

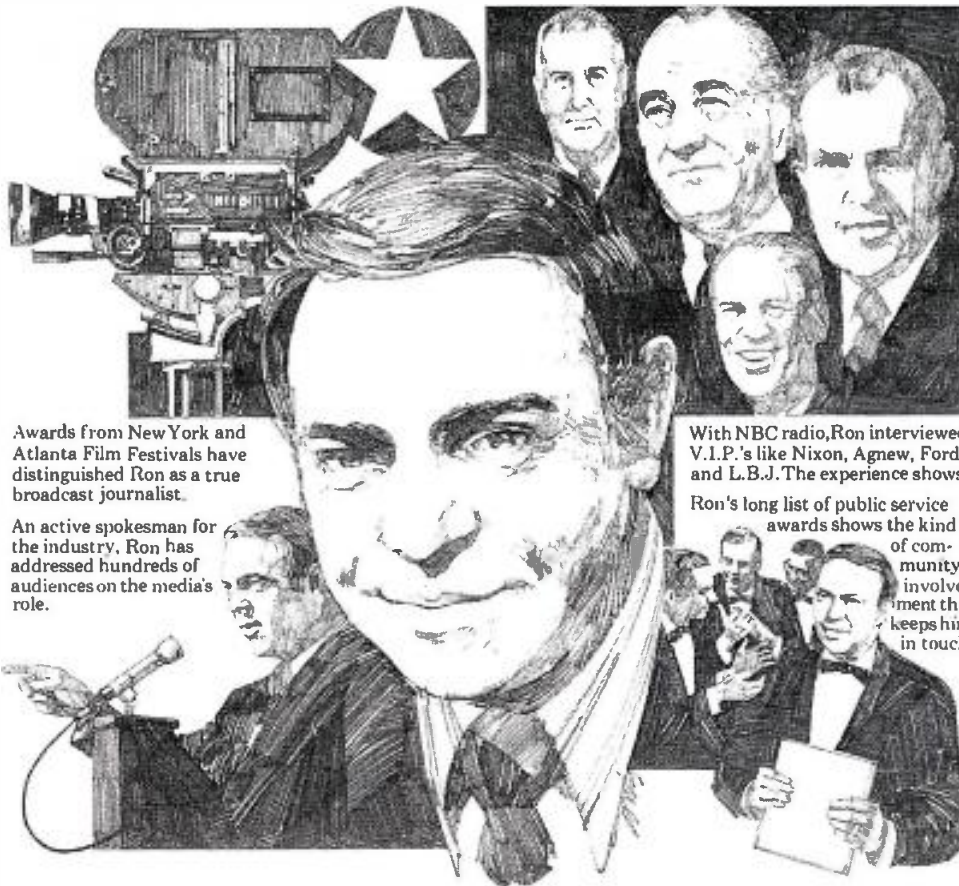
**NAB set to act on children's advertising standards  
Cable wins big, broadcasters lose big on copyright**

# Broadcasting Jun 17

The newsworthy of broadcasting and allied arts Our 43d Year 1974

**NEWSPAPER**

## One reason our local news doesn't look local is Ron Stone.



Awards from New York and Atlanta Film Festivals have distinguished Ron as a true broadcast journalist.

An active spokesman for the industry, Ron has addressed hundreds of audiences on the media's role.

With NBC radio, Ron interviewed V.I.P.'s like Nixon, Agnew, Ford, and L.B.J. The experience shows.

Ron's long list of public service awards shows the kind of community involvement that keeps him in touch.

KPRC news — winner of more news awards than all other Houston stations combined — occupies one of the nation's best-equipped broadcast facilities. We plan to stay on top.

**KPRCTV HOUSTON**

PETRY TELEVISION, INC., NATIONAL REPRESENTATIVES NBC AFFILIATE

**2**

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AS40B 8 CHANNEL stereo console.  
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GT12 CUSTOM TURNTABLE. Choose 4-pole or synchronous versions.



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## Closed Circuit®

**Fallout.** In current hullabaloo over advertising in children's programs, overlooked factor is that while others complain and argue, advertisers themselves seem to have been walking away from kids's shows. In first quarter, billings in network children's programs — Saturday and Sunday mornings plus CBS-TV's Monday-Friday *Captain Kangaroo* — dropped from \$17.5 million last year to \$15 million this year, according to estimates compiled by Broadcast Advertisers Reports. That's 14% drop, unrelated to any that came with earlier 25% reduction in weekend commercial time limits, which went into effect Jan. 1, 1973.

Are children walking away too? There's speculation that they may be, and ratings suggest that in some cases they are. Ratings for *Kangaroo*, for instance, appear to be down substantially this year in both households and viewers aged 2-11. But for Saturday-Sunday mornings as whole, Nielsen household ratings have held even while those for viewers aged 2-11 advanced about 4%. This is interpreted as return to normal after drop-off reported toward end of 1973, though observers say they've detected slow erosion extending over several years.

**Counteroffensive.** First impulse at National Association of Broadcasters headquarters following last week's stunning defeat on copyright legislation adopted by Senate Judiciary Committee (see page 17), was to urge radio station boycott of recordings as protest against new royalty. This was abandoned in favor of all-out resistance against measure on Senate floor and in House. NAB and copyright owners were turned back on every front in contest with cable operators.

Boycott had been suggested to underscore dependence of record makers on airplays, in quest of which record companies conduct vigorous promotion. CBS Inc., alone among record manufacturers owned by networks, had fostered Section 114 to impose record royalty on stations.

**Nice guys to win.** Move to encourage production and broadcast of wholesome TV entertainment is under way in Hollywood with carrot of substantial money prizes, including \$25,000 for best program of year. Formation of national group aimed for this purpose is to be announced soon, with board consisting of leading figures in programing, networks, academia, religion and civic affairs, and funding to be supplied by well known family foundation.

**Yearly EEO review.** FCC is expected to consider in next several weeks staff proposal for closer commission monitoring of employment practices of those it regulates, and for stricter enforcement of commission's equal employment opportunity rules. Under one key provision, staff would raise questions about EEO performance of broadcaster, cable operator or common carrier as they arise in annual employment reports. (Commission would probably be concerned about situation where, despite substantial employment turnover, there was wide discrepancy between numbers of minorities and/or women employed and their numbers in work force.) In broadcasting, that procedure would eliminate processing glut that develops every license-renew-

al period, which is when commission now queries licensees whose EEO practices do not appear to be up to prescribed standards.

Variety of sanctions would be available to commission. In broadcasting, as under present rules, commission could fine station or give it short-term renewal. Or, in all industries it regulates, commission might follow lead of courts in deciding some EEO cases and set employment goals and timetables for meeting them.

**Cooler summer.** Office of Telecommunications Policy is almost certain to lower its profile after departure of Clay T. Whitehead, its director. Those who watch White House and OTP believe that whomever President Nixon names to succeed Mr. Whitehead, who is expected to leave this summer, will be comfortable dealing with technical matters — spectrum management, government communications — but not with controversial issues such as fairness of broadcast newsmen or public broadcasting funding.

Out-front position Mr. Whitehead has occupied on such issues has caused problems for White House (and President's reported decision to scotch long-range funding bill for public broadcasting [see page 24] may reflect annoyance on that particular issue). So White House may well prefer to let some control over controversial issues flow back to executive mansion. Reinforcing that speculation is presence in White House of man with experience to take lead in those issues — former FCC Chairman Dean Burch.

**Unkept promises.** As many as 93 stations may hear from FCC this week that agency takes seriously promises made by licensees in renewal applications (*Broadcasting*, June 3). Stations have been picked by staff from April 1 and June 1 license-renewal groups as likely candidates for one of three form letters that have been drafted — one asking for explanation of variances between promises made three years ago and performance over license period; second asking what procedures have been adopted to assure conformity to promises in future, and third (so-called letter of admonition) warning that commission expects promises to be kept and advising that, if they cannot be, it is to be notified immediately of any change.

Besides considering individual letters, commission is expected to act on public notice that will officially disclose its concern about promise-versus-performance issue. It is expected to advise licensees to be realistic about proposals but to be prepared to live up to them and (as in letter of admonition) to notify commission if changes become necessary.

**Stop and go.** Cable industry's negotiations with utility interests over CATV pole attachments have evolved into give and take situation. National Cable Television Association's pole negotiating committee (now headed by former NCTA Chairman Amos Hostetter) has reached stalemate with AT&T. Parties haven't talked face to face for some time, are still trying to determine whether further negotiations would be worthwhile. Meanwhile, cable interests note with satisfaction, Bell System is not pushing rate increase.

NCTA's discussions with General Telephone, however, are in full swing and are proving productive.

## Top of the Week

**Sour and sweet.** It "doesn't prove anything," said NAB's Cobb. Nevertheless, Senate Judiciary Committee failure (by 8-8 deadlocked vote) to remove controversial performance royalties from copyright bill spells major defeat for broadcast lobbyists. NAB, however, looks further than Judiciary in quest for relief. Cable industry, meanwhile, savors near total victory as committee votes to kill sports blackout provision, halve copyright fees. **Page 17.**

**Change of plans.** Copyright defeat means shakeup in agenda for NAB joint board meeting scheduled for this week, with Section 114 taking front seat for radio. Children's ad standards will occupy TV attention. And there's much else to be decided. **Page 19.**

**Open ear.** Senator Pastore and associates on Communications Subcommittee will have no shortage of mentors as they sit down Tuesday to consider pending renewal bill. More than 60 voices have come forward to offer testimony, which should keep legislators busy for longer than three days originally allotted. **Page 19.**

**Beat goes on.** Justice Department's continuing campaign to influence multimedia breakups at FCC enters new phase. Questioning commission's methodology in determining market areas, department intervenes in KRON court case. **Page 20.**

**High ratings.** BPA's Atlanta convention, reconstituted to probe general industry issues as well as promotional concerns, draws unqualified applause from record 340 delegates. **Page 22.**

**Executive action.** Richard Nixon, never accused of being friend of public broadcasting, now indicates no greater love for it. Although White House says final action hasn't been taken, Nixon message bluntly indicates disapproval of OTP long-range funding bill and — implicitly — its originator, Clay Whitehead. **Page 24.**

**How it works.** Some 800 Madison Avenue types showed up for RAB-ANA's yearly radio seminar to hear those who do it tell how they do it so well. **Page 27.**

**Nice guys.** When it comes to public acceptance of network news personalities, Phillips-Sindlinger survey finds general endorsement. Cronkite is most trusted, Chancellor is best liked and Seavereid is least conservative. **Page 33.**

**Windfall.** WNET(TV) New York suddenly finds itself beneficiary of a plethora of foundation money, with Ford, humanities endowment leading way. Atlantic Richfield also displays generosity. **Page 40.**

**Allocation.** Cable regulators agree there's role for state governments to play. But what that role is and how it would be executed is matter for which no quick answers are available. **Page 41.**

**Super system.** Cable Television Information Center reveals extensive study designed to show Twin Cities how to build all-encompassing communications system. Model has national implications. **Page 42.**

**Toll talk.** In among more intelligent discourses on pay cable controversy to date, panel of diverse interests views issue as everybody's problem but nobody's solution. **Page 43.**

**Handyperson.** Around WWLP(TV) Springfield, Mass., Kitty Broman has become station's Jill of all trades, whose value is surpassed only by the transmitter. A Broadcasting "Profile" on NAB's first woman director. **Page 57.**

**NAB officials meet with Wiley on children's time standards, testing to see if code changes can head off government regulation; others skeptical that concessions will have substantive effect on future pressure**

National Association of Broadcasters officials met last Friday (June 14) with FCC Chairman Richard E. Wiley in pursuit of accommodation that would substitute self-regulation for FCC action on children's programming and advertising. Meeting was sought as preliminary to discussion of TV code changes at NAB board meetings this week (see page 19).

No commitments were made at Friday meeting, but NAB officials reportedly emerged with impression that reduction of code limitations on commercial time in children's shows from present 12 minutes per hour to nine and half, as proposed by Mr. Wiley in speech three weeks ago in Atlanta (*Broadcasting*, May 27), would head off FCC imposition of commercial ceilings. Only sticking point was how to treat stations that do not subscribe to code.

There was also talk of toughening program standards in code to meet Mr. Wiley's call in same Atlanta speech, for more diversity and fewer cartoons in children's programming. Chairman was said to have seen self-regulation on that subject as more promising than on commercial limitations. His reasoning was that most children's programming originates with networks which abide by code.

Networks were reportedly divided on reduction of commercial time. ABC-TV and NBC-TV were said to have indicated support for voluntary cutbacks — if there is assurance that government won't act. CBS-TV was said to be skeptical that any self-regulation would satisfy consumers who, in words of one CBS executive, "won't be happy until we cut it all out and ask the Ford Foundation to support our kid shows."

Opinion among station groups was also divided. Westinghouse (which is NAB member but quit codes some time ago when other broadcasters refused to raise standards to levels Westinghouse wanted) supports cutbacks in children's commercial time, which it keeps to eight minutes per hour in its nonnetwork children's programs.

President of another station group, however, last week urged NAB President Vincent T. Wasilewski to "use all of the persuasive powers at your command" to head off board action that would "beat the FTC or the FCC to the jump." Executive, who asked to remain anonymous, was reminded of disaster that ensued "when we gave an inch" on cigarette advertising. Congress ignored phase-out of cigarette advertising adopted in code and proceeded to outlaw such advertising.

Representing NAB at Friday meeting with Mr. Wiley were Mr. Wasilewski; Grover Cobb, senior executive vice president; Donald P. Zeifang, vice president, government relations, and John B. Summers, general counsel. With Mr. Wiley was his administrative assistant, Lawrence Secrest.

"I didn't tell them what to put in the code," Mr. Wiley said afterward. He added, however, that he had said he would quit his pursuit of regulatory action "if they could take care of 100% of what I want and do it for the whole industry."

**All-channel radio bill survives 11th-hour opposition to squeak through Senate test**

Senate passage of all-channel radio legislation, which looked like shoo-in early last week, ran into unexpected opposition on floor but passed on 44-42 vote. All-channel bill was on "consent calendar" last Monday (meaning no one objected to it and it could have passed on voice vote), but last minute intervention of Senators Clifford Hansen

(R-Wyo.) and James McClure (R-Idaho) plunged bill into full-scale floor debate. And bill wouldn't have made it had not Senators James Abourezk (D-S.D.), Joseph Biden (D-Del.) and Adlai Stevenson III (D-Ill.) switched from nay to yea during roll call.

Senator McClure argued that all-channel legislation "is one of those irritating busybody laws that pass unnoticed and take away just a little bit more of our 'unimportant' freedom." He and opposition colleagues — including Philip Hart (D-Mich.) and James Buckley (C-N.Y.) — charged that bill was thinly disguised measure "to give FM broadcasters a market [in-car] they could not earn through free enterprise." Senator McClure went so far as to offer illustrative amendment that would have required anyone buying one newspaper to buy another. Senator Hart further refined facetious proposal by adding that second paper should be selected from list of "learned journals whose economic survival is questionable."

"I find the parallel exact in every respect," Senator Buckley concurred.

But position of most other Communications Subcommittee members that law was needed to keep FM band commercially viable, citizens in areas not served by AM's at night alert to disasters and noncommercial radio subsidies at maximum effectiveness carried bill through. Bill now goes to House.

### **Quello to vote for fairness policy, saying law gives FCC no way out**

FCC's newest member, James H. Quello, is first member of agency to put himself publicly on record on fairness-doctrine report commission is now considering (*Broadcasting*, May 20). He supports it.

Mr. Quello, in statement issued last Thursday after commission completed first meeting on document drafted by staff under supervision of Chairman Richard E. Wiley, acknowledged some "ambivalence" on his part regarding doctrine. "Philosophically," he said, he believes broadcast journalists are entitled to same freedom as journalists in other media. But, he noted, commission has statutory responsibility to maintain "climate of fairness in the use of broadcast facilities."

He said fairness report being considered by commission assures protection demanded by Congress "and, yet, does not impose a heavy regulatory burden on anyone concerned."

Document itself is thought likely to win commission approval substantially in its present form in week or two. No votes were taken in discussion Thursday, and only sign of problem was questions Commissioner Benjamin L. Hooks raised concerning provision barring counter-advertising and government-mandated access to media. Mr. Hooks appeared to feel that broadcasters should be required to make some time available for those interested in opposing commercial messages implicitly raising controversial issues of public importance. However, officials expect no changes to be made.

### **Injunction against ABC News documentary was unconstitutional, Indiana court rules**

Indiana Court of Appeals ruled Friday (June 14) that injunction against showing of crib-burning scene in ABC-TV documentary *Close-Up on Fire* was unconstitutional, representing prior restraint contrary to First Amendment. Court overruled contention of Smith Cabinet Manufacturing Co. of Indiana, which had obtained injunction (*Broadcasting*, Nov. 26, 1973, et seq.), that TV differs from newspapers and therefore is not entitled to constitutional protection against prior restraint. Av Westin, vice president and director of documentaries for ABC News, reported de-

cision in talk to group of newspaper writers in Los Angeles. He said when lower Indiana court follows appeals court's instruction to dissolve injunction ABC will broadcast report on crib-burning incident. Documentary was broadcast last Nov. 26 and repeated last Wednesday (June 12), but with 34-second crib-burning scene excised because of injunction.

### **Piling on: Hugh Scott, Al Kramer add own versions of renewal bill to 21 others set for Pastore unit consideration this week**

Two new license renewal possibilities appeared last week, upping to 23 count of those pending before Senate Communications Subcommittee hearing tomorrow (June 18) (story page 19). One is bill enhancing broadcasters' position, other is volunteered draft of measure that would weaken it.

Senator Hugh Scott (R-Pa.) introduced bill that would alter House version (H.R. 12993) to change "negotiations" to "good faith discussions" between licensees and "persons raising significant issues regarding the operations of such station." He's worried that language in House bill could be construed to mean labor relations-type give and take, despite disclaimer in House report accompanying bill. Senator also wants to change ascertainment criteria from survey of community's "needs, views and interests" to "needs and problems" of service area. He said in speech on Senate floor that inclusion of new "views" criteria "might mean individuals in a community could dictate what kind of programming, hours of service, promotional practices, good will and employment rules a licensee should have....The broadcast licensee has the responsibility now to serve the whole community," he said.

Second new measure comes from National Citizens Committee for Broadcasting and is "counterlegislation" to House bill, according to Albert Kramer, president. Draft is

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*Where Wiley stands. FCC Chairman Richard E. Wiley is sure to support main provisions of House-passed license-renewal bill in testimony before Senate Communications Subcommittee. These provide for five-year license period and for ban on case-by-case restructuring of industry through renewal process. However, he is expected to raise questions about other elements. One may be provision requiring broadcasters to ascertain "views" as well as traditional needs and interests of community. Some commission officials feel this might raise fairness problems.*

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designed to head off broadcasters' concerns about continuity of franchising by providing for reimbursement of incumbent licensee if he loses license on challenge. Incumbent would be awarded preference against competing applicant "based on degree to which the broadcaster is rendering service to the community....The stronger the service, the greater the preference," citizen group said in explanatory statement. To acquire license from incumbent, group says, "blue-sky...challenger must make a very strong showing that its proposals will be implemented."

"Stabilizing elements" of bill include provision that would require challenger to purchase incumbent's facility, at depreciated cost, at incumbent's option, if competing applicant succeeds. Also, if incumbent has not had "opportunity to recoup its investment, including any initial losses," incumbent is entitled to reimbursement from successful challenger. Reimbursement process would be set up by FCC rulemaking but would operate outside commission supervision.

Reimbursement provision will deflate price of licenses, NCCB concedes, and would not apply to licenses acquired



after enactment. "As for prospective purchasers," group said, "they are on notice that they should not pay inflated prices for licenses based on assumption of automatic renewal."

Divestiture of stations by newspapers in same market would be encouraged by NCCB draft. Licensee would not have to forfeit license, but, if challenged and not wishing to go through comparative hearing on concentration of media issue, it has until next renewal time to divest itself of either station or paper. Then license would have to be offered to local group first, before buyer outside area could bid on property. NCCB draft has at least tentative backing of Senator Philip Hart (D-Mich.), who has asked that FCC, OTP and Justice Department respond when each testifies.

## In Brief

**TV breaks through to the mails.** Television gets half of \$5 million advertising budget announced Friday (June 14) by officials of U.S. Postal Service for what they called first campaign by any government agency to sell consumer product. Campaign, for fiscal year starting July 1, will promote sale of commemorative stamps, books and related stamp-collecting materials. Officials said \$1.5 million to \$1.7 million would be allocated to network TV advertising, \$800,000 to \$1 million to spot TV, with other half of budget going to magazines and comic strips. T.R. Engel, postal service's manager of philately advertising, said 18-month test of similar media mix in St. Louis, Boston and Columbus, Ohio, indicated campaign would yield \$6.5 million more than its \$5 million cost. Agency is Needham, Harper & Steers, New York.

**ABC doubles derby dollars.** Kentucky Derby, CBS fixture for last 27 years, will be on ABC-TV for next five under exclusive TV deal in which ABC Sports reportedly will pay \$600,000 to \$700,000 annually to Churchill Downs Inc., which stages racing's most colorful event. ABC-TV will also present derby eve entertainment specials from Louisville, Ky., derby home, starting with 90-minute live-and-taped report next May 2, and will cover potential derby candidates each year through showings of some major pre-derby races for three-year-olds on *Wide World of Sports*. Whether these programs were part of deal was not clear. Radio rights, held by CBS since 1948, reportedly are still in negotiation with CBS and others, perhaps including ABC. Loss of derby, for which CBS reportedly paid \$375,000 this year, breaks up one of CBS-TV's most prestigious spring sports series, so-called triple crown of racing, embracing Derby, Preakness and Belmont Stakes, run within five-week span in May and June. CBS's TV-radio contract for Preakness has two more years to run, but Belmont TV-radio contract expired this year and has not yet been renegotiated.

**Wire cost increase threatened.** Disregarding FCC request for delay, AT&T last week instituted new hi-lo private line rates that may force broadcast stations and other media to drop one or more newswire service (*Broadcasting*, April 8). Whereas AT&T had charged uniform rate for same service around country, new tariff will set rates according to AT&T costs — high in low-density areas, low in high-density

areas. AP, UPI and other wires are expected to pass estimated \$5 million jump in costs to customers. NAB study indicated most radio stations would either cancel a wire or reduce news coverage in other areas to absorb economic burden.

**TV's turn.** Thirty-three CLIO awards for television commercials were presented last Friday (June 14) by American TV and Radio Commercials Festival in New York. Winning "over-all campaign" award, regarded as major prize, was Bozell & Jacobs, Omaha, for Old Home bread, buns and rolls series. Carl Ally and Benton & Bowles, both New York, won four awards each — two to Ally for its Fiat "Stunt Driver," one each for IBM Selectric's "Erasing Typewriter" and Tonka Toys' "Excuses." B&B's winners were Gillette Trac II's "Undercover Agent," Texaco's "Tortoise and Hare," Scope mouthwash's "A Day in the Life" and Muscular Dystrophy Association's "Ezzard Charles." (See page 30 for radio CLIO winners.)

**Another 'Post' challenge.** Former member of Republican National Committee has filed suit against Washington Post Co., parent of Post-Newsweek Stations Inc., charging management with impropriety in 1971 public stock sale and suggesting editorial bias on part of subsidiaries *Washington Post* and *Newsweek* magazine. Carl L. Shipley, Washington lawyer and president of Forrester Village Inc., Delaware corporation (in whose name suit was formally submitted), asked substantial, but unspecified, compensation on part of Post's 1,400 class B stockholders. Post went public three years ago. Shipley suit alleges Post management failed to disclose at time that class B shareholders would have only limited voting rights (Post Chairman Katharine Graham remains largest stockholder, all class A), that dividends would not complement earnings and that management would be given "excessive" stock options. Suit also charges that management lacked candor in failing to disclose in 1971 prospectus that WTOP-FM Washington (now WHUR) would be donated by firm to Howard University, and that company intended to "pursue an editorial policy of distorting, exaggerating, suppressing and otherwise abusing freedom of the press..." Post said charges were completely without foundation, noted that prospectus had indeed mentioned Howard gift and said it would defend against suit vigorously.

**One on stage, another in wings.** FCC's Broadcast Bureau has new deputy chief. Civil Service Commission has approved appointment of Paul Putney, member of Philadelphia law firm of Dechert, Price & Rhoads, to fill position vacant almost two years. It's also nearing final approval of Clay Smith as deputy chief of Cable Television Bureau. Mr. Smith, Howard Law School graduate, is with Washington firm of Arent, Fox, Kintner, Plotkin & Kahn.

**No shutout.** WNET(TV) New York, still smiling over sudden windfall of foundation grants (see page 40), got more good news Friday (June 14). *American Chronicle*, replacement for terminated *Bill Moyers' Journal*, was approved by stations for National Station Cooperative in next-to-last elimination round. So far, it's only WNET show accepted. With bidding set for conclusion early this week, 19 shows have now been approved for co-op, 65 have been rejected and nine are still pending.

Broadcast Advertising . . . . .	18	Closed Circuit . . . . .	3	Finance . . . . .	38	Music . . . . .	35
Broadcast Journalism . . . . .	33	Datebook . . . . .	11	For the Record . . . . .	46	Open Mike . . . . .	15
Cablecasting . . . . .	41	Editorials . . . . .	58	Media . . . . .	17	Profile . . . . .	57
Changing Hands . . . . .	27	Fates & Fortunes . . . . .	44	Monday Memo . . . . .	8	Programing . . . . .	40



**It took Bill, Lee & Nipsey  
6½ minutes to undress this  
famous blonde beauty.**



Based on the original 10-year  
network ratings success ★ Fast moving fun  
for the 18-49 audience ★ Hosted by  
witty Richard Dawson with  
celeb panel Bill Bixby, Lee Meriwether  
and Nipsey Russell.

30 colorful half hours  
for Fall '74



**MASQUERADE PARTY**  
A Hatos-Hall Production

# Monday Memo®

A broadcast advertising commentary from Franchellie Cadwell, president, Cadwell/Compton, New York

## 'Place in the Country' earns British Caledonian place in the sun

Would you buy syndication rights to a show that you know will get low ratings?

When British Caledonian Airways bought the rights to the Thames Television series, *A Place in the Country*, it knew what it was doing, and it knew what it wasn't getting. *A Place in the Country* is a 13-week series and each individual program features a different British country home that holds a place in history. Slow-paced and intellectual, *A Place in the Country* is way out of the mainstream of American television viewing.

British Caledonian Airways knew *A Place in the Country* would never appeal to a mass audience, even though a *New York Times* critic raved: "Leave it to the British for another of those original, stimulating television series, this time a 13-week, 30-minute tour of historic homes and estates that couldn't be more engrossing and charmingly picturesque."

But British Caledonian was looking for something else. It was after the upscale traveler interested in Britain; the traveler who would buy high-price, high-yield airline tickets. These are the travelers who could get very excited over a quiet series on English country homes.

*A Place in the Country* is currently running in New York and Los Angeles, British Caledonian's two U.S. gateway cities. It is also syndicated in Houston in anticipation of British Caledonian's Houston-London service, and in Chicago.

To take full advantage of the series, a British Caledonian commercial during the show offers viewers an "A Place in the Country" tour to the homes seen on the series. At \$1,023, it's definitely a tour for the upscale traveler.

*A Place in the Country* is only a small part of British Caledonian's advertising program, but it is typical of this advertiser, which on a modest million-dollar budget spends every dollar strategically. Instead of the scattergun approach, British Caledonian carefully takes aim at its target group. The airline's basic appeal to this high-income group is superior service and individual attention. So, you've heard that from other airlines before, right? Well, so had we at the agency. In the case of British Caledonian, however, we found its claims to be true. Our next problem: How to create advertising that would make that pitch believable.

In search of a new way to say "service," we did research that told us Americans were intrigued that British Caledonian was without government subsidy, yet it was the world's fastest growing airline.

How did British Caledonian do this?



Franchellie (Frankie) Cadwell has been active in advertising for nearly 20 years. She began in the mid-fifties with the house agency of Kayser-Roth, New York. From 1958 to 1965, she was partner in Trahey-Cadwell, New York, and from 1965 to 1970, she was partner in Cadwell-Davis, New York. In 1970, Cadwell-Davis was acquired by Compton Advertising and Ms. Cadwell became president of Cadwell-Compton, whose clients include Johnson & Johnson Health Care Division, Philip Morris International and British Caledonian Airways. The agency has grown in billings to around the \$6 million mark.

By doing more; by outperforming others. From baggage handler to stewardess to maintenance man, the airline turned itself inside out for its passengers. What happens when you do things that well? You make the competition look bad, and they don't much like you for it.

From this emerged our controversial, highly visible "The Airline Airlines Hate" campaign that rapidly built awareness for the airline. British Caledonian personnel told the story. For example, Albert Rochester, the "cook other cooks hate": "When the chef tells Albert Rochester

to mince the onions, Albert gladly cries all day. When he tells him to mash the potatoes, Albert whips himself into a frenzy. This is the kind of spirit you find in the kitchens of the British Caledonian. From chef to pot washer, everybody is out to prove that just because food is served in the air, it doesn't have to taste tasteless. Why does Albert Rochester work his fingers off so you'll love your dinner? He works for an independent airline, which means they have to do everything better. Have to make it on their own, without any help from anyone. Albert and everybody who works for British Caledonian, from pilots to stewaresses, to customer-service personnel, have caught that British Caledonian 'do it better bug.' Other airlines hate the way we have to be better than everybody, but you, you Americans, you're going to love it."

The medium used is specialized television (besides *A Place in the Country*, time has been purchased on *The Six Wives of Henry VIII*, Princess Ann's wedding coverage and other special British interest programs). In print, the *New York Times*, *Los Angeles Times* and *Wall Street Journal* are also used heavily. And radio, particularly drive time, is important to reach the consumer this airline wants.

Businessmen get a large share of the attention. Employing the "Airline Airlines Hate" theme, British Caledonian tells New York businessmen, "We can save you an hour getting to London." Because British Caledonian is the only U.S.-to-Britain carrier landing at London's Gatwick airport, it can offer travelers a unique rail connection into the heart of London that saves pressured business travelers as much as an hour of bumper-to-bumper traffic time.

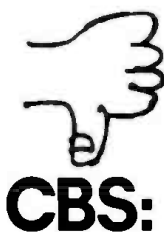
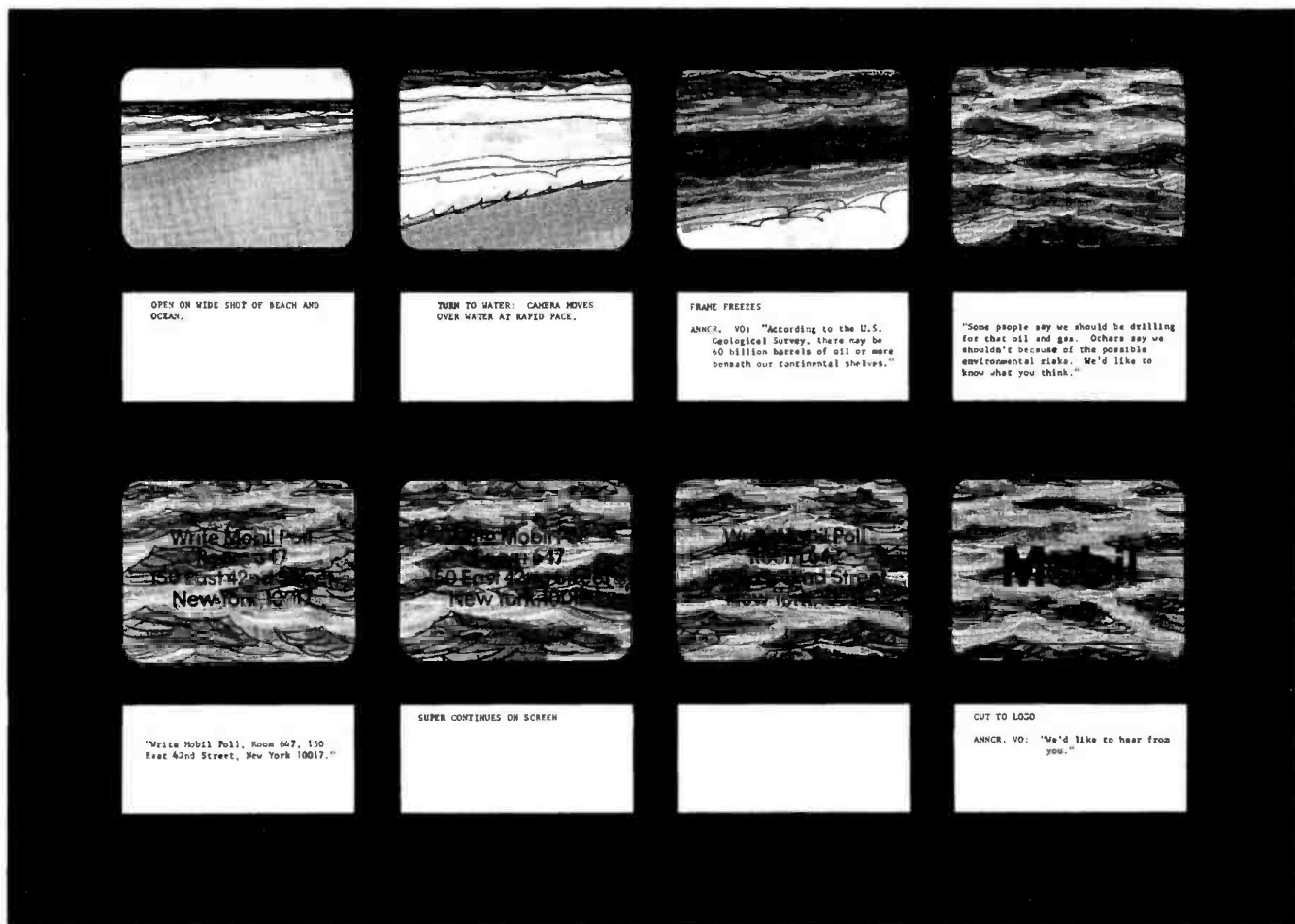
In Los Angeles, British Caledonian has even more to sell the businessman. While competing airlines leave Los Angeles at noon or 1 p.m., only British Caledonian has an evening departure enabling the businessman to spend the day in his office and then depart. To express this, the term "business machine" was created. The British Caledonian "business machine" leaves at night, saving the businessman a business day getting to London. He also enjoys the advantage of landing at Gatwick airport with its quick rail link to London—a much appreciated advantage after 11 hours in the air.

In British Caledonian's first year, April 1972-73, which was not a great year for international travel, the airline exceeded its goals and averaged a better than 90% load factor (percent of seats filled).

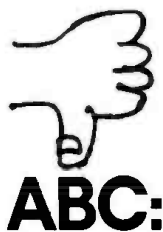
Getting the credit for this achievement is highly visible advertising carefully aimed at a select market.



# Why do two networks refuse to run this commercial?



"We regret that the subject matter of this commercial...deals with a controversial issue of public importance and does not fall within our 'goods and services' limitation for commercial acceptance."



"This will advise that we have reviewed the above-captioned commercial and are unable to grant an approval for use over our facilities."



"Approved as submitted."

As you can see from the storyboard reproduced above, we want to ask the public how it feels about offshore drilling.

But the policies of two national television networks prevent us from asking this question.

This is dangerous, it seems to us. Any restraint on free discussion is dangerous. Any policy that restricts the flow of information or ideas is potentially harmful.

The networks say that the public's need for information is best served in news programs prepared by broadcast journalists.

Behind the networks' rejection of idea advertising may be the fear that demands for equal time will be made. We have a reasonable answer to that. We offer to pay for equal time, when the request is legitimate.

We think *more* discussion, not less, is needed of vital issues such as the issue of America's energy needs. We're willing to buy the time to say what we should be saying. We're willing to buy time so you can hear opposing views.

But two big networks aren't willing to make time available, in this case.

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*"Congress shall make no law... abridging the freedom of speech."*

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The "Commercial Impact Study" was made in Los Angeles in March and May, 1973. The percentages quoted here are estimates based on systematic random sampling and are subject to statistical variations inherent in the methodology.

A complete copy of the Simmons Study, including technical data and an explanation of the methodology, is available on request.

## COMMERCIAL IMPACT STUDY

CONDUCTED FOR  
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BROADCASTERS  
AND MAJOR

MARKET RADIO INC.

BY W. R. SIMMONS AND ASSOCIATES RESEARCH, INC.

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KEX Portland • KVI Seattle • WBEN Buffalo



# Datebook

■ Indicates new or revised listing.

## This week

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

June 16-18—Florida Association of Broadcasters convention. Ponte Vedra Club, Ponte Vedra Beach.

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

June 17-19—Central Educational Network engineering seminar. Michigan State University campus, East Lansing.

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

June 18-19—National Cable Television Association board of directors meeting, Washington.

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

June 19—National Broadcasters Club reception honoring FCC Commissioner James H. Quello. Broadcasters Club, Washington.

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

June 20-30—Oklahoma Broadcasters Association summer meeting. Fountainhead Lodge, Checotah, Okla.

June 28-30—American Women in Radio and Television summer meeting. Fountainhead Lodge, Checotah, Okla.

June 21—General Instrument Corp. annual stockholders meeting. Robert Treat hotel, Newark, N.J.

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

## Also in June

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

June 24-25—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.

June 25—Tentative date for Senate Communications Subcommittee confirmation hearings on nominations to FCC. Dirksen Senate Office Building, Washington.

June 25—Federal Communications Bar Association annual meeting. Army-Navy club, Washington.

June 25—Rust Craft Greeting Cards annual stockholders meeting. Rust Craft Park, Dedham, Mass.

June 25-28—National Broadcast Editorial Association annual meeting. Speakers: Vice President Gerald Ford; David Brinkley, NBC News; Frank Stanton, American Red Cross. Mayflower hotel, Washington.

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

June 28-30—American Women in Radio and Television board of directors meeting. Philadelphia Marriott, Philadelphia.

June 30-July 2—New Jersey Broadcasters Association 28th annual convention. Speaker: Richard Wiley, FCC chairman. Pocono Manor Inn, Pocono Manor, Pa.

## 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 1—American Optometric Association deadline for entries in 1974 journalism awards competition for articles and broadcasts on vision care. AOA, 7000 Chippewa Street, St. Louis 63119.

July 1-2—Mutual Advertising Agency Network national convention. Grand hotel, Point Clear, Ala.

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 Broad-

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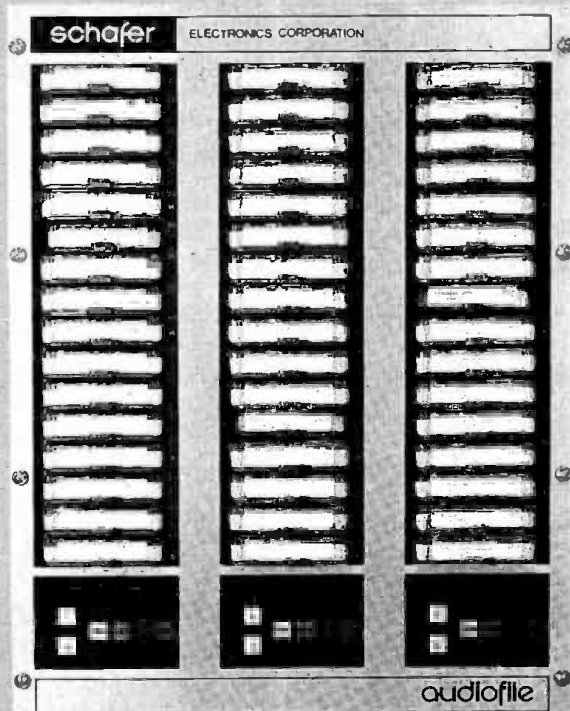
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casters summer meeting. Spokane, Wash.

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

**July 10-13**—*District of Columbia, Maryland, Delaware Broadcasters Association* annual summer meeting. Sheraton-Fountainbleau 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 meeting. Sheraton Boston hotel, Boston.

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

**July 14-16**—*California Broadcasters Association* annual meeting. Del Monte Hyatt House, Monterey.

**June 17**—Deadline, extended from June 12, for reply comments on FCC's one-to-a-market proceeding (Doc. 18110).

**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.

**July 19-21**—*Educational Foundation, American Women in Radio and Television* board of trustees meeting, Washington.

**June 24-26**—Oral argument on FCC's proposed rulemaking on multiple ownership of newspaper and broadcast properties. FCC, Washington.

**July 31-Aug. 3**—*Rocky Mountain Broadcasters Association* annual convention. Speakers: FCC Chairman Richard Wiley, Miles David, Radio Advertising Bureau. Park City, Utah.

### August

**Aug. 4-16**—*National Association of Broadcasters* ninth annual management development seminar. Harvard University Graduate School of Business Administration, Cambridge, Mass.

**Aug. 8-11**—*Concert Music Broadcasters Association* 1974 meeting. Holiday Inn, Lenox, 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. 12-15**—*Cable Television Information Institute* annual seminar for local CATV regulators. Fairleigh Dickinson University, Teaneck, N.J.

**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*

#### Major meeting dates in 1974-75

**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.



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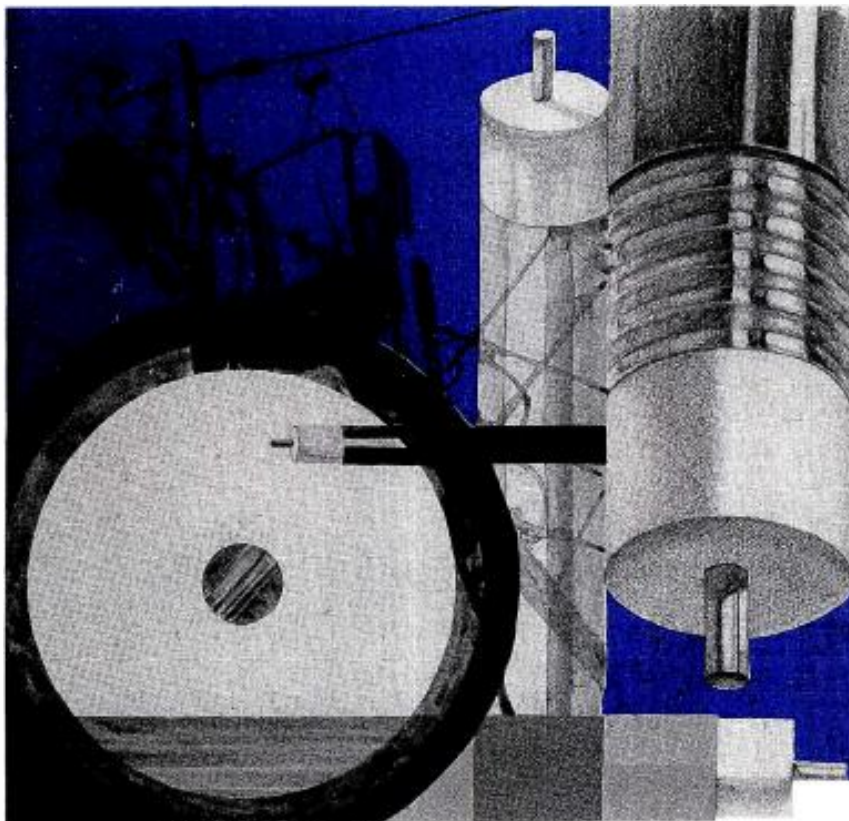


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annual convention. Disney World, Orlando, Fla.

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

**Sept. 13-15**—American Women in Radio and Television northeast area conference. Lodge on the Green, Painted Post, N.Y.

**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. 20-22**—American Women in Radio and Television western area conference. Camelback Inn, Scottsdale, Arizona.

**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. 24-27**—CBS Radio Network Affiliates convention. Arizona Biltmore hotel, Phoenix.

**Sept. 28-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**—American Women in Radio and Television midwest area conference. Sheraton Valley Forge, Valley Forge, Pa.

**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. 8-11**—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. 10-13**—National Association of FM Broadcasters annual convention. Fairmont hotel, New Orleans.

**Oct. 11-13**—American Women in Radio and Television southern area conference. Mills Hyatt House, Charleston, S.C.

**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. 18-20**—American Women in Radio and Television east central area conference. Marriott Inn, Ohio Hospitality Center, Cincinnati.

**Oct. 18-20**—American Women in Radio and Television west central area conference. Lincoln Hilton, Lincoln, Nebraska.

**Oct. 23-24**—Kentucky Broadcasters Association fall convention. Holiday Inn, Lexington.

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

**Oct. 25-27**—American Women in Radio and Television southwest area conference. Hilton Inn, Tulsa, Oklahoma.

**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. 8-10**—Educational Foundation, American Women in Radio and Television board of trustees meeting, Los Angeles.

**Nov. 10-15**—Society of Motion Picture & Television Engineers technical conference and equipment exhibit. Four Seasons Sheraton hotel, Toronto.

**Nov. 13-18**—Society of Professional Journalists, Sigma Delta Chi 1974 national convention. Towne-House hotel, Phoenix.

**Nov. 15-17**—American Women in Radio and Tele-

# Open Mike®

## High 'Profile'

EDITOR: I am very grateful for the "Profile" in BROADCASTING (May 13). The recognition it accords to American Women in Radio and Television is outstanding. I was personally pleased that it took note of my long association with WGN Continental Broadcasting. They have always been most supportive and encouraging to me in my AWRT activities. It will be one of my goals to encourage other broadcasting management to give such support to their women.

Reading the finished article, I realized what a pro you have on your staff [in assistant editor Carol Dana]. I thought the piece was well written and that she did capture whatever "flavor" our meeting had.—*Patricia L. Nealin, president, AWRT; manager of films, WGN-TV Chicago.*

## The last word

EDITOR: I am amused by the letter written by Bob Smith of WREK-FM, noncommercial campus station at Georgia Tech in Atlanta. He complains of your erroneous reference to the Georgia-Notre Dame football game on TV Sept. 9. It should have been Georgia Tech, of course.

Mr. Smith says "both the football team and institution would never be confused with a cow college." That is an interesting and educational statement. I stand corrected, for I thought Georgia Tech had dropped football. Or, at least their record indicates that they should do so.—*W. C. Woodall Jr., president, WDWD-AM-FM Dawson, Ga.*

## Slighted

EDITOR: I am appalled at the incomplete research done for the article on UHF television (BROADCASTING, June 10). The most dramatic success story in UHF or independent television is WTCG-TV Atlanta. It is the highest rated independent UHF television station in the United States. (Metro share sign-on to sign-off F/M '74 ARB).—*John D. Sawhill, vice president, marketing and research, RKO Television Representatives, New York.*

## Blowing Gabriel's horn

EDITOR: Your story in BROADCASTING of May 27 headed "Gabriel Blows His Horn" was fully accurate. An interesting point not covered was the fact that our company was the first cable system in history to win one of these awards. The CATV industry, reeling from Wall Street and legislative blows as it is these days, could use a bit of recognition when earned.—*Leo Hoarty, general manager, Buckeye Cablevision, Toledo, Ohio.*

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# M&H

## SO WHAT'S NEWS?

Phrases such as "Happy Talk," "Tabloid," "Top 40 News," and "Show Biz News" are coined by people, mostly columnists or commentators, who haven't the slightest idea of what makes local television news the number one source for news in most markets in the country. Much less do they have any first-hand knowledge or understanding of what mass audience is, or why it is attracted to and believes in the credibility of television news more than any other news source. None of the "catch" phrases above relate in any way to the success of a local newscast. What makes for success is news content, delivered by competent people in a way that uses all of the techniques of TV to tell the story.

There was a time a few years ago, when network television news carried along with it, the local station's news ratings. This is no longer true. Local news has improved so significantly in the last few years, that in most cases, it now carries the network news. A study of ratings in individual markets will make this fact clear.

We do not believe that there is or ever will be a formula for a successful local newscast. Each market is different, not only socio-economically, but competitively. Our recommendations to every client are based not on personal opinion, but extensive research by social scientists done in-home in that particular market. Then, the findings are combined with the benefits of our over twelve years' experience as the first company founded, specializing in this area, to help improve the station's position.

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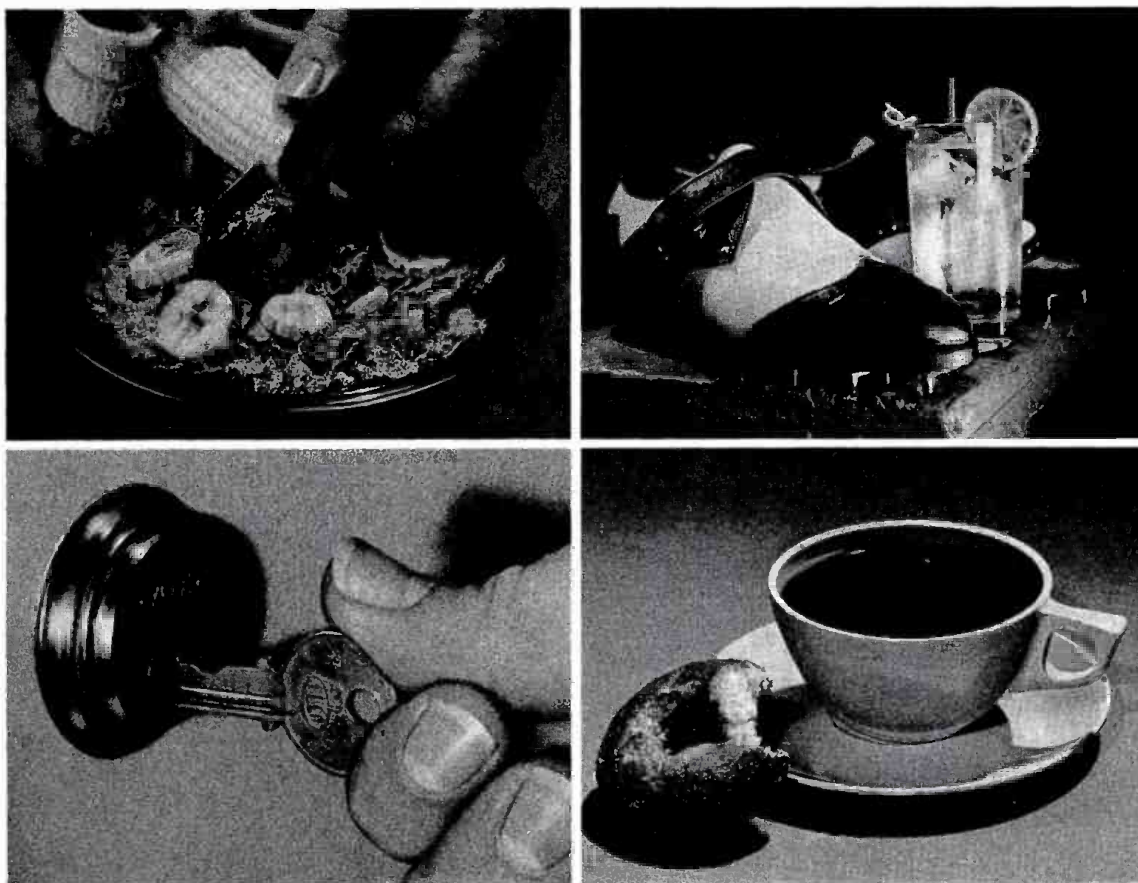
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\*Source: January-February, 1974, ARB average ¼ hour estimates, Monday-Friday, Detroit Metro Area, subject to source limitations.

NBC Affiliate. National Representative: The Christal Company

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## Media

### On copyright broadcasters lose some and lose some

**Record royalties are preserved  
in Judiciary mark-up; cables escape  
prohibition against distant sports,  
get fees cut for broadcast carriage**

Broadcasting interests lost a major battle last week in their attempts to kill a newly constituted royalty right for recording companies and their artists. The Senate Judiciary Committee split down the middle, 8 to 8, and thereby preserved the controversial record royalty contained in a comprehensive copyright-revision bill.

The mark-up session also produced a clear victory for the cable industry, which succeeded in deleting another section of the bill that would have severely restricted its right to carry distant sports programs and in halving the rates cable-TV systems would pay copyright owners for the use of broadcast signals.

The National Association of Broadcasters, which had been fighting the record royalty, Section 114, since 1969, said it was "disappointed" that the provision survived the mark-up and that it would carry on its fight.

"As far as we're concerned," said Grover Cobb, senior executive vice president of the NAB, "8 to 8 doesn't prove anything." Since the vote does not clearly define the committee's position on Section 114, he felt, "we have an opportunity of removing this thing on the floor."

In adopting the principle of a recording right, the committee reduced the rate of payment that its Copyright Subcommittee had proposed—a ceiling of 2% of gross revenues for broadcast stations. Instead, the committee adopted a compromise schedule of \$250 per year for stations grossing under \$100,000, \$750 for those grossing between \$100,000 and \$200,000 and 1% of revenues for those grossing more than \$200,000.

Authorities varied in their estimates of probable cost to broadcasters. Figures ranged from something less than \$15 million a year to more than \$20 million. The pool is to be divided equally between record manufacturers and record performers, according to a distribution formula to be calculated by the register of copyrights.

In arguing against adoption of any royalty principle for record manufacturers and performers, the NAB has called the proposal a "rip-off." The association has pointed out that performers are already paid for recording sessions and stars participate in revenues from record sales. Beyond that, the NAB has said, record companies derive valuable promotional benefits from air exposure of their releases.

Cable interests were ecstatic over the outcome of the biggest fight they have yet fought on Capitol Hill. With only one negative vote, the committee killed a provision in the bill that would have prevented cable systems from importing sporting events from distant markets when games of the same sport are being played in the system's area. Senator Philip A. Hart (D-Mich.) was the lone dissenter.

Senator John L. McClellan (D-Ark.) had planned to introduce an amendment deleting the so-called blackout section but would have sent the issue to the FCC for final adjudication. The senator opposed Section 114 on the grounds that sports protection was a regulatory matter, not one that belonged in a law. But by the time of the mark-up session, Senator McClellan backed down from his FCC-jurisdiction position and threw his support behind the amendment, offered by Senator Edward J. Gurney (R-Fla.), that deleted the section without mention of FCC purview. Mr. McClellan changed his mind, an aide said, in the belief that the FCC directive "could be exploited by one group or another to have the bill sent to the Commerce Committee." Senator Howard Baker (R-Tenn.), a member of the Senate Commerce Committee, has formally asked Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, to request a referral to Commerce before the bill goes to the Senate floor. Senator McClellan is against such a referral. Senator Hart introduced an amendment similar to Senator McClellan's in the course of his fight to keep in

the bill some semblance of professional sports control over the rights to its games, but lost on the same 11-1 vote.

On the fee schedule, the copyright owners lost a crucial vote in their battle to keep royalties for broadcast retransmissions at the levels prescribed in the bill as it was reported out of the Senate Copyright Subcommittee. Sensing a mood in the committee to cut the rates, the copyright owners backed a two-tiered schedule, introduced by Senator Quentin N. Burdick (D-N.D.), but lost by two votes. Favoring the two-tiered schedule, which would have lightened the fee burden on smaller cable systems, were Senators McClellan, Robert C. Byrd (D-W. Va.), Hiram Fong (R-Hawaii), Birch Bayh (D-Ind.), John Tunney (D-Calif.), Charles McC. Mathias (R-Md.), and Hart. With the failure of the Burdick amendment, the adoption of an amendment by Senators Gurney, Marlow Cook (R-Ky.) and Strom Thurmond (R-S.C.) to halve the fee schedule was a fait accompli. Only three dissenting votes were recorded in the voice vote that passed the Gurney amendment, those of Senators Mathias, Tunney and Hart. There was a surprised reaction from many observers that Senator Edward Kennedy (D-Mass.) did not join his usual senatorial allies, Senators Hart and Tunney, on the rate-cut vote.

The rates, which previously ranged from a 1% levy on gross revenues for the smallest cable systems to 5% on the largest, now range from ½% for systems grossing less than \$40,000 per year to 2½% for those grossing more than \$160,000.

The committee provided, however, that the rates will be reviewed by a copyright tribunal six months after the act becomes law and reviewed at five-year intervals after that. As originally drafted, the bill would have provided the first review three years after enactment. The Copyright Subcommittee cut that to 18 months, a period further tightened last week by the

**Decisive split.** This is how the 16 members of the Senate Judiciary Committee voted on the deletion of Section 114, the performers' royalty provision, of the copyright revision bill. The for-and-against lineup held for all amendments up to the final compromise, which was adopted unanimously. Senators Bayh and Cook voted by proxy.

#### For

Marlow Cook (R-Ky.)  
Roman Hruska (R-Neb.)  
James O. Eastland (D-Miss.)  
Sam Ervin (D-N.C.)  
Edward J. Gurney (R-Fla.)  
Quentin N. Burdick (D-N.D.)  
Strom Thurmond (R-S.C.)  
Robert Byrd (D-W. Va.)

#### Against

Hugh Scott (R-Pa.)  
John L. McClellan (D-Ark.)  
Phillip Hart (D-Mich.)  
John Tunney (D-Calif.)  
Charles McC. Mathias (R-Md.)  
Edward Kennedy (D-Mass.)  
Hiram Fong (R-Hawaii)  
Birch Bayh (D-Ind.)

parent Judiciary Committee.

Richard W. Jencks, CBS Inc. Washington vice president, spoke for many broadcasters when he expressed disappointment that the cable interests had succeeded in getting so low a scale of payments into the broadcast-retransmission pool. But he called the establishment of copyright liability for cable carriage of broadcast signals "the most important news to come out of the committee." He said it was possible the concessions to cable would not have been made if broadcasters "had worked harder on that section of the bill."

Mr. Jencks was speaking for no other broadcasters, however, when he carried support for Section 114, establishing the record royalties. The principal broadcaster efforts were directed toward extinction of that section. CBS alone among broadcast interests supported it for the revenues it promised for its Columbia Records. Indeed the CBS Radio Affiliates Association took pains to let Senate Judiciary Committee Chairman James Eastland know in advance that the CBS Radio network's 200-plus affiliates were opposed to CBS Inc.'s position on the proposed fees—and CBS Radio officials let association leaders use the network's lines for a closed circuit sounding the alarm.

Odin S. Ramsland of KDAL(AM) Duluth, Minn., chairman of the association, conferred with other members of the organization's executive committee by telephone after being alerted by the NAB that some Judiciary Committee members might think the affiliates supported CBS's position. He then advised CBS Radio President Sam Digges that the five-member executive committee was unanimously opposed to the copyright bill's fee section, and obtained permission for an executive committee member, Joseph M. Higgins of WHP-AM-FM Harrisburg, Pa., geographically closer to New York than the other members of the committee, to make a closed-circuit report to all CBS Radio affiliates via CBS facilities on June 3.

Mr. Higgins spoke for about five minutes, urging all stations to contact their home-state senators to express their opposition to the fee provision. In the meantime Mr. Ramsland had already written Chairman Eastland to "make it very

clear" that CBS's position "is opposite to the feeling of more than 200 radio stations" affiliated with CBS's radio network.

The NAB's Mr. Cobb said that whatever happens to the record royalty on the Senate floor, there were hopes of killing it in the House. In House Judiciary Committee hearings, he said, "we have a chance to develop a record on this issue that we couldn't develop on the Senate side." The last round of hearings before Senator McClellan's Copyright Subcommittee were restricted to other sections of the bill. In broadcast testimony, the only mention of Section 114 was in the last paragraph of the prepared statement of the NAB president, Vincent T. Wasilewski.

But hearings in 1967 did cover the performers' copyright provision, a Judiciary Committee spokesman said. "And after all," he said, "the arguments really have not changed since Fred Waring's time." Mr. Waring was one of the first movers behind a performers' fee, as early as 1950.

A music industry lobbyist called its victory on Section 114 "the triumph of the flea over the elephant." Throughout the tense, day-long mark-up, which was closed to outsiders, broadcasting and cable lobbyists nervously guarded the front door of the committee room while the music and film people crowded outside the back door waiting anxiously for news. The music interests had used some artists for their lobbying efforts—singer Andy Williams was known to have called Senator Kennedy (Mr. Williams sang at Robert Kennedy's funeral) to ask his support for the new copyright. Mr. Williams, who now has his own company, Barnaby Records, formerly recorded for Columbia. And there was some comment during the day about the presidential hopefuls and those up for re-election on the Judiciary Committee needing a "benefit concert or two" to raise campaign money soon.

Still, the day was not a clean sweep for the recording industry. It lost the fight to keep mechanical royalties—the fees record manufacturers pay composers and publishers for the right to use their music—down to an "acceptable" level. Presently, the mechanical fee is two cents

per song per record sold. The House bill, passed in the mid-60's, two-and-one-half cents per cut. Last week, the Senate committee approved a hike to three cents, a cost increase to the recording industry that effectively wipes out any monetary gain it would get from a performers' fee. "We think it's unfair that everyone else got their rates cut except us," a record industry spokesman said. He predicted the mechanical fee issue would be a "major battleground" in the copyright bill's future.

As long as three months ago, knowledgeable observers gave the recording royalty no more than a 50-50 chance of surviving mark-up. No one knew just how prophetic that prediction had been until the votes turned out to be tied—and thus rejections—on a number of attempts to remove or amend the section.

Even as the doors closed on the mark-up session, the best vote count available was six for and six against deletion with four undecideds. The broadcasters were hoping that Senators Fong and Mathias would join Senators Byrd and Roman Hruska (R-Neb.), the other undecideds, on the side of deletion. When they did not, the committee became deadlocked.

An amendment by Senator Sam Ervin (D-N.C.) to delete Section 144 lost 8 to 8. One by Senator Gurney to delete broadcasters from Section 144 also lost 8 to 8. (Section 114 also provides that background music services will pay 2% of their gross to the recording royalty pool, jukeboxes \$1 a year each, and cable system fees to be fixed by the register of copyrights for originated programing.)

Senator Ervin offered a compromise setting a 1% levy on stations grossing more than \$200,000 per year and exempting the smaller stations; it lost 7 to 7. Finally, Senator Byrd broke the deadlock and voted with Senator Hugh Scott (R-Pa.), the main backer of the performers' royalty, on the amendment that established a liability for all broadcasters no matter what their gross revenues. From then on, it was a matter of horse-trading to get to the schedule the committee finally adopted.

The committee is expected to take another two weeks to write its report, which must accompany the bill to the Senate floor. Officials said that as the calendar now stands the bill is unlikely to reach Senate consideration before the end of July.

The mark-up session came on the day after the 10th anniversary of the introduction of copyright-revision legislation. On June 10, 1964, the first revision bill in 55 years was introduced in the House. The House passed the bill on to the Senate in 1966. The bill has been languishing in the Senate since 1967, primarily waiting for the cable television issues to be resolved. The bill adopted by the Senate Judiciary Committee last week is radically different from the one adopted by the House. The House version does not contain a performers' copyright. Observers think it may be another two years before the House and Senate can agree on a final version of copyright revision.



**Copyright allies.** Soviet officials toured the New York facilities of Broadcast Music Inc. during a conference on international copyright last week. (From left,) BMI President Edward M. Cramer; Leo Cherniavsky, BMI vice president, foreign performing rights, and chairman of the BMI board, Sydney M. Kaye, met with Boris Pankin, president, Soviet Bureau for the Protection of Authors' Rights, and Yuri Melnik, senior economist, Trade Representation, USSR. Reciprocal arrangements between the rights societies in the two countries were discussed ("Closed Circuit," June 3).

## NAB boards: It never rains but it pours

**Even license renewal moves to back of agenda for meetings this week as copyright and mounting pressures on children's advertising are on top**

"The same old problems are with us," sighed a National Association of Broadcasters official running down the agenda for this week's NAB summer joint boards meeting, tomorrow (June 18) through Thursday. But they've got plenty of new problems, too.

Section 114 (recording royalties) of the new copyright bill (story page 17) is bound to be first priority with the radio board. Growing government heat on the issue of children's programming and advertising will take up much of the television board's time. And both boards will have eyes cocked toward Capitol Hill, where hearings on license renewal legislation will be in progress before the Senate Communications Subcommittee.

For the first time, the boards will cut their usual four-day schedule to three. The boards will meet jointly on Tuesday, independently on Wednesday, together again on Thursday.

There will be five new radio directors and six new TV directors at the Washington meeting. (They will meet for an orientation session today, June 17.) Virginia Pate Wetter, president and general manager of WASA(AM)-WHDG(FM) Havre de Grace, Md. (not WMDG, as reported in BROADCASTING June 10), will be replacing first-termer William McKibben, president and general manager of WEBR(AM) Buffalo, who resigned two weeks ago. Also, William O'Shaughnessy, president of WVOX-AM-FM New Rochelle, N.Y., will assume Michael Cuneen's seat on the radio board. Mr. Cuneen, general manager of WDLA-AM-FM Walton, N.Y., was killed in a car accident only five months after he had been elected.

The summer meeting is being described as a "general think" session by at least one director. The TV people will have to position themselves on the porcupine issue of children's TV. An NAB spokesman said there would likely be some recommendations to change the television code at the meeting. The two areas under discussion are a change in the time standards—probably a belt-tightening from the current 12 minutes allowed in Sunday and Saturday morning programs to nine-and-a-half minutes (the prime-time standard), as suggested by FCC Chairman Richard Wiley—and a change in the rules governing premiums in children's ads. The code presently allows 20 seconds of a 60-second spot to address itself to premiums.

But as likely as those proposals will be, there will also probably be much resistance. Some directors are worried that if the NAB changes the code, the association would be open to large damage suits

from premium manufacturers. "That's something the FTC can afford, but we can't," one director said. Also, there is the possibility of lawsuits from sports and other popular figures if they are eliminated by a code change. Those people would stand to lose much on endorsements if they are eliminated from children's ads, as FTC Chairman Lewis Engman has suggested.

It was learned last week that the NAB and the Television Information Office are putting together a slide and film presentation of the NAB code, its implementation and the improvements in children's programming for possible presentation to the FCC, the FTC and Congress. The presentation might also be designed for broadcasters to use in their local communities, an NAB spokesman said. The project is still several weeks away from completion. The association is in a race with the FCC, which may act on the time standards issue by the end of the month. But even if the commission acts before the presentation is ready, the spokesman said, the film would still be useful as "an educational tool" in the future.

There has been some indication from network officials that, since the government has turned up the heat, it has been getting harder to sell full advertising schedules during children's viewing hours. Therefore, some have said, a change in the time standards might not dictate a great loss in ad revenue.

Senator John O. Pastore (D-R.I.) will open what are expected to be lengthy hearings on the renewal-revision bill the same day as the board meeting begins. But renewal legislation is beginning its slow fade as the NAB's top priority issue, it seems. "We have a real hope of getting a good license-renewal bill," Gene Cowan, ABC Washington vice president said, "and that's the first time I could say that. The chances are better today than they've ever been." The only sticking point anyone could see on the matter is the growing list of witnesses that are requesting time to testify before the committee, some directors said. The committee has had between 60 and 65 requests for time, a spokesman said (see story this page). But that is still a minor problem, compared to what the bill had already had to go through, the association believes.

The government relations staff will brief the boards on copyright revision and is expected to tell them that the 8-to-8 Senate Judiciary Committee vote that preserved the performers' royalty sets no precedent and that the chances are good for deletion on the floor. As well, the staff will tell the board that it should not be too worried about recent talk on Capitol Hill about re-instituting wage and price controls. Broadcasting was exempted from controls before they expired last month. If they are revived, the staff believes, broadcasting has a good case to keep that exemption.

The pay-TV committee is set to present a "voluminous" progress report on the NAB's antisiphoning effort. The committee has just sent out to broadcasters the first installment of its antisiphoning campaign kit.

## License-renewal proponents keep wary eye on clock

**Witness list for hearing grows, with broadcasters fearful that too much delay could cause fatal conflict with Nixon proceedings**

The list of witnesses with opinions on license renewal is growing longer by the day at the offices of the Senate Communications Subcommittee. The word there is that there have been more than 60 requests to appear before Chairman John O. Pastore (D-R.I.) and his committee when it takes up the issue of revising the license-renewal process tomorrow (June 18). And it is all but certain that the flood of witnesses will require more than the three days originally set.

The hearing overflow will probably be taken up some time after the committee hears testimony on the confirmation of three FCC commissioners—the reappointment of Robert E. Lee and the new appointments of Glenn Robinson and Abbott Washburn—on June 25, a committee spokesman said.

The first day's schedule will include congressional and government witnesses exclusively. Slated to testify that day are Senator Lloyd Bentsen (D-Tex.), the sponsor of one of 21 renewal bills pending before the Senate; Senator Pete V. Domenici (R-N.M.); Representative Clarence Brown (R-Ohio), who is the ranking Republican on the House Communications Subcommittee and a sponsor of the renewal bill that has already passed the House (H.R. 12993); FCC Chairman Richard Wiley; Clay T. Whitehead, director of the White House Office of Telecommunications Policy; Deputy Assistant Attorney General for Antitrust Bruce Wilson and perhaps former FCC Commissioner Lee Loevinger, representing the NAB's media structure committee.

Not yet scheduled but confirmed to appear in subsequent days are such groups and people as the National Organization for Women; the National Urban League; Earl K. Moore, legal counsel of the United Church of Christ; James Hamilton of the National Council of Churches; Percy Green, ACTION of St. Louis; James Townsend of the Committee for Open Media; James Bennett, the National Association for Better Broadcasting; a former FCC lawyer, Charles Firestone, now of the Citizens Communications Center; the Rev. Carl McIntire, former licensee of WXUR-AM-FM Media, Pa.; Marcus Garvey Wilcher, Community Coalition for Media Change; and Lorenzo Milam, owner KTAO(FM) Los Gatos, Calif., and considered the father of so-called community radio.

Among the broadcasters expected to appear are Virginia Pate Wetter, president and general manager of WASA(AM)-WHDG(FM) Havre de Grace, Md. and Wade Hargrove, counsel for the North Carolina Broadcasters Association. Senator James Abourezk (D-S.D.) will ac-

company two broadcasters from his state—William Duhamel, executive vice president and station manager of KOTA-AM-TV Rapid City, and Dean Sorenson, president and general manager of KCCR(AM) Pierre.

It is known that the broadcasters group is trying to whittle down its number in hopes of shortening the list of witnesses and the length of the hearings. The National Association of Broadcasters has said that it believes an adequate record on the pros and cons on renewal revision was developed from 17 days of hearings before the House Communications Subcommittee.

Time is the bill's biggest enemy now, the broadcast interests feel. If the bill is not passed this year by the Senate, its chance will be "greatly diminished" in subsequent sessions, NAB President Vincent Wasilewski has said. If there is a trial of President Nixon in the Senate, all normal business will come to a halt and the license-renewal bill will be frozen out of possible consideration this year. So the broadcasters are trying to cut as much time as possible from hearings before the Pastore committee.

## Justice Dept. fights FCC's ground rules for multimedia decisions

**Agency enters KRON court case, seeks decision on how to determine market areas and what media should be included in investigating concentration of control**

The Department of Justice has jumped into the KRON-FM-TV San Francisco court case, and the resulting ripples could extend far beyond the confines of the Bay area. For Justice is seeking a court ruling that would bolster its arguments in the growing number of cases in which it is petitioning the FCC to deny renewal to broadcast stations affiliated with newspapers.

The department last week filed a friend of the court brief in the appeal of the commission's renewal of the licenses of the stations owned by the publisher of the *San Francisco Chronicle*. And the issue it wants resolved includes the question of identifying relevant market, in terms of geography, and the kinds of media and services to be considered in determining whether a concentration of control of mass media exists.

The case, now before the U.S. Court of Appeals in Washington, was initiated in 1968, by the late Albert Kihn, a one-time KRON cameraman who died in March in a plane crash, and Blanche Streeter, a former KRON employee. Virginia Kihn, Mr. Kihn's widow, has substituted for him as a plaintiff in the case.

The commission last May, in a decision that affirmed an administrative

law judge's initial decision, rejected allegations that KRON stations had manipulated news coverage to advance the private interests of the parent company, had conducted an investigation of the complainants in order to harass them, and that the Chronicle Publishing Co. had an undue concentration of media control in the Bay area. One of the factors in the concentration issue was that the *Chronicle* is engaged in a joint operating agreement with the only other daily in the city, Hearst's *Examiner*.

In reaching that last conclusion, the commission used the KRON-TV grade B contour as the geographic relevant market, and considered a variety of media in it—direct-mail solicitations, posters, billboards, national magazines, out-of-state newspapers, and newspapers serving communities outside San Francisco. It also counted television stations whose grade A contours covered KRON-TV's grade A contour and all AM and FM stations within KRON-TV's grade B contour.

The complainants in their reply brief last week listed this approach as one of a number of alleged errors warranting reversal of the commission's decision. Justice focused only on the concentration issue—but a decision favorable to its position would wipe away some of the defenses that licensees in Milwaukee (WTMJ-AM-FM-TV), St. Louis (KSD-AM-TV and KTVI-TV), Des Moines, Iowa (KRNT-AM-FM-TV), Minneapolis-St. Paul (WCCO-AM-FM-TV) and Topeka, Kan. (WIBW-AM-FM-TV) have thrown up against the department's petitions to deny their renewals.

They have cited the commission's decision in KRON in arguing that they do not command undue control of the mass media in their respective markets. The department, which in different proceedings has suggested different relevant markets (the urban area in one, the city in another, the Standard Metropolitan Statistical Area [SMSA] in others), joined the complainants in the case in arguing that the administrative law judge and the commission had used incorrect criteria.

Indeed, the KRON case could have an effect even beyond the individual license-renewal proceedings being brought by Justice. In resolving the relevant-markets issue, the court's decision could impact on the commission's consideration of its long-pending proposal to break up multimedia holdings located in the same market.

The commission, Justice said in its brief last week, should not have considered, "as if relevant to concentration, [those] products and services that do not compete with those of Chronicle or KRON-FM-TV and whose existence has no tendency to dilute the concentration in news and advertising . . ." Nor, it added, should the commission have measured concentration "in a geographic market drawn so large as to include media units that offer no effective competition" to the Chronicle company media.

Justice also said the commission erred in including national advertising in the determination as to whether a concentration of control of media exists. For that

inclusion, Justice said, could minimize the extent to which local advertisers depend on the Chronicle and KRON stations to reach their would-be customers.

What markets should the commission use? In terms of the products market—that is, the media—Justice said the proper one is the mass dissemination of current local news and advertising. It said that newspapers have been held by the courts to constitute a line of commerce by themselves, and broadcast media, it added, can be used as substitutes for them. If that market were used, Justice said, the Chronicle-KRON share of advertising revenues in the San Francisco-Oakland area might have been found to be three times greater than the share on which the commission based its public interest finding.

And the market share might have been found to be still greater, Justice said, if the commission had used a geographic market that was "consistent with commercial reality and its own policies and practice." That is the area in which the *Chronicle* and KRON-FM-TV compete effectively in local news and advertising. Justice said that would be San Francisco itself and the San Francisco-Oakland SMSA; it would not be the television station's service area, which covers nine counties that include smaller cities "for whose residents and merchants neither San Francisco's urban dailies nor KRON-TV can ever be important sources of local news or meaningful vehicles for local advertisers." Justice noted that—four years ago, considering a concentration of control issue involving Frontier Broadcasting, which owned virtually all of the media in Cheyenne, Wyo., at the time, the commission confined itself to a study of the media situation in that city.

Justice does not contend that the Chronicle company has an undue concentration of control of mass media. But it says that the figures the commission used on arriving at its conclusion are wrong, and that it should be asked to reconsider the matter "so that it may be decided by legally appropriate standards."

### Media Briefs

**Wrong way.** FCC has dismissed on procedural grounds Gross Telecasting Inc.'s petition for reconsideration of commission order designating Gross's renewal applications for WJIM-AM-FM-TV Lansing, Mich., for hearing (BROADCASTING, May 27) Commission said rules require that such pleadings be filed with administrative law judge.

**Delay sought.** Philadelphia citizens groups have asked FCC to reconsider license renewal granted CBS's WCAU-AM-FM in May. Commission ignored, without giving reason, their 1972 petition seeking market-wide inquiry into 28 Philadelphia stations, including WCAU-AM-FM-TV, groups said. Corroborative findings of Philadelphia Commission on Human Rights, submitted by groups last month, underscore need for investigation, they said, and in meantime licenses should be held up.

**Money back.** Another in series of suits



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seeking recovery of fees paid to FCC has been filed in U.S. Court of Claims in Washington. Thirty-two parties—representing present or former owners of broadcast and cable system properties—are suing U.S. for \$2,026,919. Largest claim—for \$1,001,996—was filed in behalf of Time Inc., and represents 50% of grant fee that was paid on approval of \$57,180,000 sale of four television stations by Time Inc. subsidiary to McGraw-Hill Inc., in May 1972 (BROADCASTING, May 15, 1972). Parties claim legal basis for FCC fees was overturned by Supreme Court in March in case involving annual fees charged cable systems.

**Lottery losers.** FCC has ordered three Virgin Islands stations to pay fines for carrying lottery information. Promotion for J&B Scotch, with "prize" of 1956 Rolls Royce, drew fines of \$2,000 each for WSTA(AM) and WWTI(AM) both Charlotte Amalie, St. Thomas, and \$1,000 for WIVI-FM Christiansted, St. Croix. Commission also rejected WSTA's "hard times" plea for reduced fine and WWTI's objection that the promotion was not really a lottery. Commissioner James H. Quello, in one of first nonroutine votes since his April 30 swearing in, joined Chairman Richard E. Wiley and Commissioners Charlotte Reid and Benjamin L. Hooks in action.

**Figures, figures.** John Blair & Co., New York, has issued its tenth annual edition of *Statistical Trends in Broadcasting*, 52-page compendium of economic information from 1950 through 1972 with projections by Blair through 1974.

**Computerizing.** WTCN-TV Minneapolis will install Kaman Sciences' BCS traffic-management system and Central Dynamics' automatic switching system, and then connect them "by a hard-wired communications link that will carry a spot from order confirmation through air time—all by computer."

## BPA members assess needs, put perspective on problems

**Three-day session in Atlanta draws unqualified endorsement of delegates**

There was a balanced and apparently satisfying blend of practical workshops on promotion and general sessions on broad industry issues at this year's convention of the Broadcasters Promotion Association.

Promotion executives at the June 6-8 meeting at the Hyatt Regency in Atlanta seemed to like the wide range of subjects. A check of a dozen promotion directors by BROADCASTING indicated they felt they had benefitted from both the workshop and general sessions. John D. Furman Jr., director of broadcast standards and coordinator of advertising and promotion for Cox Broadcasting Corp., Atlanta, and outgoing president of the BPA, as well as the

1974 convention chairman, made this observation:

"This year's convention attracted a record 340. The vast majority of the sessions were well attended. And I've had feedback that both the general and workshop sessions were well organized and worthwhile."

The general sessions focused on such industrywide issues as cable television, the FCC, legal problems, the "image" of broadcasting and changing patterns in broadcast news. Workshops explored a wide range of promotional topics.

Released during the convention were the results of survey of stations by BPA on their need in promotional material from syndicators. Among the key findings: the primary need at most TV stations is for black and white head shots and for color transparencies; 16mm promotional spots are preferred by most outlets although half in the top-100 markets would use high band video-tape spots; glossy reproductions are heavily preferred to ad mats, with two columns as the most needed size; the majority of stations like 30- and 10-second audio tape promos in both generic and episodic forms.

The subject of syndicated promotional materials was tackled by a panel consisting of Hal Cranton, director of advertising, sales promotion, publicity and station promotion, MCA TV, New York; Paul Shrage, advertising manager, Columbia Pictures Television, New York, and Mort Slakoff, director of creative services, Viacom International Inc., New York. They answered questions on the policies of their companies on promotional materials. In the give-and-take some station promotion managers felt that a number of distributors ignored their requests for materials. One suggestion made was to include the needs of the stations in a separate sheet at the time a contract for a series or feature films is signed.

To improve the value of on-the-air promotional material, Tom Kyle, director of broadcast promotion for KTAR-AM-TV and KBBC(FM) Phoenix, suggested that the aid of the station's production department be enlisted. He claimed the involvement of producers with promotional announcements will enhance their value, and added: "If possible, a promotion manager should take a course in TV production."

During a session on news promotion, Charles Williams, director of information services, WEEI(AM) Boston, detailed a campaign to push the new "newsradio" format of the station. WEEI scheduled a combination of transit and outdoor advertising, newspaper and radio spots to establish WEEI's new identity. Marcia Stern, promotion manager, WINS(AM) New York, described the station's use of sound to promote its news, with announcements in both a light and serious vein. David Millberg, promotion manager, WBBM(AM) Chicago, said the station employed outdoor, TV and radio advertising to promote its all-news format. In using other radio stations in the Chicago market, WBBM took this approach: "Rock on a Rock Station. News on a News Station."

**At the reins for BPA.** Ken Mills, director, research-promotion, Katz Television, New York, was elected president of the Broadcast Promotion Association for 1975. Also chosen at the Atlanta seminar: Tom Cousins, promotion director of WCCO-TV Minneapolis, president-elect; Lynne Grasz, promotion director of KOLN-TV/KGIN-TV Lincoln, Neb., vice president; Don Pilcher, promotion manager-television, All Canada Radio & Television, Toronto, secretary, and Ken Taishoff, director of advertising, promotion and publicity, WTMJ-TV Milwaukee, treasurer.

Promoting radio personalities isn't easy in this television era, but Gladys Christman, promotion manager of KFI(AM) Los Angeles, showed how it could be done for an independent station. For a comedy team appearing on the station, she conceived various far-out promotions: the best gargler in the listening audience won a trip to Las Vegas with the comedians and a "look-alike" contest was held in which listeners described characters that were depicted on the show. She also urged that local personalities be promoted through appearances at civic and community events. Carl Haug, vice president and general manager of WKRQ(AM) Mobile, Ala., suggested that affiliated stations need "only a 10-cent stamp to write to the network and ask for promotional announcements featuring their personalities with local call letters in the spots."

Pete Barrett, director of information services, KMOX-TV St. Louis, spoke at a panel on "media selection" and concentrated on the effective use of a station's own air time. He cautioned that a promotional campaign should be directed to a target audience and be scheduled in the appropriate day part to reach the largest number possible. Henry Goldberg, president of Henry Goldberg Media Corp., a media buying service in Miami, said it is usually necessary to place a campaign on various media, and suggested a twist: Why not promote a sports special on the sports page of a newspaper on a musical special in the entertainment section? Tom Spasari, vice president and media director of N. W. Ayer & Son, Chicago, said in advertising a station, it is important to be dominant in one medium and to advertise consistently "since the public forgets easily."

Richard Payne, director of public relations and promotion, WSB-AM-FM Atlanta, pointed out that birthdays and anniversaries can be announced on stations as a means of building bridges to relatives and friends of the persons honored. He also recommended a "sound-off" show in which the audiences is invited to complain about, to praise or to make a suggestion about a community event or practice.

In a session dealing with cable TV, Paul Raymon, vice president and general manager of WAGA-TV Atlanta, said WAGA-TV attempts to co-exist with CATV. The station has a CATV relations department whose members visit the various

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cable outlets and attempt to solve any problems that may crop up. Donald P. Zeifang, vice president, government-relations, National Association of Broadcasters, touched upon legislative developments affecting cable, including a bill that would revise the copyright laws. He said the NAB is not opposed to CATV but to the "siphoning" of programs from conventional television to pay cable.

The nation's broadcast promotion executives were urged by Edwin H. James, vice president and executive editor, BROADCASTING, to become active on the local level to help counteract the criticism that has been directed at television and radio by those inside and outside of government. He noted that a recent House committee report said that "broadcast operations, including promotion, must be shown to be responsive to ascertained needs and views."

Mr. James said there is an opportunity for individual stations to "fill in the gaps and correct the distortions in the public's understanding of the broadcaster's purposes and practices." The inventiveness of individual promotion executives, each addressing the problems and possibilities at the individual station, "can cumulatively produce an effect that is now missing," he suggested.

Dr. Frank N. Magid, president of Frank N. Magid Associates, Cedar Rapids, Iowa, management consultants, stressed the need for broadcasters to be alert to change. He pointed out that television news has moved from short newscasts with "rip-and-read" announcers to longer forms anchored by warm, friendly personalities. He cited also the multiplicity of formats on radio; the rapid growth of FM and the introduction of new equipment as influencing the change.

Dr. Magid suggested that research is needed to determine the effects of change on the viewing and listening patterns of the audience and to ascertain the future habits of people. Directing himself to promotion executives, Dr. Magid contended that much more must be known about radio and television's influence in order to make it saleable.

John Byron Hackett, vice president and director of consumer affairs, J. Walter Thompson Co., New York, used a bit of humor in emphasizing a serious subject, the legal pitfalls in radio-TV advertising and programing. Among his tips: Return all unsolicited ideas on advertising campaigns and programs to the sender without opening the letter; be careful not to use contrived names on programs and TV commercials as it could form the basis of an invasion of privacy suit; avoid imitating voices of famous people on radio since the person is not seen, though this approach probably is legally defensible on TV where the imitator is visible.

#### **BPA honors at convention the best in local station promotion**

Five television and five radio stations were named winners of the second Broadcasters Promotion Association/Michigan State University Promotion Awards during the BPA convention in Atlanta.

Winners in audience promotion were:

WLS-TV Chicago (large markets TV on-air) for a film titled "Eyewitness News"; WMC-TV Memphis, Tenn. (small market TV on-air) for its two-inch video tape titled "Memphis State Basketball"; WKYC-TV Cleveland (large market TV using other media) for a newspaper ad, "Switch to Pros"; KSL(AM) Salt Lake City (small market radio using other media) for brochure, "For the Fun of it".

Recipients of awards in the sales promotion classification were: WOR-TV New York (large market TV) for its brochure, "The Great Combination"; KYW(AM) Philadelphia (large market radio) for a brochure, "It's Like Having Your Own Newsstand"; KEX(AM) Portland, Ore. (small market) for its brochure, "Half The Story".

In the community involvement categories, the winners were WTAE-TV Pittsburgh (television) for a two-inch video tape, "Two Minutes"; WBZ(AM) Boston (radio) for an audio tape, "Commuter Computer" and CFRA(AM) Ottawa (radio) for an audio tape, "Black and White Game".

The awards were presented to the winners by Professor Robert Schlater, chairman of the radio and television department, Michigan State University and Dick Newton, BPA director.

## **Whitehead, White House appear at loggerheads over CPB funds**

**Long-range bill drawn up by OTP chief suddenly given cold shoulder by Nixon**

Public-broadcasting funding, which hardly seems like the kind of issue that would occupy much of President Nixon's thoughts these days, suddenly blossomed last week as one that might add to his problems.

The issue would not rank with the impeachment proceedings in Congress or a Mideast peace. But it has provided the press with fresh material for criticism of the President's performance. And it might even lead to the resignation of his first director of the Office of Telecommunications Policy, Clay T. Whitehead.

At issue is the long-awaited long-range funding bill that OTP submitted two months ago to the White House for approval. Press reports last week said that the President had passed a "cryptic" message to OTP rejecting the proposal and directing that public broadcasting funding be scaled down substantially. (Some sources last week said the President suggested another alternative: Terminate public broadcasting.) However, a White House aide promptly denied the reports, saying that an option paper on the long-range funding bill was still before the President.

In a sense, both versions are correct. For although sources stick by their reports that the presidential message was

transmitted, OTP officials last week said they were "optimistic" the long-range funding bill will eventually be approved by the President and introduced in Congress.

However, it was no secret in Washington that the "cryptic" message—cryptic in that it contained no explanation for what was said to be the President's decision—came as a shock to Mr. Whitehead. The President's coolness to public broadcasting was no secret. But Mr. Whitehead reportedly believed he had had the President's backing in dealing with public broadcasting representatives on the funding issue.

Indeed, the bill itself seemed to symbolize a resolution of the sharp differences that had been evident between the White House and public broadcasting since President Nixon took office in 1969. Mr. Whitehead in 1971 let public broadcasting officials know that the administration would not support the long-range funding they wanted as protection against political interference in their operations as long as they conceived of themselves as constituting a fourth network. Quit trying to compete with the commercial networks, he said, in effect; give the local stations a larger voice. And on another point, he said, the administration does not believe public money should be used for controversial public affairs programs.

All of this was seen by critics as the administration's effort to quell the liberalism that seemed to be beginning to permeate the new Public Broadcasting Service network. But the White House stood its ground, so much so that in June 1972, President Nixon vetoed a two-year CPB money bill on the ground that the corporation, which distributes federal funds to public broadcasting stations, was exerting too much control over those stations (BROADCASTING, July 3, 1972).

However, the White House held out the hope that long-range funding would be possible once public broadcasting's structure was modified to meet the President's objections. And the annual appropriations for public broadcasting have risen sharply during the Nixon Presidency, from \$5 million in 1969 to a proposed \$60 million in fiscal 1975.

As for public broadcasting, it appears to be taking the White House message seriously. A National Station Program Cooperative has been established under which stations for the first time have a direct voice in which national programs will be made available to them by PBS. The co-op also commits the stations to finance a substantial portion of the schedule (BROADCASTING, June 10).

In addition, CPB and PBS last year modified their relationship in a way the administration found satisfactory. Actually, the administration was thought to have been attempting to transfer PBS's authority for programing decisions to CPB. PBS managed to hold on to much of that authority, but CPB was given a role in programing it had not had previously, and procedures were established for ironing out differences between the two agencies.

It was against that background that



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# American Prices



Whitehead

OTP began drafting the long-range funding bill. It would provide for annual grants ranging from \$70 million in 1976 to \$100 million in 1980, but would require public broadcasting to raise \$2.50 for every \$1 of government money. CPB and PBS were disappointed; they wanted a top of \$200 million and a matching-fund formula of \$2 for \$1. And, although agreeing to accept the matching formula in the proposed bill, they reserved the right to quarrel in congressional hearings about the amount of federal funds that would be provided.

But public broadcasting officials be-

lieved the changes they had made in the structure of public broadcasting merited a long-range funding bill. So did key members of Congress, who had criticized Mr. Whitehead for not developing such a bill sooner. And so, finally, did Mr. Whitehead.

Thus the dismay Mr. Whitehead is said to have felt when, about two weeks ago, he received word about the President's position on the bill. So strongly did he feel that Mr. Whitehead immediately filed a written appeal to the White House asserting that he could not support the President's decision—that he would support the bill he had offered, even if the White House abandons it. Since a member of the administration could not be expected to oppose the President in public, Mr. Whitehead seemed to be threatening resignation over the issue.

Mr. Whitehead, who became the first director of OTP, in September 1970, after serving as a White House aide, had long planned to leave government service this summer. He hoped to see the long-range funding bill and one on cable television introduced in Congress before his departure.

But a resignation over the CPB bill would likely create critical comment in the press. The leaked report concerning the President's position on the measure has already sparked some critical comment, in the *Wall Street Journal* as well as *Washington Post* and the *New York Times*.

OTP's reported optimism that President Nixon may yet approve the CPB

bill is said to stem from a personal meeting that Mr. Whitehead held with White House chief of staff Alexander Haig on Sunday (June 9). Mr. Haig, who had not been available to Mr. Whitehead for weeks previously, is understood to have said that he would discuss the matter with the President, possibly during the current Mideast tour.

If a bill is to be introduced in the current session of Congress, it will have to be by the administration. The members of Congress most concerned about public-broadcasting funding, Representative Torbet Macdonald (D-Mass.), chairman of the House Communications Subcommittee, and Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, showed no interest last week in taking the lead on the issue.

An aide to Representative Macdonald said the congressman has no plans for introducing a measure. And an aide to Senator Pastore said that although the senator was "sadly disappointed" by the President's reported feeling about long-range CPB funding, it was too late to bring a measure up this year. But if action is to be taken in the next session, the aide said, "it would be a lot more efficient and easier to get a bill if it has the approval of the executive."

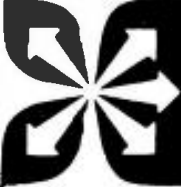
#### Whitehead also puts distance between himself and attitudes of administration revealed in presidential 'Post' tape

Clay T. Whitehead, OTP director, who is in the final months if not weeks of his government service, is trying to put distance between himself and those in the White House who have been revealed as at least considering efforts to harass or intimidate the broadcast media. And among those in the White House he had in mind was the President himself.

In talks with broadcast journalists in Albany, N.Y., where he had gone on June 6 for a conference on cable television, and in elaborating on those comments after his return to Washington, Mr. Whitehead indicated he was depressed by disclosures dealing with the media that are coming out of the Watergate investigation.

He referred to the White House memoranda, including memos written by former Presidential aide Patrick Buchanan and by White House and later Nixon campaign official Jeb Stuart Magruder, suggesting that antitrust actions be taken against the networks and that efforts be made to reach then FCC Chairman Dean Burch. He referred, also, to the publication of a leaked portion of a transcript of a White House tape of a Sept. 15, 1972, conversation in which President Nixon was heard discussing ways of retaliating against the *Washington Post* for its Watergate coverage, and talking specifically of giving the *Post* "damnable, damnable problems" in connection with winning FCC renewal of Post Co. television licenses (BROADCASTING, May 20).

Mr. Whitehead told reporters in one meeting, according to a tape made by WPTR(AM) Albany, that he was "obviously displeased" by the revelations. He



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said it was "very sad" to see the White House involved in such activity. And in response to a question on the discussion involving proposals for using the FCC licensing process to retaliate against the *Post*, Mr. Whitehead said, "I thought they had more sense." He had no quarrel with the White House when it was criticizing the media; that, he said, was a proper exercise. But, he added, "I didn't think they were up to anything illegal."

And he agreed, in an interview with WMHT(TV) Schenectady, a public broadcasting station, that the disclosures had damaged his credibility as well as the White House's. He appeared to feel the loss of credibility particularly in connection with the license-renewal bill which OTP had prepared but which is getting little attention in Congress.

"We are the agency of the executive branch that is charged with developing and articulating communications policy proposals," he said. "In the very best of faith, we came forward with a license-renewal proposal that was the result of more than a year's work, that would insulate television stations substantially from capricious challengers."

Indeed, Mr. Whitehead said last week the disclosures themselves provided added evidence of the need for the OTP bill. He cited one provision denying a comparative hearing to a challenger of a renewal applicant unless the challenger could make a prima facie showing that renewal would not be in the public interest, and another asserting that renewal will be granted if the licensee is found to have been "substantially attuned to the needs and interests" of its local community. The government's opinions would not count, Whitehead said; the local community's would.

Last week also, Mr. Whitehead took some of the edge off his comments, but not much. He noted that there had been no follow-up to any of the talk; so, as a result, nothing "illegal" was done. And he said that since he had no "first-hand knowledge" of the White House conversation concerning the *Post*—"nothing has been officially or formally released on it," he said—he "could not take a position on leaks."

But, he said, his position was simply that if plans for intimidating the media were discussed in the White House "it was most inappropriate." The White House, he added, "should not get involved in that sort of thing. Or if anything was done with the idea of harassing the *Post* and working through the FCC after a challenge was filed, that was illegal."

Then he said, "I had no idea they were involved in that. It was not in my mind that those guys were involved in it. If they were, they shouldn't have been." And, yes, he said, in answer to a question, "that goes for the President too."

Mr. Whitehead, who is the first director of OTP, an office for which he developed the plans while he was himself a member of the White House staff, in the first years of the Nixon administration, expects to leave government service before the fall.

## Changing Hands

### Announced

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

■ **WDSM-TV Superior, Wis.-Duluth Minn.:** Sold by Northwest Publications Inc. to group headed by Robert J. Rich for \$1.5 million (see page 28).

■ **WCFR-AM-FM Springfield, Vt.:** Sold by Carlo Zezza to Sconnix Group Broadcasting Inc. for \$401,267. Principals in buyer are Scott R. McQueen, Randall T. Odeneal, Theodore E. Nixon and Alfred W. Hill (each 18%). Sconnix also owns **WCVR(AM)** Randolph, Vt., and has applied to sell **WARV(AM)** Warwick, R.I. **WCFR** is daytimer on 1480 khz with 5 kw. **WCFR-FM** is on 93.5 mhz with 3 kw and antenna 175 feet above average terrain. Broker was Keith W. Horton Co.

■ **KCOH(AM) Houston:** Sold by Dorothy Meeker, executrix of Robert C. Meeker estate, to KCOH Inc. for \$400,000. Principals in buyer are Dr. John B. Coleman and Michael P. Petrizzo. Dr. Coleman directs and has interest in Greater Houston CATV. Mr. Petrizzo is general manager of KCOH. KCOH is daytimer on 1430 khz with 1 kw.

■ **KQIV(FM) Lake Oswego, Ore.:** Sold by Willamette Broadcasting Co. to KQIV Broadcasting Corp. for \$350,000. Principal in seller is Walter M. Kraus, presi-

dent. Principal in buyer, Herbert Gross, has interest in **KLFD-AM-FM** Litchfield and **WGGR(AM)** Duluth, both Minnesota. **KQIV** is on 106.7 mhz with 100 kw and antenna 600 feet above average terrain.

■ **WFEA(AM) Manchester, N.H.:** Control of Century Broadcasting Group sold by Milton Herson and others (70% before, none after) to Manchester Broadcasting Inc. (30% before, 100% after). Principals in seller are Mr. Herson, Mitch Leigh and others. Principal in buyer is H. D. Newwirth (75%), president, director and general manager of Century. **WFEA** operates full time on 1370 khz with 5 kw directional.

■ **WPLA(AM) Plant City, Fla.:** Sold by W.A. and Irene Smith (70% before, none after) to Albert E. Smith, their son, (30% before, 100% after) for \$165,000. **WPLA** is daytimer on 910 khz with 1 kw.

■ **KGHM(AM) Brookfield, Mo.:** Sold by W-H Enterprises Inc. to Brookfield Broadcasting Co. for \$160,000. Principal in seller is Joe R. Bankhead, president. Principals in buyer are Gary S. Yantes (57%), Ronald W. Grosie (25%) and Herbert W. Perry (18%). Mr. Perry owns accounting firm. Messrs. Yantes and Grosie are salesmen for **KDLM(AM)** Detroit Lakes, Minn. **KGHM** is daytimer on 1470 khz with 500 w directional. Broker was Chapman Associates.

■ **WJMK(FM) Plainfield, Ind.:** Sold by James T. Barlow to A&R Broadcasting Inc. for \$140,000. Principals in buyer are Thomas M. Allebrandi (45%), Keith L.

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Reising (50%) and Betty M. Allebrandi (5%). Mr. Allebrandi is chief engineer at WJMK. Mr. Reising has interest in WQXE(AM) Elizabethtown, Ky., and in Old Capitol Cables, Corydon, Ind. WJMK is on 98.3 mhz with 3 kw and antenna 200 feet above average terrain.

■ KEFC(FM) Waco, Tex.: Sold by Joy Broadcasting Inc. to The Centracast Corp. for \$135,000. Principal in seller is Charles E. Maddux, president. Principals in buyer are Centrum Corp. (51% de facto) and Mr. Maddux (49%). KEFC is on 95.5 mhz with 3.1 kw and antenna 220 feet above average terrain.

#### Approved

The following transfers of station ownership were approved last week by the FCC (for other FCC activities see page 46):

■ WSEV-AM-FM Sevierville, Tenn.: Control of Smoky Mountain Broadcasting Corp. sold by Leo Sharp, Hugh Trotter, Fred Atchley and others to Tennessee Valley Broadcasting Co. for \$265,000. Principals in buyer are Frank A. Woods (51%) and H.L. Townsend (49%). They also own WTPB(AM) Parsons, Tenn., and have applied to buy WBRY(AM) Woodbury, Tenn., and WWSD(AM) Monticello, Fla. WSEV is daytimer on 930 khz with 5 kw. WSEV-FM is on 102.1 mhz with 22 kw and antenna 380 feet above average terrain.

■ WWTW(TV), WWAM(AM) and WKJF (FM), all Cadillac; WJFM(FM) Grand Rapids; WKZO(AM) Kalamazoo and WWUP-TV Sault Ste. Marie, all Mich.:

John E. Fetzer (53.39% before, 49.99% after) relinquished positive control of Fetzer Broadcasting Co. through sale of stock to Carl E. Lee, A. James Ebel, C. E. Ellerman, Otis T. Gaston, Gordon S. Anderson and Earl R. Stanley (combined, 12.2% before, 15.7% after) for \$240,084. All the buyers, except Mr. Stanley (Fetzer's Washington attorney), are executives in the company. The John E. Fetzer Foundation Inc. continues to own 28% of the stock and the rest is held by 13 others. WWTW is on ch. 9 with 316 kw visual, 20 kw aural and antenna 1,630 feet above average terrain. WWAM operates full time on 1370 khz with 5 kw day, 1 kw night. WKJF is on 92.9 mhz with 100 kw and antenna 900 feet above average terrain. WKZO operates full time on 590 khz directional at night. WJFM is on 93.7 mhz with 470 kw and antenna 780 feet above average terrain. WWUP-TV is on ch 10 with 253 kw visual, 50.5 kw aural and antenna 1,210 feet above average terrain.

■ KCYL(AM) Lampasas, Tex.: Sold by Lampasas Broadcasting Corp. to Stephen S. Sampson for \$200,000. Principals in seller are Ila D. Turner and James E. Nugent. Mr. Sampson is general manager of KCYL. KCYL operates full time on 1450 khz with 1 kw day, 250 w night.

■ KDVR(FM) Sioux City, Iowa: Sold by Wolff Broadcasting Co. to Siouxland Broadcasting Co. for \$191,000. Owner of seller, Edwin C. Wolff, has interest in KMMM(FM) Muskogee, Okla. Principal in buyer, James Stuart, has interest in KFOR(AM)-KHKS(FM) Lincoln, Neb., and in KMNS(AM) Sioux City. KDVR is on 97.9 mhz with 38 kw and antenna 280 feet above average terrain.

■ KCFA-AM-FM Spokane, Wash.: Sold by Christian Services Inc. to Moody Bible Institute of Chicago for \$102,300. Principal in seller is Norman H. Huff, president. E. Brandt Gustavson is director of broadcasting of nonprofit Moody Bible Institute, which intends stations for educational use. Institute is also licensee of noncommercial WMBI-AM-FM Chicago. KCFA is daytimer on 1330 khz with 5 kw. KCFA-FM is on 107.9 mhz with 56 kw and antenna 2,380 feet above average terrain.

### Rich heads WDSM-TV group buying station from Ridder

Sale of ch. 6 WDSM-TV Superior, Wis. (Duluth, Minn.) for \$1.5 million to a group headed by Robert J. Rich, longtime general manager of the station, was announced last week by Northwest Publications Inc. (Ridder Publications), licensee. The station is an NBC affiliate. Robert B. Ridder, president of Ridder Publications Stations, said the application for FCC approval would be filed as soon as papers are complete, naming Mr. Rich's associates and ownership interests. Mr. Rich, who will be controlling stockholder, has been with the station since 1958. Other employees will participate,

WDSM-TV began operation in 1954 un-

der Ridder ownership. In addition to WDSM-AM-TV (the AM is being retained); Ridder owns 50% of Mid-Continent Radio-Television Inc., which owns 53% of WCCO-AM-FM-TV Minneapolis; KSSS-AM Colorado Springs; and KSDN(AM) Aberdeen, S.D.

Ridder owns newspapers in St. Paul; Duluth; New York (*Journal of Commerce*); Aberdeen, S.D.; Grand Forks, N.D.; San Jose, Long Beach, Pasadena, Orange county, all California; Gary, Ind.; Boulder and Colorado Springs, and has a minority interest in the *Seattle Times*.

### Bob Lee, home at last, settles in for stay

Reappointed to fourth term, he says others can see the world

After eight weeks in Geneva and a jet trip home, with a stopover for a visit with relatives in Ireland, FCC Commissioner Robert E. Lee was back in his office in Washington last week, trying to put himself back together for another seven-year term on the commission.

It was that stopover in Galway on the trip home that did it. In Geneva, as head of the U.S. delegation to the World Administrative Radio Conference of the International Telecommunication Union on maritime communications, the commissioner had gotten to bed at reasonable hours, resisted the temptations of Swiss cooking, and saved his energy for the work at hand.

But the weekend in Galway "blew the whole thing," he said. It was good food, convivial relatives and not enough sleep to mention.

As for the conference in Geneva, the commissioner was less than pleased with the results. It dealt with the assignment of frequencies for maritime communications. And, as in other world bodies where the one-nation, one-vote principle prevails, the U.S. was outvoted by the developing nations. And they generally insisted on frequencies for which they have no discernable need, in the view of industrialized nations.

But Geneva contained at least one happy memory for Commissioner Lee. He had left Washington in April aware of reports that the White House was considering dumping him at the end of his term, on June 30. However, several weeks after his arrival in Geneva, he received unofficial word from the White House that he would be named to a fourth term. The official word came on May 17, the day the White House announced his appointment as well as the appointments of Professor Glen O. Robinson of the University of Minnesota Law School and Abbott Washburn, the former deputy director of the U.S. Information Agency, to two vacancies. All three are due for a confirmation hearing in the Senate next week.

Commissioner Lee had not been too concerned about reappointment, he said last week. He had made a major effort to rally congressional support in his be-

## QUALITY TALKS FOR WTAE

Pittsburgh, Pennsylvania



Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

**Continental Electronics**

CONTINENTAL ELECTRONICS MFG. CO.  
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half, and it was productive. Nevertheless, he admitted to a little nervousness when he received word that the White House had called and asked that he call back.

Commissioner Lee managed to discharge many of his responsibilities as a commissioner while in Geneva. He kept in touch daily by telephone, and agenda items were shipped to him weekly.

As for foreign travel in the future, the commissioner, who is 62, and has had several foreign assignments in recent years, says he will pass. Mr. Washburn, who headed the U.S. delegation to the 1969-71 international conference that drafted the Intelsat agreement, has indicated an interest in specializing in international matters at the commission.

## Cutting through the paperwork on FM allocation rulemaking

Two legal associations proposed to the FCC last week that it drop its provision for public notice prior to rulemaking procedures in making FM frequency assignments.

Under current FCC policy, amendment of the FM table of assignments is a two-step procedure. First the commission issues a public notice on the proposed change and takes comments for 30 days. Then it gives notice in the *Federal Register* of a formal rulemaking with opportunity for comments, reply comments, and counterproposals. If approved, the change is published in the *Federal Register* and becomes effective 30 days later.

But this procedure is too time consuming and involved, the Joint Re-Regulation Committee of the Federal Communications Bar Association and the Communications Committee of the American Bar Association said in a joint filing. Instead, they noted that the existing FM table was established in 1962 to promote "the least possible amount of delay and burden" and said the commission should eliminate the public notice phase and confine comments to the rulemaking process. "The commission's staff," they said, "should be able to determine as an initial matter, without comments whether a proposed revision is sufficiently consistent with . . . allocation policies." Elimination of public notice would reduce delay and paperwork while continuing to adhere to statutory requirements for "ample opportunity for interested parties to comment," the associations said.

## Switching networks

KBAK-TV Bakersfield, Calif., after 20 years as a CBS affiliate, will join ABC Aug. 5. KBAK-TV, on channel 29, is owned by group broadcaster Harriscop Broadcasting Corp. and broadcasts with 1.7 million watts from an antenna 3,730 feet above average terrain. The new CBS affiliation in Bakersfield will reportedly go to KJTV (ch. 17), the station that is the present ABC affiliate.

## Broadcast Advertising

# The sweet smell of radio success permeates workshop of RAB, ANA

**BBDO's Norris sets theme by warning against expecting quickie results; he's followed by parade of sponsors who tell how medium worked for them**

Some 800 advertisers and agency executives and a sprinkling of media people heard the gospel of radio preached by some of its most successful practitioners last Thursday (June 13) as the Radio Advertising Bureau and the Association of National Advertisers held their annual all-day radio workshop in New York.

Case histories of radio success for products and services ranging from airlines to yogurt dominated the morning session and spilled over into the afternoon panel discussions. And along with the testimonials came the announcement of the annual Clio awards for excellence in radio commercials (story page 30) and some advice on advertising strategy.

Don't be too hasty in dropping a campaign, E. E. Norris, executive vice president and chairman of the plans review committee of BBDO, advised in the day's keynote address. Research, he said, shows campaigns are "quite capable of building substantially after 17 months. One food campaign grew 100% in awareness in 18 months. Another had an 85% awareness in month 48 and is still growing. An airline campaign grew 100% in awareness after three years.

"If these growth figures turn out to be typical," Mr. Norris said, "we are throwing out a helluva lot of potential sales by stopping campaigns so early."

RAB President Miles David and Executive Vice President Robert H. Alter reviewed syndicated services available to help radio advertisers, particularly Axiom Market Research Bureau's Target Group Index (TGI), and emphasized RAB's willingness to help apply them to specific radio campaign needs.

"Great radio should be seen and not heard" was the advice from Robert O. Pritikin, president of Pritikin & Gibbons, San Francisco, a division of N. W. Ayer & Son agency. "When you write a radio commercial for the eye, instead of the ear, you can expect to achieve enormous recall values. Radio can reach the senses as no other medium can."

Samuel F. Melcher of Lahn & Fink, chairman of the ANA radio committee, underscored the workshop's theme of showing how to use radio in the 1974 economy and also was a co-leader, with Robert Newmark of Schaefer beer, in one of the afternoon panel sessions.

Mason Adams, hailed for his work as spokesman on "thousands of radio commercials," was named winner of RAB's third annual "Voice Imagery" award in

recognition of "outstanding achievement in communications through the spoken word."

Among highlights of the day's radio success stories:

Radio advertising was credited by John Albers, vice president, marketing, Dr Pepper Co., Dallas, with having played a major role in virtually doubling the sales of Dr Pepper in four years and moving the company to fourth place from fifth place nationally in the soft drink industry.

"At Dr Pepper we give the 'misunderstood' radio commercials a good deal of credit for establishing the high awareness the campaign has achieved," he said. Mr. Albers paid tribute to Young & Rubicam for creating the "misunderstood" theme and said "we've developed some strong convictions about the use of radio" and "we have convinced ourselves that for soft drinks, musical spots make the most sense."

He lauded radio advertising for the frequency it provides against Dr Pepper's target audience—the 12- to 34-year olds, and for the selectivity it supplies to reach prospects in large numbers very efficiently.

"Musical commercials will stand the kind of frequency that we employ without the danger of wear-out," he said. "As a matter of fact, the greater the frequency with musical radio commercials, the greater your opportunity to position your theme in a memorable manner. And, of course, if your theme is appropriate and is heard often enough brand acceptance has to be enhanced."

Sales of California prunes in eight markets that used radio exclusively rose by 18% while sales in nonradio markets "continued their usual 1% decline," Thomas F. Randolph, vice president and general manager, Foote, Cone & Belding, San Francisco, told the workshop.

The creative strategy devised by FC&B for the client, the California Prune Advisory Board, was to "communicate the nutritional benefits" of prunes rather than the "highly negative laxative benefits everyone associated with them," Mr. Randolph said. FC&B hit upon the theme that a prune is "the funny fruit that's so good for you."

He said radio permitted the client to present a variety of commercials at relatively low cost, and with 60 seconds of time, it "allowed us to present our nutritional story in full."

The campaign was aimed at the lighter user, the 49-year-old housewife with a family, he reported. Frequency was needed, he explained, to "be certain we were breaking through with a new benefit about prunes."

He said the concept is a "winning one" and the challenge is to "keep the campaign fresh." The campaign will continue on radio, he pledged.

Radio advertising is a "very selective way" to reach the teen-age consumer, according to the man responsible for the "Cheap Jeans" commercials. Arnie Arlow, executive vice president and creative director of Martin, Landey, Arlow, agency for Cheap Jeans, told the workshop that radio was the most important

factor in the success story of Cheap Jeans.

Cheap Jeans, actually competitively priced with other blue jeans, came out four years ago with specific appeal to the youth market. In fact, said Mr. Arlow, radio was almost the entire advertising medium for Cheap Jeans.

Mr. Arlow said radio is "a cost-efficient medium, and a very personal medium. Youngsters have their favorite personalities and stations they like and respond to." Radio as a medium has been responsible for building brand awareness, sales growth and store acceptance of Cheap Jeans ever since the product was introduced by U.S. Industries in 1970, he said.

Cheap Jeans commercials feature music, comedy and teen-agers complaining that "Everyone knows about Cheap Jeans. . . . But what about me."

W. R. Hawkins, director of Delta Air Lines, Atlanta, pointed to radio's flexibility and selectivity as factors for Delta's major investment in the medium. Radio, he said, enables Delta to reach its target audience efficiently and effectively, whether it happens to be a business man, the older person who vacations in the winter or the younger who travels usually in the summer.

"For example, our prime prospects are businessmen between the ages of 25 and 49 who take six or more business trips," he explained. "We hit these men constantly in morning and afternoon drive time. We hit them on sports broadcasts—baseball, football, special events. We are able to do this because we can be very selective in radio."

Since a large part of Delta's marketing program is directed at the pleasure and vacation traveler, he said, the company relies substantially on radio to reach the older traveler in the winter and the younger vacationer in summer. The change in appeal from winter to summer, he said, capitalizes on radio's flexibility.

"Our station line-up in the wintertime is different from our station line-up in spring and summer," he continued, "and our commercials sound different too. The one directed at winter vacationers uses our "Warm Spot" theme and features some very nostalgic jazz type music which appeals to the over-50 age group. The other is a more direct approach which features prices very strongly, appealing to a younger market."

The effective use of radio to increase the recognition of a specialized business, such as computer service centers, was detailed by L. W. Lundgren, advertising manager of Control Data Corp., Minneapolis. He said through buying radio in a highly sophisticated manner, CDC's Cybernet (nationwide network of computer services) was brought successfully to the attention of data processing managers, design engineers, marketing specialists, operations researchers and other executives with need for the company's computation capability.

Cybernet's first radio campaign was on KSDO(AM) San Diego, an all-news station, in early 1973, and was followed by another effort later that year in 10 cities. A pre- and post-awareness study among nonduplicated subscribers to *Com-*

*puter Decisions* magazine, Mr. Lundgren said, showed that in cities where the campaign ran, CDC moved into a dominant first place with a 35% recognition factor, up from 23% before the campaign. In terms of quality, CDC was rated "excellent" by 24% of the respondents, as opposed to the pre-campaign rating of 17%, he reported. In cities without a radio campaign, he noted, recognition of CDC slipped from 23% to 19%. He credited the Phillips Agency, San Diego, with having created a campaign and having selected the programs and time periods appropriate for a specialized audience.

Radio's effectiveness for yet another product—Colombo yogurt—was saluted by John Lee, executive vice president of Colombo, as a major force in introducing the product in the Northeast, where radio has been its exclusive medium.

## Clio judges find their top winner in Eau Claire

**WEAQ nabs top honor for best radio commercial, while M-E comes up with most awards**

McCann-Erickson won five of 32 Clios awarded last week for creative advertising excellence in radio, but a radio station, WEAQ(AM) Eau Claire, Wis., produced the most-honored single commercial: Sears batteries' "What a Way To Go," which won three technique awards.

The radio winners were announced at the radio workshop sponsored jointly by the Radio Advertising Bureau and the Association of National Advertisers (see page 29).

McCann-Erickson's New York office won two Clios, for music and vocal techniques, for the Coca-Cola commercial "Hands." Hansen-Rubensohn-McCann-Erickson of Sydney, Australia, also won two (one of those also for a Coca-Cola commercial) while McCann-Erickson, Toronto, won one for Swift Bologna's "Baloney" commercial.

In addition, a Presbyterian Church spot, "No One Cares," by McCann-Erickson, Seattle, won two Clios for Chuck Blore Creative Services, which produced the commercial and entered it in the Clio awards festival, which is headed by Bill Evans as awards director.

In all, 21 U.S. commercials won 25 Clios in various product, service and technique categories. In addition, three Effies for marketing excellence were presented and seven Clios were awarded to international winners.

Grey Advertising's Minneapolis office won a Clio for KMSP-TV Minneapolis's "New Changes" commercial and another for Dayton department store's "Jubilee Sale," while Grey's Detroit office won one for a Midwest Trouser Exchange campaign.

Doyle Dane Bernbach picked up one for Polaroid radio commercials.

Other U.S. winners: Datsun "Take a

Ride" by Parker Advertising, Palos Verdes, Calif.; "Turtle Wax" by Marvin H. Frank, Chicago; Pepsi Cola "Pepsi Standard" by BBDO's Kevin Gavin Productions, New York; "America" by Young and Rubicam's Pinder Lane Productions, New York; "Cruise" by Della Femina, Travisano & Partners, New York; an American Medical Association spot on polio immunization; "We Remember the '50's" by Dick Orkin Creative Services; Newark (N.J.) District Ford Dealer "Come Home, America" by Ketchum, MacLeod & Grove, New York.

Also Taystee Bread "TA" by Jack Byrne's Radio Band of America, New York; Benihana of Tokyo "American Couple" by Kracauer & Marvin, New York; Forest Lawn "Stories" by Davis, Johnson, Mogul & Colombato, Los Angeles; Pan Am "Accents" by Carl Ally, New York; Nonconnah Corp. Center "Mystery Voice" by Walker Associates, Memphis; Protein 21 "10 Commandments" by Warren, Muller Dolobowsky, New York; and United National Bank services campaign by Hesselbart & Mitten, Akron, Ohio.

International Clio-winning commercials, in addition to those by McCann-Erickson's Sydney and Toronto offices, were the Polaroid sunglasses "Shark Spotter" by Murray Evans, Sydney; *Family Circle* magazine "When a Girl Marries" by Pope & Kiernan & Black, Sydney; Barclay's Bank Recruitment "No Prospects" by Charles Barker, London; and First National Building Society "Galway" by Arrow, Dublin.

Effies were won by Vancouver (B.C.) City Savings Credit Union's "Term Deposits" by Radio N.W. Ltd., New Westminster, Canada; Pacific Telephone's "Dial 1" by BBDO, San Francisco; and Campbell Soup's "Ted Brown" by BBDO, New York.

## NAB cites broadcast ramifications in ACLU-'Times' case

**Newspaper's turndown of advertising because buyer failed to meet requirement of election spending law goes on agenda of highest court**

In the term beginning next fall the U.S. Supreme Court will consider the constitutionality of a provision of the Federal Election Campaign Act designed to assure compliance with campaign spending limits.

The provision under attack applies specifically to print media; the case involves an American Civil Liberties Union advertisement the *New York Times* refused to publish in the fall of 1972. However, the National Association of Broadcasters, in a friend-of-the-court brief, has asked the court to rule on the constitutionality of an identical provision applying to broadcasters which is now part of the Communications Act.

The law, together with regulations formulated by the comptroller general for enforcing it, requires candidates to

certify to the media involved that advertisements promoting their candidates do not violate the statutory limits on their campaign spending. In addition, anyone seeking to criticize a candidate is required to demonstrate that the candidate's opponent is not sponsoring or paying for the advertisement.

The ACLU had criticized the President for supporting antibusing legislation, and praised 102 congressmen who had opposed it. But ACLU had not obtained certification from each of the congressmen that the costs of the ad would cause him to exceed his statutory media spending limit. Nor did it obtain a statement from President Nixon's opponents in the presidential election that they had not authorized the ad.

As a result, the *Times* refused to run it. And ACLU, with the *Times's* backing, asked the U.S. district court in Washington to declare the law unconstitutional. ACLU said the "onerous and burdensome requirements" not only prevent it from expressing its views on the busing issue but deter it from running ads on other issues.

A three-judge court agreed with ACLU. Judge Barrington Parker, writing for the unanimous panel, said the law was "tantamount to government prescription of what may or may not appear in public print," and that requiring certification constituted "enforcement of a system of prior restraint" upon publication. The Supreme Court last week granted the government's request for review, and will hear arguments in the case next fall or winter.

NAB, in its brief, acknowledged that the section written into the Communications Act was not at issue in the case. But, it noted, Congress intended no distinction between the sections dealing with the press and with broadcasters. Accordingly, it concluded, a reference to the section in the Communications Act "could prevent further surrender of the constitutional rights of broadcast licenses and the public."

## All-around operators may apply here

**TVB begins search for successor to Cash, who now has contract making him vice chairman and giving him continuing active role**

Members of the Television Bureau of Advertising's new search committee were preparing last week to get down to the business of finding a candidate they can recommend as the successor to Norman E. (Pete) Cash as TVB's chief executive officer (BROADCASTING, June 10).

They were starting, according to some members, with the names of approximately 50 potential candidates and hoped to screen these—plus any others that may be added—down to perhaps four or five and eventually settle on one to propose to the TVB board for hiring no later than mid-November.

"Of course," one TVB official added,

"if we get someone before then, we certainly will act on him, but our target really is around the middle of November."

The board hopes to introduce the new top man at TVB's annual membership meeting, scheduled Nov. 17-19 at Los Angeles.

The search committee did not reveal its specifications for the job, but one member said that in his opinion "it's pretty obvious that when you're looking for a man to run an organization you want an operator, not just an administrator or a speechmaker or a financial man. You're looking for a leader, an inside man as well as an outside man, one who sets goals and can rally support and take the team from here to there. And since TVB is relatively small—you get a sort of family feeling about it—he has to be concerned with that side of it as much as the outside, he needs to be people-oriented, and of course in representing the bureau he has to have certain political instincts, too, to know what to say or avoid saying in certain circumstances.

"I guess," he concluded, "we're looking for an all-around operator."

Mr. Cash, the man the yet-to-be-designated all-around operator will succeed, was elevated from president to vice chairman in preparation for the changeover and also was given a new five-year contract that, according to both board members and TVB headquarters sources, will retain him in an active role.

Just what his duties will be, however, remains to be decided by TVB's new steering committee, according to board officials, although it was generally assumed he would continue as one of TVB's main spokesmen and speech makers. His place in the new TVB's hierarchy—whether he will report to the new chief executive or to the board—also was said to be a matter yet to be determined by the steering committee, which is headed by Walter E. Bartlett of Avco Broadcasting Corp.

Named to the new search committee, under the chairmanship of William B. Faber of WFLA-TV Tampa, Fla., were Jack McGrew, KPRC-TV Houston; Joseph P. Dougherty, Capital Cities Communications Inc.; Richard A. O'Leary, ABC-owned TV stations; Albert C. Krivin, Metromedia Inc.; Albert J. Gillen, Poole Broadcasting, and Henry Gillespie, Viacom Enterprises.

## Ally, DDB walk off with most One Club honors

Carl Ally, Young & Rubicam, and Doyle Dane Bernbach, three New York-based advertising agencies, won the most awards June 7 at the second annual One Club ceremonies. Sponsored by the Art Directors Club of New York and the Copy Club of New York, the awards are considered the most prestigious in the ad agency creative field.

The three leading agencies took three gold awards each, and Ally copywriter

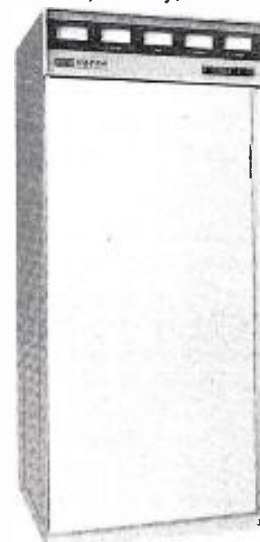
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INFORMATION HANDLING



## BAR reports television-network sales as of June 2

ABC \$281,765,000 (30.2%), CBS \$341,160,900 (36.6%), NBC \$309,590,200 (33.2%)

Day parts	Total minutes week ended June 2	Total dollars week ended June 2	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday					
Sign-on-10 a.m.	79	\$ 502,800	1,486	\$ 9,785,100	\$ 10,489,300
Monday-Friday					
10 a.m.-6 p.m.	1,014	9,108,200	21,926	195,225,200	176,824,200
Saturday-Sunday					
Sign-on-6 p.m.	276	2,938,100	6,458	97,328,300	87,967,000
Monday-Saturday					
6 p.m.-7:30 p.m.	98	1,979,100	2,164	48,665,300	43,732,300
Sunday					
6 p.m.-7:30 p.m.	12	223,400	335	8,014,300	8,257,400
Monday-Sunday					
7:30 p.m.-11 p.m.	398	21,187,800	8,601	513,948,000	476,698,400
Monday-Sunday					
11 p.m.-Sign-off	180	2,892,600	3,639	59,549,900	51,906,600
<b>Total</b>	<b>2,057</b>	<b>\$39,523,000</b>	<b>44,607</b>	<b>\$ 932,516,100</b>	<b>\$ 855,875,200</b>

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

David Altschiller was the only individual to win more than one award (he won two). Ally also won more broadcast advertising awards than any other agency, gold awards for a 30-second Tonka Toys TV network commercial, a 60-second Fiat Motors network commercial, and a silver award for a 30-second network commercial for IBM typewriters.

Following are the winners in the TV/Radio gold awards categories:

**Radio commercial:** Scali, McCabe, Sloves Inc.'s "Act of Congress" for Volvo of America, produced by National Recording. **Radio campaign:** Martin Landey, Arlow Advertising's "Cheap Jeans" for Cheap Jeans, produced by Susan Cohen. **Thirty-second TV commercial:** Carly Ally's "Excuses" for Tonka Toy, produced by Harn/Griner. **Thirty-second TV campaign:** W. B. Doner's "Robinson Furniture Campaign" for Robinson Furniture, produced by Sedelmairer Film Productions. **Sixty-second TV commercial:** Carl Ally's "Stunt Driver" for Fiat-Roosevelt Motors, produced by Politeone Cinematografica. **Sixty-second TV campaign:** Kracauer & Marvin's "Benihana of Tokyo Campaign" for Benihana of Tokyo, produced by Rick Levine Productions. **Animated commercial:** Young & Rubicam's "Disney Special" for Eastern Air Lines, produced by Film Fair. **Animated network promotion:** CBS/Broadcast Group's "Football and Basketball Campaign" for CBS-TV, produced by CBG.

## Business Briefs

**Rep appointments.** WWJ-AM-FM Detroit: Christal Co., New York. ■ KOA-AM-FM Denver: Katz Radio, New York. ■ KTLK-AM Denver: Avco Radio Sales, New York.

**Frostie account.** Kalish & Rice, Inc., Philadelphia agency has been named agency for Frostie Enterprises, Inc., Camden, N.J., root beer manufacturer.

**Black audiences data.** Arbitron Radio will offer reports on black listening in 10 markets and launch regular service of at least annual frequency if they generate enough support. Initial markets: Atlanta, Baltimore, Birmingham, Ala., Chicago, Houston, Memphis, New Orleans, New York, Philadelphia and Washington. First reports will be based on two most recent surveys in each market and will be delivered in September.

**Seeking converts.** Formation of Inter-media Analyses Inc., aimed "at converting newspaper revenue to broadcast reve-

nue," announced by Carol G. Mayberry, most recently vice president and member of board of Eastman Radio. She remains consultant to Eastman. P.O. Box 294, Harrington Park, N.J. 07640 (201) 767-3621.

**Clean bill of health.** Alka Seltzer, which has been criticized by Ralph Nader's Health Research Group—which says product's aspirin content caused gastrointestinal bleeding—was cleared by Food and Drug Administration last week. In closing debate, which was ended with publication of FDA's regulations relating to health and safety of over-the-counter antacid products, FDA Commissioner Alexander Schmidt said that "a significant number of case histories of such acute bleeding" were not uncovered during FDA's review. Nader group had urged ban of product, claiming it could be dangerous if taken by ulcer victim who mistook pains for upset stomach.

**Newcomer.** Fred Nahas and Eddie Bracken have formed Houston-based advertising, public relations and marketing agency, Nahas-Bracken Corp. at 9525 Katy Freeway. Mr. Nahas, president, is advertising executive and long-time radio personality in Houston. Mr. Bracken, senior vice president in charge of TV and motion picture production, is movie actor and producer. Mr. Nahas was with Winus-Brandon of Texas where he was senior vice president; Mr. Bracken leaves presidency of Major Studio Productions.

**Rodman in business.** George T. Rodman Inc., New York, has been formed as consulting service in areas of TV station advertising and related broadcast promotion. Initial clients are Kaiser Broadcasting, S. J. Reiner Co., Broadcast Personnel Agency and WDAF-TV Kansas City, Mo. George Rodman, president, formerly was director of advertising and information services for CBS Owned Television Stations. He will make his headquarters at 585 Fifth Avenue, New York 10022, Telephone is (212) 755-2735.

**L&M print ads.** Newspaper and magazine advertisements for L&M cigarettes that show rugged young men exuding vitality and smoking L&M's in wholesome, outdoor settings were attacked last week by Public Communication Inc., Los Angeles-based public interest law firm. PCI on June 11 filed with Federal Trade Commission complaint against Liggett & Myers Inc., maker of L&M cigarettes, calling advertising "a brutal and shocking disregard for the health of the American public . . ." Advertisements, PCI said, should be instantly banned and Liggett & Myers should be forced to run corrective advertising to undo "damage caused by the original advertisements . . ."

**Botany's barter.** Jack Byrne Properties, division of JBA Marketing Inc., New York, has been formed to acquire TV programs to be syndicated on barter basis. First program obtained is *This Is Music*, 13 one-hour episodes of music-variety series featuring Tony Bennett. Rapid American Corp., New York (Botany 500) will be barter advertiser for first six programs in top 100 markets, starting in late August.

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## Whom do you trust in network news?

**Cronkite ranks highest for trust and objectivity; Rather shows strong gains in public's confidence; Chancellor is best liked; Seavareid called most liberal—in poll that finds Watergate helped newsmen**

The effect of the past year's Watergate-related scandals upon TV viewers' perception of network newscasters was interpreted as a vote of confidence in Walter Cronkite, *CBS Evening News* anchorman, by pollsters Kevin Phillips and Albert Sindlinger. The second annual Phillips-Sindlinger telephone survey of public opinion toward newscasters showed Mr. Cronkite to be rated highest in trust by 69.8% of those polled. *NBC Nightly News* anchorman John Chancellor was rated high in trust by 65.4%. Mr. Cronkite was also rated most objective by 26.8%, beating Mr. Chancellor in that category by a 7.4% margin.

However, Mr. Chancellor, rated "most moderate" among top network newscasters in the poll, was described as the "best liked" and "most often watched." Also topping the polls as the newscaster with the best grasp of world affairs, Mr. Chancellor was the only anchorman whose popularity increased over last year, according to the surveys. The NBC newsmen's surge was interpreted by pollsters as a by-product of the public's increasingly high standards and discriminating tastes due to following the Watergate saga on television.

The newscaster scoring the greatest public confidence (as opposed to popularity) increase in the survey this year is CBS News Correspondent Dan Rather, whose public trust rating in the first Sindlinger poll last year was 24% compared to this year's 47%. Phillips-Sindlinger noted the largest gain in trust was for "President Nixon's top teletronic nemesis," meaning Mr. Rather. "The tremendous impact of the Watergate scandals is boosting public faith in CBS' liberal newscasters and eroding the credibility of ABC's more-friendly-to-the-Administration team," the poll concludes.

In the anchorman category the *ABC Evening News* team of Harry Reasoner and Howard K. Smith "dropped back," in the competition according to the poll, for most objective anchorman due to Mr. Cronkite's bolting lead. Last year, Mr. Smith was termed most objective and least biased by 15.1% of those polled, placing first, with Mr. Chancellor, .5% behind. Mr. Reasoner was third, with 11.8%, and Mr. Cronkite trailed with 10.4%, only to seize the poll's most objective title this year with a 16.4% gain. "Largely as a result of the Watergate scandals," the poll concludes, "Cronkite has vaulted into first place."

The Phillips-Sindlinger poll, sponsored by King Features Syndicate of New York, was conducted May 23-25 for the

## As others see them

### Percent rating newscaster "very high" in trust

Walter Cronkite	69.8
John Chancellor	65.4
Harry Reasoner	62.2
Howard K. Smith	59.0
David Brinkley	58.1
Roger Mudd	50.0
Dan Rather	47.0
Eric Seavareid	43.3
Barbara Walters	31.9
Hughes Rudd	22.7
Garrick Utley	17.0

### Percent rating newscaster liberal

Eric Seavareid	40.9
Roger Mudd	32.5
Walter Cronkite	32.2
Barbara Walters	31.8
Dan Rather	26.3
David Brinkley	22.2
Garrick Utley	20.0
Howard K. Smith	16.4
Harry Reasoner	16.2
John Chancellor	13.5
Hughes Rudd	12.6

### Percent rating newscaster as most objective

	Liberal	Moderates	Conservatives	Total
Walter Cronkite	53.5	11.9	20.5	26.8
John Chancellor	4.1	34.6	17.0	19.4
Howard K. Smith	2.8	14.3	15.8	11.5
Harry Reasoner	6.1	10.7	12.2	9.7
David Brinkley	6.1	11.5	5.1	7.8
Roger Mudd	10.5	1.7	1.6	3.5
Dan Rather	7.0	2.5	1.0	3.0
Eric Seavareid	5.8	2.7	0.8	2.7
Barbara Walters	0.6	1.7	1.4	1.3
Garrick Utley	0.3	0.3	0.2	0.2
Hughes Rudd	0.6	0.2	0.2	0.2
Not objective	0.9	5.3	19.4	6.0
No opinion	0.9	3.1	3.5	6.0

### Percent recognizing newscaster

Walter Cronkite	98.3
David Brinkley	98.0
Harry Reasoner	94.5
John Chancellor	92.7
Howard K. Smith	88.6
Eric Seavareid	88.6
Roger Mudd	85.7
Dan Rather	76.6
Barbara Walters	69.4
Garrick Utley	59.2
Hughes Rudd	50.3

### Percent preferring newscaster

John Chancellor	18.6
Harry Reasoner	15.8
Howard K. Smith	14.9
Walter Cronkite	14.2
Roger Mudd	8.4
David Brinkley	7.8
Dan Rather	6.3
Eric Seavareid	3.4
Barbara Walters	2.4
Garrick Utley	1.3
Hughes Rudd	0.0

### Percent who often watch

John Chancellor	57.9
Walter Cronkite	50.6
Harry Reasoner	36.5
Howard K. Smith	34.5
Barbara Walters	26.8
Roger Mudd	26.1
Dan Rather	25.8
Eric Seavareid	21.0
David Brinkley	17.3
Hughes Rudd	15.4
Garrick Utley	13.1

second consecutive year. "The Public Rates the Newscasters" survey of 1,679 Americans coast-to-coast was divided into two sections: popularity and recognition of TV newscasters and public faith and political definition of newscasters.

In the first category, results showed Mr. Cronkite to have the highest visibility of TV newsmen, being recognized by 98.3% of those polled; however, David Brinkley, *NBC Nightly News* commentator, pulled a close second in public recognition with a 98.0%. Mr. Reasoner, Mr. Chancellor, and Mr. Smith rated third to fifth in that category with 94.5%, 92.7% and 88.6% respectively. The pollsters interpreted this year's survey as evidence that TV newscasters are more widely recognized in general than they were last year, due to public interest in Watergate coverage.

Mr. Chancellor scored first in the poll as the newscaster best liked, with 18.6% over second-placed Mr. Reasoner's 15.8% and Mr. Smith's 14.3%. Although most trusted in the poll, Mr. Cronkite was in fourth place in the best-liked category, and second place in the most-often-watched category, both of which were swept by Mr. Chancellor. The *NBC Nightly News* anchorman was most watched by 57.9% of those polled, compared to 50.6% who said they usually

watched Mr. Cronkite. Mr. Reasoner hit 36.5% and Mr. Smith 34.5% in that category, and Barbara Walters, co-host of NBC's *Today* show, came in fifth with 26.8%.

In another aspect of the survey, people were asked to qualify newscasters as "liberal," "moderate," or "conservative." Eric Seavareid, CBS News commentator, was the "most liberal" according to the poll, which showed 40.9% considered him liberal, compared to the 32.5% who considered Roger Mudd, CBS news correspondent, liberal. In that context, Mr. Cronkite placed third, .3% behind Mr. Mudd, with Barbara Walters. Dan Rather, David Brinkley and Garrick Utley rated fourth through seventh.

Those polled who described themselves as liberals, rated Mr. Cronkite as far-and-away the most objective. A total of 53.5% of the liberals polled said Mr. Cronkite was the most objective newscaster, compared to 4.1% who said Mr. Chancellor was most objective. Mr. Mudd was second-place among liberals, 10.5% of whom thought he was the most objective. Among moderates, Mr. Chancellor was the favorite in the most objective category, with 34.6% compared to 11.9% who thought Mr. Cronkite was the most objective, and 14.3% who thought Mr. Smith most objective. Among conservatives, strangely enough,

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Mr. Cronkite was also believed to be the most objective. In that category, he scored 20.5% as the most objective, Mr. Chancellor scored 17.0%, and Mr. Smith scored 15.8%.

## AP polls radio stations on what's wanted in news

Over 1,000 will be questioned on design of new audio service

In preparation for the launching of its audio news service in the fall (BROADCASTING, June 3), Associated Press is surveying more than 1,000 broadcasters to ascertain their needs.

Robert Eunson, AP vice president in charge of broadcasting, said last week the poll will be conducted by a combination of mailed, telephone and in-person interviews and will cover stations of every size and format from coast to coast. The results will be collated to form a basis for the specific design of the new service called Associated Press Radio.

"We know, for instance, that many stations want prepared newscasts," Mr. Eunson said. "What we want to find out is when we should run them, how long they should be, what should be the tempo and what should be the composition. The same kind of data needs to be gathered regarding bulk audio feeds. We want to know whether stations lean toward international, national or regional actuali-



**Border skirmish.** A live, 90-minute special aired June 5 by WMAL-TV Washington, *Exile or Amnesty*, featured a combination of panelists, live audience and exiles in Canada in two-way dialogue. The program incorporated a video line to American draft evaders and deserters living in Toronto. Panel members (l to r): Senator Strom Thurmond (R-S.C.), Representative Lawrence Hogan (D-Md.), moderator Fred Thomas, Henry Schwartzchild, Director of Project Amnesty for the American Civil Liberties Union, Senator Claiborne Pell (D-R.I.), and Sterling Carey, president of the National Council of Churches. Moderator in Toronto was WMAL-TV investigative reporter, Jim Clark, whose recent series *Americans in Exile: A Report from Canada*, prompted the special.

ties; whether they want wraparounds, stand-ups or pure actualities or a combination of them all; how long they should be and so forth."

Mr. Eunson said that more than 100 radio stations have already committed to AP Radio.

## KPFK-FBI impasse

Judge rules today on station motion to stop subpoena for SLA tape

Efforts by the Federal Bureau of Investigation to force KPFK(FM) Los Angeles to give up the original tape that was believed to contain the voices of three Symbionese Liberation Army survivors, including Patty Hearst, and that was aired June 7, were blocked—for the weekend at least—when a federal judge set today (June 17) as the date to hear argument on a motion submitted by the station to quash the subpoena.

KPFK is resisting the FBI demand for the original of the SLA tape as well as a letter from the "Weather Underground" that was aired early in June and in which the organization took credit for the May 31 bombing of the old State building in Los Angeles.

Will Lewis, general manager of the noncommercial KPFK, reported that he had declined to answer questions in an appearance before a grand jury last Wednesday on First and Fifth Amendment as well as other rights to protect confidential sources, he said. Among the questions put to him, he told reporters later, were those relating to the inner workings of the station, such as whether the telephone voice directing station personnel to the SLA cassette was male or female. Publicly the station already identified that voice as male. KPFK, soon after receiving the two items sought by the FBI, turned copies over to that agency.

## CBS and NBC play numbers with their evening news

NBC News's claim, in a recent announcement of executive promotions (BROADCASTING, June 10), that its *Nightly News* "has this spring taken over audience leadership among the three network evening news programs" has sparked a ratings squabble with CBS.

NBC says *Nightly News* beat CBS *Evening News* in the Nielsens seven out of 13 weeks in March 1-May 20 period, and tied CBS once. CBS News was then spurred to disclose that average Nielsens for the same 13-week period show NBC with 0.2 lead, with 13.0 for NBC and 12.8 for CBS. In the 22 weeks since Jan. 1, average Nielsens show CBS with 13.7 and NBC with 13.3. Latest Nielsens available, for the week of May 27, give CBS 12.0; NBC a 10.5, and ABC an 8.8; however, the Emmy awards and baseball on NBC disrupted its news schedule that week. Previous ratings week (May 20) showed NBC leading CBS by one percentage point with 11.6.

CBS News went so far as to issue an internal memo last Friday (June 7) challenging NBC's claim to evening news network leadership. "It's curious," the memo states, "NBC picked the weeks beginning March 1 for their tally, since CBS had led NBC for the previous 13 weeks." CBS infers NBC's "heavily publicized" focus on ratings is overdone. As to last week's Nielsens giving CBS a 1.5 lead, the memo challenges NBC's argument that baseball and Emmys cut into the *Nightly News* ratings and pulled down ratings in parts of the West Coast. "We don't think that could be the explanation," the memo reads. "During the 13 weeks they point to, basketball playoffs hit us four times as badly—twice a week for two weeks. Research informs us, though, that it could not have made a 1.5 difference."

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## Judge orders ASCAP to negotiate with FM's on per-program rates

**He overrides society's objections that blanket license is supreme**

A court decision in a relatively obscure radio music-license case came to light last week and promptly attracted attention for two reasons:

- It was the first court decision in recent memory that went against the American Society of Composers, Authors and Publishers in a dispute with broadcasters.

- It was the first music-case decision by U.S. District Judge Harold R. Tyler Jr. since he was given jurisdiction, early this year, over cases originating under the antitrust consent decree that governs ASCAP. For years all such cases had been handled by District Judge Sylvester J. Ryan, now retired.

Judge Tyler's decision in U.S. Southern District Court in New York, involved a group of 39 classical-music FM stations that said they couldn't get a "reasonable" per-program rate from ASCAP for their use of its music. They asked the court to set one. ASCAP opposed the move, contending that some of the stations had agreed to—and therefore were bound by—the industrywide deal for blanket licenses negotiated two years ago by the All-Industry Radio Music License Committee and ASCAP.

Judge Tyler ruled that at least those stations not involved in the All-Industry settlement were free to sue for relief, and that in any event he did not see how agreement on a blanket license could prevent the stations from seeking a reasonable per-program license. He instructed the stations and ASCAP to try to negotiate a satisfactory per-program rate and let him know what comes of their efforts.

Historically, such differences have been settled by negotiation even when litigation was involved. In the past, however, many broadcasters felt that Judge Ryan's rulings on contested legal points tended to go in ASCAP's favor, even though the ultimate negotiated settlements produced reductions in ASCAP rates.

How long Judge Tyler may remain the principal district court judge in ASCAP matters appears uncertain. There have been reports that he is in line for early elevation to the U.S. Court of Appeals.

## FM rock doubles its audience over the past five years

ABC-FM Spot Sales announced last week that a five-year survey of FM stereo rock listenership in 31 major markets shows rising FM listenership by at least 100% in all dayparts and demographics.

Since 1969, the stations examined by ABC-FM Spot Sales, a national rep firm

for 34 FM rock stations, show increased listenership not just within the group that was FM rock's original support—males aged 18-24—but within demographic groups ranging up to age 49. The biggest surge in stereo FM rock devotion is among teen-agers, and the second biggest among females 18-24, the study shows.

Since 1969, teen-age listeners have increased 256% between the 7-and-12 p.m. Monday-Friday hours; a 240% listenership increase was reported for women 18-24 during the same daypart. In no instance was the listener growth less than 100%, among the seven demographic groups and five dayparts studied. ABC FM Spot Sales, the only national rep firm for FM rock, calls this "an extraordinary event" and predicts increased respectability for FM stereo rock listeners. The study, of 117 FM stereo rock stations (not just ABC's 34) will be distributed to local stations.

## Music Briefs

**Harrisons.** George Harrison has created new label, Dark Horse, for which he will produce exclusively. Ex-Beatle will continue to record his own material for Apple, but will consign all his outside production work solely to Dark Horse, which will be distributed by A&M Records.

**Shellevision.** Shelter Records has established video production company, within recording concern, for commercials and remote-program recording. Called Shellevision, it will be based in Los Angeles, with former president of Mass Video Communications, Michael Sandifer, as general manager. Shelter's principals are recording-artist Leon Russell and producer Denny Cordell.

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

- AIR DISASTER, Albert Hammond (Mums).
- GOLDEN AGE OF ROCK & ROLL, Mott the Hoople (Columbia).
- LAMPLIGHT, David Essex (Columbia).
- MACHINE GUN, Commodores (Motown).
- MR. PRESIDENT, Dickie Goodman (Rainy Wednesday).
- THE NIGHT CHICAGO DIED, Paper Lace (Mercury).
- PUT OUT THE LIGHT, Joe Cocker (A&M).
- REBEL REBEL, David Bowie (RCA).
- SONG FOR ANNA, Herb Ohta (A&M).
- THAT SONG IS DRIVING ME CRAZY, Tom T. Hall (Mercury).
- WHAT'S YOUR NAME, Andy and David Williams (Barnaby).
- WHEN THE MORNING COMES, Hoyt Axton (A&M).
- YOU & ME AGAINST THE WORLD, Helen Reddy (Capitol).



Red Cross donor. Gordon Sinclair (r) was one plaque richer and Chairman Frank Stanton's American Red Cross \$100,000 better off after this ceremony in which the Canadian broadcaster (CFRB[AM] Toronto) turned over royalties from sales of his "Americans." Mr. Sinclair's editorial-made-pop record took its lead from the financial plight of the Red Cross disaster reserve fund, went on to laud U.S. foreign policy ("I'm one Canadian who is damned tired of hearing them kicked around") (Broadcasting, Dec. 17, 1973).

Mr. Sinclair's editorial appeared originally on the Avco label, was picked up immediately by Westbound and Capitol Records' versions, and held a place on the charts January through February. Both Byron MacGregor, news director of CKLW(AM) Windsor, and Armen Boladian, president of Westbound Records (which produced Mr. MacGregor's version of the recording), were honored at the presentation. Others honored included Donald Hartford, president and general manager of CFRB; Gordon Ashworth, vice chairman, Baton Broadcasting, Windsor; Herb McCord, president of CKLW Windsor, and Bud Katzel, general manager of Avco Records.

**Tracking the 'Playlist.'** New singles from Roberta Flack and Elton John break onto the chart in their first week of release. Elton John's *Don't Let the Sun Go Down on Me* is bolted at number 53, Ms. Flack's *Feel Like Makin' Love* is bolted at number 52. The Hues Corp.'s *Rock the Boat* (eight) is the only new record in the top 10 this week. Four records come into the top-40 positions for the first time: Eagles' *Already Gone* (30), Golden Earring's *Radar Love* (35), the Doobie Brothers' late-starting *Another Park, Another Sunday* and Z.Z. Top's *LaGrange* (both tied at 39) ("Breaking In," April 1). Also making first appearances on the "Playlist" this week are Terry (Seasons in the Sun) Jack's *If You Go Away* (63), Dick Feller's country crossover *Making the Best of a Bad Situation* (68), Blue Magic's *Side Show* (70), Graham Central Station's *Can You Handle It* (71) and Andy Kim's *Rock Me Gently* (74).

# The Broadcasting Playlist™ Jun 17

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	Band on the Run (5:09) Paul McCartney & Wings—Apple	1	1	1	1
4	2	Sundown (3:37) Gordon Lightfoot—Reprise	2	2	2	3
2	3	Billy Don't Be a Hero (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	4	3	3	2
3	4	You Make Me Feel Brand New (4:45) Stylists—Avco	3	4	4	4
6	5	The Entertainer (2:57) Marvin Hamlisch—MCA	6	5	5	7
5	6	Midnight at the Oasis (3:36) Maria Muldaur—Reprise	5	7	7	9
7	7	Dancing Machine (2:29) Jackson Five—Motown	8	6	8	5
15	8	Rock the Boat (3:05) Hues Corp.—RCA	9	8	6	6
8	9	The Streak (3:15) Ray Stevens—Barnaby	7	10	9	10
10	10	Help Me (3:22) Joni Mitchell—Asylum	10	9	12	8
9	11	Loco-Motion (2:45) Grand Funk—Capitol	12	11	11	11
14	12	For the Love of Money (3:45) O'Jays—Phila. Int'l.	11	13	10	12
11	13	Be Thankful (for What You Got) (3:25) William DeVaughn—Roxbury	14	12	14	13
12	14	Don't You Worry 'bout a Thing (3:40) Stevie Wonder—Tamla	13	15	13	15
16	15	Haven't Got Time for the Pain (3:25) Carly Simon—Elektra	16	14	16	16
19	16	If You Love Me (Let Me Know) (3:12) Olivia Newton-John—MCA	15	16	17	17
17	17	Rock Your Baby (3:14) George McCrae—T. K. Records	17	29	15	14
13	18	The Show Must Go On (3:29) Three Dog Night—ABC/Dunhill	18	17	18	18
21	19	The Air that I Breathe (3:33) Hollies—Epic	20	19	19	19
18	20	My Girl Bill (3:12) Jim Stafford—MGM	19	18	20	21
36	21	Annie's Song (2:58) John Denver—RCA	21	21	23	20
24	22	Save the Last Dance for Me (2:58) De Franco Family—20th Century	22	23	21	23
26	23	Rock & Roll Heaven (3:23) Righteous Brothers—Haven	25	20	22	22
31	24	Rikki Don't Lose that Number (3:58) Steely Dan—ABC/Dunhill	26	22	24	24
29	25	If You Wanna Get to Heaven (3:04) Ozark Mtn. Daredevils—A&M	23	25	25	26
25	26	You Won't See Me (3:07) Anne Murray—Capitol	24	24	27	25
20	27	Oh Very Young (2:33) Cat Stevens—A&M	27	26	28	28
22	28	Star Baby (2:37) Guess Who—RCA	29	27	26	27
40	29	I'm Coming Home (3:22) Spinners—Atlantic	28	28	29	31
41	30	Already Gone (3:39) Eagles—Asylum	33	32	30	29
30	31	On and On (3:20) Gladys Knight & the Pips—Buddah	32	33	31	30
23	32	I Won't Last a Day Without You (3:47) Carpenters—A&M	30	31	32	35
35	33	One Hell of a Woman (2:52) Mac Davis—Columbia	31	30	33	38
39	34	Waterloo (2:46) ABBA—Atlantic	34	34	34	33
47	35	Radar Love (2:53) Golden Earrings—MCA	36	37	36	34
33	36	Hollywood Swinging (4:35) Kool and the Gang—Delite	44	38	38	32
32	37	Train of Thought (2:34) Cher—MCA	37	35	42	42
44	38	My Mistake Was to Love You (2:55) Diana Ross and Marvin Gaye—Motown	38	41	40	45
48	39	Another Park, Another Sunday (3:39) Doobie Brothers—Warner Brothers	55	36	39	41
55	39	LaGrange (3:15) Z. Z. Top—London	57	39	37	39
50	41	Taking Care of Business (3:13) Bachman-Turner Overdrive—Mercury	45	46	41	40

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
28	42	Come and Get Your Love (3:30) Redbone—Epic	35	59	35	62
27	43	I've Been Searching So Long (4:19) Chicago—Columbia	41	48	44	46
37	44	TSOP (3:18) MFSB—Phila. Int'l.	40	51	50	37
43	45	Just Don't Want to Be Lonely (3:31) Main Ingredient—RCA	43	42	47	47
38	46	Daybreak (3:03) Nilsson—RCA	42	45	51	48
42	47	Son of Sagittarius (3:12) Eddie Kendricks—Tamla	53	50	45	36
—	48	Workin' at the Car Wash Blues Jim Croce—ABC/Dunhill	39	47	49	53
52	49	If You Talk in Your Sleep (2:25) Elvis Presley—RCA	46	43	52	44
49	50	I'm the Leader of the Gang (3:09) Brownsville Station—Big Tree	51	54	46	43
64	51	Keep on Smiling (3:25) Wet Willie—Capricorn	48	44	48	52
—	52	Feel Like Makin' Love (2:55) Roberta Flack—Atlantic	47	52	54	51
—	53	Don't Let the Sun Go Down on Me (5:33) Elton John—MCA	50	55	53	54
54	54	Come Monday (3:07) Jimmy Buffett—ABC/Dunhill	52	49	57	54
56	55	I Hate Hate (3:15) Razzy—MGM	49	53	55	58
57	56	Please Come to Boston (3:57) Dave Loggins—Epic	56	57	60	50
45	57	Tubular Bells (3:18) Mike Oldfield—Virgin	60	69	43	63
34	58	Bennie and the Jets (5:00) Elton John—MCA	59	40	61	66
63	59	King of Nothing (2:56) Seals & Crofts—Warner Brothers	54	60	59	56
72	60	Wild Thing (2:56) Fancy—Big Tree	61	63	58	59
71	61	Georgia Porcupine (2:38) George Fishoff—United Artists	64	62	56	65
62	62	One Tin Soldier (3:14) Coven—MGM	58	67	63	64
—	63	If You Go Away (2:30) Terry Jacks—Bell	63	64	64	*
59	64	This Heart (3:22) Gene Redding—Haven	73	68	62	57
65	65	(I'm a) Yoyo Man (2:46) Rick Cunha—GRC	65	65	71	60
60	66	I'm in Love (2:48) Aretha Franklin—Atlantic	66	61	69	70
73	67	Ballero (3:25) War—United Artists	67	66	72	61
—	68	Making the Best of a Bad Situation Dick Feller—Asylum	62	*	*	*
53	69	The Best Thing That Ever Happened to Me (3:45) Gladys Knight & the Pips—Buddah	*	58	*	49
—	70	Side Show (3:25) Blue Magic—Atco	68	72	66	71
—	71	Can You Handle It (5:10) Graham Central Station—Warner Brothers	*	75	65	68
68	72	Living in the U.S.A. (4:03) Steve Miller Band—Capitol	*	*	67	67
67	73	I've Had It (2:59) Fanny—Casablanca	74	*	68	73
—	74	Rock Me Gently (3:28) Andy Kim—Capitol	*	*	75	69
61	75	Hooked on a Feeling (2:54) Blue Swede—EMI	*	56	*	*

Alphabetical list (with this week's over-all rank): The Air that I Breathe (19), Already Gone (30), Annie's Song (21), Another Park, Another Sunday (39), Ballero (67), Band on the Run (1), Be Thankful (for What You Got) (13), Bennie and the Jets (58), The Best Thing That Ever Happened to Me (69), Billy Don't Be a Hero (3), Can You Handle It (71), Come and Get Your Love (42), Come Monday (54), Dancing Machine (7), Daybreak (46), Don't Let the Sun Go Down on Me (53), Don't You Worry 'bout a Thing (14), The Entertainer (5), Feel Like Makin' Love (52), For the Love of Money (12), Georgia Porcupine (61), Haven't Got Time for the Pain (15), Help Me (10), Hollywood Swinging (36), Hooked on a Feeling (75), I Hate Hate (55), I Won't Last a Day Without You (32), If You Go Away (63), If You Love Me (Let Me Know) (16), If You Talk in Your Sleep (49), If You Wanna Get to Heaven (25), I'm Coming Home (29), I'm in Love (66), I'm the Leader of the Gang (50), I've Been Searching So Long (43), I've Had It (73), Just Don't Want to Be Lonely (45), Keep on Smiling (51), King of Nothing (59), LaGrange (39), Living in the U.S.A. (72), Loco-Motion (11), Making the Best of a Bad Situation (68), Midnight at the Oasis (6), My Girl Bill (20), My Mistake Was to Love You (38), Oh Very Young (27), On and On (31), One Hell of a Woman (33), One Tin Soldier (62), Please Come to Boston (56), Radar Love (35), Rikki Don't Lose that Number (24), Rock the Boat (8), Rock Me Gently (74), Rock Your Baby (17), Rock & Roll Heaven (23), Save the Last Dance for Me (22), The Show Must Go On (18), Side Show (70), Son of Sagittarius (47), Star Baby (28), The Streak (9), Sundown (2), Taking Care of Business (41), This Heart (64), Train of Thought (37), TSOP (44), Tubular Bells (57), Waterloo (34), Wild Thing (60), Workin' at the Car Wash Blues (48), You Make Me Feel Brand New (4), You Won't See Me (26), (I'm a) Yoyo Man (65).



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Management Agency and Music Publishing, Inc.  
Gilbert O'Sullivan (PRS)

GIVE ME LOVE (GIVE ME PEACE ON EARTH)  
Loaves & Fishes Music Co., Inc.  
George Harrison (PRS)

GOODBYE YELLOW BRICK ROAD  
Dick James Music, Inc.  
Elton John (PRS)  
Bernie Taupin (PRS)

HALF-BREED  
Blus Monday Music  
Mary Dean  
Al Capps

HELLO IT'S ME  
Screen Gems-Columbia Music, Inc.  
Todd Rundgren

HELP ME MAKE IT THROUGH THE NIGHT  
Combine Music Corp.  
Kris Kristofferson

HEY WHAT ABOUT ME?  
The Hudson Bay Music Co.  
Scott McKenzie

HUMMINGBIRD  
Dawnbreaker Music  
Jimmy Seals  
Dash Crofts

I GOT A NAME  
Fox Fanfare Music, Inc.  
Norman Gimbel  
Charles Fox

I'M COMING HOME  
Mighty Three Music  
Thomas Bell  
Linda Creed

I'M DOING FINE NOW  
Mighty Three Music  
Sherman Marshall  
Thomas Bell

I'M GONNA LOVE YOU JUST A LITTLE MORE BABY  
January Music Corp.  
Se-Vette Music  
Barry White

I WANNA BE WITH YOU  
C.A.M.:U.S.A., Inc.

IF YOU DON'T KNOW ME BY NOW  
Blackwood Music, Inc.  
Leon Huff  
Kenneth Gamble

IF YOU WANT ME TO STAY  
Stone Flower Music  
Sylvester Stewart

IN THE MIDNIGHT HOUR  
ABC/Dunhill Music, Inc.  
East/Memphis Music Corp.  
Steve Cropper  
Wilson Pickett

JAMELALAYA (ON THE BAYOU)  
Fred Rose Music, Inc.  
Hank Williams

KEEP ON TRUCKIN'  
Stone Diamond Music Corp.  
Frank Wilson  
Anita Poree

KEEPER OF THE CASTLE  
ABC/Dunhill Music, Inc.  
Dennis Lambert  
Brian Potter

KILLING ME SOFTLY WITH HIS SONG  
Fox-Gimbel Productions, Inc.  
Norman Gimbel  
Charles Fox

KODACHROME  
Paul Simon Music  
Paul Simon

LAST TANGO IN PARIS  
Unart Music Corp.  
Gato Barbieri  
Dory Previn

LET ME BE THERE  
Al Gallico Music Corp.  
John Rostili (PRS)

LET'S GET IT ON  
Ed Townsend

LET'S PRETEND  
C.A.M.:U.S.A., Inc.  
Eric Carmen

## APPLAUSE TO THE WRITERS AND PUBLISHERS WHO CREATED THE 105 MOST PERFORMED SONGS IN THE BMI REPERTOIRE DURING 1973

All The Worlds of Music  
For All Of Today's Audience



Broadcast Music, Inc.

LIVE AND LET DIE  
Unart Music Corp.  
McCartney Music, Inc.  
ATV Music Corp.  
Paul McCartney (PRS)  
Linda McCartney (PRS)

LONG TRAIN RUNNIN'  
Warner-Tamerlane Publishing Corp.  
Tom Johnston

THE LORD KNOWS I'M DRINKING  
Stellion Music, Inc.  
Bill Anderson

LORD MR. FORD  
Vector Music Corp.  
Dick Feller

THE LOVE I LOST  
Mighty Three Music  
Leon Huff  
Kenneth Gamble

LOVE TRAIN  
Blackwood Music, Inc.  
Leon Huff  
Kenneth Gamble

LOVES ME LIKE A ROCK  
Paul Simon Music  
Paul Simon

MASTERPIECE  
Stone Diamond Music Corp.  
Norman Whitfield

ME AND MRS. JONES  
Blackwood Music, Inc.  
Leon Huff  
Kenneth Gamble  
Cary Gilbert

THE MORNING AFTER  
Fox Fanfare Music, Inc.  
Al Kasha  
Joel Hirschhorn

THE MOST BEAUTIFUL GIRL  
Al Gallico Music Corp.  
Algae Music Corp.  
Rory Bourke  
Norris Wilson  
Billy Sherrill

MY LOVE  
McCartney Music, Inc.  
ATV Music Corp.  
Paul McCartney (PRS)  
Linda McCartney (PRS)

MY MARIA  
Speed Music  
ABC/Dunhill Music, Inc.  
B. W. Stevenson  
Daniel Moore

NATURAL HIGH  
Crystal Jukebox, Inc.  
Charles McCormick

NO MORE MR. NICE GUY  
Ezra Music Corp.  
Alice Cooper  
Michael Bruce

ONE OF A KIND (LOVE AFFAIR)  
Mighty Three Music  
Joseph B. Jefferson

OPEN UP YOUR HEART  
Tree Publishing Co., Inc.  
Roger Miller  
Buddy Killen

PAPA WAS A ROLLIN' STONE  
Stone Diamond Music Corp.  
Barrett Strong  
Norman Whitfield

PEACEFUL  
Four Score Music Co.  
Kenny Rankin

PHOTOGRAPH  
Loaves & Fishes Music Co., Inc.  
George Harrison (PRS)  
Ringo Starr (PRS)

PILLOW TALK  
Gambi Music, Inc.  
Sylvia Robinson  
Michael Burton

RAMEBLIN' MAN  
No Exit Music Co.  
Dicky Betts

THE ROCKING PNEUMONIA AND BOOGIE WOOGIE FLU  
Cotillion Music, Inc.  
Huey Smith

(I Never Promised You A) ROSE GARDEN  
Lowery Music Co., Inc.  
Joe South

SATIN SHEETS  
Champion Music Corp.  
John Volinaty

SATURDAY NIGHT'S ALRIGHT FOR FIGHTING  
Dick James Music, Inc.  
Elton John (PRS)  
Bernie Taupin (PRS)

SAY, HAS ANYBODY SEEN MY SWEET  
GYPSY ROSE  
Levine & Brown Music, Inc.  
Irwin Levine  
L. Russell Brown

SEPARATE WAYS  
Press Music Co., Inc.  
Richard Malmgren  
Bobby West

SHAMBALA  
ABC/Dunhill Music, Inc.  
Speed Music  
Daniel Moore

SHOW AND TELL  
Fulness Music  
Jerry Fuller

SNOWBIRD  
Beechwood Music Corp.  
Gene MacLellan (BMI Canada)

SOMETHIN'S WRONG WITH ME  
Pocketful of Tunes, Inc.  
Bobby Hart  
Denny Janssen

SOMETHING  
Harrisons Music, Inc.  
George Harrison (PRS)

SOUL SONG  
Algae Music Corp.  
Norris Wilson  
George Richey  
Billy Sherrill

SPACE RACE  
WEP Music, Inc.  
Irving Music, Inc.  
Billy Preston

STUCK IN THE MIDDLE  
The Hudson Bay Music Co.  
Gerry Rafferty (PRS)  
Joe Egan (PRS)

SUMMER (THE FIRST TIME)  
Unart Music Corp.  
Bobby Goldsboro

SUPERFLY  
Camad Music Co.  
Curtis Mayfield

SUPERMAN  
Prima Donne Music Co.  
Algae Music Corp.  
Donna Fargo

THE TEDDY BEAR SONG  
Champion Music Corp.  
Nick Nixon  
Don Earl

TIE A YELLOW RIBBON ROUND THE OLE OAK TREE  
Levine & Brown Music, Inc.  
Irwin Levine  
L. Russell Brown

WE MAY NEVER PASS THIS WAY AGAIN  
Dawnbreaker Music  
Jimmy Seals  
Dash Crofts

WE'VE ONLY JUST BEGUN  
Irving Music, Inc.  
Paul Williams  
Roger Nichols

WHY CAN'T WE LIVE TOGETHER  
Sheryl Publishing Co.  
Tim Thomas

WHY ME  
Resaca Music Publishing Co.  
Kris Kristofferson

WILDFLOWER  
Coseb Music  
David Edwards (BMI Canada)  
Doug Richardson (BMI Canada)

WILL IT GO ROUND IN CIRCLES  
Irving Music, Inc.  
WEP Music, Inc.  
Bruce Fisher  
Billy Preston

YES WE CAN-CAN  
Mersaint Music  
Allen Toussaint

YESTERDAY  
Mecien Music, Inc.  
John Lennon (PRS)  
Paul McCartney (PRS)

YOU OUGHT TO BE WITH ME  
Jac Publishing Corp.  
Al Green Music, Inc.  
Willie Mitchell  
Al Green

YOU TURN ME ON I'M A RADIO  
Crazy Crow Music  
Joni Mitchell

# Broadcasting's index of 137 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. June 12	Closing Wed. June 5	Net change in week	% change in week	1974 High	Low	P/E ratio	Approx. shares out (000)	Total market capitaliza- tion (000)
Broadcasting											
ABC	ABC	N	26 1/8	25 1/8	+ 1	+ 3.98	28 3/8	21 5/8	9	16,582	433,204
CAPITAL CITIES++	CCR	N	37 3/4	35 1/4	+ 2 1/2	+ 7.09	39 1/4	22 3/4	14	7,164	270,441
CBS	CRS	N	39 3/8	40	- 5/8	- 1.56	40	25	11	28,092	1,106,122
CONCERT NETWORK*	D		3/8	1/4	+ 1/8	+ 50.00	7/8	1/4	8	2,200	825
COX	COX	N	14 3/8	13 5/8	+ 3/4	+ 5.50	19 3/8	13 1/2	8	5,831	83,820
FEDERATED MEDIA+++	O		5 3/4	5 3/4		.00	5 3/4	5	19	820	4,715
GROSS TELECASTING++	GGG	A	9 1/2	9 7/8	- 3/8	- 3.79	13 5/8	8 1/2	6	800	7,600
LIN	LINB	O	4	3 3/4	+ 1/4	+ 6.66	6 3/4	3 3/4	4	2,296	9,184
MOONEY*	MOON	D	2 5/8	2 5/8		.00	3 5/8	2 1/4	7	385	1,010
PACIFIC & SOUTHERN	PSOU	D	4 1/2	4	+ 1/2	+ 12.50	6 1/4	3 1/8	38	1,751	7,879
RAHALL	RAHL	D	4 3/4	5	- 1/4	- 5.00	6	3 3/4	9	1,297	6,160
SCRIPPS-HOWARD	SCRIP	D	15 1/2	14 3/4	+ 3/4	+ 5.08	17 1/2	14 1/2	7	2,589	40,129
STARR	S8G	M	5 1/2	5 7/8	- 3/8	- 6.38	9	5 1/2	4	1,069	5,879
STORER	S8K	N	16 5/8	13 5/8	+ 3	+ 22.01	17 3/8	11 1/4	8	4,751	78,985
TAFT	TF8	N	19 3/4	18 3/8	+ 1 3/8	+ 7.48	23 3/8	16 1/2	8	4,219	83,325
WOODS COMM.*	O		3/4	3/4		.00	3/4	1/4	6	292	219
TOTAL										80,138	2,139,497

## 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	5 1/8	5 1/8				.00	8 7/8	4 3/4	5	11,481	58,840
BARTLETT MEDIA	BMC	A	1	1				.00	2 3/8	1	3	2,257	2,257
JOHN BLAIR	BJ	N	5 1/2	5 1/4	+	1/4	+	4.76	7 1/2	5	4	2,403	13,216
CAMPTOWN INDUSTRIES*	D		3/8	3/8				.00	7/8	3/8	5	1,138	426
CHRIS-CRAFT	CCN	N	2 5/8	2 3/4	-	1/8	-	4.54	4 1/4	2 1/8	29	4,162	10,925
COMBINED COMM.	CCA	A	10 1/2	9 1/8	+	1 3/8	+	15.06	13	8 7/8	7	3,274	34,377
COWLES	CWL	N	7 1/8	7	+	1/8	+	1.78	7 1/8	5 5/8	14	3,969	28,279
DUN & BRADSTREET	DNB	N	31 3/8	29	+	2 3/8	+	8.18	36	24 1/2	21	26,204	822,150
FAIRCHILD IND.	FEN	N	6	6 1/2	-	1/2	-	7.69	6 1/2	4 1/8	13	4,550	27,300
FUQUA	FQA	N	8	8				.00	10 3/4	6 3/4	4	7,273	58,184
GENERAL TIRE	GY	N	15	14 7/8	+	1/8	+	.84	18 1/4	13	4	21,515	322,725
GLOBETROTTER	GLBTA	O	3 1/8	3 1/4	-	1/8	-	3.84	4 3/4	3 1/8	4	2,759	8,621
GRAY COMMUN.*	O		8 1/4	8 1/4				.00	8 1/2	6 1/2	6	475	3,918
HARTE-HANKS	HHN	N	10 3/8	8 3/8	+	2	+	23.88	14 1/4	8 1/4	8	4,337	44,996
JEFFERSON-PILOT	JP	N	26 1/4	26 3/4	-	1/2	-	1.86	38 1/4	24	12	24,121	633,176
KAISER INDUSTRIES*	KI	A	7	6 3/8	+	5/8	+	9.80	8 1/2	6	4	27,487	192,409
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	3 7/8	+	1/8	+	3.22	6 3/4	3 7/8	4	1,154	4,616
LAMB COMMUN.+++	P		1 1/4	1 1/4				.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	12 1/8	12 3/8	-	1/4	-	2.02	13 1/4	10 3/4	8	3,352	40,643
LIBERTY	LC	N	11 3/8	11 5/8	-	1/4	-	2.15	15 5/8	11 3/8	5	6,632	75,439
MCGRAW-HILL	MHP	N	8 5/8	8 1/8	+	1/2	+	6.15	9	6	8	23,486	202,566
MEDIA GENERAL	MEG	A	24	20 1/8	+	3 7/8	+	19.25	26 1/2	20 1/8	10	3,552	85,248
MEREDITH	MDP	N	9 7/8	9 7/8				.00	11 3/8	8 1/4	4	2,908	28,716
METROMEDIA	MET	N	7 5/8	6 7/8	+	3/4	+	10.90	10 5/8	6	6	6,447	49,158
MULTIMEDIA	MMED	D	13	10 3/4	+	2 1/4	+	20.93	14 1/4	10 1/2	9	4,388	57,044
OUTLET CO.	OTU	N	9 1/8	9	+	1/8	+	1.38	9 3/4	8	4	1,379	12,583
POST CORP.	POST	O	7 1/2	6 1/4	+	1 1/4	+	20.00	10 3/4	6 1/4	4	882	6,615
PSA	PSA	N	7 1/4	6 3/8	+	7/8	+	13.72	10	6 3/8	21	3,181	23,062
REEVES TELECOM	RBT	A	1 3/8	1 1/4	+	1/8	+	10.00	1 3/4	1 1/8	13	2,376	3,267
RIDDER PUBLICATIONS	RPI	N	12 3/8	12	+	3/8	+	3.12	15 5/8	11	8	8,305	102,774
ROLLINS	ROL	N	14 3/8	14 1/8	+	1/4	+	1.76	19 3/4	12 1/2	13	13,305	191,259
RUST CRAFT	RUS	A	7 1/8	7 1/4	-	1/8	-	1.72	10 1/4	7	5	2,366	16,857
SAN JUAN RACING	SJR	N	9 5/8	9 1/8	+	1/2	+	5.47	13 3/8	8 7/8	9	2,367	22,782
SCHERING-PLOUGH	SGP	N	74 1/4	70	+	4 1/4	+	6.07	74 3/8	61 3/4	36	52,574	3,903,619
SONDERLING	SDB	A	8	7 3/8	+	5/8	+	8.47	10	7	4	788	6,304
TECHNICAL OPERATNS++	TO	A	4 7/8	5	-	1/8	-	2.50	6 3/4	4 1/2	5	1,344	6,552
TIMES MIRROR CO.	TMC	N	14 3/4	14	+	3/4	+	5.35	17 5/8	13 3/8	9	31,385	462,928
TURNER COMM.+++	O		3 3/8	3 3/8				.00	3 5/8	3	6	1,373	4,633
WASHINGTON POST CO.	WPD	A	22 3/8	22	+	3/8	+	1.70	24 3/8	14 3/4	8	4,749	106,258
WOMETCO	WDM	N	9	8 3/4	+	1/4	+	2.85	10 1/4	8	7	6,094	54,846
TOTAL											335,267	7,739,049	

## Cablecasting

AMECO**	ACO	O	7/8	7/8		.00	1 7/8	1/4		1,200	1,050
AMER. ELECT. LABS**	AELBA	O	1 1/4	1 1/4		.00	2 1/8	3/4		1,673	2,091
AMERICAN TV & COMM.	AMTV	O	10 1/2	9 1/2	+ 1	+ 10.52	19 1/4	7 3/4	24	3,181	33,400
ATHENA COMM.**	O		3/8	1/2	- 1/8	- 25.00	3/4	3/8		2,126	797
BURNUP & SIMS	BSIM	O	16 7/8	15 1/4	+ 1 5/8	+ 10.65	24 1/8	13 3/4	20	7,907	133,430
CABLECOM-GENERAL	CCG	A	2 1/2	2 3/8	+ 1/8	+ 5.26	4 1/2	1 3/4	31	2,560	6,400
CABLE FUNOING*	CFUN	O	6 1/2	6 1/4	+ 1/4	+ 4.00	7 3/8	5 1/2	54	1,121	7,286
CABLE INFO.	O		1/2	1/2		.00	3/4	1/2	1	987	493
CITIZENS FIN.****	CPN	A	2 1/4	2 1/4		.00	4 1/4	2 1/8		2,390	5,377
COMCAST*	O		2	2		.00	2 1/4	1 1/2	8	1,705	3,410
COMMUNICATIONS PROP.	COMU	O	1 7/8	1 7/8		.00	3 3/8	1 3/4	21	4,761	8,926
COX CABLE	CXC	A	6 3/4	6 7/8	- 1/8	- 1.81	15 1/4	6 3/4	12	3,560	24,030
ENTRON*	ENT	O	3/4	3/4		.00	3/4	1/2	5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	11 1/2	11 1/8	+ 3/8	+ 3.37	17 1/8	10 1/4	6	7,060	81,190
GENERAL TV*	O		1 1/2	3/4	+ 3/4	+ 100.00	1 1/2	3/4	75	1,000	1,500
LVO CABLE	LVOC	O	3 1/8	3 1/4	- 1/8	- 3.84	4 5/8	2 3/4	63	1,879	5,871

	Stock symbol	Exch.	Closing Wed. June 12	Closing Wed. June 5	Net change In week	% change In week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capital- ization (000)		
SCIENTIFIC-ATLANTA	SFA	A	7 1/4	7 1/8	+	1/8	+	1.75	9 1/2	6 3/4	8	917	6,648
TELE-COMMUNICATION++	TCOM	O	2 3/4	2 1/2	+	1/4	+	10.00	5 3/4	2 1/8	11	4,619	12,702
TELEPROMPTER	TP	N	4 1/4	4 1/8	+	1/8	+	3.03	8 1/4	4	25	16,482	70,048
TIME INC.	TL	N	38 3/4	37 1/4	+	1 1/2	+	4.02	40 1/4	30 3/4	8	10,381	402,263
TODOM**	TODM	O	3 1/4	3 1/4				.00	4 7/8	3 1/4	8	634	2,060
UA-COLUMBIA CABLE++	UACC	O	5 5/8	5 3/4	-	1/8	-	2.17	6	3 3/4	13	1,790	10,068
VIACOM	VIA	N	5 1/8	5	+	1/8	+	2.50	7 1/2	4 5/8	8	3,850	19,731
VIKOA***	VIK	A	2 1/8	2 1/8				.00	4	2		2,591	5,505
TOTAL										85,732		845,294	
Programing													
COLUMBIA PICTURES**	CPS	N	2 3/8	2 3/8				.00	4 3/4	2 1/4		6,748	16,026
DISNEY	DIS	N	48 1/2	48 3/4	-	1/4	-	.51	54 1/2	35 1/8	30	29,155	1,414,017
FILMWAYS++	FWY	A	3 1/8	3 1/4	-	1/8	-	3.84	6	3	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	25	24 1/4	+	3/4	+	3.09	29 1/8	22 1/4	5	14,088	352,200
MCA	MCA	N	26 1/8	25 7/8	+	1/4	+	.96	26 1/2	19 1/4	7	8,386	219,084
MGM	MGM	N	15 3/4	15 7/8	-	1/8	-	.78	15 7/8	9 1/4	11	5,918	93,208
TELE-TAPE**		O	1/2	1/2				.00	3/4	1/8		2,190	1,095
TELETRONICS INTL.*		O	3 1/4	3 1/4				.00	4 1/8	3 1/4	7	943	3,064
TRANSAMERICA	TA	N	7 1/2	7 3/4	-	1/4	-	3.22	10 3/8	7	6	65,115	488,362
20TH CENTURY-FOX	TF	N	6 3/8	6	+	3/8	+	6.25	9 1/8	5 1/4	9	8,280	52,785
WALTER READE**	WALT	O	1/4	3/8	-	1/8	-	33.33	1/2	1/8		4,467	1,116
WARNER	WCI	N	11 5/8	12	-	3/8	-	3.12	18 1/2	9 5/8	5	16,317	189,685
WRATHER	WCO	A	7	7				.00	8 1/8	4 3/8	78	2,229	15,603
TOTAL										831,576		3,434,544	
Service													
8800 INC.		O	13 1/2	14	-	1/2	-	3.57	14 1/4	10	6	2,513	33,925
COMSAT	CO	N	31 3/8	32 3/4	-	1 3/8	-	4.19	40 3/8	30 7/8	8	10,000	313,750
CREATIVE MANAGEMENT	CMA	A	4	4				.00	6 5/8	3 3/8	5	1,016	4,064
DOYLE DANE BERNBACH	DOYL	O	9 3/4	11	-	1 1/4	-	11.36	11 1/2	8 3/4	5	1,799	17,540
ELKINS INSTITUTE****	ELKN	O	3/8	3/8				.00	5/8	1/4		1,897	711
FOOTE CONE & BELDING	FCB	N	9 1/2	9 7/8	-	3/8	-	3.79	11 1/4	8 5/8	6	2,078	19,741
GREY ADVERTISING++	GREY	O	7 5/8	7 1/8	+	1/2	+	7.01	8 3/8	6 3/4	4	1,255	9,569
INTERPUBLIC GROUP	IPG	N	10	9 5/8	+	3/8	+	3.89	13	9 5/8	4	2,319	23,190
MARVIN JOSEPHSON*	MRVN	O	7 1/2	7 1/2				.00	8 1/2	6 3/4	5	957	7,177
MCI COMMUNICATIONS+	MCIC	O	3 1/2	3	+	1/2	+	16.66	6 1/2	2 5/8		12,825	44,887
MOVIELAB	MOV	A	7/8	1	-	1/8	-	12.50	1 5/8	5/8	5	1,407	1,231
MPO VIDEOTRONICS****	MPO	A	1 7/8	1 7/8				.00	2 5/8	1 7/8		539	1,010
NEEDHAM, HARPER	NDHMA	O	5	5				.00	7 1/2	4 3/4	2	918	4,590
A. C. NIELSEN	NIELB	O	16 5/8	17	-	3/8	-	2.20	28	14 1/8	15	10,598	176,191
OGILVY & MATHER	OGIL	O	16 3/4	15 1/2	+	1 1/4	+	8.06	17 1/4	12 3/4	6	1,807	30,267
PKL CO.***	PKL	O	1 3/4	1 3/4				.00	1 3/4	1/4	11	818	1,431
J. WALTER THOMPSON	JWT	N	9 1/4	8	+	1 1/4	+	15.62	12	7 1/4	14	2,624	24,272
UNIVERSAL COMM.***		O	5/8	5/8				.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	7 5/8	7 3/4	-	1/8	-	1.61	9 5/8	7 1/4	4	1,632	12,444
TOTAL										57,717		726,436	
Electronics													
AMPEX	APX	N	3 5/8	3 1/2	+	1/8	+	3.57	4 7/8	3 3/8	7	10,796	39,135
CCA ELECTRONICS*	CCAE	O	1	3/4	+	1/4	+	33.33	1	5/8	2	881	881
COHU, INC.	COH	A	2 3/4	2 3/4				.00	3 7/8	2 3/4	6	1,542	4,240
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	17 5/8	17	+	5/8	+	3.67	21	13 1/4	8	1,261	22,225
GENERAL ELECTRIC	GE	N	50 1/2	48 1/4	+	2 1/4	+	4.66	65	7 1/2	16	182,114	9,196,757
HARRIS CORP.	HRS	N	25	24	+	1	+	4.16	33 1/2	23	8	6,229	155,725
INTERNATIONAL VIDEO	IVCP	O	4	4				.00	7 1/2	3 1/4	13	2,741	10,964
MAGNAVOX	MAG	N	5 1/8	5	+	1/8	+	2.50	9 7/8	4 7/8	21	17,799	91,219
3M	MMM	N	77 5/8	75 5/8	+	2	+	2.64	80 1/2	68 1/2	29	113,100	8,779,387
MOTOROLA	MOT	N	55	56 1/2	-	1 1/2	-	2.65	61 7/8	40 1/2	18	27,968	1,538,240
OAK INDUSTRIES	OEN	N	12 1/4	11 1/2	+	3/4	+	6.52	12 7/8	9 1/2	5	1,639	20,077
RCA	RCA	N	16 1/8	16 3/4	-	5/8	-	3.73	21 1/2	15 3/8	7	74,444	1,200,409
ROCKWELL INTL.	RDK	N	27 3/8	26 7/8	+	1/2	+	1.86	28 3/8	25 1/8	6	30,315	829,873
RSC INDUSTRIES	RSC	A	1 3/8	1 1/4	+	1/8	+	10.00	2 1/8	1 1/8	8	3,458	4,754
SONY CORP.	SNE	N	19 1/8	22	-	2 7/8	-	13.06	29 7/8	19 1/8	13	66,250	1,267,031
TEKTRONIX	TEK	N	41 5/8	42 1/4	-	5/8	-	1.47	47 3/4	34 3/8	17	8,646	359,889
TELEMATIION**	TIMT	O	1 7/8	1 7/8				.00	2 3/4	1 3/4		1,050	1,968
TELEPRO IND.*		O	8	8				.00	8	2 1/2	50	475	3,800
VARIAN ASSOCIATES	VAR	N	9	9 1/4	-	1/4	-	2.70	13 1/4	8 3/4	8	6,617	59,553
WESTINGHOUSE	WX	N	16 1/8	16	+	1/8	+	.78	26	15 1/2	10	87,876	1,417,000
ZENITH	ZE	N	23 1/2	22 5/8	+	7/8	+	3.86	31 5/8	22 5/8	9	18,797	441,729
TOTAL										666,331		25,448,355	
GRAND TOTAL										2,056,761		40,333,175	

Standard & Poor's Industrial Average 104.17 102.00 +2.17

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-Over the counter (bid price shown)  
P-Pacific Coast Stock Exchange  
††Stock did not trade on Wednesday;  
closing price shown is last traded price.

Over-the-counter bid prices supplied by  
Hornblower & Weeks, Hemphill-Noyes Inc.,  
Washington.  
Yearly highs and lows are drawn from  
trading days reported by *Broadcasting*.  
Actual figures may vary slightly.

P/E ratios are based on earnings-per-share  
figures for the last 12 months as published  
by Standard & Poor's Corp. or as obtained  
through *Broadcasting's* own research. Earn-  
ing figures are exclusive of extraordinary  
gains or losses.

\* P/E ratio computed with  
earnings figures for last 12  
months published by company.  
† No annual earnings figures  
are available.  
\*\* No P/E ratio is computed;  
company registered net losses.

## Big things to come at WNET

**Station to start \$15-million move to new and better facilities; fall revamping will find four hosts attempting to fill Moyers spot**

WNET(TV), the New York public broadcasting station, is going bananas. This summer it hopes to clear out of its cramped quarters in Manhattan's West 58th Street, and move around the corner to the Henry Hudson hotel, which it would convert, with a \$7-million long-term loan from the Ford Foundation, into a fully equipped public TV super-complex for the entire New York City area.

Actually, what WNET needs is \$15 million, and it will have to find the additional \$8 million on its own, through all-out membership drives and fund-raising affairs. The Ford Foundation loan is not attached to its \$10 million terminal grant to the station—the largest of such grants to public television in Ford's 23-year assistance to the medium.

The station's move to a "permanent home" has been projected for over two years, and is still regarded with some disbelief by the station staff. The station's operation will move in before the renovations begin in 1975.

The chief advantage of the move is that WNET will own complete production facilities for its own—and other—programs. "We might even produce shows for the networks," a station source said. Primarily, however, the project is looked upon as a way to produce in-house the contributions from the Children's Television Workshop, whose *Sesame Street* and *Electric Company*, would be headquartered and taped at WNET's facilities. However, the workshop has not committed itself to moving in with WNET.

A WNET source noted the obvious profit loss at the station with its current production procedures, in which WNET's shows are usually produced at network studios. With the new facility, the station would have its own commercial production house, it was said.

In other developments, WNET announced that the largest grant for a single series in the history of public television had been awarded to it for its 13-week historical drama series, *The Adams Chronicles*, by the National Endowment for the Humanities. The endowment will give WNET \$4 million for the series, a prime-time dramatization of 150 years of U.S. history examined through the lives of the Adams family—including Presidents John and John Quincy Adams, and first lady Abigail Adams. The series will run during the 1975-76 season in commemoration of the country's bicentennial.

In addition to the endowment's \$4 million, the Atlantic Richfield Company has pledged \$1.2 million for the series. The \$4 million includes \$1 million outright donation, and \$3 million con-

tributed to the endowment by the Andrew W. Mellon Foundation and the endowment's treasury funds. The Mellon Foundation has already turned over \$750,000, which was matched by Treasury funds, and is expected to give \$750,000 next year.

Atlantic Richfield has also pledged \$750,000 to WETA-TV Washington for the production of seven or eight musical programs from Virginia's Wolf Trap Park.

In another development, WNET's news and public affairs programing division is attempting to survive the departure of Bill Moyers (BROADCASTING, May 13) by bringing in four people to fill his shoes. Jerry Toobin, director of the public affairs department, announced that *Bill Moyers' Journal*, the highest-rated program for WNET this season, would be replaced by the half-hour *American Chronicle* next season. The new program will have four rotating hosts discussing a personal interest topic. They will be journalist Shana Alexander, author Studs Terkel, historian George Will, and artist-activist Maya Angelou. Mr. Moyers has agreed to create and appear in at least two specials for WNET next season, a station source said.

Mr. Toobin had been the executive producer of *Bill Moyers' Journal* and a former producer with the old *Great American Dream Machine* program.

## NAB and syndicators smooth over differences

**New York meeting helps repair tiff over hotel placement in Houston**

The peace-seeking mission of National Association of Broadcasters Chairman Andrew Ockershausen and President Vincent Wasilewski to the program syndicators that stayed away from the NAB's Houston convention has ended in an accord ("Closed Circuit," June 10). Though no promises were asked or offered, both sides agreed that the meeting between the syndicators and the NAB in New York last week was "super," as Mr. Ockershausen said. The major syndicators—Worldvision, MCA, Viacom Enterprises, Paramount Television, United Artists and Time Life Films—say they will be at the Las Vegas convention in 1975.

The major program suppliers emphasized that they did not "boycott" the Houston convention last March but rather decided to stay away because their placement in the Shamrock hotel—a 30-minute ride from the convention site—was simply "unsatisfactory." Most agreed that they still preferred having all syndicators placed in the same hotel in Las Vegas, but somewhat closer to the action this year.

Mr. Wasilewski solicited ideas from the distributors on beefing up the convention schedule with programing sessions. According to the syndicators, however, there was no common ground on that issue. They had complained earlier this year about being short-changed on the convention program. But since all the firms par-

ticipating in the informal conference represent different interests (MCA handles off-network reruns and features, Time-Life sells first run programs and specials, for instance), it is expected that the NAB convention committee will devise a broad-based session.

There was a cordial air to the meeting, both sides agreed, and there was comment among the syndicators that such an exchange with the NAB should have been undertaken "years ago."

## CPB study hits public TV on minority programs

A panel commissioned by the Corporation for Public Broadcasting has concluded, essentially, that noncommercial broadcasting is unresponsive to minority interests.

While there have in recent months been signs of an improving situation, the 25-member panel concluded "the interests and needs of minorities have been neglected in public broadcasting." Dismissing a shortage of capital as a justification for this condition, the panel, which was headed by CPB board member Gloria Anderson (the only minority member on the 15-person body), suggested that several adjustments in public broadcasting's programs and policies be made. Among them was a rededication to minority-oriented programing, the creation of a permanent office of minority affairs within CPB, and a suggestion to President Nixon by CPB Chairman James Killian that the CPB board be composed "to reflect, in a realistic manner, the racial and ethnic pluralism of the American society."

The panel's report was also highly critical of public television's new National Station Cooperative (BROADCASTING, June 10), which it claimed "is not in the best interests of minority programing." To assure that stations using the co-op make adequate provisions for minority program carriage, the panel suggested they require that a portion of each station's community service grant (which is obtained directly from CPB and is a primary funding source of the co-op) be used "in a manner commensurate with the ethnic composition and programing needs" of the station's service area. It further recommended that two specific black-oriented programs, *Soul!* and *Black Journal*, be totally funded by CPB if they are disapproved by the stations for the co-op. (Last week, *Soul!* had already been rejected and *Black Journal* appeared to be headed the same route.)

The advisory panel, which was funded by a \$33,000 CPB grant, was formed last December in response to mounting pressure from minority organizations. Its studies, while funded by CPB, were conducted with total autonomy from the corporation. And while the panel concluded that several recent advances have been made by CPB toward improving its service to minorities—including its own cre-



ation—it found that much still needs to be done. "There continues," the report stated, "to be a dearth of programs on public broadcasting that relate to the needs and interests of disadvantaged minorities."

The panel put much of the blame for the present shortcomings on the CPB board. While that body contains one minority member (Dr. Anderson), "the probability is remote" that one individual could influence board decisions concerning minorities and departing from "fixed concepts and strongly-supported social traditions." It is "understandable," the panel concluded, "that a strong belief persists that the board is responsible for the lack of imaginative activities and progressive developments in the participation of minorities in public broadcasting."

## Program Briefs

**Extended.** FCC has granted request of Association of Maximum Service Telecasters to extend deadline for comments on network program exclusivity from June 17 to July 15. Reply comments, originally due July 5, must now be in Aug. 12.

**On the rise.** Writers Guild of America, West, reports increases in residual payments from TV and films-to-TV writing for April, compared to same month year ago, as well as for first four months of this year. WGA says that residual income for January-April for TV rose 60.6% and for films, 25.4%. Residual payments for four months of 1973, compared to same period last year:

	1974	1973
TV	\$2,906,079	\$1,810,186
Films to TV	431,744	344,308
Totals	\$3,337,823	\$2,154,494

**Valuable Buck.** Laurel Tape & Film Inc., Pittsburgh, is producing one hour special for TV featuring Kareem Abdul-Jabbar of Milwaukee Bucks of National Basketball League.

**All together now.** Compact Video Inc., Los Angeles, production facilities house, has consolidated its operations in three-story, Burbank, Calif., building that contains 20,000 square feet. For first time, also, company is offering post-production work at new center.

**Kiddie show.** Vidistrib Inc., Los Angeles, is offering Magic Productions' *Trick and Treat*, 130 five-minute segments designed for insertion in local children's programs. To date, series has been sold to 33 markets. Paramount TV holds foreign sales rights to package.

**Goes to court.** Apple Valley Broadcasting Co. has filed notice in U.S. Court of Appeals, District of Columbia Circuit, that it will appeal FCC denial of Apple Valley's petition for cease and desist orders and emergency relief against program duplication by two cable operators. Company had sought protection for its KVEW-TV Kennewick, Wash., from simultaneous carriage of football games by Teleprompter Cable Communications Corp. and Micro-Cable Communications

Corp., operators of systems at Walla Walla, Richland, Kennewick and Pasco, all Washington.

**In syndication.** Jack Byrne Properties, division of JBA Marketing Inc., New York, has been formed to acquire TV programs to be syndicated on barter basis. First program obtained is *This Is Music*, 13 one-hour episodes of music-variety series featuring Tony Bennett. Rapid American Corp., New York (Botany 500) will be barter advertiser for first six programs in top 100 markets, starting in late August.

**On big band site.** Pierre Cossettee and Marty Pasetta have joined forces to develop "The Hollywood Palladium" as TV special for airing Sept. 6 on NBC. John Davidson is host of hour-long variety show to be taped July 19 as pilot for possible series. Program will present as many as 10 guest stars before live audience. Palladium was site for Tommy Dorsey, Benny Goodman, Glenn Miller, Artie Shaw, Harry James, other big band radio originations in 1940's-50's.

**More for tennis.** *Celebrity Tennis*, a Seven-Ten Production presentation, has added three more markets (WOR-TV New York, WTAF-TV Philadelphia and KDNL-TV St. Louis), bringing the total to 52. Series is being distributed by Syndicast Services Inc., New York.

**Help for the buyers.** *Consumer Reports for TV* begins June 19 in 42 markets (20 are top 40). Syndicated program is twice-weekly, two-minute insert for local news programs and features brand comparisons and product advice similar to *Consumer Reports* magazine. Consumers Union, Mount Vernon, N.Y., parent organization selling programs, specifies however that *Consumer Reports for TV* must not be sponsored commercially.

**Nature lovers.** Time Life Films, New York, reports second year of syndicated nature series *The Wild, Wild World of Animals* (26 new episodes) has already chalked up sales in 51 domestic and 17 foreign markets, with early fall 1974 as target date. In addition, first year's batch of 26 episodes has been picked up by 97 U.S. cities.

**Helping hand.** Corporation for Public Broadcasting and National Endowment for the Arts, both Washington, jointly announced grants totaling \$104,000 in connection with ongoing Filmmakers in Residence program. Project is designed to aid public television stations in employing cinematographers on full-time basis. Four stations are to receive grants of \$26,000 each in fiscal year 1975. The stations and participating personnel are KUSD-TV Vermillion, S.D., for filmmaker James Dunlap and sound technician Ron Judkins; New Jersey Public Broadcasting Authority, Trenton, for filmmaker Ben Levin and sound technician Stephen Arnesen; KVIK-TV Sacramento, Calif., for filmmaker Emiko Omori and sound technician Ellen Newman, and WPSX-TV University Park, Pa., for filmmakers Lisa Marshall and Ermetra Black.

## Cablecasting

# Some cable regulatory leftovers for the states

**Kinley tells lawmakers conference that FCC is anxious for help in areas of franchising procedures and transfers, line extensions**

State governments have a role to play in the over-all regulation of cable television, but the nature that role is a matter to be decided on a state-by-state basis with little or no possibility for uniformity.

That was the consensus of a panel of regulators at the first National Convocation of State Legislative Leaders on Cable Television in Albany, N.Y., June 8. Although the only industry representative on the panel, Viacom Communications President Douglas Dittrock, maintained that except in extraordinary situations states should steer clear of the cable regulatory process, the other participants found such a state role necessary but in varying degrees.

Predictably, the focus of discussion was on the FCC's issuance last April of a clarified policy on cable regulation which, according to a number of non-federal regulatory officials, gives state and local officials little room to swing in regulating the medium (BROADCASTING, April 22). But to acting FCC Cable TV Bureau chief David Kinley, the commission's action did not totally rule out local options.

The commission, Mr. Kinley maintained, has left several doors open for state regulators. "I am more optimistic," he said, "than I've ever been about the role state governments can play." But he added a stipulation: State participation, in the commission's opinion, is desirable in a limited number of areas, and only then when it is premised on "not just regulation for the sake of regulation but regulation for a specific purpose in mind."

The commission, Mr. Kinley noted, has a clear motive in specifying the areas in which it feels state bodies should have a say. "We are concerned," he emphasized, "with the development of duplicative and burdensome overregulation of cable television." Mr. Kinley, however, also took pains to specify that the process of allocating regulatory powers over cable is ongoing.

Mr. Kinley specified several areas in which state governments could move. Regarding franchising requirements, he said, going any further than to require that the issuing authority conduct a "full public proceeding" is "an area which the commission is very reluctant to get into." The commission, he projected, would "jump with alacrity" in response to a state request to be permitted to set up more specific guidelines. Also, Mr.

Kinley said, the commission is anxious to have the prospective franchisee's requirements "inquired into in some way."

Line extensions—matters dealing with cable systems expanding their facilities beyond an original authorization within the franchise area—might also require some state attention, Mr. Kinley said. FCC rules now require only that franchise areas be served "on a reasonable and equitable basis." And, Mr. Kinley noted, "we recognize that there's a possible paradox there," because at the same time, he said, the commission feels this is something that is not appropriately left to the local franchising authority.

Likewise, he continued, franchise amendments and transfers "would be a very useful area for the states to get into." And, he observed, "there is a noticeable reluctance on the part of franchising authorities" to appoint one local official to deal with subscriber complaints. The commission would "much prefer" to see this situation resolved outside of its own jurisdiction, Mr. Kinley stated.

But there is a greater problem which apparently can only be handled by state governments, Mr. Kinley said. There are at least four states—Texas, South Carolina, Georgia and Ohio—"that have a very unclear situation" as to whether local governments are empowered to issue franchises at all. In Georgia, Mr. Kinley noted, county commissioners are delegated not with the direct authority to issue franchises, but with the power to rule whether they have the authority to do the same. "From our point of view," he said, "this is a most unsatisfactory situation." Another problem, he noted, arises when large unincorporated areas entertain the notion of bringing in one cable operator to serve the entire region—an area which may be too extensive for one company to wire. "If the state wanted to set up an agency to try and define that," Mr. Kinley maintained, "I think it would be a substantial help."

C. Lynn Wickwire, the New York State Commission on Cable Television executive director who earlier had been considered for an FCC commissionership, had some ideas of his own on how far states should be permitted to go. (Mr. Wickwire, for the record, drew an ovation with the statement "I'm staying in New York state," an apparent reference to his earlier ambition.) "Is there a need [for state involvement]? From the state point of view, I think there is," Mr. Wickwire commented. To emphasize his point, Mr. Wickwire read a resolution passed two weeks ago by the National Governors Conference in Seattle. The statement asserted that "it is essential for states to provide a leadership role in nurturing the development of cable television." It also called on states to provide "guidance and assistance" to local franchising authorities, and to insure that cable systems "do not abuse their natural monopoly positions."

In his personal opinion, Mr. Wickwire suggested that state regulation of communications media could go beyond cable. "If I had my druthers, I would make it broader than cable," he said. "I would make it telecommunications."

Realistically, however, Mr. Wickwire observed that there is a natural function for state governments in cable, and that is to offer "guidance and assistance" to local regulators. "This is something the FCC acknowledges it can't do and really doesn't want to do," he said. But, he stipulated, there is also a "traditional regulatory role" for state agencies such as his own. "We don't accept the FCC rules and regulations as an end-all," he cautioned. "Some of our rules don't make sense; maybe some of theirs don't make sense either." Besides, Mr. Wickwire reasoned, "states are closer to the people."

But if states are closer to the people, offered San Diego City Attorney John Witt, cities are even closer. "Local elected officials operate on a day-to-day basis with their constituents," he said. "They are the most accessible of all public officials. I think it's appropriate that broadcast and cable television services be acceptable to them." In any case, Mr. Witt observed, "subscribers want to complain to somebody in authority," and "we're the ones to catch it."

While Mr. Witt maintained that he has seen "little interest" from states in the area of CATV regulation, he ventured that "there is a need for regulation at both levels of [local] government." The "Achilles heel" in the argument that all nonfederal regulation should come from the municipalities, he claimed, is the fact that smaller cities are having "immense problems in finding the necessary resources." The logical solution, Mr. Witt submitted, is for states to set up situations where larger cities would be free to do all their own regulation and for smaller communities to have a state outlet for unsolvable problems. But in any case, Mr. Witt concluded, the FCC "has no business trying to define state authority."

Viacom's Mr. Dittrick disputed the last statement vigorously. "I do not share the view that states need to be directly involved, particularly in regulatory matters," he emphasized. The continuing difficulty, he claimed, is an ongoing "pull and tug" among nonfederal authorities for regulatory authority. And, Mr. Dittrick maintained, only the FCC is capable of bringing reason to the present situation. "Without some direction," he stated, "I'm concerned that there will continue to be this regulatory free-for-all that serves no useful purpose but instead works to the detriment of cable television." And unless the commission can erase this "regulatory duplicity," Mr. Dittrick suggested, the commission may have to deprive some states of entering the cable picture entirely.

## Cable Briefs

**Stepping back.** Legislation pending in Wisconsin state legislature for more than year that would authorize stringent state controls on cable television is set for revision, removing much clout from bill. State Senator Ed Jackamonis, who has been pushing bill in Senate for Governor Patrick Lucey—legislation's original pro-

ponent—has drafted revision that would remove provision for state cable commission, eliminate state power to certify (and revoke) franchises and exempt systems from compliance with state regulations until original franchise runs out. Draft came in response to feeling that bill couldn't pass Senate in original form.

**Correction.** BROADCASTING's June 10 story on the cable industry's attempts to procure subscriber rate increases reported research indicating that 520 systems requested rate hikes in excess of \$6.50 since mid-1973. It should have said that 520 systems now charge \$6.50 or more a month. Of that number, 153 systems obtained increases to that level since mid 1973; the others achieved that mark within the past three years.

## Blue sky in the land of sky blue waters

**CTIC completes study foreseeing regional communications system for Minneapolis-St. Paul area that envisions combinations of two-way cable, LDS, MDS, and ITFS**

The first known study calculating the costs and specifying various designs for extensive regional communications systems has been concluded by the Cable Television Information Center, Washington.

The \$40,350 study, contained in a 168-page report to be generally available next month, emphasizes interconnected, bi-directional communications systems under the collective jurisdiction of many communities within a specific geographical area. The study also emphasizes cable television as the primary delivery means, but stresses combinations of cable and other communications services, including microwave, the Multipoint Distribution Service and communications satellites.

The seven-month project was premised on the creation of a regional communications system in the Minneapolis-St. Paul region. However, the two engineering and cost computer models created by CTIC in the process will be applicable in other regions.

CTIC staffers last week were in the Twin Cities area to brief members of the Metropolitan Council of the Twin Cities Area, the regional coalition of local governments that co-sponsored and partially financed the project. The actual execution of one of the five systems proposed in the study would be the responsibility of that body. Michael Holland, CTIC's staff coordinator of the project, termed the chances for actual implementation positive.

The study found three basic advantages to a pooling of regional government interests in the creation of an elaborate communications system—as opposed to the singular delivery of services by conventional means. Local interconnection of cable and other communications sys-

terms, the study found, "can enrich the quality of program material" offered on cable access channels. It would permit "the link-up of specialized audiences with specialized program sources." And it would permit the delivery of services and specialized programming to persons and institutions not served by cable.

While the study fully contemplates that advanced communications technologies will lead to the creation of a "sophisticated" national networking system, it asserts that commercial development along these lines "may do little to enhance local programming and the provision of public communications services." For that reason, the study concludes, the initiative for a regional system must come from a consortium of local governments. And, the study reports, the number of potential uses and users of such a system uncovered by CTIC and MCTCA research is "most satisfactory."

Of the five optional system plans submitted by CTIC, two envision that cable systems either will not be built locally or will be too long in coming to benefit the total system. One would utilize Instructional Television Fixed Service microwave facilities. Programming primarily to institutions, such a system would offer eight channels transmitted from a central point and four voice channels to be utilized by viewers for transmissions back to the originating point. Cost: \$249,920. The second is an innovative plan called the "community information and service center" system. Such an arrangement would create 25 "centers" linked by two-way cable laid specifically for the project. Users would journey to the centers to make use of the system. Cost: \$6,103,653.

Two other plans contemplate that cable will be generally available in the region. One is an elaborate combination of Local Distribution Service and ITFS microwave facilities and cable systems. It involves four ITFS and 12 LDS channels being delivered to CATV headends via microwave, where the signals would join the cable system and be fed into subscriber homes. One LDS channel would be available via a portable transmitter to any three cable systems at one time to complete a modified two-way communications cycle. Cost: \$481,140. A second plan calls for the interconnection by wire of all existing cable systems in the area, which would be joined with a four-channel ITFS microwave system that would connect with institutions and CATV headends beyond the range of the primary cable network. The cable network would be joined by a central interconnection switching center. Cost: \$1,432,200.

A fifth possibility involves a combination of an interconnected cable network, a series of 25 community information and service centers, and a four-channel ITFS microwave system which would be connected to both the cable network and outlying reception points not linked with the master CATV facility. Cost: \$7,323,255.

Copies of the report will be available from CTIC after July 1 at a cost of \$7.50.

## And the pay cable debate goes on

**With broadcast, cable, theater and FCC men in the ring at Publi-Cable conference, there was little in the way of solutions, but fuel aplenty for future rounds**

Last week, a panel comprising representatives of virtually every interest involved in pay cablecasting met at Washington's Mount Vernon College to thrash out the issues anew. They found no fast answers, but plenty to be concerned about.

The panel, part of last week's annual conference of Publi-Cable Inc. included Time Inc.'s Barry Zorthian from the cable industry, the National Association of Broadcasters' Robert Resor, the National Association of Theater Owners' Martin Firestone and the FCC Cable Bureau's William Johnson. Unlike other discussions of this nature in the past, as the panelists traded shots their positions became interwoven.

"What you've got," observed Mr. Firestone of the current pay situation, "is a controlled marketplace in cable television where glitches and ticks are being periodically checked by the FCC, which ultimately does not know where the hell it's going."

"That's undoubtedly true," candidly replied the FCC's Mr. Johnson. But, he added, this is certainly not a new problem. "For about 20 years, the commission has been trying to figure out the best way to regulate pay TV. . . . The issues aren't new to us; they've been the same all along. But we just haven't found the answers yet." He then ran down a list of about 20 questions currently being considered by the agency. For instance, would the commission's controls over pay programming, and who gets access to it, violate the First Amendment? Would pay result in a deprivation of existing services? At present, Mr. Johnson concluded, the commission views its general approach to the pay issue—that the new medium should have access to programming not now offered free by conventional services—as a sound one. What is lacking, he acknowledged, are "more precise rules to implement the theory."

For example, the Cable Bureau official noted, the present antisiphoning rules pertaining to sports carriage are designed to permit pay cable access to the sporting events not regularly carried on free television—or about 70% of all available contests. "Unfortunately," Mr. Johnson conceded, "the rules aren't doing that now." (One example of the problem, as articulated by Mr. Zorthian, is that while Time subsidiary Home Box Office Inc. has agreed to carry all New York Yankees games not telecast by WPIX-TV New York—carriage WPIX would furnish to the pay company—the FCC rules denying pay systems events seen within the past year on conventional TV apparently preclude such an arrangement.)

As far as the feature film aspects of the rules are concerned, Mr. Johnson added, "the rules don't apply perfectly to every

film situation." Movies such as "Butch Cassidy and the Sundance Kid," whose theatrical run has exceeded the two-year post-release period in which the rules allow pay cable showings, "never make it to pay . . . even though they won't be available to broadcasters for some years to come."

Theater owners, however, are by no means benefiting from this situation, in the opinion of NATO's Mr. Firestone. Unless theaters are given "reasonable time" to exhibit a film—a period which must go beyond the first run—they are unable to make a profit from it because producers receive as much as 90% of a picture's theatrical gross. If pay cable intervenes within this period—as Mr. Firestone claims it has regularly been doing—the path to viability is blocked. And theater owners, lacking the status of "regulatory clients" of the FCC, are not receiving any assistance from the commission, Mr. Firestone asserted. "The commission is saying 'since we don't regulate you, you're not a matter of concern,'" he complained.

But pay cablecasters, Mr. Zorthian contended, are being equally deprived by the commission. At this stage of its development, the Time executive noted, pay is nothing more than an experimental service. "There are some shortcomings and there are some success stories." At the same time, Mr. Zorthian said, pay "represents the key to the development of cable in the urban markets." It is not the only solution, he acknowledged. But it is the easiest way and probably the only extra revenue producing service that can be delivered at this time. "I don't want to be accused of painting a pie-in-the-sky picture which isn't going to come about for some years," he said.

But unless the antisiphoning rules are liberalized, Mr. Zorthian asserted, pay cable may never be able to identify, let alone realize, its potential. At present, he claimed, the service is "unable to achieve a fair test, largely due to restrictions applied by the U.S. government."

All this might tend to suggest that conventional broadcasters are the only interests not subject to a hardship under existing commission rules. Indeed, the FCC's Mr. Johnson offered some credence to that assertion when, in referring to the agency's existing general CATV rules, he stated: "It's a program that is basically designed to protect the over-the-air broadcaster."

Not so, maintained the NAB's Mr. Resor. Broadcasters' major concern is not with the present antisiphoning rules but rather with what would happen if the status quo is altered. "We have no doubt," Mr. Resor stated, "that in the absence of FCC restrictions, the pay cable people would be bringing their subscribers the same programs now available on free television." Considering that major film producers are "very anxious to find a bonanza market" in pay cable, Mr. Resor noted, such a development is "perfectly feasible economically." And the real losers if this were to take place, the NAB official claimed, would be those unable to receive pay programming—the poor for

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economic reasons and the rural dwellers for geographic reasons.

Mr. Firestone, nevertheless, ventured that there is a solution to the puzzle—and one with which none of the panel members took issue. The answer, he reasoned, is to find ways of creating more programming—enough to spread around. "If there was a greater diversity of product," he observed, "I think much of this would be a moot point." The obstacle, the panelists found, lies in the fact that there isn't.

## Ford cautions on two-way cable

**Vice President warns of potential  
for electronic invasion of homes**

Vice President Gerald Ford has emphasized that "continued vigilance" will be necessary to insure that Americans' right to privacy is not compromised by elec-

tronic technology. And of all the possible sources of abuse in this area, the Vice President chose to specify only one—two-way cable.

Mr. Ford told a June 7 meeting of the Georgia Bar Association "the privacy implications for the subscribers of such systems are enormous." With the recent proliferation of information systems capable of maintaining vast amounts of data on the activities of individual citizens—many of which "have been planned and are being utilized generally without adequate controls"—the potential for a "1984" climate of surveillance "has created a serious and widespread fear," the Vice President said.

In light of this, Mr. Ford stated, "continued vigilance is necessary to protect the right of privacy from dangers that often appear in the guise of highly beneficial developments in applying advances in technology and telecommunications to make our lives more efficient and productive."

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### Media



Jones

was local sales manager.

**Charles T. Jones Jr.**, Radio Information Office director, National Association of Broadcasters, Washington, named VP.

**Eric Anderson**, general sales manager, WNOE-AM-FM New Orleans, named VP-general manager. He is succeeded by **Roger Cavaness**, who

**Carl Hirsch**, general manager, WRCP(AM) Philadelphia, joins WHK(AM)-WMMS(FM) Cleveland in same position.

**Faye Graves**, general sales manager, KFRM(AM) Salina, Kan., named general manager, KOOO-AM-FM Omaha.

**Phil Schweinfurth**, sales manager, WKAZ(AM) Charleston, S.C., appointed general manager, WAMS(AM) Wilmington, Del. **Charles T. Morey**, with sales staff, WRAP(AM) Norfolk, Va., named general manager, WBES(FM) Charleston. All are Rollins Inc. stations.

**William H. Shaw**, with sales staff, WGSB(AM) Geneva, Ill., named general manager.

**John J. Morris**, VP-general manager, WHWH(AM) Princeton, N.J., named executive VP, Nassau Broadcasting Co. in charge of company's WHWH and WPST(AM) Trenton, N.J. **Lewis Edge**, station manager, WHWH, named general manager.

**Paul J. Flaherty**, executive VP, Technicolor Inc., elected president of Hollywood Radio & Television Society, succeeding **Gerald L. Leider**, Warner Bros. Television, who continues as member of

board. Other new HRTS officers: **Lee Rich**, Lorimar Productions, VP; **Lydia R. Reeves**, Honig-Cooper & Harrington Advertising, Los Angeles, secretary; and **Dr. James L. Loper**, noncommercial, educational KCET(TV) Los Angeles, re-elected treasurer.

**Ronald Townsend**, director, national field services, Children's Television Workshop, New York, joins WTOP-TV Washington as business manager.

### Broadcast Advertising



Reiss

**O. J. Reiss**, director, retail services, WUAB(TV) Lorain, Ohio, and associated United Artists Productions, Cleveland, joins KTVU(TV) Oakland-San Francisco as director, retail sales and development.

**Stuart Reich**, with sales staff, Television Advertising Representatives, New York, joins Peters Griffin Woodward, as manager of Philadelphia office.

**Bartine A. Stoner Jr.**, general manager, N. W. Ayer's Philadelphia office, named to newly created post of senior VP, international division.

**John Noakes**, management representative, Ted Bates & Co., New York, elected senior VP.

**Donald M. Dowd Jr.**, account supervisor, Cunningham & Walsh, New York, elected VP.

**Bob Roganti**, group sales manager, TVAR, named Eastern sales manager, Kaiser Broadcasting Spot Sales.

**David Johnson**, with sales staff, WABC-TV New York, named sales manager.



**Mike Fisher**, local sales manager, WKRC-TV Cincinnati, named general sales manager, WGR-TV Buffalo, N.Y.

**Jack Sander**, local sales manager, WTOL-TV Toledo, Ohio, named general sales manager.

**Donald R. Richards**, with sales staff, WTMJ(AM) Milwaukee, named sales manager, succeeding **William T. Haig** named station manager.

**Ron Maxey**, formerly with KLPR(AM) Oklahoma City, named sales manager, KAFG(FM) Oklahoma City.

**Douglas Spellman**, associate media director, Ogilvy & Mather, Los Angeles, joins Vitt Media International-West, same city, as senior associate in charge of broadcast negotiations and media planning.

**James B. Stevenson**, with sales staff, WTKO(AM) Ithaca, N.Y., appointed assistant VP-commercial sales. **John J. Regan**, announcer, appointed assistant VP-operations.

**Jerry K. Gubin**, with sales staff, Avco Radio Sales, New York, named assistant sales manager of New York office.

**Stephen R. Sandler** and **Bruce Duffey**, formerly with Howard Swink Advertising, Marion, Ohio, named marketing services director and creative director, respectively, of Hameroff & Associates, Columbus, Ohio.

**Paul Schwartz**, art director, J. Walter Thompson, New York, joins Cunningham & Walsh, New York, in same position.

**Claude Caylor**, media supervisor, Dancer-Fitzgerald-Sample, San Francisco, joins Tracy-Locke Advertising, Dallas, as media planner.

**John A. Brubaker**, with sales staff, WSNL-TV Patchogue, N.Y., named national sales representative.

## Programing

**Myles Wilder**, staff writer, Hanna-Barbera Productions, Los Angeles, named executive story director, daytime programming, responsible for seven new H-B network series in coming season.

**Glenn R. Morgan**, production and special projects director, WABC(AM) New York, named program director.

**Philip Capice**, director of special programs, CBS Television Network, appointed VP-creative affairs, Lorimar Productions, Los Angeles.

Morgan

Angeles.

**Marvin Korman**, VP-advertising and public relations, Columbia Pictures Television, New York, has assumed additional duties as director of corporate public relations for parent company, Columbia Pictures Industries.

**Dick Starr**, radio programmer, producer and consultant, named executive creative producer and VP-programing for Century 21, Dallas.

**George Leh**, production manager, WJRT-TV Flint, Mich., named program manager. He is succeeded by **Sam Teague**, director.

**Neal Keehn**, VP-sales, DeLuxe General Inc., Hollywood, joins Byron Motion Pictures Inc., Washington film and videotape laboratory, as VP-sales and services.

**Bob Kingsly**, national program manager, Drake-Chenault, Canoga Park, Calif., named producer, Watermark Inc., Hollywood.

## Broadcast Journalism

**Tom Turley**, senior assignment editor, CBS News, appointed director of news, Television News Inc., New York. **Ray Kupiec**, NBC *Nightly News* production manager, named director of production for TVN. Both will headquarter in New York.

**Lawrence H. Webb**, managing editor, WXYZ(AM) Detroit, named news director, succeeding **Joe Vaughn**, appointed to staff of ABC Radio News, New York.

**Bill Schirmann**, news director, WHWH(AM) Princeton, N.J., named head of corporate news division, Nassau Broadcasting Co., owner of WHWH and WPST(AM) Trenton, N.J.

**Thomas Berryman**, sports director, WDBQ(AM) and KIWI-FM Dubuque, Iowa, named news director.

**Susan Schiffer**, Washington correspondent, Group W Washington news bureau, named White House Fellow, effective Sept. 1.

## Equipment & Engineering

**George C. Wetmore**, director of engineering, WJXT(TV) Jacksonville, Fla., named manager of newly formed central frequency license bureau to be established by Post-Newsweek Stations July 1. Central engineering office will handle all engineering filing data required by FCC for Post-Newsweek, licensee of WJXT.

**Paul L. Wimmer**, Jules Cohn & Associates, Washington, elected president of Federal Communications Consulting Engineers, Washington at annual board meeting. Other officers elected: **Ogden L. Presholdt**, A. D. Ring & Associates, Washington, VP; **Carl E. Smith**, Carl E. Smith Consulting Radio Engineers, Cleveland, secretary; **Donald G. Everist**, Cohen & Dippell, Washington, treasurer.

**Senri Miyaoka**, manager, television tube department, Sony Corp., given Vladimir K. Zworykin award of Institute of Electrical and Electronics Engineers Inc., for outstanding work in color television electronics.

**Dan Burke**, engineer, General Television Network, Detroit, joins Wilding Video Center, Southfield, Mich., a division of Bell & Howell, with responsibilities in remote video productions.

## Cablecasting

**Bill Schiller**, VP-general manager, Storer Cable TV Inc., Thousand Oaks, Calif., elected president, California Community Television Association, at spring meeting

in Sacramento. Other CCTA officers for 1974-75: **Ralph J. Swett**, TM Communications, VP; **Kester K. Krieg**, Teleprompter, VP-technical; **Ted W. Hughett**, Western Communications, VP-programing services; **John W. Goddard**, Viacom, secretary; and **Joseph W. Benes**, Coachella Valley Television, treasurer.

**Roderick A. MacLeod**, Continental Cablevision, Stockton, Calif., named VP-general manager, Continental's Michigan operations, based in Lansing.

**Ronald A. Hammaker**, manager, Warner Cable Systems, Waltham, Mass., joins Aurovideo CATV division of Adams-Russell Co., Waltham, as general manager, Montachusett Cable Television Inc.

**John J. Nevin**, manager of manufacturing, Cablewave Systems Inc., North Haven, Conn., named VP-manufacturing.

**Merry Sue Smoller**, librarian, Vilas Communication Hall, Madison, Wis., named city's new cable television officer.

## Allied Fields

**Rev. James A. Brown, S.J.**, chairman of telecommunications department, University of Southern California, Los Angeles, resigns to devote himself to part-time teaching (at USC and Loyola University, also in Los Angeles), consulting work and counseling.

**Paul W. Robinson**, chief, airspace, obstruction, and airports branch of Federal Aviation Administration, joins Aviation Systems Associates, Redondo Beach, Calif., as consultant and managing partner. ASA provides negotiations with FAA on TV and radio towers among its services.

**James W. Johnson**, formerly with CBS, New York, joins Management Television System Inc., New York-based closed-circuit television organization as VP-operations.

## Deaths

**William L. Vogel**, 48, division VP, Cox Cable Communications Inc., died of heart attack, May 31, in Lewistown, Pa. Lifelong resident of Pennsylvania, Mr. Vogel began in cable shortly after graduating from Penn State University in 1950. He joined Cox Cable in 1963 as Pennsylvania regional manager. He is survived by his wife, Norma.

**Murray G. Crosby**, 70, pioneer in development of FM stereo broadcasting, died June 8, in Syosset, N.Y. Mr. Crosby won several awards for his communications research and held more than 200 patents for inventions. He is survived by his wife, Marie, and three brothers.

**Corinne Longenbaugh Duffy**, 75, mother of James E. Duffy, ABC-TV network president, died June 8 in Princeton, N.J. She was wife of Harold Francis Duffy, who died last year.

**William R. Bands**, 60, campaign manager for Advertising Council, died of heart attack June 7 while enroute to office in New York. Before joining council, he was media director of Brand Names Foundation. Surviving are his wife, Marie, and sister.

# For the Record®

As compiled by BROADCASTING, June 3 through June 7 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 station

### Rulemaking action

■ Chief, Broadcast Bureau, extended without terminal date time for filing responses to petition for rulemaking filed by office of communication of United Church of Christ and four individuals jointly, which requests amendment of television table of assignments to add several new VHF-TV channels and other amendments (RM 2346). Action June 4.

### Call letter action

■ Tennessee State Board of Education, Cookeville, Tenn.—Seeks WCTE.

### Call letter action

■ Pan American Broadcasting Corp., Brownsville, Tex.—Granted KGOJ.

## Existing TV stations

### Final actions

■ WSN (ch. 44) Chicago—Broadcast Bureau granted CP to change type trans.; ERP 1050 kw (vis.), 123 kw (aur.); ant. height 1420 ft.; condition (BPCT-4681). Action May 28.

■ WKRC-TV Cincinnati and WKEF(TV) Dayton, Ohio—FCC denied waiver of prime time access rule for 1974 football television season. Action June 5.

### Actions on motions

■ Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV) TV proceeding—Reclosed record, denied request by Broadcast Bureau for additional evidence; and ordered that procedural dates will remain as previously ordered (Doc. 19627). Action June 3.

■ WJIM-AM-FM-TV Lansing, Mich.—FCC denied motion by Gross Telecasting to file petition for reconsideration of order which designated for hearing applications for renewal of licenses for WJIM-AM-FM-TV (Doc. 20014). Action June 5.

## Other actions

■ WSFA-TV Montgomery, Ala.—FCC denied joint motion by WTVY-TV Dothan, Ala., and WYEA-TV Columbus, Ga. for stay of March 20 commission order which affirmed grant of application of Cosmos Broadcasting Corp. to relocate trans of WSFA-TV (Doc. 16984). Action May 29.

■ FCC denied petition, filed by Horace P. Rowley III, seeking reconsideration of commission's ruling of Nov. 13, 1973, that it lacked jurisdiction to enforce section 396 of Communications Act against Corporation for Public Broadcasting. Action May 29.

## New AM stations

### Applications

■ Agana, Guam—Far East Broadcasting Co. seeks 940 khz, 10 kw-U. P.O. address: 12225 E. Beverly Boulevard, Whittier, Calif. 90608. Estimated construction cost \$85,000; first-year operating cost \$115,000. Principal: Dr. Eugene R. Berterman, executive director. Ann. June 6.

■ White Pine, Tenn.—White Pine Broadcasting Co. seeks 1230 khz, 25 kw-U. P.O. address: Box 1248, Morristown, Tenn. 37814. Estimated construction cost \$40,500; first-year operating cost \$80,500; revenue \$50,000. Principal: Dallas Coffman (100%). Mr. Coffman owns Coffman Oil Co., Morristown, Tenn. Ann. June 6.

### Final actions

■ Mt. Pleasant, Iowa—FCC denied motion by Pleasant Broadcasting Co., licensee of KILJ(FM) Mt. Pleasant, for stay of FCC order which denied review of review board actions granting application of BCST Company of Iowa for new AM at Mt. Pleasant (Doc. 18596). Action June 5.

■ Starkville, Miss.—Request by Prairie Broadcasting Co., Starkville, for waiver of rules to permit late filing of its application for new AM on 980 khz, 1 kw-D, has been denied by commission and application returned as unacceptable for filing. Action June 5.

### Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Steamboat Springs, Colo. (Steamboat Broadcasting Co. and Big Country Radio), AM proceeding, designated Administrative Law Judge Jay A. Kyle to serve as presiding judge; scheduled prehearing conference for July 10 and hearing for Aug. 21 (Docs. 20067-8). Action June 6.

■ Administrative Law Judge Chester F. Naumowicz Jr. in San Juan, Rio Grande, Isabel Segunda, Vieques, P.R., AM proceeding, adopted Broadcast Bureau's assumptions as to assumed DA pattern for Cuban station CMJR Camaguey; in separate action, granted petition by Boricua Broadcasting Corp. and extended procedural dates as requested (Docs. 19897-19901). Actions May 20 and May 17 respectively.

## Other action

■ Review board in Mobile, Ala., AM proceeding, denied applications of Azalea Corp. and Mobile Broadcast Service Inc., for new AM (960 khz, 1 kw-D) at Mobile (Docs. 17555, 8). Action June 4.

### Call letter actions

■ Guam Broadcasting Co., Agana, Guam—Granted KMA1.

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

## Existing AM stations

### Applications

■ KYAK Anchorage, Alaska—Seeks CP to install new aux. trans. Western Electric with 1 kw, DA-2. Ann. June 4.

■ KCYN Williams, Ariz.—Seeks mod. of lic. to change to specified hours with a.m. sign-on to 8 p.m. sign-off. Ann. June 4.

■ WVC(FM) Windermere, Fla.—Seeks CP to change station location to Ocoee, Fla., chg. trans. and studio location to 0.2 miles south of Ocoee on state route 526, Ocoee, Fla., and increase tower height to 316 feet. Ann. June 6.

■ KGF(X)AM Pierre, S. Dak.—Seeks CP to add nighttime operation with 1 kw, and DA-2. Trans. for nighttime power Gates, BC-1J. Ann. June 6.

■ KXL Portland, Ore.—Seeks CP to change ant. trans. and main studio location to 20900 S.E. Curtis Rd., southeast of Portland. Ann. June 4.

■ WCSV(AM) Crossville, Tenn.—Seeks CP to change frequency to 1490 khz and change hours of operation to unlimited with 250 w. Ann. June 6.

### Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown: WICC Bridgeport, Conn. (BP-19,421) May 24; WITZ Jasper, Ind. (BP-19,387) May 22.

### Final action

■ KADE Boulder, Colo.—Broadcast Bureau granted license covering new AM (BL-13560). Action May 28.

### Initial decision

■ Nashua, N.H.—Grant of license renewal applications of Eastminster Broadcasting Corp. for WOTW-AM-FM Nashua, subject to forfeiture of \$10,000, has been proposed in initial decision by Administrative Law Judge Byron E. Harrison. Eastminster's renewal applications were set for hearing for determination of whether Eastminster knowingly engaged in fraudulent billing practices in operation of WOTW(AM), (Docs. 19564-5). Ann. June 5.

### Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Chicago (Chicago Federation of Labor and Industrial Union Council) renewal of license for WCFI designated Administrative Law Judge Thomas B. Fitzpatrick to serve as presiding judge; scheduled prehearing conference for July 9 and hearing for Aug. 20 (Doc. 20064). Action June 5.

■ Chief Administrative Law Judge Arthur A. Gladstone in Monroe, Ga. (Community Broadcasting Co. [WKUN], Charles Haas, James N. Williamson, and Raymond Dehler, and Monroe Broadcasting, AM proceeding, designated Administrative Law Judge Jay A. Kyle to serve as presiding judge; scheduled prehearing conference for July 8 and hearing for Aug. 19 (Docs. 20060-2). Action June 3.

## Other actions

■ Review board in Stamford, Conn., AM proceeding, denied petition by The Western Connecticut Broadcasting Co. applicant for renewal of license of WSTC (1400 khz) Stamford, Conn., to add issue against Radio Stamford, competing applicant, to determine facts surrounding suit involving president of Radio Stamford. (Docs. 19872-3). Action May 29.

■ KAYE Puyallup, Wash.—In response to two contingent petitions by Broadcast Bureau, FCC added issues in KAYE Puyallup renewal proceeding, to determine whether KAYE (now KUPY), committed logging violations; broadcast program-length commercials; failed to comply with sec. 1.615; and made ex parte presentations in violation of rules. KAYE's motion to dismiss second of two petitions was denied (Doc. 18929). Action June 5.

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## Fines

■ WHSY, Hattiesburg, Miss.—Broadcast Bureau notified The Hub City Broadcasting Co. of liability for forfeiture of \$500 for willful or repeated violation in that remote reading ant. ammeter varied from that of regular ant. ammeter by 18.7 percent, and by failing to maintain in operative condition equipment capable of receiving emergency action notifications from stations. Action May 30.

■ KOOO, Omaha—Broadcast Bureau notified Pier San of Nebraska of apparent liability for forfeiture of \$1,500 for failure to identify sponsor of program "Hollywood Report." Licensee has 30 days to pay or contest forfeiture. Action June 4.

■ Virgin Islands—FCC ordered WIVI-FM Christiansted, St. Croix; WSTA(AM) Charlotte Amalie, St. Thomas, and WVWI(AM) Charlotte Amalie, St. Thomas, to pay forfeitures for broadcasting lottery information. Licensees of WSTA and WVWI were assessed forfeitures of \$2,000 each, and licensee of WIVI-FM, forfeiture of \$1,000. Action June 5.

■ KMO Tacoma, Wash.—Broadcast Bureau notified Broadcast House of apparent liability for forfeiture of \$1,000 for failure to identify sponsor of program "Hollywood Report." Licensee has 30 days to pay or contest forfeiture. Action June 4.

## Call letter application

■ WCEF Parkersburg, W. Va.—Seeks WADC.

## Call letter actions

- WRSD Homestead, Fla.—Granted WODI.
- WBIE Marietta, Ga.—Granted WCOB.
- WPXY Greenville, N.C.—Granted WGNL.

## New FM stations

### Applications

■ Mission Viejo, Calif.—Saddleback Community College District seeks 88.5 mhz, 10 w. P.O. address: 28000 Marguerite Parkway, Mission Viejo 92675. Estimated construction cost \$9,885; first-year operating cost \$5,700. Principal: William H. Weisberger, director of institutional media. Ann. June 7.

■ Boulder, Colo.—Regents of the University of Colorado seeks 89.3 mhz, 3.9 kw. HAAT—723 ft. P.O. address: Stadium 3622, Boulder, Colo. 80032. Estimated construction cost \$16,070; first-year operating cost \$55,500. Principal: Elwood Miller, assoc. director. Ann. June 6.

■ Pensacola, Fla.—Perdido Broadcasting Co. seeks 107.3 mhz, 100 kw. HAAT 410 ft. P.O. address: Box 747, Pensacola 32594. Estimated construction cost \$171,020; first-year operating cost \$120,000; revenue \$150,000. Principals: M. G. Kennedy (65%), Ben W. White (15%), Joe G. Hosner (15%), et al. Mr. Kennedy is banker and investor; Mr. White is developer, and Mr. Hosner is attorney. Ann. June 7.

■ Chatsworth, Ga.—Hayes and Associates seeks 99.3 mhz, 3 kw. HAAT 300 ft. P.O. address: 2116 Arlington Avenue, N.E., Atlanta, Ga. 30324. Estimated construction cost \$30,800; first-year operating cost \$42,420; revenue \$65,000. Principals (50% each): David and Nancy Ann Hayes, manager at plastics plant and teacher, respectively. Ann. June 6.

■ East Moline, Ill.—Upper Rock Island County Holding Co. seeks 101.3 mhz, 50 kw. HAAT 500 ft. P.O. address: 2324, 7½ Southeast, East Moline 61244. Estimated construction cost \$125,886; first-year operating cost \$50,450; revenue \$176,336. Principals: Robert J. Cobert, James A. Hunter, et al. (all 9% each). Mr. Cobert is partner in men's store, Mr. Hunter is real estate developer. Ann. June 6.

■ Detroit Lakes, Minn.—Knutson-Leighton Inc. seeks 95.3 mhz, 3 kw. HAAT 281 ft. P.O. address: Box 746 Detroit Lakes 56501. Estimated construction cost \$38,749; first-year operating cost \$41,000; revenue \$60,000. Principals: Alver G. Leighton (80%), David H. Knutson (20%). Mr. Leighton is director and holds stock in KDLM(AM) Detroit Lakes, KNIA(AM)-KRIS(FM) Knoxville, Iowa, KOUR-AM-FM Independence, Iowa, KCII(AM) Washington, Iowa, and KLGK(AM) Redwood Falls, Minn., Mr. Knutson is officer and stockholder in stations KDLM, KCII and KNIA. Ann. June 6.

■ Poplar Bluff, Mo.—Conrad John Kanevsky seeks 95.5 mhz, 30.4 kw. HAAT 196 ft. P.O. address: 110 Derhake Drive, St. Louis 63031. Estimated construction cost \$67,479; first-year operating cost \$39,500; revenue \$50,000. Principals: Mr. Kanevsky is audio specialist in hi-fi business. Ann. June 7.

■ Albany, N.Y.—State University of New York seeks 90.9 mhz, 10 w. P.O. address: 99 Washington Avenue, Albany, N.Y. 12210. Estimated construction cost \$181,000; first-year operating cost \$100,000. Principal: Francis Daley, dean of students and community affairs. Ann. June 6.

■ Toledo, Ohio—Emmanuel Baptist Christian School seeks 89.5 mhz, 3 kw. HAAT 100 ft. P.O. address: 4207 Laskey Road, Toledo 43623. Estimated construction cost \$10,900; first-year operating cost \$3500. Principal: Albert Lehman, business administrator. Ann. June 6.

## 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

## Starts authorized

■ WBLD Orchard Lake, Mich.—Authorized program operation on 89.3 mhz, TPO 10 w. Action May 21.

■ KOPE Mesilla Park, N.M.—Authorized program operation on 104.9 mhz, ERP 3 kw, HAAT—32 ft. Action May 28.

## Actions on motions

■ Administrative Law Judge Reuben Lozner in Danville, Ind. (Danville Broadcasting Co. and Hendricks County Broadcasting Corp.), FM proceeding, granted joint petition by applicants and approved agreement; authorized payment by Hendricks to Danville of expenses of \$2,160; dismissed with prejudice application of Danville; granted application of Hendricks; and terminated proceeding (Docs. 19996-7). Hendricks was granted 107.1 mhz, 3 kw. HAAT 300 ft. P.O. address 3758 West Morris Street, Indianapolis 46241. Estimated construction cost \$26,451.16; first-year operating cost \$47,841.00; revenue \$60,000. Principals: Gordon D. Graham, James G. Graham, Wayne B. Cox and Walter A. Able (each 21.25%). Messrs. Graham and Cox have controlling interest in Indianapolis truck service and supplier. Dr. Able has medical practice in Columbus, Ind. Action June 3.

■ Administrative Law Judge Jay A. Kyle in Charlotte Amalie, Saint Thomas, V.I. (Arroyo and Figueroa Associates and Milton Alfred Lindesay), FM proceeding, granted petition by Arroyo and Figueroa to amend their application to reflect proposed loan of \$60,000; by separate action, granted motion by Arroyo and Figueroa Associates and dismissed with prejudice application of Milton Alfred Lindesay for failure to prosecute (Docs. 19993-4). Action June 5.

■ Chief Administrative Law Judge Arthur A. Gladstone in Decatur, Ill. (PrairieLand Broadcasters, WBIZ, Superior Media, Decatur Broadcasting and Soy Communications Co., joint venture), FM proceeding—Designated Administrative Law Judge William Jensen to serve as Presiding Judge; scheduled prehearing conference July 9 and hearing Aug. 13 (Docs. 20055-9). Action May 31.

## Other actions

■ Review board in Glenwood Springs, Colo., on request of Colorado West Broadcasting, applicant for new FM on 92.7 mhz at Glenwood Springs, added issue to determine whether competing applicant, Glenwood Broadcasting, violated Communications Act by broadcasting unauthorized audio signals to be utilized as point-to-point communications over facilities of KGLN(AM) Glenwood Springs, and effect on its comparative qualifications (Docs. 19588-9). Action June 5.

■ Camilla, Ga.—Broadcast Bureau granted petition by Capel Broadcasting Co. to rescind grant of CP issued to Enterprise Broadcasting to operate on 105.5 mhz at Camilla, set aside grant of Enterprise application (BPH-8658) and accepted for filing mutually exclusive application of Capel as of Sept. 27, 1973. Action June 6.

■ Review board in Bloomington, Ind., FM proceeding, denied motion by Bloomington Media Corp., applicant for new FM on ch. 244A in Bloomington, to add issues against Indiana Communications, competing applicant for facilities. Action June 3.

## Rulemaking actions

■ St. Augustine, Fla.—Acting chief, Broadcast Bureau in response to request by WKTU Inc., licensee of WJNJ-FM Atlantic Beach, Fla., extended to June 21 time for filing comments and to July 5 time for filing reply comments in matter of amendment of FM table of assignments (Doc. 20002). Action June 4.

■ Iowa—Broadcast Bureau in response to request by Richard A. Carroll, extended from June 14 to July 5 time for filing comments, and from July 2 to July 22 for reply comments, on amendment of

FM table of assignments in Anamosa and Iowa City, Iowa; Burlington, Iowa (Doc. 19161, RM-1540, RM-1823). Action June 4.

■ Minnesota—FCC amended FM table of assignments with assignment of ch. 288A to Albany; substitution of ch. 248 for ch. 279 at Park Rapids; substitution of ch. 251 for 269A at St. Cloud, and assignment of ch. 269A to Sauk Rapids, all in central Minnesota (Doc. 19708). Action May 29.

■ Cabool, Mo.—In response to request by Radio Co. of Texas County, Broadcast Bureau extended from June 3 to July 1 date for filing reply comments on amendment of FM table of assignments (Doc. 19984, RM-2124). Action June 4.

■ Ogallala, Neb.—FCC proposed amendment of FM table of assignments by adding ch. 224A as second channel to Ogallala. In same action, commission denied petition for reconsideration of its Sept. 6, 1973, order, filed by Ogallala Broadcasting Co., licensee of KOGA(AM) Ogallala. Sept. 6 order denied its rulemaking petition to add second FM ch. to community (Doc. 20070). Action May 29.

## Call letter applications

- Radio Dinuba Co., Dinuba, Calif.—Seeks KLTG.
- Burke Broadcasting Corp., Waynesboro, Ga.—Seeks WVGW.
- Big Country of Missouri, Boonville, Mo.—Seeks KWRT-FM.
- Brown County Broadcasting Co., Brownwood, Tex.—Seeks KOXE.

## Call letter actions

- Voice of Dixie, Birmingham, Ala.—Granted WVOK-FM.
- Mountain Interstate Broadcasting Co., Elkhorn City, Ky.—Granted WECL.
- George A. Gonzales Broadcasting Co., Espanola, N.M.—Granted KBSS.
- St. Mark's School of Texas, Dallas—Granted KRSM.
- Teewinot Broadcasting, Jackson, Wyo.—Granted KMTN.

## Existing FM stations

### Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown: KPIK-FM Colorado Springs, Colo. (Doc. 19644) May 21; KCMS Manitou Springs, Colo. (BPH-7690) May 28; WXRK Woodstock, Ill. (BPH-866) May 22.

### Final actions

- WDNS Bowling Green, Ky.—Broadcast Bureau granted license covering new FM station; ERP 3 kw; ant. height 300 ft. (BLH-5760). Action May 30.
- WGPR Detroit—Broadcast Bureau granted license covering use of former main trans. as aux. trans.; trans. location 5057 Woodward; studio and remote control 2101 Gratiot Avenue; ERP 18 kw; ant. height 360 ft. (BLH-4846). Action May 30.
- KAUB Auburn, Neb.—Permit on 105.5 mhz cancelled and call letters deleted (CP expired). Ann. June 3.
- KOLY-FM Moberly, S.D.—Broadcast Bureau granted license covering new FM; ERP 56 kw; ant. height 560 feet (BLH-5958). Action May 28.

### Action on motion

■ Administrative Law Judge Reuben Lozner in Greenwood, Miss. (Leflore Broadcasting Co. [WSWG-AM] and Dixie Broadcasting Co. [WSWG-FM]) for renewal of licenses—Dismissed motion by respondent parties for enlargement of time; can-



celled hearing set for July 22 and rescheduled it for Oct. 1 in Greenwood (Docs. 20025-6). Action May 31.

## Fine

■ KCMS-FM Manitou Springs, Colo.—FCC ordered Garden of the Gods Broadcasting Co., licensee of KCMS-FM to forfeit \$250 for conducting program tests without prior authority and equipment tests without required notice. Action May 30.

## Call letter applications

■ WDOL-FM Athens, Ga.—Seeks WJSR.  
■ WCEF-FM Parkersburg, W. Va.—Seeks WIBZ.

## Call letter actions

■ WBIE-FM Marietta, Ga.—Granted WBIE.  
■ WEEG Luquillo, Puerto Rico—Granted WZOL.

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following TV stations in Kan., Neb. and Okla. on May 31: KARD-TV Wichita, Kan.; KAYS-TV Hays, Kan.; CKCT-TV Great Bend, Kan.; KETV Omaha; KFDO-TV Sayre, Okla.; KGLD Garden City, Kan.; KHOL-TV Kearney, Neb.; KHPL-TV Hays Center, Neb.; KHQL-TV Albion, Neb.; KHTL-TV Superior, Neb.; KLOE-TV Goodland, Kan.; KMTV Omaha; KOAM-TV Pittsburg, Kan.; KOCO-TV Oklahoma City; KOLN-TV Lincoln, Neb.; KOMC McCook, Neb.; KSTF Scottsbluff, Neb.; KTEW Tulsa, Okla.; KTUL-TV Tulsa, Okla.; KPNE-TV North Platte, Neb.; KPTS Hutchinson, Kan.; KRNE-TV Merriam, Neb.; KTNE-TV Alliance, Neb.; KTWU Topeka, Kan.; KUON-TV Lincoln, Neb.; KXNE-TV Norfolk, Neb.; KYNE-TV Omaha.

■ \*Broadcast Bureau granted renewal of licenses for following noncommercial TV stations in Kan., Neb. and Okla. on May 31: KETA Oklahoma City; KHNE-TV Hastings, Neb.; KLINE-TV Lexington, Neb.; KMNE-TV Bassett, Neb.; KOED-TV Tulsa, Okla.; KPNE-TV North Platte, Neb.; KPTS Hutchinson, Kan.; KRNE-TV Merriam, Neb.; KTNE-TV Alliance, Neb.; KTWU Topeka, Kan.; KUON-TV Lincoln, Neb.; KXNE-TV Norfolk, Neb.; KYNE-TV Omaha.

■ Broadcast Bureau granted renewal of licenses for following AM and FM stations in Kan., Neb. and Okla. (released in two separate lists as shown), including co-pending aux. and SCA's when appropriate, on May 31. List No. 1: KABI-AM-FM Abilene, Kan.; KADA-AM-FM Ada, Okla.; KAFG-FM Oklahoma City; KALN-AM-FM Iola, Kan.; KANS-FM Larned, Kan.; KARD-FM Wichita, Kan.; KAYS-AM-FM Hays, Kan.; KBEL-AM-FM Idabel, Okla.; KBIX-AM-FM Muskogee, Okla.; CKKN-AM-FM Kansas City, Kan.; KCLO-AM-FM Leavenworth, Kan.; KCKN-AM-FM Broken Bow, Neb.; KCOW-AM-FM Alliance, Neb.; KEBE-AM-FM Oklahoma City; KELR-AM-FM El Reno, Okla.; KFHM-AM-FM Wichita, Kan.; KFLA-AM-FM Scott City, Kan.; KFNB-AM-FM Oklahoma City; KFOR-AM-FM Lincoln, Neb.; KFRM-AM-FM Salina, Kan.; KGMT-AM-FM Fairbury, Neb.; KGOU-AM-FM Norman, Okla.; KGOY-AM-FM Bethany, Okla.; KHAS-AM-FM Hastings, Neb.; KHKS-FM Lincoln, Neb.; KICT-AM-FM Wichita, Kan.; KIHN-AM-FM Hugo, Okla.; KIMB-AM-FM Kimball, Neb.; KJRG-AM-FM Newton, Kan.; KJSK-AM-FM Columbus, Neb.; KKAN-AM-FM Phillipsburg, Kan.; KLAW-AM-FM Lawton, Okla.; KLIN-AM-FM Lincoln, Neb.; KLMs-AM-FM Lincoln; KLOB-AM-FM Goodland, Kan.; KLTR-AM-FM Blackwell, Okla.; KMMJ-AM-FM Grand Island, Neb.; KNOR-AM-FM Norman, Okla.; KODY-AM-FM Oklahoma City; KODY-AM-FM North Platte, Neb.; KOGA-AM-FM Ogallala, Neb.; KOLK-AM-FM Okmulgee, Okla.; KOKN-AM-FM Pawhuska, Okla.; KOMA-AM-FM Oklahoma City; KOTD-AM-FM Plattsmouth, Neb.; KRGH-AM-FM Grand Island, Neb.; KRHD-AM-FM Duncan, Okla.; KROA-AM-FM Aurora, Neb.; KRPT-AM-FM Anadarko, Okla.; KSID-AM-FM Sidney, Neb.; KTAT-AM-FM Frederick, Okla.; KTCH-AM-FM Wayne, Neb.; KTOK-AM-FM Oklahoma City; KTTT-AM-FM Columbus, Neb.; KUSH-AM-FM Cushing, Okla.; KUVR-AM-FM Holdrege, Neb.; KVRO-AM-FM Stillwater, Okla.; KWBE-AM-FM Beatrice, Neb.; KWCO-AM-FM Chickasha, Okla.; KWNS-FM Pratt, Kan.; KXXY-AM-FM Oklahoma City; WBBZ-AM-FM Ponca City, Okla.; WJAG-AM-FM Norfolk, Neb.; WNAD-AM-FM Norman, Okla.; WOW-AM-FM Omaha.

List No. 2: KANS-AM-FM Larned, Kan.; KAWL-FM York, Neb.; KBBB-AM-FM Ainsworth, Neb.; KBRX-AM-FM O'Neill, Neb.; KCCO-AM-FM Lawton, Okla.; KFDI-AM-FM Wichita, Kan.; KFMQ-AM-FM Lincoln, Neb.; KGBI-AM-FM Omaha; KGFF-AM-FM Shawnee, Okla.; KGGF-AM-FM Coffeyville, Kan.; KGNO-AM-FM Dodge City, Kan.; KGYN-AM-FM Guymon, Okla.; KHUB-AM-FM Fremont, Neb.; KICS-AM-FM Hastings, Neb.; JKCK-AM-FM Junction City, Kan.; KLOQ-AM-FM Lyons, Kan.; KLOF-AM-FM Ponca City, Okla.; KMAD-AM-FM Madill, Okla.; KNBI-AM-FM Norton, Kan.; KNCK-AM-FM Concordia, Kan.; KNDY-AM-FM Marysville, Kan.; KNEB-AM-FM Scottsbluff, Neb.; KNIC-AM-FM Winfield, Kan.; KOAM-AM-FM Pittsburg, Kan.; KOFM-AM-FM Oklahoma City; KOFO-AM-FM Ottawa, Kan.; KOKC-AM-FM Guthrie, Okla.; KOLT-

(AM) Scottsbluff, Neb.; KRFS-AM-FM Superior, Neb.; KRSL-AM-FM Russell, Kan.; KSAC-AM-FM Manhattan, Kan.; KSAL-AM-FM Salina, Kan.; KSPI-AM-FM Stillwater, Okla.; KTJS-AM-FM Hobart, Okla.; KULY-AM-FM Ulysses, Kan.; KVGB-AM-FM Great Bend, Kan.; KVOE-AM-FM Emporia, Kan.; KVSQ-AM-FM Ardmore, Okla.; KVVY-AM-FM Holden, Okla.; KWBW-AM-FM Hutchinson, Kan.; KWEY-AM-FM Weatherford, Okla.; KWPR-AM-FM Claremore, Okla.; KXXX-AM-FM Chickasha, Okla.; KXXX-AM-FM Colby, Kan.

■ Broadcast Bureau granted renewal of licenses for following noncommercial FM stations in Kan., Neb. and Okla. on May 31: KBIC Great Bend, Kan.; KCSC Edmond, Okla.; KDCV-FM Blair, Neb.; KHCC-FM Hutchinson, Kan.; KMWU Wichita, Kan.; KOSU-FM Stillwater, Okla.; KRNU Lincoln, Neb.; KSDB-FM Manhattan, Kan.; KSWC Winfield, Kan.; KTJO-FM Ottawa, Kan.; KUCV Lincoln, Neb.; KVNO Omaha; KWSC Wayne, Neb.

■ Broadcast Bureau granted renewal of licenses for following additional stations, co-pending aux., and SCA's when appropriate, on May 31: KEYS-AM-FM Corpus Christi, Tex.; KIFG-AM-FM Iowa Falls, Iowa; KQIL-AM-FM Grand Junction, Colo.; KTGM-TV Helena, Mont.; WEGP-AM-FM Presque Isle, Me.; WJPW-AM-FM Rockford, Mich.; WKTE-AM-FM King, N.C.; WMPs-AM-FM Memphis, WTCW-AM-FM Whitesburg, Ky.; WWPf-AM-FM Palatka, Fla.

## Modification of CP's, all stations

■ KQYN(FM) Twenty-Nine Palms, Calif.—Change ant. site; make change in ant. system; ERP 93 w.; ant. height —89 ft. (horizontal), —130 ft. (vertical) (BMPH-14112). Action May 28.

■ \*KEPC(FM) Colorado Springs, Colo.—Extend time for new station to Dec. 15 (BMPED-1117). Action May 28.

■ KBCR(FM) Steamboat Springs, Colo.—Change trans., ant. and transmission line (BMPH-14110). Action May 28.

■ \*WAFG(FM) Ft. Lauderdale, Fla.—Extend time for new station to June 30 (BMPED-1110). Action May 28.

■ KUID-TV (ch. 12) Moscow, Idaho—Change type of ant. ERP 115 kw (vis.), 11.5 kw (aur.) (BMPET-815). Action May 28.

■ KITC(FM) Topeka, Kans.—Change trans. location to 2d Street N.W. at city limits, Topeka, specify studio location at Sixth and Kansas, Topeka; operate by remote control from studio site; change trans. and ant.; change ant. system; ERP 100 kw; ant. height 340 ft. (BMPH-14051). Action May 28.

■ \*WSPH(FM) Baltimore—Change ant. system; change trans. line; ant. height 84 ft. (BMPED-1120). Action May 28.

■ WQOW(FM) Oak Park, Mich.—Extend time for new station to July 1 (BMPED-1113). Action May 28.

■ KLGR-FM Redwood Falls, Minn.—Change ant.; change transmission line; ant. height 295 ft. (BMPH-14115). Action May 24.

■ KCLK-FM Clarkston, Wash.—Change trans. and studio location to 1859-5th Avenue, southwest of Clarkstown. Delete remote control; change ant. system; ERP 28.5 kw; ant. height —520 ft. (BMPH-14111). Action May 28.

## Translators

### Final actions

■ K60AM, K62AH, K64AJ, K68AQ Cheyenne Wells and rural area, Colo.—Broadcast Bureau granted Cheyenne county CPs for 4 new UHF translators on (1) ch. 60, rebroadcasting KOAA-TV (ch. 5) Pueblo, Colo.; (2) ch. 62, rebroadcasting KKTU (ch. 11) Colorado Springs; (3) ch. 64, rebroadcasting KRDO-TV (ch. 13) Colorado Springs; (4) ch. 68, rebroadcasting KTSC (ch. 8) Pueblo, Colo. (BPTT-2584-7). Action May 23.

■ K101Y Towaoc, Colo.—Broadcast Bureau granted Ute Mountain Ute tribe of Indians CP for new VHF translator on ch. 10, rebroadcasting KIVA-TV (ch. 12) Farmington, N.H. (BPTTV-4788). Action May 22.

■ K11ED Ruth, Nev., K11EE Murry Canyon & Campton Street areas in Ely & McGill, Nev., White Pine television district #1.—Broadcast Bureau granted CPs to change type of trans. of VHF TV translator stations; change primary station to KUTV (ch. 2) Salt Lake City and change via to K75AF Ely. (BPTTV-4940-1). Action May 30.

■ K09DW Ruth, Nev., K09EA Murry Canyon & Campton Street areas in Ely & McGill, Nev., White Pine television district #1.—Broadcast Bureau granted CPs to change type of trans. of VHF TV translator stations; change primary TV station to KSL-TV (ch. 5) Salt Lake City and change via to K70AT Ely. (BPTTV-4938-9). Action May 30.

## Other actions, all services

■ FCC certification of posting statement will no longer be required effective June 28, as result of recent revision of commission's rules. Ann. June 4.  
■ FCC deleted in rules with closing as of July 1 monitoring stations at Santa Ana, Calif., and Spokane, Wash. Action May 29.

## Ownership changes

### Applications

■ KPHX(AM) Phoenix (1480 khz, 500 w-D)—Seeks assignment of license from Phoenix Broadcasting Co. to Riverside Amusement Park Co. for \$150,000 plus \$25,000 for pact not to compete. Seller: Melvin R. Himmelstein. Buyers: C. L. and Leola Fite. Mr. Fite is president of Riverside Amusement Park Co. Ann. June 3.

■ WPLA(AM) Plant City, Fla. (910 khz, 1 kw-D)—Seeks transfer of control of WPLA Broadcasting from W. A. Smith & Mrs. Irene Smith (70% before, none after) to Albert Eccelle Smith (30% before, 100% after). Consideration: \$165,000. Principals: Mr. and Mrs. Smith are turning over station to their son, Albert (51%), a rancher with his father, and Mr. Berry (49%) general manager of WPLA. Ann. June 6.

■ KGU(AM) Honolulu (760 khz, 10-kw-U)—Seeks transfer of control of Communications Hawaii, Inc. from The Copley Press (100% before, none after) to John B. Walton, Jr. (none before, 100% after). Consideration: \$630,000. Principals: Donald F. Hartman is VP-treasurer of Copley. Mr. Walton owns 10 Western stations, including KELP-AM-TV El Paso, KBUY-AM-FM Fort Worth, and KIXX(AM) Tucson, Ariz. Ann. June 3.

■ WJMK(FM) Plainfield, Ind. (98.2 mhz, 3 kw)—Seeks assignment of license from James T. Barlow to A&R Broadcasting Inc. for \$140,000. Seller: Mr. Barlow is retiring from broadcasting ownership and management. Buyers: Thomas M. Allebrandi (45%), Keith L. Reising (50%), Betty M. Allebrandi (5%). Mr. Allebrandi is chief engineer WJMK. Mr. Reising owns WQXE(AM) Elizabethtown, Ky. (50%) and Old Capitol Cables (CATV) (25%) Corydon, Ind. Mrs. Allebrandi is secretary. Ann. June 6.

■ KNBI(AM) Norton, Kan. (1530 khz, 1 kw-D)—Seeks assignment of license from Kansas-Nebraska Broadcasters to Prairie Dog Broadcasting for \$61,500. Seller: Gilbert L. Pease has interest in KBRX(AM) O'Neill and KBRB(AM) Ainsworth, both Nebraska. Buyers: David L. Tucker (66.7%) KNBI station manager, and P. J. Hallgrimson (33.3%) medical doctor. Ann. June 6.

■ WSCF(AM)-WSEK(FM) Somerset, Ky. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 3 kw)—Seeks transfer of control of Swartz Media Inc. from Peak Industries Inc. (100% before, none after) to Shamrock Communications Corp. (none before, 100% after). Consideration: \$645,000. Principals: Seller: William P. Swartz Jr., president Peak Industries, will devote his resources to non-broadcast endeavors. Buyers: James S. Gilmore (50%) and Hamilton Shea (50%) have interest in WREX-TV Rockford, Ill. KODE-AM-TV Joplin, Mo., WEHT-TV Evansville, Ind. and WSVA-AM-FM-TV Harrisonburg, Va. Ann. June 6.

■ WLKN(AM) Lincoln, Me.—Seeks assignment of license from Frank A. Delle Jr. and Elizabeth Rahoche to Mr. Delle as sole owner for \$15,000. Ann. May 24.

■ WLAV-AM-FM Grand Rapids, Mich.; WLYV-AM-FM Fort Wayne, Ind.; KITT(FM) San Diego (60% only)—Seeks transfer of control of Shepard Broadcasting Corp. from John J. Shepard, et al. (96% before, none after) to Golden Bear Communications (none before, 75% after). Consideration: \$1,725,000. Seller: Mr. Shepard has interest in Pacific Western Broadcasting Corp., licensee of KVFM-FM San Fernando, Calif., and applicant to buy KBER-AM-FM San Antonio, Tex. Buyers: Jack Nicklaus (69%, through Golden Bear Inc.), Putnam S. Pierman (24%) et al. Mr. Nicklaus is professional golfer; Mr. Pierman is developer and construction contractor, with specialty in golf courses. Herbert J. Weber, president of Shepard, increases his holdings from 4% to 25%. Ann. June 6.

■ WCUM-AM-FM Cumberland, Md. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 102.9 mhz, 1.25 kw)—Seeks assignment of license from WCUM, Inc. to WCUM Radio, Inc. for \$395,000. Seller: Thomas Feldman, president, et al. Buyers: Donald W. Miller (80%) and Kenneth L. Riggie (20%). Mr. Miller is 43% owner, president and general manager of WKCY(AM) Harrisonburg, Va. Mr. Riggie is sales manager for WKCY(AM). Ann. June 3.

■ KGHM(AM) Brookfield, Mo. (1470 khz, 500 w-D, DA)—Seeks assignment of license from W-H Enterprises, Inc. to Brookfield Broadcasting Co. for \$160,000. Seller: Joe R. Bankhead, president, et al. Buyers: Gary S. Yantes (57%), Ronald W. Grosbie (25%) and Herbert W. Perry (18%). Mr. Perry owns accounting firm, Messrs. Yantes and Grosbie are salesmen for KDLM(AM) Detroit Lakes, Minn. Ann. June 6.



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■ **KCHI-AM-FM** Chillicothe, Mo. (1010 khz, 250 w-D; FM permit for 103.9 mhz.)—Seeks assignment of license from Cecil W. Roberts to Rontedick Inc. for \$250,000. Mr. Roberts owns 51% of KREI(AM) Farnington, Mo. Buyers: Richard D. Lindman, Ronald G. Hatten and Theodore A. Griffin (33 1/3% each). Mr. Lindman is in construction and has interest in KYAY-TV W. Monroe, La. Mr. Hatten and Mr. Griffin both are employed at KFEQ(AM) St. Joseph, Mo. Ann June 3.

■ **KGBX(AM)** Springfield, Mo. (1260 khz, 5 kw-DA-N)—Seeks assignment of license from Springfield Broadcasting Co. to Stauffer Publications, Inc. for \$500,000. Seller: Don C. Dailey, vice president and general manager, has an interest in KYTV Springfield. Buyers: Oscar S. (15.85%), Stanley H. (3.68%), John H. (3.53%) Stauffer, et al. All own part of Stauffer Publications, licensee of KGNC-AM-FM-TV Amarillo, Tex., WIBW-AM-FM-TV Topeka, Kansas, KSOK(AM) Arkansas City, Kan., KGFF(AM) Shawnee, Okla. Ann. June 3.

■ **WFEA(AM)** Manchester, N.H. (1370 khz, 5 kw-DA-1)—Seeks transfer of control of Century Broadcasting Group from Milton Herson et al. (70% before, none after) to Manchester Broadcasting Inc. (30% before, 100% after). Consideration: \$227,726. Principals: Sellers: Mr. Herson, secretary-director of Century and Mitch Leigh, director, and other selling stockholders are retiring from broadcasting. Buyers: H. D. Newirth (75%), president, director, general manager of Century, et al. Ann. June 6.

■ **KQIV(FM)** Lake Oswego, Ore. (106.7 mhz, 100 kw)—Seeks assignment of license from Willamette Broadcasting Co. to The KQIV Broadcasting Corp. for \$350,000. Seller: Walter M. Kraus, president. Buyer: Herbert Gross (100%) owns KLFD-AM-FM Litchfield and has one third interest in WGGF Duluth, both Minnesota. Ann. June 6.

■ **KCOH(AM)** Houston, Tex. (1430 khz, 1 kw-D)—Seeks transfer of control of Call of Houston Inc. from Dorothy Meeker, executrix of estate of Robert C. Meeker (100% before, none after) to KCOH Inc. (none before, 100% after). Consideration: \$400,000. Principals: John B. Coleman, M.D., Michael P. Petrizzo (both 30%) et al. Dr. Coleman directs and owns stock in Greater Houston CATV; Mr. Petrizzo is VP and general manager of KCOH. Ann. June 3.

■ **KGNB(AM)-KNBT(FM)** New Braunfels, Tex. (AM: 1420 khz, 1 kw-D; FM: 92.1 mhz, 3 kw)—Seeks transfer of control of Call of Houston from Eunice and Claude W. Scruggs (60% before, none after) to Raymond A. Bartram, Jack Ohlrich, Doyle Krueger, Carroll Hoffman, S. T. Burriss and J. C. Reagan (none before, 10% each after) for \$180,000. Messrs. Bartram, Ohlrich, Krueger and Hoffman are area businessmen. Messrs. Burriss and Reagan are attorneys. Ann. June 3.

■ **KSEY(AM)** Seymour, Tex. (1230 khz, 1 kw-D)—Seeks assignment of license from William C. Moss to Floyd Broadcasting Inc. for \$100,000. Seller: William C. Moss is retiring from radio business after 24 years as owner-operator of KSEY. Buyer: W. Dave Floyd (100%) is VP, general manager and 20% stockholder, WDSK(AM) and WDLT(AM) Cleveland, Miss. WVOM(AM) and WTIB(AM) Suka, Miss. Ann. June 3.

■ **KEFC(FM)** Waco, Tex. (95.5 mhz, 3.1 kw)—Seeks assignment of license from Joy Broadcasting Inc. to The Centracast Corp. for \$135,000. Seller: Charles E. Maddux (100%), president. Buyer: Centrum Corp. (51% de facto) and Mr. Maddux (49%). Centrum owns KAWA(AM) Waco. Ann. June 6.

## Final actions

■ **WPDQ-FM** Jacksonville, Fla.—Application for assignment of CP (BPH-3604, as modified, new station) to Virtually Perfect from Belk Broadcasting Co. of Florida, dismissed at request of attorneys. Ann. June 3.

■ **KEEP** Twin Falls, Idaho; KSRV Ontario, Ore.—Broadcast Bureau granted Inland Radio relinquishment of positive control of licensee corporation by Gordon L. Capps through transfer of stock to Gary L. Capps and David N. Capps (BTC-7393). Action May 30.

■ **KDVR(FM)** Sioux City, Iowa—Broadcast Bureau granted assignment of license from Wolff Broadcasting Co. to Siouxland Broadcasting Co. for \$191,000. Seller: Edwin C. Wolff (100%) has interest in KMMM(FM) Muskogee, Okla. Buyers: James Stuart (81.5%), et al. Mr. Stuart has interest in several Great Plains stations, including KFOR(AM)-KHKS(FM) Lincoln, Neb., and KMNS(AM) Sioux City (BALH-1955). Action May 28.

■ **WFKY(AM)-WKYW(FM)** Frankfort, Ky. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 104.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Capital Broadcasting Corp. to Capital Communications Inc. for \$450,000. Seller: Robert V. Doll (16%) executive VP and director has interest in WMST-AM-FM Mount Sterling, Ky., WDLR(AM) Delaware, Ohio and WTRF-AM-FM Greensburg, Ind. Buyer: Anthony S. Ocepke (23.75%), William M. France (23.75%), Raymond Q. Armington (48.75%) et al. All three are directors of

WPVL(AM) Painesville and WHOK-AM-FM Lancaster, both Ohio (BAL-8058). Action May 29.

■ **WY11(FM)** Williamsport, Md.—Broadcast Bureau granted OEA Broadcasting Co. assignment of license to OEA Inc. (BALH-1979). Action May 30.

■ **WUHQ-TV** (ch. 41) Battle Creek, Mich.—Broadcast Bureau granted acquisition of positive control of licensee Channel 41 Inc. by John W. and William Lawrence, as family group (47% before, 53% after), through purchase of stock from William Betts, Robert Braun, et al. (BTC-7382). Action May 30.

■ **WWTV(TV), WWAM(AM) and WKJF(FM)**, all Cadillac; **WJFM(FM)** Grand Rapids; **WKZO(AM)** Kalamazoo; and **WWUP-TV** Sault Ste. Marie, all Michigan—Broadcast Bureau granted relinquishment of positive control of Fetzer Broadcasting Co. from John E. Fetzer (53.39% before, 49.99% after) to Carl E. Lee, A. James Ebel, C. E. Ellerman, et al. (12.2% before, 15.7% after). Consideration: \$240,084. Principals: All are executives of Fetzer (BTC-7385). Action May 24.

■ **KATZ(AM)** St. Louis, Mo.—Transfer of Laclede Radio (pro forma) from Key Communications to Equity Educators Assurance Co. was not consummated. Ann. June 3.

■ **KWTO-AM-FM** Springfield, Mo.—Transfer of Ozarks Broadcasting Co. from Ralph D. Foster, et al., executors of estate of Lester E. Cox, to South Central Broadcasters was not consummated. Ann. June 3.

■ **KMAP(FM)** Albuquerque, N.M. (100.3 mhz, 9 kw)—Broadcast Bureau granted assignment of CP from Centaur Broadcasting Inc. to Sun Country Radio Inc. for \$19,392. Sellers: S. Gerald Mollner, president, et al. Buyers: Fred T. Hervey, president (56%), et al. Mr. Hervey owns 80% of KSET-AM-FM El Paso and 30% of KDOT-AM-FM Scottsdale, Ariz. Sun Country Radio owns KPAR(AM) Albuquerque. FCC extended for four months time for Centaur Broadcasting to complete construction. Action May 30.

■ **WSEV-AM-FM** Sevierville, Tenn. (AM: 930 khz, 5 kw-D; FM: 102.1 mhz, 22 kw)—Broadcast Bureau granted transfer of control of Smokey Mountain Broadcasting Corp. from Leo Sharp, Hugh Trotter, Fred Atchley, et al. (100% before, none after) to Tennessee Valley Broadcasting Co. (none before, 100% after). Consideration: \$265,000. Principals: Frank A. Woods (51%) and H. L. Townsend (49%). Messrs. Woods and Townsend own WTPB(AM) Parsons, Tenn. They also have applications to acquire WBRV(AM) Woodbury, Tenn. and WWSD(AM) Monticello, Fla. (BTC-7335). Action May 30.

■ **KSKY(AM)** Dallas—Broadcast Bureau granted involuntary assignment of license from A. L. Chilton, individually and as independent executor of estate of Leonore H. Chilton, and James R. Wood, a partnership (Sky Broadcasting Service) to Sam G. Winstead and First National Bank in Dallas, executors of estate of A. L. Chilton and Leonore Hummel Chilton (BAL-8118). Action May 30.

■ **KAMA El Paso**—Broadcast Bureau granted assignment of license from Jack R. McVeigh to KAMA Radio Inc., 51% owned by Mr. McVeigh and 49% by his wife, Billie (BAL-8119). Action May 30.

■ **KCYL(AM)** Lampasas, Tex. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Lampasas Broadcasting Co. to Stephen S. Sampson dba Lampasas Broadcasting Co. for \$200,000. Sellers: Ila D. Turner and James E. Nugent (100%). Buyer: Mr. Sampson is general manager of KCYL (BAL-8068). Action June 4.

■ **KCFA-AM-FM** Spokane, Wash. (AM: 1330 khz, 5 kw-D; FM: 107.9 mhz, 56 kw)—Broadcast Bureau granted assignment of license from Christian Services Inc. to Moody Bible Institute of Chicago for \$102,300. Sellers: Norman H. Huff, president, et al. (100%). Buyers: E. Brandt Gustavson is director of broadcasting, nonprofit Moody Bible Institute. Assignee intends stations for educational use (BAL-8087, BALH-1960). Action May 30.

## Cable

### Applications

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

■ **Teleprompter of Florida**, 101 West Main Street, New Port Richey, Fla. 33552, for Port Richey, Fla. (CAC-2154); **Delete WTCG(AM)** Atlanta and add **WCIX-TV** Miami.

■ **Telecommunications**, 27 East Blackwell Street, Dover, N.J. 07801, for Hopatcong borough, N.J. (CAC-3333); Add **WKBS-TV** Burlington, N.J. and delete **KYW-TV** Philadelphia.

■ **Northern Lights Cable Corp.**, Box 224, Presque Isle, Wis. 54557, for Arbor Vitae (CAC-3886), Boulder Junction (CAC-3887), Cloverland (CAC-3888), Conover (CAC-3889), Land O'Lakes (CAC-3890), Saylor (CAC-3891), Lincoln (CAC-3892),

Manitowish (CAC-3893), Phelps (CAC-3894), Presque Isle (CAC-3895), St. Germain (CAC-3896), Washington (CAC-3897), Winchester (CAC-3898), all Wisconsin; **WBAY-TV**, **WPNE-TV**, **WLUC-TV** Green Bay, Wis.; **WLUC-TV** Marquette, Mich.; **WSAU-TV**, **WAOV(AM)** Wausau, Wis.; **WAEQ-TV** Rhinelander, Wis.

## Final actions

■ **CATV** Bureau dismissed following applications for certificates of compliance at request of applicant (action on date shown): **Teleprompter of Boulder**, Boulder, Colo. (CAC-2471), June 5; **Ultracom** of Cleveland, Cleveland, Okla. (CAC-2615), June 4; **Clearview Cable**, Socastee, S.C. (CAC-3692, 3741), June 7.

■ **Leon county, Fla.**—FCC denied application of Bayhead Mobile Home Park for certificate of compliance for cable system in unincorporated area of Leon county (CAC-1456). Bayhead proposed to carry the signals of **WCTV**, **WFSU-TV** Tallahassee; **WJHG-TV**, **WDTB** Panama City, Fla., and **WALB-TV** Albany, Ga. Action June 5.

■ **Muncie, Ind.**—FCC denied request by Clearview Cable of Richmond, unsuccessful applicant for Muncie cable franchise, for reconsideration of commission's decision which granted certificate of compliance to Sentinel Communications of Muncie. Action June 5.

■ **Bronson, Mich.**—FCC authorized Coldwater Cablevision to carry following signals on its proposed cable system in Bronson: Michigan stations **WKZO-TV** Kalamazoo; **WOTV** Grand Rapids; **WUHQ-TV** Battle Creek; **WLTX-TV** Onondaga; **WJIM-TV** Lansing; **\*WKAR-TV** East Lansing; **WKBD-TV** and **WXON** Detroit; and **CKLW-TV** Windsor, Ont.; **\*WBGU-TV** Bowling Green, Ohio; and **\*WGTE-TV** Toledo, Ohio (CAC-2373). Bronson is located in Kalamazoo-Grand Rapids-Muskegon-Battle Creek major TV market. Action June 5.

■ **Norton Shores, Mich.**—FCC authorized Muskegon Cable TV Co. to carry following Michigan signals to Norton Shores: **WOTV**, **WZZM-TV** and **\*WGVC** Grand Rapids; **WKZO-TV** Kalamazoo; **WUHQ-TV** Battle Creek; **WKBD-TV** Detroit; also **\*WMVS** Milwaukee; **WGN-TV** and **WNSN-TV** Chicago (CAC-2853). Objection by West Michigan Telecasters, licensee of **WZZM-TV**, was denied. Action May 30.

■ **New Jersey**—FCC authorized Micro-Cable Communications Corp. to add educational TV, **WNJM** Montclair, N.J., to its existing cable systems at Bloomingdale, Butler, Oakland, Pompton Lakes, Ringwood, Wanaque, and Wayne, all New Jersey communities located in New York-Linden-Paterson, N.J., major television market. Action June 5.

■ **Lehigh and Northampton counties, Pa.**—FCC authorized Twin County Trans-Video to add signal of **\*WNET** (ch. 13) Newark, N.J., to 27 existing cable systems in Lehigh and Northampton counties, all outside all TV markets (CAC-3372 through CAC-3398). Twin County and Lehigh Valley ETV Corp., licensee of **\*WLVT-TV** Allentown, Pa., entered into agreement that certificates of compliance be subject to conditions that Twin County carry only programs of **WNET** not carried by **WLVT-TV**, that all community fund-raising announcements carried by **WNET** be deleted, and that carriage of daytime instructional programming by **WNET** be deleted. Action June 5.

■ **Houston**—FCC denied petition by University of Houston, licensee of educational TV, **KUHT** Houston, for rehearing or reconsideration of FCC action authorizing Gulf Coast-Bellaire Cable Television, cable operator in Bellaire, Tex., to carry distant educational signal of **KLRN-TV** San Antonio, Tex., into Houston major TV market. Action May 29.

## Action on motion

■ **Administrative Law Judge Ernest Nash** on Welch, W. Va. cease and desist order, terminated proceeding upon waiver of hearing by respondent, certified case to commission; ordered Welch Antenna Co. to file written statement and dismissed as moot cable television bureau's interrogatories to Welch Antenna and to intervenor, Daily Telegraph Printing Co., served May 14 (Doc. 20007). Action May 16.

## Rulemaking action

■ **FCC** amended parts 76 and 78 of cable TV rules to emphasize applicability of section 1.65, on obligations of parties to commission proceedings to update their pleadings. FCC said such information as changes or transfers of ownership, later revisions of signal carriage proposals, or renegotiations or alterations of franchise terms are vital to commission's comprehensive review in deciding how to rule.

■ **Chief**, cable television bureau, in response to motion by Association of Maximum Service Telecasters, extended from June 17 to July 15 time for filing comments and from July 5 to Aug. 12 time for replies in matter of amendment of rules with respect to network program exclusivity protection by cable television systems (Doc. 19995). Action June 7.

# Classified Advertising

Effective August 1, 1974—New Classified Rates:  
Situations Wanted—40¢ a word. \$5.00 minimum.  
Help Wanted—50¢ a word and All Others 60¢ a word  
with a \$10.00 minimum. BROADCASTING Box Num-  
ber—\$2.00. Display: Situations Wanted—\$25.00 an  
inch. 1 time All Others—\$45.00 an inch.

## RADIO

### Help Wanted Management

**General Manager** for MOR FM station in Upper Mid-west. Heavy background in sales and local news origination essential. Box E-250, BROADCASTING.

**Sales manager** to work into G.M. position. Must sell—and supervise sales staff. Salary-override-expenses. Western Pennsylvania. Top 40. Box F-135, BROADCASTING.

**Salesperson** who is ready to be sales manager. Three salesmen to direct. Contemp format. Pennsylvania. Great opportunity to grow with group owner of three stations. Box F-136, BROADCASTING.

A highly successful station operated under the same local ownership for the past 27 years is planning major changes in an expansion of its radio FM and cable TV operations. Located in a delightful resort community in the heart of the nation's 40th market Asheville-Greenville-Spartanburg. Now accepting applications for management sales and announcing positions. No phone calls please. Rush complete information in your application to Art Cooley, Vice President, WHKP, Hendersonville, NC 28739.

We need young ambitious account executives for a corporate development program at radio and television stations in large and medium markets. As consultants to management, we are helping these stations hire, train and develop their future executives to assure continued corporate growth. Qualifications: high intelligence, demonstrated leadership capability in college or organizations, lots of drive and one to three years media sales experience. Candidates selected will be paid commensurate with experience and income requirements. Submit resume, earnings for past three years and geographical preference to C. L. Mitchell, Ron Curtis Company, 5725 East River Road, Chicago, IL 60631.

### Help Wanted Sales

**Needed:** A hard working salesperson who can sell good modern country music. We are a 10,000-watt full timer located in a southern town of 30,000 population. The opportunity is here if you qualify. We are an equal opportunity employer. Rush resume and photograph to Box F-91, BROADCASTING.

**Sales manager** for AM-FM combination. You can grow into manager position. We are in competitive market, 5 radio, 3 TV. You must have proven track record and ability to build sales. State starting pay expectations keeping in mind we are doing modest business now. That's why we need a pro to make us grow, and you can profit accordingly. Box F-132, BROADCASTING.

**Salesperson** wanted with some rock jock and board work. KFLY, Box K, Corvallis, OR.

**Experienced account executive**—Lincoln, Neb. (pop. 165,000). Top ARB ratings (18-34). Liberal salary, commission plan. KFMQ Radio, 1025 Terminal Bldg., Lincoln, NE.

**Southwest New Mexico**—Beautiful music FM stereo station looking for a top-notch salesperson. A great opportunity in a growing market. Guarantee: commission, company insurance, etc. Do not apply unless you have a proven track record and at least three years experience. Equal opportunity employer. Send complete resume to Dave Button, General Manager, KSVF AM/FM, 317 West Quay, Artesia, NM 88210. 505-746-2751.

**Sales Manager**—Mature, experienced with good record. Good base salary with override commission. Resume to WDBM, Box 1027, Statesville, NC.

**Wisconsin FM station** wants to add hustler with two years experience in radio sales. Send resume to: Don Smith, WIAL Stereo Radio, Box 660, Eau Claire, WI 54701.

**Young, attractive individual** for radio sales, with ability to sell, write and produce own spots. Must have pleasant telephone personality and must be rapid typist. Excellent earnings potential for enthusiastic go-getter. Send full particulars along with audition tape and recent photo to WTTA, Box 591, Thomson, GA 30824.

**Community** under 30,000 needs imaginative sales rep with desire to earn excellent income on commission. AM-FM combination with success story. Awaiting your call 501-863-6126. EOE.

### Help Wanted Announcers

**First Phone Announcer** for small market Maryland station. Send photo and resume. Box E-82, BROADCASTING.

**Talk Show Personality**—Experienced, creative. Must be able to assume more than average responsibility. Must have good credit and previous employment record. Salary requirements and personal data first letter. Medium market, well-equipped Mid-Atlantic state station. Box F-62, BROADCASTING.

**Announcer**—Minimum two years experience needed for quality country music operation in Eastern state. Salary requirements and personal data first letter. Credit and previous employment carefully scrutinized. Box F-63, BROADCASTING.

**Opportunity of the Year**—Super personality. Midwest major. Up to \$25,000 to start. One of America's greatest stations. Equal opportunity employer. Box F-70, BROADCASTING.

**Entertainer**—Voice, experience, 3rd phone for East Coast 50,000-watt stereo FM. Afternoon drive. Send photo and resume. Box F-78, BROADCASTING.

A versatile radio professional needed at a successful, stable AM-FM Indiana station. The person we're looking for has family and is looking for a permanent position as wake-up announcer and sales/service combination. If you want to become part of an aggressive radio operation, not for a year, but for years to come, send information to Box F-123, BROADCASTING.

**Morning A.P./Sales**. Southwest Florida. Bright humorous delivery for up-tempo MOR. EOE. Complete resume to Box F-141, BROADCASTING.

**Bobby Dee** (Robert J. Dowst) please get in touch. Have interesting proposition. Your reply confidential. Box F-143, BROADCASTING.

**Personality jock** for daytime rocker in Ohio. Mature, possible PD position, good production drive, shift. Prefer 1st license. Send photo, resume and salary requirements. Box F-157, BROADCASTING.

**Midwest AM station** with Mod Country Format, Model Studios and financially stable operation, looking for two air personalities. Opportunity for sales is also available. We needed you yesterday. Slip a resume in the mail to Box F-165, BROADCASTING.

**Experienced combo announcer and copy**. Opening near future. Must type. Complete resume, tape, references. Beautiful city, one hour Kings, Sequoia National Parks. Third license. KONG, Box 3329, Visalia, CA. An equal opportunity employer.

**Male or female air personality** for 50,000 watt modern country station, market of 160,000. Must be good. No big hurry, but let's hear from you now. Good money, working conditions. Vacation relief available, too. Tape, photo, details to Bill Brink, KYAK, 2800 E. Dowling Road, Anchorage, Alaska 99507. No collect calls.

**Experienced jock** for contemporary formatted station. Pulse rated #1. Good production. Excellent facility. Send tape and resume to Jim Palmer, WCVS, P.O. Box 2697, Springfield, IL 62708.

**Mid Day Rock jock** with chance to learn television on the side. Great opportunity for announcer with some experience. WELK Charlottesville, VA.

**Experienced jock** for morning slot on Florida's best-sounding small market station. \$125, more for maintenance. Tapes and resumes to Dan O'Day, WIPC, P.O. Box 712, Lake Wales, FL 33853.

**Expansion** of our operation has created a position for a modern country jock with his first. We are a fast growing company in a beautiful market. Send tape and resume to WMHI, Rt. 5, Frederick, MD 21701.

**Experienced broadcaster** needed to fill position created by internal promotions at MOR, CBS affiliate. New facilities. Send complete information including aircheck and salary requirements to Art Lewis, P.D., WSGW, P.O. Box 1945, Saginaw, MI 48605.

**Network affiliate** with easy listening format has immediate opening for experienced, mature-sounding announcer. Excellent fringe benefits. Rush tape, resume, photo to Bob Wells, WVEC, Box 400, Hampton, VA 23669.

**You are in a small Texas market** now—going nowhere. Spend one year with us, follow instructions and you will be on your way. Medium market full-time country station. Send aircheck, resume and photograph to: Houston Radio, 3911 Knottynold Lane, Houston, TX 77045.

### Help Wanted Announcers Continued

**Leading East Coast Top-40** seeks jock who can read news and do production. Also jocks who handle a board. Send resume and tape to P.O. Box 1137, Atlantic City, NJ. An equal opportunity employer.

**Modern Country announcer** needed for five thousand watt progressive station in Mid South. Must be knowledgeable of country music and have positive work attitudes. Prefer play by play ability. Salary open. Please send tape and resume in first letter to Missouri Division of Employment Security, Box 190, Poplar Bluff, MO.

**Adult rocker** needs solid production person—send tape first letter, Drawer 14, St. Louis, MO 63188.

**Experienced pro** for busy morning shift, C&W format position open now. W. Aitchison KFFA Helena, AR. 501-338-8361.

### Help Wanted Technical

**Help wanted—First phone**. Engineer, heavy on maintenance, technical. Salary will be \$150.00 per week. Box F-20, BROADCASTING.

**Chief Engineer** who knows what he is doing and is willing to work and be compensated. Salary range \$900. 5 kw, directional. Remote Control. SW area. Write Box F-29, BROADCASTING.

**Technical Director—Chief Engineer** for two well-equipped AM-FM operations in Midwest resort area. Must be experienced and knowledgeable with automation, proofs, construction. Resume and requirements to Box F-39, BROADCASTING.

**Chief Engineer—Announcer**, for suburban Christian station in Southeastern metropolitan area. Salary up to \$200 per week commensurate with ability and experience. Write Box F-53, BROADCASTING.

**Wanted: Chief Engineer** who is good on maintenance and repairs for two stations, expanding group in Central Massachusetts. Excellent opportunity including profit sharing, free life insurance, etc. Write Box F-113, BROADCASTING.

**Technical help** wanted. Radio coordinator for office of telecommunications in major metropolitan center. General working knowledge of local government two-way radio systems is desired and technical background in broadcast radio and television is preferred. Send resume with references to Box F-134, BROADCASTING.

**Chief engineer** for 5 kw directional Daytimer in mid east market. Supervise staff and perform studio and transmitter maintenance. Salary open. Box F-138, BROADCASTING.

**Chief engineer**. New Jersey AM-FM. Strong transmitter and studio maintenance ability. Salary 18-22K, depending on experience. Box F-154, BROADCASTING.

**Experienced chief engineer** for leading Connecticut AM-FM. Salary \$20,000. Submit resume and references to Box F-156, BROADCASTING.

**FCC first phone** for part time work at suburban NYC station. Flexible hours. Box F-170, BROADCASTING.

If you are a tech who wants to chance to be a CE, and you know FM Stereo from mike to antenna, you are our individual. Salary geared to learner's level but open. Chance to do engineering for AM in same market. Northern California. Box F-174, BROADCASTING.

**Chief Engineer** for Washington, D.C. suburban metro area station, non-directional. Prefer someone already near our market. Include all information first letter. Box F-181, BROADCASTING.

**Chief Engineer**—East Coast AM and automated FM stereo. Maintenance experience on transmitter and studio equipment required. Salary open and benefits. An equal opportunity employer. Send resume to P.O. Box 1137, Atlantic City, NJ.

**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

**Chief engineer** to supervise operation, maintenance and upgrading of radio and color television facilities in the Arab World. RTV Management, 212-421-0680.

**Chief**, experienced, needed at 5kw midwest radio. Good pay, benefits. Call 812-425-2221. EOE.

## Help Wanted News

Experienced news writer needed, with good voice for adult music airshift. Send audition and resume to George Taylor, WALE, Fall River, MA 02722.

## Help Wanted Programing Production, Others

**Program Director**, medium/small market. Announcer, know MOR programing; supervise 4-man staff; ramrod production; handle board shift; handle interview show; fully responsible for programing; prefer 1st phone; must know logging rules; decent salary; lovely upper Midwest town. Do not reply without heavy experience. Box F-34, BROADCASTING.

**Art Director**—Complete graphic art background with experience in television of ad agency required. Strong management skills necessary. Medium Midwest market. Send resume to Box F-41, BROADCASTING.

**Farm Director**—Long-established, full-time CBS 5,000-watt station. Central USA. Prefer agricultural college graduate or person with minimum agricultural broadcast experience. Move up. Send resume now to Box F-42, BROADCASTING.

**Medium market**, 24 hr. contemporary needs strong voice with personality. Must communicate with 18-35 audience and take directions. Send photo/resume to Box F-178, 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.

**Program Director** for modern country music station, must have thorough knowledge of country music, production and be able to handle drive time airshift. Send aircheck and resume to WDBM, P.O. Box 1027, Statesville, NC.

## Situations Wanted Management

**General Manager**—Top sales producer. Will lead and motivate staff. 20 years broadcasting. Age 36. Currently employed with major group. Will invest considerable cash. Prefer East or Southeast. Box F-44, BROADCASTING.

**Florida**—Young, professional station manager with substantial experience in top-5 market, strong on programing. Best credentials, references. Ready to settle in small or medium market. Box F-68, BROADCASTING.

**Christian**—Over 10 years' experience includes manager, Christian program production, automation, Christian sales, commercial sales, and more. Box F-95, BROADCASTING.

**General manager**—Well known Midwest broadcaster. Former owner. Extensive experience. Built two stations. Made three winners. Box F-116, BROADCASTING.

**Small market sales mgn.** Young, degree in merch. & mgn. Looking for right move in mgn. Must be in the \$30K to talk. Excellent track record in sales/management/programing. 4 yrs. exp. Midwest position desired. Box F-144, BROADCASTING.

**Successful current G.M.** seeking similar position small, medium market. (Owners selling station). Cost, sales-oriented. Professional broadcaster, knowledgeable FCC, all phases. Family man, community-active. Box F-150, BROADCASTING.

**General manager, sales manager.** 11 years experience in sales and all phases of broadcasting. 34, married, excellent references. Box F-160, BROADCASTING.

## Situations Wanted Sales

**Sales-Radio**, experienced, Southeast, leaving major market. Replies answered with track, resume, picture. Box F-86, BROADCASTING.

**Mature salesman/salesmanager**—13 years experience. Box F-153, BROADCASTING.

## Situations Wanted Announcers

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

**Unique Top 40 superjock** in 100,000 market, ready to move up! Well developed, can follow directions, excellent references. Box F-18, BROADCASTING.

**Big voice adult rocker** or MOR. Friendly, references, news too, stable, non-egotist. Box F-54, BROADCASTING.

## Situations Wanted Announcers Continued

**First phone jock** seeking progressive rock or other FM position. Top ratings top-ten market past 2½ years. Stable, mature, and affordable. Box F-61, BROADCASTING.

**Afternoon drive**, top-50 50kw Midwest modern country wants to rock. Good production, M.D. experience. Will relocate. Any shift. For tape and resume write to: Box F-79, BROADCASTING.

**Experienced professional**, intelligent, confidence, aggressiveness, positive mental attitude, enthusiasm. Married, seeking settlement. Available June 30th. Box F-124, BROADCASTING.

**Golden voice**. Third endorsed with experience in copy, production, news, traffic, air time, special programing. Good personality, hard worker, enthusiastic, and dependable. Seeks uptempo MOR in eastern market. Solid investment. Box F-125, BROADCASTING.

**Former college English teacher**, with experience in radio and real estate, desires work as announcer-salesman with good music station in small community. 3rd class license. Prefer Midwest. Box F-133, BROADCASTING.

**For sale**. One top flight black announcer for top 40 or R&B announcing & program. Box F-145, BROADCASTING.

**DJ/announcer** looking for a start in radio. 2 years experience at college radio station. Good with production and commercial delivery. Warm, clear voice. Knows rock format, or others. Would prefer Northern Calif. area, but willing to go anywhere. Box F-147, BROADCASTING.

**Need that break!** Radio school, two college stations, automation experience. Top-forty preferred. Help! Box F-182, BROADCASTING.

**Beautiful, EZ**, adult continuous music. Major market background. Automation experience. Third endorsed. Mature voice. Salary open for right move. Top references. Now employed. Family man. Prefer East. Tape. Box F-151, BROADCASTING.

**Midwest, 23, married**, seeking full time employment. Third phone endorsed, 5 years other profession. College radio work, MOR, progressive rock, adult rock, willing to relocate. Prefer personal interview. Enthusiastic and hard working, impeccable references. Box F-162, BROADCASTING.

**Got the small market blues**. Ready to grow with your organization. BA in radio. Married. 3 years comprehensive experience as program news, and sports director. Steady morning shift. 3rd endorsed. Youth and experience are yours. Box F-167, BROADCASTING.

**Classical music announcer**. Extensive knowledge of all eras of classical music and composers. Opera expert. 15 years on air experience. Good commercial delivery. Available Aug. 1st. Box F-176, BROADCASTING.

**1st phone seeks small-medium market**. Jazz-blues format. Will go anywhere. Can leave at once. Greg Pasternak, 802 W. 14 St., Williston, ND 58801.

**Experienced announcer** with personality, community minded. Love to dig for news, also sports. 3rd. Frank Farrell, Box 232A Quincy, CA 95971. 916-283-2428.

**Youth plus experience**, news anchorman, sports director, play by play. B.A. communications, 4 years experience. For info, Gene Blahut, 3223 Harcum's Way, Pittsburgh, PA 15203. 412-481-7323.

**Looking for 1st break**. Announcer-DJ, authoritative news, natural commercial delivery. Broadcast School graduate. Have 3rd endorsed. Willing to go anywhere. Larry Beller, 5528 North Central Avenue, Chicago, IL 60630. 312-774-2927 or 312-726-0400.

**Soul jock**, first phone, 8 years experience. Worked New York. Jody Gill, 922 Brook Ave., Bronx, NY 10457.

**1st phone**. 4 years experience. Smooth, tight board. Personable. Single. Sonny Stevens, 1-513-825-2430.

**Prepared**, college experienced announcer, age 22, immediately available to contribute 100% to your listeners. B.A. in broadcasting from Marquette and third endorsed. 3 years college radio all phases. Single, able to relocate. I believe in "personality" radio and getting involved. Let's talk. Call or write Tom Struher, 312-677-5518 or 675-1281, 8646 N. Harding, Skokie, IL 60076. Tape, resume and pic upon request.

**Ambitious beginner** needs first break. DJ-announcer. Tight board, can do production. Elkins grad., first phone. Jay Knott, 12130 Melody Dr., Denver, CO 80234. 303-451-8613.

**Looking for a non-boogie**, non-scream top 40 gig. Prefer afternoons or middays in market 50-150. Seven years experience. Steve: 1-414-336-0060.

## Situations Wanted Announcers Continued

**Small Stations**—Solid dependability. New college graduate looking for start. No ego trip, no floating, just a solid worker ready to learn. Dave Jenkins, 5259 Kercheval Drive, Lawrence, IN 46226. 317-547-4443 after 5.

**Hard-working**, 8-year pro. 1st P.D. experience, any music. Available now. Metro. or med. 501-227-0260.

## Situations Wanted Technical

**Radio chief** of small stations for past 5½ years. Age 24. Desire position as chief of small station, Indian at larger operation, or something in between. Currently employed. Florida only. Box F-105, BROADCASTING.

**Chief engineer**, 33, family man, strong on maintenance, AM-FM stereo, SCA, automation, proofs, construction, filing of FCC applications and two-way radio. Box F-149, BROADCASTING.

**Chief**, first phone, 6 years' experience, technical school, design, construction, proofs, strong maintenance, studio-transmitter, AM-FM, automation. \$12K minimum. Route 2, Box 489G, Coloma, MI 49038, 616-927,1010 nights.

**20 years chief**—AM, FM, SCA. Stereo, directional, construction, proofs, own test gear. Colorado area. 512-682-0334.

**Young, versatile, talented**, 1st class licensed, married, 7 years experience. Available part-time Chicago area. Will do combo, engineering and meter readings. Will also assist with construction or modifications of stations. Contact: David A. Schubert, 9670 Dee Rd., Suite 205, Des Plaines, IL 60016.

## Situations Wanted News

**Sports PBP/Salesman** 5 years experience college basketball-pro football/proven sales record. Looking for aggressive sports minded station. Box F-13, BROADCASTING.

**27 year old black newsman**. Trained in major market. Professional attitude. Photogenic, articulate, skilled with sound rigs. Degree. Salary reasonable. Box F-130, BROADCASTING.

**Sportscaster** with New York air experience plus writing, producing, on-camera TV, basketball pbp, commentary, interviewing, race calling. I've worked with the best and now I want to be your sports director. Will supply tape and resume. Box F-131, BROADCASTING.

**Newsman**, over 2 years experience in radio and TV news. First phone, college. Prefer West or Midwest. Box F-172, BROADCASTING.

**Great teams deserve great coverage**. You are there with my play-by-play. Veteran sports director seeks medium-major market with college or pro team coverage. This pro needs a big league team to match his ability. If you have the fans, you'll get the listeners. Box F-175, BROADCASTING.

**Former news director** for two small market radio stations seeks reporter position in medium market radio and/or TV. College graduate. Will relocate anywhere but prefers the east. 919-237-8979 collect or write John Bleakly, 406-C Winstead St., Wilson, NC 27893.

**Money back guarantee!** Young female, interviews, talk shows, news gathering/delivery, spot production, traffic, automation, board work, I want to move into bigger market. Shirley Kachold, WKYO, Caro, MI 48723.

**Los Angeles news director**. Black, 31, wants advancement and opportunity. Network experience, top man. Best references. All areas considered, but prefer Coast. Serious replies to Box 5755, Santa Monica, CA 90406.

**More than five years** experience in writing, reporting and announcing on radio and TV. Dedicated, self-starting newsman seeks to settle, wants position with career potential. Wide experience in broadcast journalism. Ira Dreyfuss, Apt. 9-C, 610 Sewall Ave., Asbury Park, NJ 07712.

**Newsman ready to work**. College experience in gathering, writing, and reporting of news for radio. Third phone, Vietnam vet, single, willing to work anywhere. John Holmes, 3732 23rd St., San Francisco, CA 94114.

**News director**, take charge professional, seeks major-medium market challenge. Understand local news, how to find it, and produce results. Let my experience work for your benefit. Charles Beach, 4020 Holland, No. 212, Dallas, TX. 214-521-7877.

**2½ years' experience** — Newscaster/reporter seeks long-term employment. Security important. Prefer medium market or good college town. Douglas Nagy, 1-313-534-0251.



## Situations Wanted Programing, Production, Others

Major market country program director looking for new home. All replies answered. Box F-38, BROADCASTING.

Creative morning jock, formerly M.D., assistant P.D., seeks P.D. position, nice town, "human" station. Great organizer, promoter, idea man. Box F-40, BROADCASTING.

Production Director, young, bright, hard worker, 6 years' experience in radio, former jock still holds 1st phone. Degree from Syracuse University in radio and TV with concentration in production. Married, salary open, will relocate. Box F-102, BROADCASTING.

Automation, college graduate can plan, format, install and produce your station's automation. Have 3rd working on 1st, 7 years experience. (Don't sound canned.) Box F-114, BROADCASTING.

Competition proven program director. First phone and four years experience. Seeking contemporary station in good community, any size market, with salary near five figures. Middle or Southern Atlantic states preferred. Box F-177, BROADCASTING.

Hard worker with first phone and seven years experience looking for stable opportunity. Been at my present post four years, excellent references, former PD, some on-camera TV experience, currently morning man and continuity director. David Appelblat, 975 Ninth Avenue South, Naples, FL 33940. 813-642-7717.

Traffic manager. Two years experience with number one AM station in New York City; experience varied; AAS Journalism; 3rd class; will consider relocating but prefer New York Metro. Write: Box 341, Baldwin Place, New York, NY 10505.

Let me program your rocker to #1. 5 years track, solid success, top-5 market. You'll pay me more, but I'll handle it all and do much more. 313-866-0471, 889-0075.

## TELEVISION

### Help Wanted Management

Wanted—Transmitter supervisor for Public Television Station WNPB-TV. 2-3 years TV transmitter experience; proven supervisory skill; B.S. in electronics; FCC first class radio telephone license. Excellent fringe benefits. Send resume and salary requirements to: Personnel Department, John D. Pierce, Room 119, Northern Michigan University, Marquette, MI 49855. Telephone: 906-227-2330. An Equal Opportunity Employer.

Anchorage Alaska PTV Station Manager. Broadcasting managerial experience required. Both commercial and public television experience desirable. Ability to plan for station policies, staffing, budgeting necessary. Station funded, expected on air November. Position available on or about August 1. Equal Employment Opportunity Employer. Send resume, references before July 1 to Alaska Educational Broadcasting Commission, 308 "G" Street, Anchorage, AK 99501.

General Manager: Challenging opportunity to construct and operate Public TV Station in Northeast New York State. Minimum 5 years supervisory experience in Public TV required. Development experience desirable. Send complete resume with references to: Henry Gelles, Chairman Northeast New York Educational TV Association, c/o State University College, Plattsburgh, NY 12901. No phone calls. Equal Opportunity Employer

### Help Wanted Sales

Immediate opening for a young aggressive account executive with a growing Phoenix station. Must have broadcast sales experience. Draw plus commissions. Rush resume to Box F-159, BROADCASTING.

Local/Regional Sales Manager—Strong on motivation and training, able to recruit, administrate and knows how to sell and can prove it. Prefer college, successful sales background, previous administrative responsibility. No calls—send all details including track record and salary requirements to: Lyn Stoyer, Executive VP & GM, KTIV Television, Sioux City, IA 51103.

Immediate opening, Southeast VHF group-owned station has challenge for ambitious, aggressive, professional salesperson. Must have strong background in local sales, degree preferred. Established list. Send resume to Local Sales Manager, WSAF-TV, Post Office Box 2566, Montgomery, AL 36105. An equal opportunity employer.

## Help Wanted Technical

Director of engineering for dynamic, growing public TV station in Northeast. Nine-man staff. Must have First Class FCC license. Must have experience in UHF transmitter, studio, STL and microwave operation and equipment installation and maintenance. Should have experience in systems design and interest in new technology. Must have at least 3 years' supervisory experience. Radio experience also helpful. An equal opportunity employer. Send resume and salary needs to Box F-97, BROADCASTING.

Director of Engineering major group with both television and radio. Salary \$30-35K. Send complete resume to Box F-155, BROADCASTING.

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.

First class studio operator, Elmira, New York, will train beginner. Larry Taylor, WENY-TV. 607-739-3636.

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 WNA8, Broadcast Center, Bridgeport, CT 06608.

TV Engineer—1st-class FCC license required. Good operations and maintenance background preferred. Contact Chief Engineer, WTCG-TV, 1018 W. Peach tree St., N.W., Atlanta, GA or call 404-873-2242.

Experienced Studio Maintenance Engineer needed at PTV station in Virginia's Shenandoah Valley. First Class license required. Full color, five year old facility. Send resume, availability, and salary requirements to: Chief Engineer, WVPT-TV, Harrisonburg, VA 22801, or call 703-434-5391. Equal Opportunity Employer.

Wanted: Transmitter Engineers for Public Television Station WNPB-TV. Prefer A.A.S. Degree or better; 1 year broadcast related experience; require FCC first class license; transmitter experience highly desirable. Excellent fringe benefits. Send resume and salary requirements to: Personnel Department, John D. Pierce, Room 119, Northern Michigan University, Marquette, MI 49855. Telephone: 906-227-2330. An Equal Opportunity Employer.

Technician for private New England school. Supervise TV studio; assist with students' productions; operate and maintain COHU 1500 color film camera, IVC, Sony VTRs, studio cameras. 1st phone desired. Available immediately. Salary: negotiable. Call Steve White, 413-584-3450.

Chief engineer required for new Anchorage, Alaska public television station. Minimum of 5 years progressive engineering experience. Strong construction and installation experience required. Must be self-starter. Send detailed resume, including: personal and professional references, system experience. Alaska Educational Broadcasting Commission, 308 G Street, Anchorage, AK 99501. Equal opportunity employer.

## Help Wanted News

Medium Southeast station market, Number One News needs individual capable of field reporting and anchor position. Top salary based on experience and ability. Great opportunity, excellent working conditions and chance to grow working with a modified "eye-witness news" format. Send photo, resume, and general salary requirements with application. If you are a qualified applicant we will contact you with more information and request for VTR or SOF samples of your work. Box F-76, BROADCASTING.

Experienced TV news director. Top-50 Midwest market with strong administrative abilities. Must be able to put together a top product and should have some on-air experience. Salary \$25K to \$28K. Box F-82, BROADCASTING.

Sports Director. For network affiliate in the upper Midwest. Need someone with interest in outdoor sports, especially hunting and fishing. Professional football market. Good opportunity for second individual to move into top position, or to make the move from radio. Box F-108, BROADCASTING.

Weathercaster/Meteorologist, experienced in TV presentations, but with strong background in Weather Forecasting and Meteorology. If you have a current AMS Seal and/or Membership, it would be a benefit. We are a top rated station with excellent salaries if you qualify. Southeast large market. All applications will be answered. Send complete resume and photo to Box F-126, BROADCASTING.

Wanted. News Director. VHF station in top 100 markets. Dynamic station with group ownership. On air personality not necessary. Heavy journalism and TV experience necessary plus ability to direct and stimulate and innovate with reasonably large staff. Salary open. Please send written resume and letter with salary request to Box F-142, BROADCASTING.

## Help Wanted News Continued

Need strong anchor person and assistant News Director. Midwest market. Please send complete resume, picture and salary requirements with first letter to Box F-158, BROADCASTING.

Miami station now accepting applications for photographers. Journalistic background and one-year minimum on 16mm TV news film experience required. Send resume to Roger Douha, WKCT-TV.

Reporter/Photographer—A growing progressive station needs a dedicated person to work as general assignment reporter and shooting, processing and editing both silent and sound 16mm film—plus some on-air camera work. Send resume including sample of film and on-air VTR to Tony Vignieri, News Director, WXOW-TV, Box 198, La Crosse, WI 54601.

## Help Wanted Programing, Production, Others

Wanted-Production Manager for New Hampshire Network. Mature, responsible, creative Supervisor of production staff of 15, produce and direct on special assignment-advanced degree advantage but not necessary. Immediate opening. Box F-9, BROADCASTING.

Producer/Director-Top 10 Market. Versatile and creative with minimum 4 years experience as director with emphasis in commercials and experience in remote telecasting. Box F-24, BROADCASTING.

Producer-Director, Southeast public TV station. Minimum three years' experience as P.D. required. Must have sample tape showing ability to shoot and edit film and creative directing skill in studio productions when requested. Send resume and salary requirements only first letter. EO and AA employer. Box F-112, BROADCASTING.

Creative Producer/Director for top 60 group station. Experience necessary. An Equal Opportunity Employer. Send resume, personal goals, and salary requirements to Box F-166, BROADCASTING.

Immediate openings, for highly qualified tape editor, video person, remote person. Must have strong engineering background. Contact Vern Totten, Television Production Ctr. 445 Melwood Street, Pittsburgh, PA 15213.

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.

MEBC seeks Executive Officer to assist in establishing quality system in Montana. Position qualifications available through MEBC Selection Committee. Applicant deadline is August 1, 1974. P.O. Box "A", Bozeman, MT 59715.

## Situations Wanted Management

Highly qualified broadcaster with management background available for programming or operations assignment. Ten years background in FCC R&R, manual/computer traffic systems, sales service, production, research, operations, standards and practices, and more! Write for introduction letter and detailed resume to: Box F-80, 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. Expertise in aggressive programming, sales (national and local), promotion, community-involvement; production. Management-troubleshooter past twenty years. Have rebuilt several losers into very profitable, prestigious winners. Am aggressive, quality competitor ready for new challenge and greater and greater earning opportunity. Box F-137, BROADCASTING.

Business Manager and Controller desires Southeast opportunity. Experienced in all financial management and acquisitions. Presently in broadcasting. Degreed. Box F-171, BROADCASTING.

## Situations Wanted Sales

New York Rep. wants out. Over four years rep. experience, formerly local salesman in top-five market. Total eight years experience. College grad., family. Aggressive, sharp, 28 years old, seeking local or national sales management position in large or medium market. Let's talk. Box F-75, BROADCASTING.

Young salesman currently with commercial TV translator desires spot with full-time station. 2 1/2 years professional tv/print background and complete production know-how. Box F-122, BROADCASTING.

## Situations Wanted Sales Continued

One of the top regional, local salesmen in the country with top ten experience did \$248,000 last year. Ready and eager for new assignment for somebody that wants to find new money. Phone 804-737-3018 or write Box F-127, BROADCASTING.

## Situations Wanted Announcers

20 years, news anchor, sports, weather, talk, producing, directing. Professional delivery, appearance. Tom Kolson, 22 Poinsettia, Ormond Beach, FL 32074.

## Situations Wanted Technical

Maintenance Engineer seeks a position in Northern states. Ten years in radio, now would like a challenge in TV. Box F-67, BROADCASTING.

I won't cost you a fortune. That's refreshing. I do many things and do them very well. That's valuable. Top 5 experience. Anchorman, reporter, talk show host, news director, producer, documentarian. I like to collect awards and I like to win battles. I can help you do both. Box F-180, BROADCASTING.

## Situations Wanted News

News or sports—Young with experience. Have done state government, investigative, general and sports reporting. Film. 904-877-0445. Box E-248, BROADCASTING.

TV-Radio Sportscaster, major league credits, pro football, basketball, baseball, desires change. Want daily TV-Radio shows, PBP pro football or major college. State award winner, degree, family man. VTR, audio tape, resume on request. Box F-14, BROADCASTING.

24-year-old female with BA journalism-communications wants position as reporter/announcer. I have air experience, TV-radio, and offer hard work and imagination. Box F-51, BROADCASTING.

5 years' experience in radio news looking for a position on a TV staff. Good delivery and can write. Tape and resume available on request. Box F-74, BROADCASTING.

Meteorologist: 2 years radio experience, currently working as a television meteorologist in New England. Warm, friendly, uncomplicated approach. Will relocate to any part of the nation. 24 years old, blond hair, 6'1", 165 lbs. Box F-115, BROADCASTING.

Anchorman—proven ratings performance. Extensive reporting, editing, writing background. For resume and VTR, Box F-148, BROADCASTING.

Weather-Caster. Major market pro desires small east or south, small, medium permanent move. Salary open for right station. Family man, excellent appearance. Other duties acceptable. AM, FM. Tape. Impeccable references. Box F-152, BROADCASTING.

Thinking of expanding? I just spent a year helping a news television network get a running start. Can you challenge me enough to get me away from New York? I'm a young (29), widely experienced dedicated professional seeking production/management responsibility in an aggressive operation. Full consideration to all offers and locations (even N.Y.). 201-381-4432. Box F-163, BROADCASTING.

Sports anchor in Top 50 seeks solid opportunity in heavy college or pro market. Excellent credentials include 12 years experience, sound delivery, pbp, and personal drive to be number one. Box F-164, BROADCASTING.

Young, Extremely knowledgeable sportscaster. Currently backup in top 40 market. Desires directorship in top 60 or backup in major market. Degree, major college experience. Tape, Resume on request. Box F-173, BROADCASTING.

Experienced Announcer, News Director, good sports color background. Some TV experience, want more. Creative and very hard worker. Tape available. Call Scott at 717-253-4674.

Award-Winning reporter to make or keep your news #1. Proof: 7 yrs. dist. Journalism exp. Charles Baireuther, 502 N. Davis Rd. #6, Palm Springs, FL 33460. 305-967-5657.

## Situations Wanted Programing, Production, Others

English Technical Director, 31, extensive ETV experience, seeks challenging and rewarding production position. Geoff. Addis, 122 St. Peters Rd., Reading, RG6 1PH, England.

Young Director/Production manager at top 40 independent seeks move. Solid remote/studio experience. Excellent references. 602-968-8072 mornings.

Experienced in most phases of TV production from set design and lighting to on camera, writing and art. Available August, 1974. For resume contact John Zauher, 1706 Magnolia Ave., Redding, CA 96001.

## CABLE

### Help Wanted Technical

Microwave Technician. 1st or 2nd class license. Cars video network serving New York and New Jersey. Vehicle provided. Good potential. Micro-Cable Communications, 7 Fir Court, Oakland, NJ 07436.

### Situations Wanted Management

College graduate, 7 years radio experience, desire move into cable. Willing to try any position with future management possibilities. Box F-114, BROADCASTING.

### WANTED TO BUY EQUIPMENT

Needed (2) Revox or equiv. two channel stereo tape recorders, (1) mono or stereo carousel, (1) IGM-type equipment rack. Glenn Tryon, WKYO, Caro, MI 48723.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Hurbide St., Laredo, TX 78040.

### FOR SALE EQUIPMENT

Gates stereo automation system made up for top 40. Full overlap-3 random access carousels. 2-14" Scully play decks, cart encoder, monitor AMP, 2 Gates "55" sequential cart players. Electronics for time announcer, digital clock, adding machine tape type logger. 25 to 150 HZ decoders. Unit in full operation when removed from service. Call Dennis King 415-792-2555. KFMR, Fremont, CA.

Slightly used Berwin Stereo Dynamic Noise Filter, model 1000. Purchased last year at \$3,200 +. Best offer takes. Write/call Gordon Mason, KJOI, 2555 Briarcrest Rd., Beverly Hills, CA 90210. 213-278-5990.

Gates SA40 Monaural studio console. Good condition. \$300.00 cash in advance. KWEW, Hobbs, NM.

Gates 250B FM transmitter on air now. Available June 15th. Excellent condition, \$995. KYEM, Bartlesville, OK. 918-336-1001.

For Sale: Complete Automation system with 4 Carousels, Automatic Time announcer, complete switching equipment with capability of 20 program sources including network. Also 100 cartridges with about 400 standard country music selections. For further information, call Bob Mendelson, WJNC, Jacksonville, NC 919-455-2202.

Mart-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BECO, 8595 Stemmons, Dallas, TX 75247. 214-630-3600.

Two GE PE-400 Cameras including two 18 to 1 Angenieux Lenses and one Angenieux 10 to 1, spare plumbicons and 36 spare boards. Equipment like new, used only for special purpose broadcasts, less than 800 operating hours on each set. \$35,000 each set. Also microwave equipment like new consisting of two Microwave Associates Model MAT2MB transmitters, two Model MA8572 transmitters, two Model MAR2MB receivers and two MA85R2 receivers. \$5,000 per set of transmitter and receiver. For details contact J. Prinzo 216-794-3982.

50kw transmitter (Continental), one (1) year old, excellent condition. Terms available. Call 915-544-7876.

Sacred music automated. FM/CATV. TNI, Delano, CA 93215. 805-725-2609.

Heliast-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

16mm SDF. Auricon Cinevoice, complete. Mag Sound, Yoder Conversion, Angenieux 12-120. Excellent condition. Mr. Hamel, 617-852-0027.

FM Transmitter—RCA BTF 10 KW stereo. Very good condition \$5000. 2761 E. 93rd Place, Denver, CO 80229. 303-287-6826.

I.V.C. 600 one inch video recorder, playback. BW/color. Case, cables. 212-847-4164.

Complete AM Broadcast Equipment package except transmitter \$2,600. Box 62, Red Hook, NY.

Standing Truscon steel self supporting antenna tower. 175 foot. Paint in good condition. Lighting ok, no flashing beacon. Price \$1,000 plus removal. Write Box 64, Bozeman, MT or call 406-587-4303.

250 foot utility AM radio Guyed Towers and lighting, \$10,000. F.O.B. Anaheim. H. H. Thomson, 714-776-1191. 1190 East Ball Road, Anaheim, CA.

## COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Contemporary comedy! Sample Issue 25¢. Library, 5804 Twineing, Dallas, TX 75227.

Political One-Liners. 40 Carson-type originals every ten days. 3 month trial \$10. Jack Posner, 220 Madison Ave., New York, NY 10016.

Package of 35 "super" dropins, \$10. Sherry Good Productions, Box 293, Signal Mtn. TN 37377.

## MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more; Write: Command, Box 26348, San Francisco, CA 94126.

Biographies on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

Journalism "package" for newsmen! Two booklets totaling 500 story angles. Two newsletters (one month). \$5. Newsfeatures Associates, 1312 Beverly, St. Louis, MO 63122.

Jocks! Earn \$5,000-\$10,000 in spare time. Proven method. Send \$1.00 to Total Media, Box 511, Newington, CT 06111.

Easy Extra Income. Complete lists of local radio advertisers. Details from Kaiz, 1280-KD Sawmill, Yonkers, NY 10710.

Jocks: Low cost, dynamic promos, jingles, produced comedy, dropins, Talking Moog, more! \$2.00 (refundable) brings brochures, demos postpaid. Mother Cleo Productions, Box 521, Newberry, SC 29108.

Biographical information on MOR and rock artists plus other features. Now more pages at lower rates for individual subscribers in all but the top twenty markets. Free sample. The Sullivan Letter, 888 Seventh Avenue, NY 10019.

## INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Granham, 2002 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services. 333 East Ontario. 312-649-0927.

Job opportunities and announcer-d.j.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

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South	Metro	Fulltime	800M	Nego	MidAtl	Metro	Profitable	825M	Cash
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# Profile

## Kitty Broman: a generalist in the broadcasting business

"I'd take out a mortgage on the gates of hell for her," her boss says without the least bit of prompting. But then again, Bill Putnam, president of Springfield Television Broadcasting Corp.—and a promoter to the core—is given to exaggeration. Hyperbole aside, however, what shines through is his dedication to this female co-worker whose job description reads like one of the recipes she presents on her daily television program: equal parts vice president of Springfield Television, clerk of the corporation, hostess of *Kitty Today*, and, for frosting on the cake, director on the television board of the National Association of Broadcasters (the first woman to hold the post).

When Kathryn Elizabeth Flynn (Kitty) Broman picks up a new job, she can't seem to drop the one she had before. She's not promoted from one job to the next; rather, she's much like the once small, honeymoon bungalow that has had so many rooms added on that now it is a complex of its own.

If pressed, Kitty Broman will say that if she had to give up either the administrative side as Mr. Putnam's right-hand "person" or the performing end of the business, she'd have to give up her show. "Like anything you like to do, [the program] gets easier to do over a long period of time," she says. (She's been doing the midday *Kitty Today* for 19 years.) Of administration, she says, "It's a people business. Of course, you can do both things. And I want to do both things and well. I've been blessed with a lot of energy."

Energy enough, that is, also to raise four children, make her own bread at home—although she originally didn't want to take on her program because it involves a lot of cooking, which, she says, she does enough of at home—serve as goodwill ambassador for her company, a three-station UHF group, to luncheons and dinners of fraternal organizations, state fairs and expositions, and campaign for and win the spot on the TV board.

Mrs. Broman arrives in Washington today (June 17) for orientation sessions before the joint boards meet this week. Carefully, she backs away from questions about what she thinks of the association or what she wants to see done while she is on the board. Her backpedalling is less the product of political pussyfooting than the kind of savvy that says freshman legislators don't jump into print with a batch of position statements before their first sessions.

But, she remembers her election with some relish. The call that announced her victory in the vote came into her NAB



Kathryn Elizabeth Flynn Broman—vice president and clerk of corporation, Springfield Broadcasting Corp., Springfield, Mass.; b. Feb. 5, 1920, Pittsburgh; attended Carnegie Tech and University of Pittsburgh, 1936-37; entered business in 1953 as traffic manager, WSPR(AM) Springfield; assistant to president, Springfield TV Broadcasting Corp. (licensee of WWLP(TV) Springfield, WKEF(TV) Dayton, Ohio, WRLP(TV) Keene, N.H.-Brattleboro, Vt.-Greenfield, Mass.), 1954-58; hostess of WWLP-WRLP's *Kitty Today* show, 1955-; clerk of corporation, 1958-; vice president, 1969-; elected to television board of National Association of Broadcasters, 1974; m. Paul Broman, 1951; children—Karen, 31, Paul, 30 (by her previous marriage), and Morgan, 21, Erica, 17.

convention hotel room at the unconscionable hour of 7 a.m. the day after the balloting. She was "so excited" that today she can't even recall who was on the other end of the line, only that he told her she had made it. In softer tones, she retells the story of her disappointment at losing a similar race by only a few votes for the board the year before at the Washington convention. "My morale was very low. I thought they didn't want me," she says. "But after a while I figured it wasn't me really."

"What that board needs is someone with couth," says Bill Putnam. That, he laughs, is why he encouraged her to run.

And anyone who interviews people for a living must possess a good amount of couth. Sitting behind a horseshoe-shaped desk, à la NBC's *Today Show*, Mrs. Broman has pumped everyone from members of the Kennedy clan to Mahalia Jackson (whom Mrs. Broman considers her favorite interviewee, partly because Mahalia compared her to Dinah Shore

after a Q-and-A session). "I just look 'em in the eye and make them think their subject is the most important in the world," Kitty Broman explains. "After that, you just hope your native intelligence comes to the fore." She works without notes, by the way. "I was born talking."

Mrs. Broman started talking on the air in 1955 when she was given one day's notice that she would have to do WWLP's daily cooking program—the regular cook, she explains, had called in sick. She had some little-theater acting experience but "in those days, who had a TV background?" she says, remembering her bout with stage-fright.

Despite some first-day nightmares (such as accidentally dumping a frosting mix on the floor), she stuck with the show. Bill Putnam recalls that the original cook was so angry when she returned and found Mrs. Broman in her place that she quit.

*Kitty Today* has become "a lot more meaty" in the subsequent 19 years, the hostess says. From low-cost main-dish cooking, the program has evolved into a vehicle for week-long discussions of venereal disease, the status of women and the plight of the American Indian. Still, she admits that she still has a kitchen set and enjoys whipping up an appetizer or two for old times' sake.

Mrs. Broman is an original stockholder in Springfield TV Broadcasting Corp. Even before there was a station, Bill Putnam recalls, she was helping with the FCC filings, when both of them were working for the local Chamber of Commerce. She even took out a second mortgage on her house in 1954 when Springfield faltered in the dog days of UHF television.

"She is simple, totally real," Mr. Putnam says, "completely unoccupied with role playing. That's why she's so effective on the air. You can't be on the air long without the real you showing up."

As might be expected from one whose responsibilities stretch from doing a daily program to "holding down the fort" when the president is away, Mrs. Broman says she "admires those who live their lives fully, work to capacity on a daily basis. I never subscribed to the kind of thinking that said 'I'll do it today and work tomorrow.'"

Kitty Broman has been honored many times in the New England area for her achievements; she has been called the "first lady of Western New England television." Bill Putnam even named his Dayton station after her—WKEF, Kathryn Elizabeth Flynn.

And on top of everything else that has come her way, two weeks ago she became a grandmother—another NAB board first.

# Editorials

## Knockdown

There are lobbying lessons to be learned from the mark-up session of the Senate Judiciary Committee from which a copyright bill emerged last Tuesday, though there are fewer to be learned by cable operators than by broadcasters.

Cable won just about everything it wanted: elimination of a prohibition against the importation of distant sports, a halving of the fees to be paid into the broadcast retransmission pool. Broadcasters lost their big one: the fight against establishment of a new performers' and manufacturers' right in sound recordings with broadcast royalties fixed in law.

True, the record royalty section was adopted with a fee schedule scaled down from the original, but the precedent it sets is in itself reason for its ultimate rejection. If every musician and every label is now to own a performing right in every record and to share in a pool of broadcast royalties, how can the principle be kept from spreading to others who are equally essential to the recording of a musical work — for example, the skilled technicians who create the final sound? For that matter, if the right is to be accorded musicians performing for a record, can it logically be denied an actor performing in a television film or a motion picture?

The setback last week was not fatal to the broadcasters' case, which is yet to be made before the Senate as a whole and in the House. But it was severe enough to jar the broadcasters into maximum action. If the recording royalty gets into the law, it will be only the beginning.

## Change of pitch

The Television Bureau of Advertising's decision to redirect its main efforts, concentrating more on the development of new regional and local television advertising and less on national selling (*Broadcasting*, June 10), represents a logical progression. Certainly television is well established as the primary medium of national advertising, and national advertising accordingly offers relatively — we emphasize the "relatively" — little potential for further TV growth. Regional/local advertising, on the other hand, offers a large potential that, despite many successful TV forays, remains heavily committed to newspapers and direct mail.

It makes sense to go after the bigger game, but a great deal will depend on the approach. It obviously would not do to abandon national advertising to the networks and the station representatives, no matter how talented and well equipped their forces, as the TVB board recognized in adopting the new policy.

Changes in basic direction rarely come easily at the start. For Norman E. (Pete) Cash there will be a readjustment from presidency to vice chairman of the board. For his successor in the driver's seat, the assignment is to become, as rapidly as possible, the newspaper publishers' enemy number one.

## Which spokesman d'ya believe?

As matters now stand, the Department of Justice will argue this week against the kind of license renewal relief that the House has adopted and the Senate Communications Subcommittee will be studying. At the subcommittee hearing, renewal relief will be advocated by the Office of Telecommunications Policy. Thus the administration will be speak-

ing with two tongues, one for each face it has lately been presenting to the Congress and the public.

The Justice Department's interest in keeping things as they are is understandable. It figures to win some antitrust cases without going through the awkward and uncertain work of prosecuting them under the antitrust laws. Its hope is to persuade the FCC to deny license renewals to a number of newspaper-owned stations on "public interest" grounds, which are infinitely more flexible than antitrust statutes.

That cheap shot would be denied the Justice Department if a House-type renewal bill became law. Members of the Senate subcommittee will be entitled to ask why Justice didn't choose antitrust prosecution in the first place if it genuinely believed it had cases it could win in the federal courts.

As for OTP, its views on renewal relief have been tainted since originally expressed. Senators will remember that Clay T. Whitehead, OTP director, tied the administration's support of renewal legislation to a call for affiliate pressure on networks to alter the tone of network news.

Maybe Justice and OTP witnesses will cancel each other out, leaving other witnesses to articulate the eminently reasonable case for renewal relief that is as much in the public's interest as the broadcasters'.

## Bicentennial's Eiges

The outlook for appropriate observance of the 200th anniversary of the nation's independence in 1976 has improved measurably. First came the designation of John W. Warner, former secretary of the Navy, as administrator. Last week Mr. Warner, as one of his first official acts, swore in retired NBC vice president Sydney H. Eiges as assistant administrator for communications and public affairs of the American Revolution Bicentennial Administration.

Mr. Eiges, having reached NBC's compulsory retirement age of 65 after 33 years of service, is ideally suited for his new task. He won't allow Washington's bureaucratic lag to deter him from making up for lost time in the haphazard approach of the pre-Warner planning.



Drawn for *Broadcasting* by Jack Schmidt  
"A lot of people would like to know how the Jolly Green Giant got a son."



## ***A means to the Mardi Gras***

The Sioux City East High School Band wanted to raise funds to participate in the Mardi Gras parade in New Orleans. As February neared, they were still short of their goal, in spite of a candy sale, a light bulb sale, a dinner and a basketball benefit.

In cooperation with the Band Parents Association, the local Fetzer TV station telecast a Mardi Gras Auction. Merchandise, donated by area businessmen, was auctioned to viewers by well-known radio and TV personalities, who donated their time. As a result, enough was added to the fund to make the trip possible.

Helping young people realize their goals is all part of Fetzer total community involvement.



## ***The Fetzer Stations***

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<b>WWTW</b> Cadillac	<b>WWUP-TV</b> Sault Ste. Marie	<b>WJFM</b> Grand Rapids	<b>WKJF(FM)</b> Cadillac	<b>WWAM</b> Cadillac	<b>KMEG-TV</b> Sioux City



# To Anthony Astrachan for distinguished U.N. reporting.

These are complex times. And they make covering the United Nations activities a more complex task each year.

This gives added significance to the award for distinguished U.N. correspondence for 1973 by the Deadline Club, New York Chapter, the Society of Professional Journalists, Sigma Delta Chi. The prize is \$500 and a bronze "deadliner" statuette created by Rube Goldberg.

The award is sponsored by International Telephone and Telegraph Corporation.

ITT is pleased to congratulate this year's winner, Anthony Astrachan, for his coverage of the Mid-East crisis and October Arab-Israeli War in the *Washington Post*.

To Mr. Astrachan—and all those journalists who keep the world informed on the work of the United Nations—congratulations.

The best ideas are the ideas that help people. **ITT**