, Midwestern background, currently in 100,000 market, seeking advancement. Family, 30, degree, RTNDA, SDX, UPI awards. Jack Marlowe, P.O. Box 73, Anniston, AL 36201. 205-237-2256.

Add European perspective and flair to your news. German, 31, slightly accented English, wants to join active news team at your station on one-year leave of absence from editorship of 2½ hr. daily most-listened-to news program in Germany. Creative news seeker, interviewer, analyst of how events effect people. Is that for your listeners? Let's combine European and American techniques. Kurt Gerhardt, 5 Cologne 41, Lothar St. 5, West Germany.

Situations Wanted News Continued

Veteran Newsman available vacation and sick leave work midwest. Former president Kansas AP and Minnesota UPI Broadcasters. Phone 507-452-3703.

For those major market departments seeking coherent journalist with depth beyond deep voice: 7 years radio-TV, on-air. Street, enterprise seasoned. 309-565-7592.

Former sports and news editor of campus radio station, WWCU. 74 graduate of Catholic University, B.A. in speech and drama. Interested in sports and news broadcasting. Contact W. Patrick Werner, 6801 Woodland Ave., Takoma Park, MD 20012.

Situations Wanted Programing, Production, Others

Major mid-west market announcer seeks production directorship with MOR facility. 4 years experience, 1st phone and highly reliable. Looking for long term, secure employment. Must be five figure salary. Box E-65, BROADCASTING.

Wanted: Challenge in small or medium market station as MD or PD. Top 40 or MOR. Experienced as jock in both formats. College degree in broadcasting. Box E-178, BROADCASTING.

Mature broadcaster seeks new challenge in MOR radio, first phone, seven years experience, former PD, stable, interested in programing, good audience response, currently employed, educated, Mickey Mouse operations, please spare me the grief. Box E-202, BROADCASTING.

Young community minded family man with 10 years commercial experience all phases, seeking operation directorship. Excellent references from some of the country's finest stations. Minimum salary $15,000. For tape & resume write Box E-207, BROADCASTING.

New England/Midwest: PD/CE/OM seeking same. Young, creative (?), pilot's license, devotedly engaged & love the good life. Box E-216, BROADCASTING.

Program Director with proven success at medium market contemporary. Four years experience, first phone, happily married. Salary negotiable around $10,000. Prefer southeast medium market, will consider all locations. Box E-226, BROADCASTING.

Young contemporary major market business and promotion oriented P.D. looking for greener pastures. All offers considered. Box E-251, BROADCASTING.

Looking for that new sound to astound your market? Think about progressive country? I can put it together for you! Interested? Call T. Scott Brineman, 602-428-4212. I'm what you're looking for!

Searching for top quality broadcaster? I served as Production-Public Affairs Director for major L.A. station. Background highlights: stereo production techniques, unique PA programing applications. Four years experience includes: market research; news; station promotions; public relations. Broadcast Journalism university degree. Age 24. Prefer West. Desire challenging offer with growth potential. Call 213-240-0041.

TELEVISION

Help Wanted Management

Station Manager for Gulf Coast TV station in single station market. Ownership possiblities. Send total information first letter. Box E-52, BROADCASTING.

Local and/or national-regional sales manager. Mature, responsible, aggressive sales manager who would like to live in the beautiful Intermountain West. Salary plus commission and incentives plus fringe benefits. Send resume with references to Lynn Koch, KGVO-TV, Drawer M, Missoula, MT 59801.

Help Wanted Sales

Sales Manager for a growing V in medium size market. Group owner with excellent benefits. Must be thoroughly experienced with proven track record of aggressive sales management. An equal opportunity employer. Send resume to Box E-119, BROADCASTING.

Help Wanted Announcer

Major Midwest market station seeks versatile, well-rounded talent to handle new interview/entertainment program with additional back-up in weather, sports, booth. Emotional maturity and show biz a must! Send resume and salary requirements to Box E-168, BROADCASTING.

Help Wanted Technical

Expanding Los Angeles Production/Post-Production Center has positions open for Experienced Camera or VTR Maintenance Technicians. Video Control Background Preferred. Must have good Solid State Background. Box E-80, BROADCASTING.

Experienced studio engineer needed at Midwest VHF CBS affiliate. Top pay and benefits. Send complete work record and references in first letter. An Equal Opportunity Employer. Box E-193, BROADCASTING.

Director of Engineering, major West Coast network affiliate. E.E. degree or equivalent. Salary range 32 to 36 K, depending on credentials. References will not be contacted without your permission. Submit confidential resume to Box E-198, 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.

Two first class operator-engineers for control room shifts. Will consider beginners or technical school graduates. Contact chief engineer, WCOV-TV, Montgomery, AL 205-281-7315. An equal opportunity employer.

Chief Engineer wanted for growing UHF station in Mid-Atlantic's vacationland. Salary: $10,000 to $12,000. WDXR-TV, Box 298, Paducah, KY 42001.

Engineer with diverse experience in audio, video, Xmtr, maintenance and production. First class license required. Contact Walter Cummings, WGBY-TV, Springfield, MA. 413-781-2801.

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, Broadcast Center, Bridgeport, CT 06608.

WNJU-TV is presently accepting engineering applicants for summer relief, June 1st, through September 15, all levels needed for air operation and production. Applicants should have 3-5 years experience. Send resume to Dan Rutman, Chief Engineer WNJU-TV (UHF ch. 47) 1020 Broad St., Newark, NJ 07102.

Engineer for private New England school, supervise TV studio, assist with students' productions, operate and maintain COHU 1500 color film camera, IVC, Sony VTR's, studio cameras. 1st phone desired. Available immediately. Salary: $8,500. Call Steve White, 413-584-3450.

UHF-TV transmitter site supervisor, Sioux City applicant must have FCC 1st class license and 5 years TV experience. Familiar with high power TV transmitters and associated equipment. Resume, availability and salary requirements to director of engineering, IEBN, P.O. Box 1758, Des Moines, IA 50306 515-280-1120. Equal opportunity and affirmative action employer.

Director of engineering for multi-media group operation. Requires complete background and experience in all phases of broadcast engineering including FCC matters. Excellent opportunity in the west with rapidly growing group. Reply in confidence to: Cleatis R. Carroll, Personnel Director, Donrey Media Group, 920 Rogers—Ft. Smith, AR 72901.

Help Wanted News

Reporter—Needed by major market VHF network affiliated station in upper Midwest. Applicants must have background and minimum one year experience that emphasizes dedication to news. Our station has outstanding facilities, the best in equipment and a great employee benefit program. Also we are an equal opportunity employer. Send resume to Box E-172, BROADCASTING.

Strong weekend anchor person—Field reporter number 1 rated major market station in northeast An equal opportunity employer. Send writing samples, photo, resume with references to Box E-229, BROADCASTING.

Wanted: Aggressive, creative news film camera person for top rated northeast major market station. An equal opportunity employer. Send samples, resume and references and photo to Box E-230, BROADCASTING.

Number 1 rated news operation in northeast need sharp news writer-producer strong on news film production. An equal opportunity employer. Rush resume with references, samples, and photo to Box E-231, BROADCASTING.

Need strong on-air person to anchor or co-anchor late evening news block. Midwest market. Send resume, picture, and salary requirements to Box E-242, BROADCASTING.

Help Wanted News Continued

Top 10 market TV station looking for weather person for primary newscasts. Applicants should have on-air experience and must have AMS accreditation. Resume to Box E-258, BROADCASTING.

On-air news reporter and weather caster. 16mm photo and writing capability desired. We are an equal opportunity employer. Send photo, resume to Dave Nicholas, News Dir., KOLO Television, P.O. Box 2610, Reno, NV 89505.

Film Editor—Leading news station needs additional news film editor for staff. Must have minimum of one year TV news experience. Send resume to Bill Tucker, News Director, KSTP-TV, 3415 University Avenue S.E., Minneapolis, MN 55414.

Photographer—Opportunity for TV news photographer with major market station. Minimum of one year photographic work experience required. We are looking for a dedicated rising professional. Send resume to Bill Tucker, News Director, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114.

Looking for two anchorpersons/reporters. Send VTR and resume only to Mark Pierce, news director, WKEF, Dayton, OH. An equal opportunity employer.

Help Wanted Programing, Production, Others

Wanted—Free-lance production personnel to work in Central New Jersey CCTV production facility. Interested in developing pool of camera people, audio operators, and lighting directors. Box E-138, BROADCASTING.

Producer/Director, group-owned station, top 20 market, experience mandatory, equal opportunity employer. Box E-220, BROADCASTING.

Film director. Want a person who gets upset when bad film gets on the air, and sees to it that he doesn't get upset often. Supervise staff of 13 and film records; assist program manager in screening, etc. Minimum 5 years film dept. experience, capable of accepting responsibility. Major market California Independent. Equal opportunity employer. Tell us why we should hire you. Box E-255, BROADCASTING.

RTV Faculty—Two positions in growing radio-television program. Instructor or assistant rank. Ph.D. preferred but Master's acceptable. Practical experience in commercial broadcasting important. Submit resume to Chairman, Division of Radio-Television, Box 4B, Arkansas State University, State University (Jonesboro), AR 72467. Equal opportunity employer.

Traffic Manager—New ABC VHF station in Boise, Idaho. Call Harry Godsil, General Manager, 208-336-0500.

Small but very active videotape production house needs a young person to act as production assistant, with some background in set construction. Good opportunity for someone with talent and determination. Send resume or call for an appointment. Telemation Productions, Glenview, IL 312-729-5215. Scott Kane.

Cinematographer for film unit of land grant university. Work in support filming, including television film and motion picture production. Requirements include appropriate college degree and two years related experience. Further professional experience may be substitutable for degree. Must be familiar with television film production methods, needs, and time demands; double and single system film editing; use and handling of 16mm film equipment, and able to carry a film from script to screen. Starting salary: $9,168 per year. Apply to Judy Thomas, Personnel Department, Virginia Polytechnic Institute and State University, Blacksburg, VA 24061, with resume and film samples. An Equal Opportunity Employer.

Situations Wanted Management

General sales manager. Top 20. For large-to-medium market station or group. Competitive-aggressive-can motivate. Excellent references. Box E-200, BROADCASTING.

President or executive vice president-general manager of station-group or will build and develop group from scratch. 30 years broadcasting experience: 12 radio; 18 television, on all levels, including ownership. Thoroughly experienced all phases, including network. Management-troubleshooter past twenty years. Have rebuilt several losers into very profitable, prestigious winners. Am aggressive, quality competitor ready for new challenge and much responsibility. Box E-212, BROADCASTING.

Situations Wanted Technical

Engineer with 1½ yrs. experience in switching, video tapes and films. Prefer West Coast but will relocate, have first class. Box E-203, BROADCASTING.

First phone, radar endorsed. Experienced high power transmitters, microwave, solid state circuitry. Strong maintenance. Anywhere including mountains. Reasonable wage requirement. Radio work considered. Box E-214, BROADCASTING.

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Anchorman/News Director—Solid, pro, 35, style, ability, credentials, wants news-team selling credibility. Box E-184, BROADCASTING.

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Producer/Director—commercial and educational background—Nine years experience in TV production—5 years Producer/Director—BA in TV—28, honest, aggressive professional—available immediately. Box E-58, BROADCASTING.

Producer/Director—30 with 10 years experience in 20th market; news, football, music, baseball, commercials, national credits plus BA and management potential. Seek swinging operation and progressive management. Box E-155, BROADCASTING.

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RCA TK43 Color Camera chain complete. Phone Mr. Dumas at 603-898-2316 ext. 285.

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Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

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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.

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Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Profile

Service Electric's Walson: one of the grandfathers, at least, of cable television

In 1948, selling television sets in the mountains of central Pennsylvania was somewhat akin to hustling popsicles in Antarctica. For anyone residing at the summit of one of the numerous peaks which dot the area, a standard TV receiver would afford a somewhat distorted view of three channels from distant Philadelphia. Those living in a valley, as did most of the citizenry, went to the movies.

For John Walsonavich, owner of a General Electric distributorship in the coal-mining town of Mahanoy City, Pa., this was bad news. In his third year as a purveyor of a commodity for which few townspeople had any use, Mr. Walsonavich clung to a second job at the local power company to support a young wife and infant daughter. At a time when many were making their fortunes in the nation's post-war prosperity, this Mahanoy City proprietor longed for better days.

John Walsonavich did not have long to wait, however. In a few short months, he was to cash in on a technology that would later carve a prominent niche in the world of communications and alter the lives of millions. The technology was cable television, and he may well have been its originator.

The question of who was "first"—an unsettled issue in the radio industry after more than five decades—is also a matter of no small debate among cablemen, with systems in such places as Lansford, Pa., and Astoria, Ore., making similar claims. John Walson, who simplified his name after reaching prominence in cable, on the surface would lead the world to believe that he cares little for the controversy. Modesty aside, the man appears visibly distraught that an industry he steadfastly claims to have pioneered has denied him singular credit for its invention. Far from suggesting a collective insensitivity toward Mr. Walson, the industry's denial is understandable, considering that the claim cannot be documented. It can, however, be recounted—an undertaking relished by Mr. Walson.

Twenty-six years ago, according to his own calendar, John Walson built a tower atop New Boston Mountain, one of several which surround Mahanoy City. From the tower he ran a strand of cable down to an adjoining shed, in which he placed several TV receivers. For several months, Mr. Walson spent his evenings driving prospective customers up the mountain to view the results of his experiment. From his lofty monitoring post, reception was no problem.

Getting the TV signal down the mountain, unfortunately, was. "To prevent the embarrassment of taking people up the mountain at night," recalls Mr. Walson, who was employed elsewhere in the daytime, "I decided to run the cable down into the store." With a few thousand dollars invested in cable and amplifiers, this was accomplished, he says, in June 1948. The afternoon the final connection was made to a set in the window of Mr. Walson's Service Electric Co. will long be remembered in Mahanoy City. "Main Street," Mr. Walson recalls, "was completely blocked with people. Most of them had never seen television before. The chief of police came along and said, 'John, we can't have this.' " After a few moments of diplomacy, John Walson helped the chief carry police barricades over to the front of the store. Then he went inside and sold 25 sets in the first afternoon—for a gross of about $12,000.

John Walson—president, Service Electric Cable TV Inc.; b. March 25, 1915, Forest City, Pa.; Coyne Electrical School, Chicago, 1932-34; employed by Pennsylvania Power and Light Co., 1935-49; founded Service Electric Co. (now Service Electric Cable TV), 1945; sole proprietor, 1945-62; president, 1962-present; m. Margaret Kowatch, 1945; children—Rosalie, 25; John Jr., 24; Edward, 21.

From that moment, John Walson knew that he had stumbled on something bigger than a sales incentive. "I always thought this would turn into a large business once that first service was installed. Without cable, people in the area wouldn't have TV at all." As it turned out, he was more than right. Immediately, people started asking whether their homes could be connected to the cable. Mr. Walson was pleased to oblige. In the first year, he wired 1,200 homes free of charge. "The demand was so great for TV sets to be connected to the cable that I decided to turn it into a business." By 1950, Mr. Walson claims, 1,500 subscribers were paying $2 a month to view three Philadelphia channels, plus $100 for installation. The business grew up, Mr. Walson sold his TV distributorship, and cable began moving mountains elsewhere to bring television to the isolated masses.

Today, John Walson's Service Electric Co. is Service Electric Cable TV Inc. The nation's 12th largest multiple system operator, the company, which now operates out of Allentown, Pa., serves 136,000 subscribers with five headends in Pennsylvania and New Jersey. The contiguous system employs 3,000 miles of cable with 9,000 amplifiers (manufactured at Mr. Walson's own plant in Mahanoy City). It boasts perhaps the most elaborate color origination studio in the cable industry (including two Ampex AVR 1 quadraplex video tape machines) which produces five hours of local programing, five days a week. It has a total of 252 employes with an annual payroll of $1.6 million. It has a line of credit (acquired a year ago, before the cable money market became depressed) of $16 million. It has a microwave subsidiary serving 14 Pennsylvania cable systems with a total of 250,000 subscribers. Its assets total some $39 million. And John Walson, true to his long-felt conviction to operate as a sole proprietor, owns it all. With two young sons just coming into the business, Mr. Walson intends to keep it that way. "I didn't want to answer to somebody else, so I decided to maintain control myself."

In an era in which dominance of the cable industry has fallen to an articulate lot of corporate executives, John Walson remains a maverick. His personable nature notwithstanding, Mr. Walson retains the rough-hewn aura of the coal fields in which his predecessors toiled. Although he has attended several institutions in pursuit of knowledge related to his field, he has never earned a college degree. An acknowledged "self-made man," Mr. Walson maintains: "I don't believe in going to college just to get a degree. . . . I just keep learning." In the process, he has taught the industry a few things—like how to run TV signals over the cable on adjacent channels, a process for which he never sought a patent.

Nor does Mr. Walson attempt to echo the blue-sky predictions of other observers with respect to cable's potential. "It's still the same principle—to give better TV reception and more channels. . . . The other services will be a consideration, but not in the immediate future." As for broadcasters: "We say live and let live, that's all. Someday we'll all be together anyway."

Others might consider such a prediction highly speculative. But for John Walson, a hunch, a mountain and a few strands of cable became the foundation of a multimillion-dollar enterprise. "It just turned out that way," John Walson maintains.

Editorials

Competitive edge

To the other advantages that television and radio offer the advertiser is added a benefit that seems likely to become more and more apparent in the months immediately ahead. It is an advantage in pricing, derived largely from inflationary influences that, for once, are affecting the costs of other media more than those of TV and radio.

Newsprint is in short supply, and paper costs are spiraling crazily. Printing is becoming more and more expensive. Postal costs threaten to go out of sight. Thus the advertising rates of newspapers, magazines and direct mail are inevitably moving up, up and away, while the costs of TV and radio increase more modestly – although they do invariably increase – and broadcasting rates remain comparatively stable.

This is not a particularly newsy development, but it is significant that one of the key speakers at an Association of National Advertisers workshop has chosen to make a point of it. Edwin H. Sonnecken, Goodyear Tire & Rubber Co.'s vice president for corporate business planning, told the ANA financial management workshop that, as a result, "the economic climate in the months ahead is likely to produce some good TV and radio buys for alert media men" (*Broadcasting*, May 13).

This is a reassuring prospect, it seems to us, regardless of which way the economy goes. If it stays on its present course, TV and radio rates will look increasingly good when compared with those of other media. If it should turn really sour and force rates downward, broadcasting has greater flexibility for downside adjustments – as Mr. Sonnecken also noted – than media with more solidly built-in costs: If it came to that, broadcasting's prices would then look even better by comparison.

The pricing edge would be worthless, of course, if broadcasting didn't possess another advantage having nothing to do with inflation: the ability to reach more people and sell them more effectively than any other medium. When that basic advantage is coupled with a growing advantage in price, the combination becomes unbeatable.

An illusion of liberalization

If a staff report now circulating among members of the FCC is adopted as commission policy, the fairness doctrine will be imbedded a little deeper in Washington cement and broadcasters committed still longer to second-class status in journalism.

Mind you, the composers of the FCC report don't see it that way. They talk soothingly of moderation: a reversal of the cigarette ruling as precedent in advertising fairness cases, a denial of the Federal Trade Commission's proposal that counteradvertising be required, a rejection of broadcast access as a general public right. But at bottom the report is an unswerving affirmation of the government's authority – indeed obligation – to control broadcast content.

Once again the scarcity argument is trotted out to justify a federal editing role. Despite advances in technology, says the report, there are still more individuals who want to broadcast than there are frequencies to allocate. The same argument could be made to justify the imposition of a fairness doctrine on the printed press: There are surely more individuals who want to publish metropolitan dailies than the economy can support. It will be interesting to note how the U.S. Supreme Court treats that proposition in the *Miami Herald* right-of-reply case that awaits decision.

What the staff has prepared for FCC action is a new and detailed version of a fairness primer, not the emancipation proclamation that broadcast journalism deserves. It may undo some of the worst extremes that have been practiced or proposed, but it only reinforces the apparatus that makes regulatory excess possible if not inevitable.

Challenge

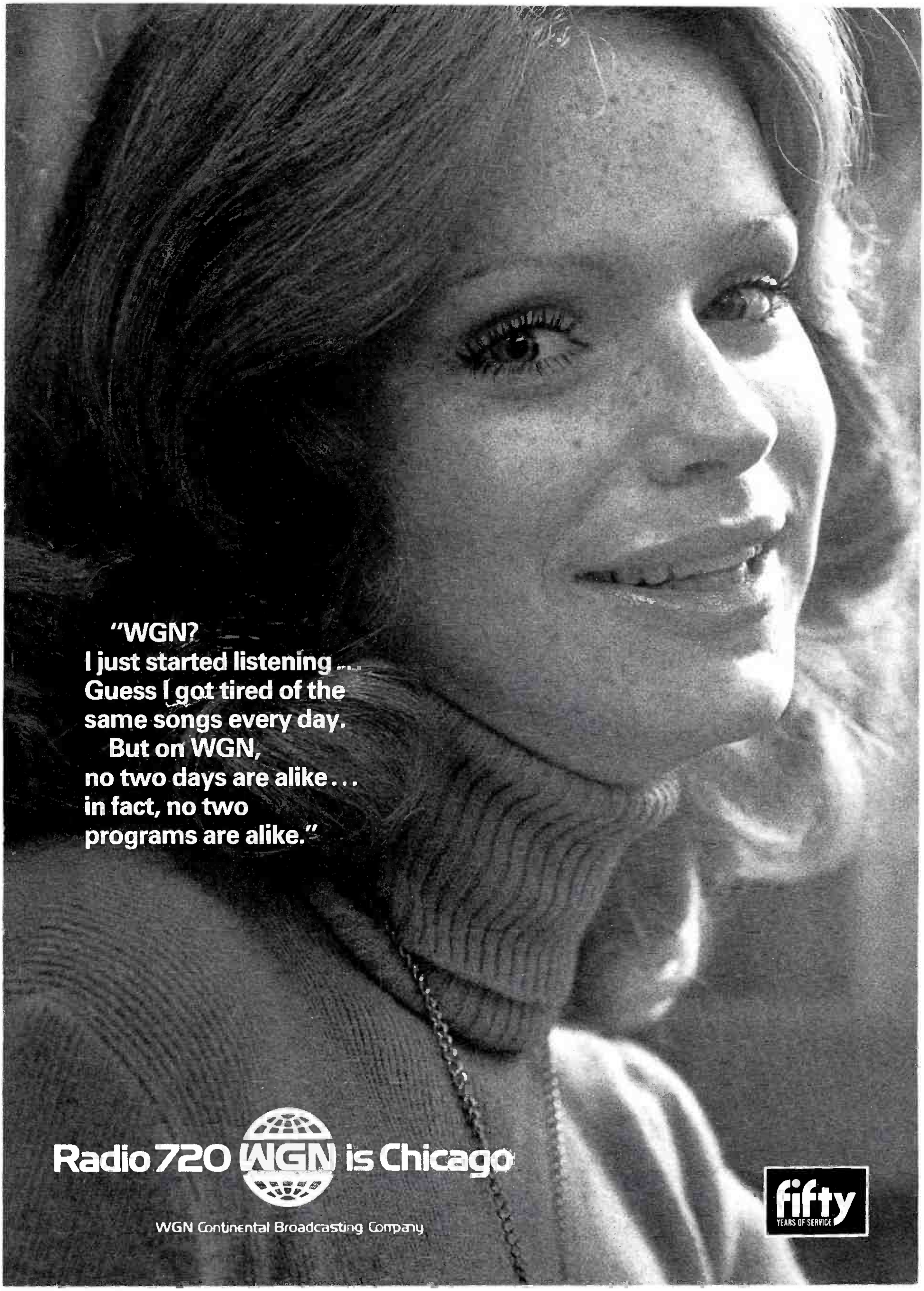
A career broadcaster with an exemplary record stopped the FCC's revolving doors long enough to make a cogent observation in regard to its newest member. He said he fervently hoped James H. Quello would do an outstanding job as a commissioner because six years from now broadcasters might be looking for another man from their own ranks and would not want to be told it was tried once before and didn't work.

Mr. Quello isn't the first broadcaster to sit on the FCC. There have been at least four others among the 48 appointed to this commission over four decades. So far as we are aware, none was ever found wanting or possessed of untoward bias. From November 1969 to November 1971, Robert Wells of Kansas, identified with ownership and operation of small market newspapers and radio stations, served on the commission with distinction in the eyes of most observers who admired his forthrightness and clear thinking. The late T.A.M. Craven, a standout broadcast engineer, served two terms – from 1937 to 1944 and from 1956 to 1963. Even after his retirement he was retained by the government because of his expertise in international allocations. Wayne Coy, who served as chairman from 1947 to 1952, was manager of the *Washington Post's* good music station when called by President Harry Truman to government. His even-handed direction won the plaudits of congressional leaders as well as of practitioners. Robert T. Bartley was an official of the old Yankee Network of Boston and of the National Association of Broadcasters before starting an FCC tour that lasted 20 years (1952-72). Nobody ever accused him of being in the broadcasters' pockets, especially the groups whose multiple holdings he consistently opposed.

We have the notion that the career broadcaster who inspired these observations won't be disappointed in Mr. Quello's stewardship six years from now.

Drawn for **Broadcasting** by Jack Schmidt

"The sponsor is not totally convinced that this agency has entered into the spirit of this campaign!"


"WGN?
I just started listening...
Guess I got tired of the
same songs every day.
But on WGN,
no two days are alike...
in fact, no two
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Radio 720 WGN is Chicago
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