Children's TV: The kitchen gets too hot for NAB
Will 'Miami Herald' have a bearing on broadcasting?

Broadcasting Jul 1

The newsweekly of broadcasting and allied arts

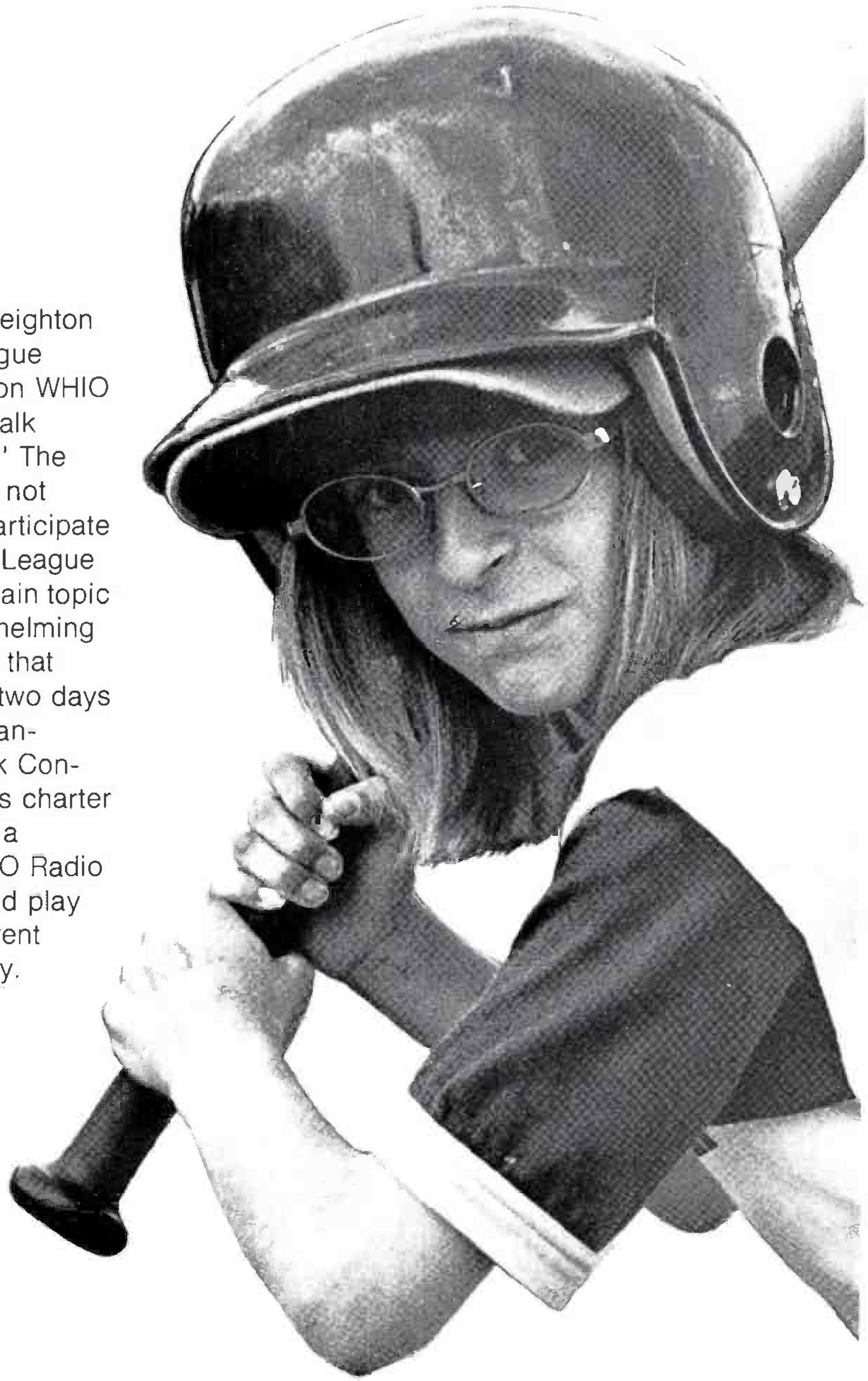
Our 43d Year 1974

July 1, 1974

NEW BATTING ORDER

Randy
Mary
John

On Monday, June 10, Dr. Creighton Hale, President of Little League Baseball, Inc., was a guest on WHIO Radio's popular telephone talk show, "Conversation Piece." The controversy over whether or not girls should be allowed to participate in the male-dominated Little League Baseball program was the main topic of discussion and the overwhelming response from listeners was that they definitely *should*. Only two days later, Little League officials announced that they would ask Congress to change the league's charter to allow girls to play. This is a typical example of how WHIO Radio continues to get involved and play an important part in the current events that shape our society.



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A Communications Service of Cox Broadcasting Corporation

COX BROADCASTING CORPORATION STATIONS: WHIO AM-FM-TV Dayton; WSB AM-FM-TV Atlanta; WSOC AM-FM-TV Charlotte; WIOD AM, WAIA FM Miami; WIIC-TV Pittsburgh; KTVU San Francisco-Oakland; KFI-AM Los Angeles.

WHIO Radio Represented by CBS Radio Spot Sales

Broadcasting Jul1
Vol. 87 No. 1

Closed Circuit®

Winners circle. Court-prompted cutback in prime-time network programing for next season should prove to be one of those rare situations that boost profits for almost everybody involved. Improved prospects for syndicators and network affiliates are obvious – and even independent stations may benefit indirectly: Affiliates in top-50 markets will still be forbidden to program off-network material against them in access periods. What is less apparent is that networks, though they'll have less inventory to sell, will almost certainly enjoy higher profits than if cutback had not been made. Main losers then are producers, casts and crews of shows being dropped, and even they occupy positions almost unique among dropped programs: Instead of consigned to network oblivion, as cast-offs usually are, they stand virtually at head of lists for "return" to networks at first opportunity.

Some network officials estimate loss of hour of Sunday entertainment time alone will cost networks approximately $15 million in sales in fourth quarter, apart from whatever revenue losses result from pre-emptions to accommodate specials originally set for Saturdays. But they expect lost revenues to be more than offset by combination of factors. One is savings in production costs and allied consideration that new shows normally do not make much money, if any, in their initial outings anyway. Another is that reduction in inventory should result in higher prices for what's left or, at worst, keep prices up and make it even less likely than it had been that distress merchandise will develop as air time approaches.

Busy, busy. While attention has been focused on actions of National Association of Broadcasters to revise TV code in response to FCC Chairman Richard E. Wiley's call for tighter standards in children's television (see page 20), Mr. Wiley and FCC staffers have been meeting with representatives of noncode subscribers. Officials of Independent Television Stations, number of whose members are outside code, initiated meetings but haven't yet come up with means of aligning everybody with new advertising time limits proposed by NAB code board. Chairman Wiley has repeatedly said government action would be headed off on showing of 100% cooperation in tightened self-regulation.

Chairman Wiley was said to have been pleased by revisions NAB code board proposed at its meeting last week. But he was said to be reserving comment until NAB television board takes action on code board's recommendations at its meeting scheduled for today (July 1).

Prime-time and reruns. Modified prime-time access rule may be modified further as result of U.S. Court of Appeals decision directing FCC to set new effective date (*Broadcasting*, June 17). Commission last week began discussing what its reaction to court opinion should be, and it was evident it will be more than mere compliance with bottom-line directive to postpone effective date at least one year from next September. Court's opinion was critical of commission order modifying rule, and commission will have to decide how much patching of that action is necessary. In process, changes could be made in substance. Expectation is that, for openers, commission will ask parties to comment on points raised by court. Whatever commission does is likely to be done fast. Chairman Wiley would like action completed by September.

Another programing matter on agenda is notice of inquiry on old reruns issue. Matter had been up several months ago, then put off until restoration of commission to full strength. That is now almost done (see page 23); in any event, there has been congressional pressure on issue. Principal question to be resolved in inquiry is whether there is reasonable basis for commission to extend its regulatory writ to reruns.

Fairness on trial. First test of applicability to broadcast media of last week's unanimous Supreme Court opinion demolishing Florida's right-to-reply-to-newspapers law (see page 40) may be in wings. R. Peter Straus, owner of WMCA(AM) New York and advocate of aggressive broadcast journalism, has locked horns with FCC over $1,000 fine assessed because of incident involving Representative Benjamin S. Rosenthal (D-N.Y.). FCC held station violated personal attack rule because it failed to offer reasonable time to answer moderator who had called congressman coward. Incident occurred in March 1973 after Mr. Rosenthal had refused to appear on show to discuss meat boycott, of which he was a leader.

Cohn & Marks, law firm that represented *Miami Herald* in Florida case, also represents WMCA, along with Benno Schmidt, Columbia University law professor. WMCA is said to be in mood to appeal all the way, if necessary.

New voice. Major reorganization of United States Information Agency and its Voice of America is among proposals under consideration by special panel of experts assembled by Georgetown University's Center for Strategic International Studies. Panel chairman is Frank Stanton, retired CBS vice chairman, now chairman of American Red Cross. Among 19 other members: Leonard Marks, Washington attorney and chairman of Advisory Commission on International, Educational and Cultural Affairs, and J. Leonard Reinsch, chairman of Cox Cable Co., Atlanta, former chairman and now member of advisory commission.

One recommendation before Georgetown panel advocates separation of Voice of America from USIA to improve Voice's credibility. Model would be British Broadcasting Corp.'s overseas service. USIA under that plan would be absorbed by State Department. Panel hopes to complete report this year.

Peculiarities in pay. New York's Sterling Manhattan Cable TV, authorized by city last week to commence leased-channel pay cable operations (see page 39), won't get started until October at earliest. When it does, peculiarities of New York marketplace will necessitate unique pay arrangement. Sterling, which must lease out pay channel, will likely rent facility from itself. Pay programing would be supplied by another Time Inc. subsidiary, Home Box Office Inc.

Package will differ from other HBO operations because New York cable subscribers already receive some traditional pay programing free on regular origination channels. Price will also be higher than usual – $8-$9 per month – due to marketing, disconnect and possible piracy problems. Per-program charges are not feasible in immediate future.

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Top of the Week

Court refuses to extend fairness to Chevron pollution commercials

U.S. Court of Appeals in Washington, in long-awaited decision, on Friday affirmed FCC ruling rejecting assertion that Chevron F-310 commercials raised fairness doctine issue. In process, court did nothing to disturb thrust of FCC's new fairness doctrine report (see facing page).

Complaint, filed by two California law school students in 1970, held that commercials claiming use of Chevron F-310 helped reduce air pollution were misleading and deceptive and asserted that time must be made available to respond to them.

Judge Roger Robb, writing for unanimous three-judge panel, said five California stations that were targets of complaint were not unreasonable in concluding that commercials did not raise fairness issue, but, rather, involved narrow question of efficacy of F-310, and that that was not controversial issue of public importance.

Judge Robb's opinion rejects complainants' argument that previous court decisions applying fairness doctrine to commercials are controlling in Chevron F-310 case. Cigarette commercials presented smoking as socially desirable, although the evidence indicated it was dangerous to health, he said. And in commercials for high test gasoline and large engine cars, those products' message was that those products were "clean, socially responsible and automotively necessary," although such engines and gasolines contributed significantly to air pollution, he added.

"In each case there was an opposing point of view: that smokers should stop smoking or that consumers should purchase low-test gasoline and small engines," Judge Robb said. In Chevron F-310 case, however, commercials did not attempt to glorify product or products which endangered health or contributed to pollution."

Case was argued before court in April 1973. Decision was awaited by commission, communications attorneys and public interest groups as one that would indicate whether fairness doctrine reach would be extended to variety of commercials. Judge Robb's opinion, as well as FCC's new fairness report, indicates that it will not.

Tougher stance on license renewal indicated in Senate, even as subcommittee moves to stem debate on issue

Senate Communications Subcommittee, having heard from 52 individuals on broadcast license renewal legislation and with 44 still in line, has had enough. Senator Howard Baker (R-Tenn.), ranking minority member, said at close Thursday subcommittee hopes any others interested in testifying will submit statements for record.

Subcommittee, which has devoted five days to hearings, will schedule three more after July 4 recess. Aides say many waiting to be heard represent public interest groups like those which, in terms of numbers, have begun to dominate hearings. But list also includes representatives of 12 applicants challenging incumbent licensees in comparative renewal hearings.

Chairman John O. Pastore (D-R.I.) commented on charge that House-passed renewal bill (HR 12993) is industry bill, said it was not "frivolous" complaint. He also indicated he was considering including provision for guidelines to determine quality of service that would assure renewal in event of challenge. Donald McGannon, of Westinghouse Broadcasting, has recommended such criteria (*Broadcasting*, June 17), as have various public interest groups. Senator Jesse Helms (R-N.C.), one of Senate's two members with broadcast background (WRAL-TV Raleigh) also endorsed idea.

Senator Pastore has made clear he would favor dropping

At long last. Senate Thursday (June 27) confirmed President Nixon's nominations of Robert E. Lee, Glen O. Robinson and Abbott Washburn to FCC (see page 23). Swearing-in date or dates will not be set until President signs warrants after return from Moscow trip.

five-year license provided in House bill but adding assurance to broadcaster of credit for "good" or "substantial" service. But Arlie Schardt, of American Civil Liberties Union, said he had heard "rumors" of retaining three-year license "as sop to the public" and then approving all other "special interest provisions." It does not help public, he said, to be able to challenge licenses even every six months "when challenge procedure itself has been rendered meaningless."

Supreme Court decision in Tornillo case (see page 40) was cited as additional reason for not approving legislation similar to House bill that would make it more difficult for citizen groups to gain access to media and to compete with incumbents for licenses. Joseph Rauh Jr., speaking for leadership conference on civil rights and Americans for Democratic Action, said decision means that Senate "is legislating in the only area where there is a right of reply. If you weaken that," he said, "you are weakening one of the strands in the fabric of our society."

FCC adopts fairness doctrine report; rejects counteradvertising, access; abandons cigarette case as precedent

FCC has completed three-year review of 25-year old fairness doctrine and adopted report indicating it intends to take restrained rather than expansive view of its power to assure fairness on part of broadcasters in discussing controversial issues of public importance.

Report, which follows closely document drafted by staff under direction of Chairman Richard E. Wiley (*Broadcasting*, May 20), was adopted by 5-to-0 vote, but with Commissioner Benjamin L. Hooks dissenting in part. He had failed in effort to persuade colleagues to include provision requiring broadcasters to make some time available for counteradvertising. Report rejects counteradvertising scheme advanced by Federal Trade Commission.

In one major provision, commission abandons its historic 1967 cigarette ruling as fairness doctrine precedent; report says in future commission will apply doctrine to commercials only if they explicitly raise issues of controversial importance. And in another major provision, commission rejects idea of government mandating public's right of access, either free or paid, to broadcast media. Public's interest in free expression through broadcasting is best served through fairness doctrine, report says.

Report, expected to be released this week, rejects several proposals for major changes in application of doctrine. Under one, advanced by former FCC General Counsel Henry Geller, commission would consider fairness complaints only at renewal time; under another, individual stations would be allowed to ignore obligation to present contrasting views if they could demonstrate that they had been presented on other stations in market.

McClellan agrees to lateral copyright bill

Copyright revision bill, in which broadcasters were big losers and cable television interests big winners before Senate Judiciary Committee (*Broadcasting*, June 17), will be referred to Senate Commerce Committee for study. But whether Commerce Committee will be able to effect any changes in bill or block it seemed doubtful last week.

Senator John L. McClellan (D-Ark.), chairman of Judiciary Committee's Subcommittee on Copyrights, is said to have agreed to refer bill for "brief" period of time – defined by aide as "10 days or two weeks." Referral is expected to be made after July 4 recess. But Commerce Committee source said two weeks would be insufficient time for committee to act, particularly in view of its difficulty in concluding hearings on license renewal bill (see page 23). Senator John O. Pastore (D-R.I.), chairman of committee's Communications Subcommittee, requested referral at urging of Senator Howard Baker (R-Tenn.), subcommittee's ranking minority member. Senator McClellan originally refused request, contending that, with removal from bill of sports-carriage provision involving FCC regulation, there was nothing in measure within Commerce's jurisdiction. He did not budge from that position, but agreed to referral as "matter of comity."

More bad news than good for editorialists

Broadcasters can expect to see more license renewal challenges based on "conflicts of interest" between "conglomerate ownership" of broadcast stations and their function of disseminating news and information. That was message of Albert H. Kramer, president of National Citizens Committee for Broadcasting, who was panelist at Friday session of National Broadcast Editorial Association annual meeting (also see page 41). He claimed that media tendency to "arch its back" whenever criticized "is ultimately going to lead to the worst form of repression."

On Thursday, Accuracy in Media Inc. Chairman Lee Irvine warned that stations stand to suffer if editorialists fail to get their facts straight. National News Council Director William Arthur warned that newsmen's rights are "endangered" when public believes criteria for confidence "are being derogated," suggested that such confidences "can only be restored" when institutions – press included "take a hard look at themselves."

Problem of congressional access to media was also given thorough airing. Noting that recent Opinion Research Service poll placed public credibility in legislature below that of Presidency, NAACP's Clarence Mitchell asserted: "I believe the media are to blame." Mr. Mitchell, who claimed legislature and blacks have similar problem in gaining exposure, said "the reason Congress gets a black eye" is that "it must do something tyranical, mean, crazy or obstructive" in order to garner same amount of coverage as White House receives. Jack Conway, Common Cause, supported accusation. One decision by White House, he alleged, can "smother" intended coverage that day of congressional events. Mr. Conway also called for open live coverage of any further congressional impeachment activities. Senator Edmund Muskie (D-Me.) suggested same in NBEA address Thursday.

In Brief

More delay. Carter Publications Inc. last week asked FCC for 45-day postponement of closing date of its $10-million sale of WBAP(AM)-KCSC(FM) Fort Worth to Capital Cities Communications and its $35-million sale of WBAP-TV to LIN Broadcasting. Carter said it wanted to delay consummation while petition for reconsideration of FCC approval (*Broadcasting*, May 20) still pends. Reconsideration was asked by Civic Telecasting, former owner of now-dark UHF, which had originally protested transfers. Also in Carter deal is sale of *Fort Worth Star-Telegram* and two suburban papers to Capcities for $64.5 million.

Deal. KTBC-TV Austin, Tex., last week reached agreements with two minority groups to head off petition to deny its renewal application. Essentially, pacts with Austin TV Action Council and Austin Black Media Coalition call for establishment of second daily half-hour newscast to be coanchored by black woman (already hired); production of 10 half-hour, locally produced documentaries this year and 8-12 in next two years of license period; expansion of intern program, including possibility of on-air solicitation, and on-air announcements of free air time for public service announcements. In addition, agreement with black coalition calls for developing black-oriented program series.

Taken. Performers, executives and lawyers associated with broadcasting were among long list of luminaries said to have invested in oil-drilling speculation reported last week to be under investigation by Securities and Exchange Commission. Home-Stake Production Co., Tulsa, Okla., now bankrupt, is target of probe. Among prominent figures reported as investors by *Wall Street Journal*, which broke story: Alan Alda (*M*A*S*H*), $145,000; Jack Benny, $300,000; William Dozier, TV producer, $9,500; John Guedel, TV producer, $107,000; Andy Williams, $538,000.

Also: Paul Miller, chairman, Gannett newspaper chain and broadcast owner, $89,500; James Shepley, president, Time Inc., $68,500; J. Howard Wood, director, Chicago Tribune Co. (WGN Continental stations), $39,000; Earl W. Kintner, former Federal Trade Commission chairman, now of Arent, Fox, Kintner, Plotkin & Kahn, Washington law firm, $127,000; Harry Plotkin, of same firm (and one-time assistant general counsel of FCC), $30,000.

Finally. NBC's applications for renewal of KNBR-AM-FM San Francisco were granted by FCC last week, almost three years after filing.

Olive-branching. Twenty-five years' experience with politics and press has convinced Vice President Gerald Ford neither can be categorized as good or bad, that "inevitable adversary relationship" between two is nonsense, and that, in more recent experience, press has been "unfairly charged with bias, arrogance and vindictive conspiracy." But, he told Washington Sigma Delta Chi dinner Friday night, so also have politicians been unfairly charged, as class, as "venal, hypocritical and of modest intellectual attainment." He did advise it might be useful exercise, echoing Chairman Mao's edict that Chinese executives periodically return to rice paddies, for Capital correspondents to trade places with their home-town police beat reporters and on-air newsmen. "Washington," he said, "is often the worst place from which to see Washington."

Overdone. National Advertising Review Board announced Friday (June 28) that Hardee's restaurant chain had agreed to delete from its TV commercials and other advertising 13-year-old claim that its hamburgers are "charco-broiled." Announcement said NARB panel had found "charco-broiled" claim "potentially misleading because gas-fired ceramic briquets and not wood charcoal are used in the hamburger-cooking process."

First. FCC last week granted permit to Washington's Howard University for what would be nation's first black-controlled noncommercial TV station, reportedly ready for operation on channel 32 in two years.

AP's audio advisors. Robert Tobey, KOTS(AM) Deming, N.M., named to head new audio advisory committee of AP Broadcasters Association to help in formation of Associated Press Radio, voice news service to be launched by AP this fall (*Broadcasting*, June 3, et seq.). Other members: Frank Goerg, WTOP(AM) Washington; Carl Brazell, WNEW(AM) New York; Thomas Voinche Sr., KEUN(AM) Eunice, La.; Wayne B. Sawyer, WGTN(AM) Georgetown, S.C., and Ed Pennypacker, KQEO(AM) Albuquerque, N.M. AP Radio will be based in Washington, with headquarters at 1825 K Street, N.W., 20006.

Legacy. Lady Bird Johnson, widow of former president, has applied to FCC to turn over positive control of KLBJ-AM-FM Austin, Tex., to her daughters, Lynda Bird Robb and Luci Baines Nugent.

Half-way. House has approved FCC's fiscal 1975 appropriation of $46.9 million – $53,000 above budget request and including $300,000 for new, unsought positions to cut backlogs and handle growing workload. Appropriations Committee upbraided FCC for footdragging on backlog, noting it had funded 265 jobs for that purpose in last two years. Measure now goes to Senate.

Late Fates. *Nick Bolton*, VP-general manager of Taft Broadcasting's WDAF-TV Kansas City, shifts to group's WBRC-TV Birmingham, Ala., succeeding *Robert Schlinkert*, on leave for health. *Ro Grignon*, VP-GM of Taft's WKRC-TV Cincinnati, will succeed Mr. Bolton in Kansas City. Cincinnati post is open. *Louis Severine*, general manager of WPLJ(FM) New York, named director of American FM Network sales for ABC Radio. *George R. Wolfson*, account executive, Blair Radio, New York, named manager of Los Angeles office, succeeding *Ollie Ward*, resigning after 17 years to raise cattle in Oregon. *Louis Rudolph* and *Marilyn Olin*, independent producers, named director, motion pictures for television, and manager of children's programs, respectively, for ABC Entertainment. *Bruce Morrow*, "Cousin Brucie" of WABC(AM) New York, shifts to WNBC(AM) there as 6-10 p.m. personality. He succeeds *Bob Smith* ("Wolfman Jack"), returning to West Coast. *James H. Symington*, 61, brother of Senator Stuart Symington (D-Mo.) and former president of WAGE(AM) Leesburg, Va., died June 26.

Headliners

Frank Shakespeare, executive VP of Westinghouse Electric Corp.'s broadcasting, learning and leisure time division, named to new post of vice chairman of division's Group W, working directly with Donald H. McGannon in latter's role as Group W chairman and chief executive officer. **Marvin L. Shapiro** continues as chief operating officer of Group W as well as president of its broadcast station group without change in his authority or responsibilities, officials said, although he will report to Mr. Shakespeare. Group W encompasses company's TV and radio stations, TV and radio station rep firms, program production and sales operations and cable-TV interests, all of which will continue to report to Mr. Shapiro. Mr. Shakespeare was named executive VP of Westinghouse broadcasting, learning and leisure time unit in February 1973 after serving as director of U.S. Information Agency and before that as CBS executive.

Index to Departments

Datebook

■ Indicates new or revised listing.

This week

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

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.

Also in July

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

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

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

July 10-13—*District of Columbia, Maryland, Delaware Broadcasters Association* annual summer meeting. Sheraton-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. Speaker: Senator Strom Thurmond (R-S.C.). Mount Washington hotel, Bretton Woods, N.H.

July 14-16—*The New York State Broadcasters Association* 13th annual executive conference. Otesaga hotel, Cooperstown, N.Y.

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

July 15—Extended deadline for comments to *FCC* on network program exclusivity.

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, ICa, and antenna design. Waldorf-Astoria hotel, New York

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

July 22-Aug. 2—*National Association of Regulatory Utility Commissioners* annual regulatory studies program. Michigan State University, East Lansing.

July 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—Extended deadline for reply comments to *FCC* on network program exclusivity.

Aug. 12-15—*Cable Television Information Institute* annual seminar for local CATV regulators. Fairleigh Dickinson University, Teaneck, N.J.

Aug. 15-16—*Arkansas Broadcasters Association* summer convention. Arlington hotel, Hot Springs.

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

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

September

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

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

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

■ **Sept. 14-16**—*Maine Association of Broadcasters* annual meeting. Sebasco Lodge, Sebasco Estates, Me.

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. 18-20**—*Minnesota Broadcasters Association* fall conference, Hibbing, Minn.

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**—*National Cable Television Association* board meeting. Rancho La Costa, Calif.

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. 29 - Oct. 2**—*Nevada Broadcasters Association* annual convention. Frontier hotel, Las Vegas.

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

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

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.

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

October

■ Oct. 2-4—*Tennessee Association of Broadcasters* annual convention. Airport Hilton motel, Nashville.

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

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

Oct. 10-13—*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. 16-18—*Ohio Association of Broadcasters* and the *Indiana Broadcasters Association* joint fall convention. Kings Island Inn, Mason, Ohio.

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. 18-29—*MIFED* 30th biannual International Film, TV Film and Documentary Market for film buyers and sellers. Largo Domodosola 1, 20145 Milano, Italy.

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.

Oct. 23-23—*NAB fall conference*. Waldorf-Astoria hotel, New York City.

Oct. 28-29—*NAB fall conference*. Hyatt Regency hotel, Atlanta.

Oct. 30-31—*NAB fall conference*. Hyatt-Regency O'Hare hotel, Chicago.

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

■ Nov. 14-15—*NAB fall conference*. Fairmont hotel, Dallas.

Nov. 15-17—*American Women in Radio and Television* board of directors meeting. Continental Plaza hotel, Chicago.

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

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

■ Nov. 18-19—*NAB fall conference*. Brown Palace hotel, Denver.

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

■ Nov. 19-20—*National Cable Television Association* board meeting. Watergate hotel, Washington.

■ Nov. 20-21—*NAB fall conference*. Sands hotel, Las Vegas.

Open Mike®

Off his chest

EDITOR: After reading the story on copyright (June 3), I must say, "Who the hell does the recording industry think it is?" We pay Broadcast Music Inc. and the American Society of Authors, Composers and Publishers for the right to play "their" records. Where in God's green earth would the record companies be without the broadcaster? I'll tell you where they would be—nowhere. But for some reason, they want to look a gift horse in the mouth.

I am sick and tired of all the crap the bums in Washington keep driving down our throats. Wake up, Mr. Broadcaster, stand up and start saying no to all this bull. They should pay us for playing records; we are the ones who should be getting the buck.

Or am I wrong? Are we just in business for our health? I am not in this business for my health, but if things keep going like they are, there will be no free broadcasting in this country. Big Uncle will truly run the show, and after seeing the way he has run Washington, looks to me like broadcasting will go the same road—downhill.—*William K. Hoisington, general manager,* WKYV(FM) *Vicksburg, Miss.*

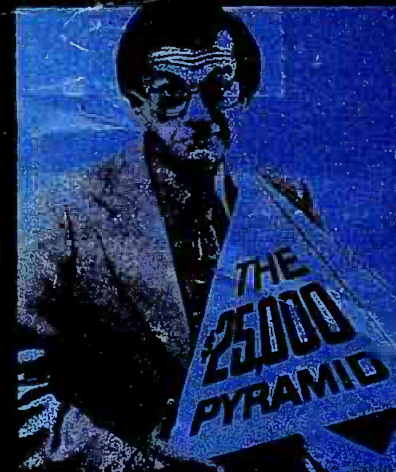
Amplification

EDITOR: Two of the references to my comments at the Publi-Cable meeting as reported in your June 17 issue are somewhat misleading. I suspect the fault is mine for not being more precise in my presentation.

The article quotes me as saying that pay cable today is nothing more than an experimental service. That statement needs further explanation. While pay cable is still embryonic and the answers on its appeal in the marketplace are still not final, the service is a going business and not experimental.

Your article also quotes me as saying there would seem to be a preclusion under FCC rules of the current Home Box Office cablecasts of some of the New York Yankees baseball games. What my comments were intended to convey was that questions have been raised by some about these cablecasts on the basis of FCC rules even though the games other-

"The $25,000 Pyramid" is one game you can sell before you buy it.



Show the right advertisers what "Pyramid" is doing on ABC now, and they'll want this game to be their prime-access game on your station in the Fall.

On ABC, "The $10,000 Pyramid" tops all other network game shows in winning the highest percentages of 18-34 women (45%) and 18-49 women (68%) among its total women viewers.

Against its 4pm national competition, "The $10,000 Pyramid" wins 33% and 37% more 18-34 women. And 17% and 32% more 18-49 women.

A great woman's story! Imagine the sequel when Bill Cullen is host and the stakes are upped to $25,000 on your station.

You can sell it now.

Viacom

Source: NTI/NAC (3 weeks ending May 26, 1974 for ABC; 4 weeks ending May 26, 1974 for other networks).
Audience estimates subject to qualifications available on request.

A game this good goes fast. Don't wait until your market shows up on this list with someone else's station.

KGGM-TV Albuquerque
WBZ-TV Boston
WKBW-TV Buffalo
WWTV Cadillac
WCHS-TV Charleston
WKRC-TV Cincinnati
WEWS Cleveland
WTVM Columbus, Ga.
WKEF Dayton
KBTV Denver
WJBK-TV Detroit
KXJB-TV Fargo
WFRV-TV Green Bay
WFMY-TV Greensboro
WJXT Jacksonville
KODE-TV Joplin
KCMO-TV Kansas City
WXOW-TV La Crosse
KNXT Los Angeles
WKOW-TV Madison
WPLG-TV Miami
WTMJ-TV Milwaukee
WCCO-TV Minneapolis
WCTI-TV New Bern
WTNH-TV New Haven
WCBS-TV New York
WTAR-TV Norfolk
WPVI-TV Philadelphia
WTAE Pittsburgh
WTEV Providence
WOKR Rochester
KRON-TV San Francisco
WDAU-TV Scranton
KMOX-TV St. Louis
KIRO-TV Seattle
WSPA-TV Spartanburg
WHEN-TV Syracuse
WFLA-TV Tampa
WAOW-TV Wausau
WWAY-TV Wilmington

wise would not be available to subscribers. However, Home Box Office certainly does not interpret the rules in that manner and considers these cablecasts to be perfectly proper under current regulations.—*Barry Zorthian, vice president, Time Inc., New York.*

U was V

EDITOR: In the June 10 issue, you carried a story headlined "Stauffer questions Justice tactics." In the story you listed KTWU as a UHF educational television station. KTWU is a VHF station operating on channel 11.—*Dale N. Anderson, station manager and director, noncommercial KTWU Topeka, Kan.*

Kramer replies

EDITOR: Your June 25 "Closed Circuit" implying that I am "orchestrating" the "scenario" for opposition to the broadcast license renewal legislation is inaccurate. While I am actively working to oppose the legislation, the opposition to it springs from the awareness of countless Americans that their property—the airwaves—is about to be taken from them. That BROADCASTING or broadcasters can still think that any one individual controls the public's attempt to reclaim their interest in broadcasting service is itself indicative of why this legislation must be defeated.—*Albert H. Kramer, Citizens Information Project, Washington.*

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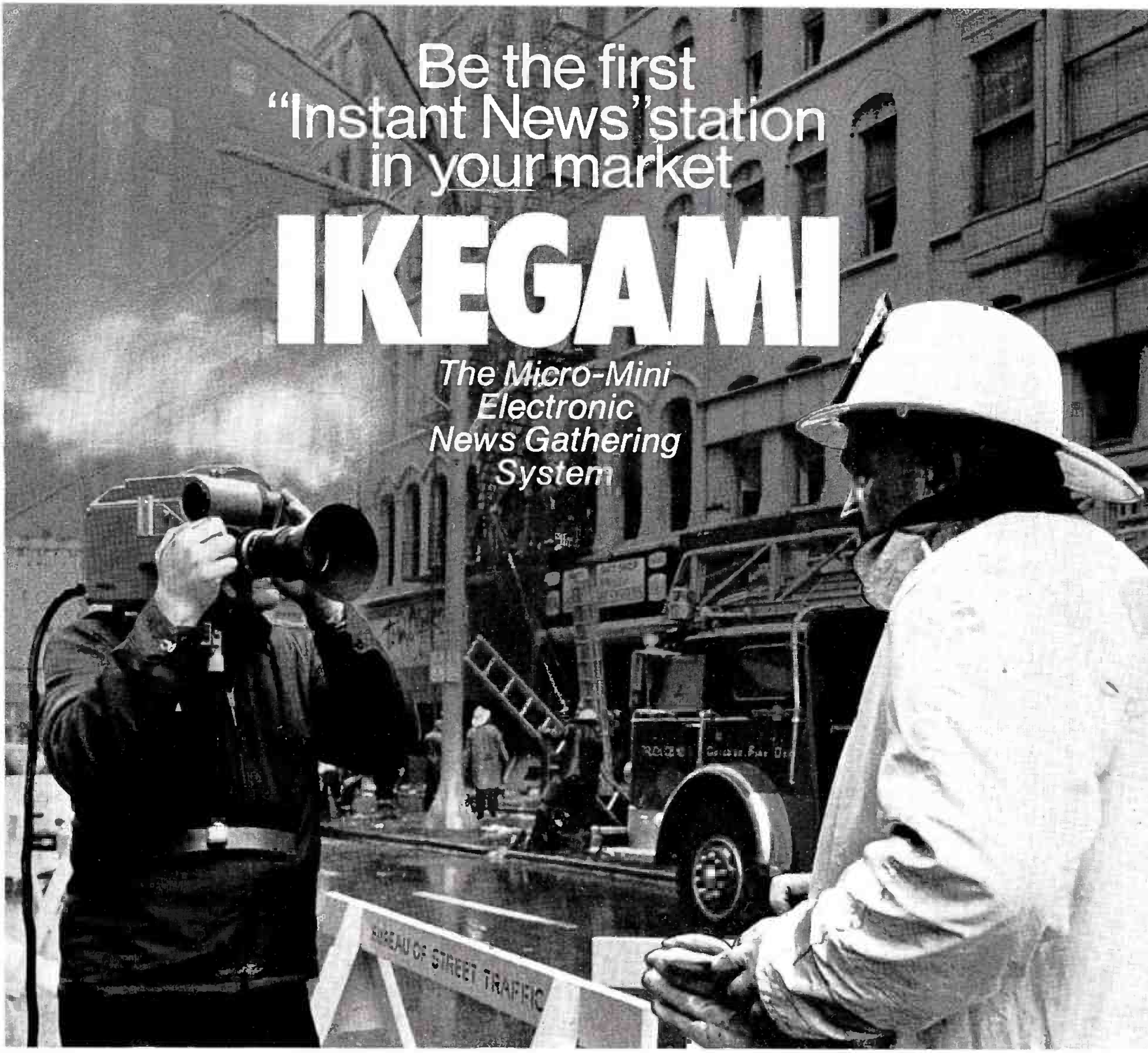
BROADCASTING* magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933, Telecast* in 1953 and Television in 1961. Broadcasting-Telecasting* was introduced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

* Reg. U.S. Patent Office.

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



Now used by CBS News and CBS owned stations

CBS crews equipped with the new IKEGAMI color television camera have obtained real-time coverage and scooped crews equipped with film cameras. Most notable examples: The news vigil outside the Hearst mansion by CBS News in San Francisco, and the train crash in Chicago where officials monitored the rescue from the live TV coverage by WBBM-TV using an IKEGAMI camera. According to VARIETY, the IKEGAMI camera is the first piece of hardware to have a substantive effect on news ratings in Chicago.

The IKEGAMI is the only camera system designed and tailored for immediacy in news gathering that gives you picture quality, reliability and ruggedness that equals film cameras. It is compact, light in weight—only 12 pounds with an auxiliary pack weighing 22 pounds. It will go anywhere a film camera will go and operate with greater economy. Completely self-contained, it can operate a VTR from the backpack, go directly on the air, or a combination of the two modes. No CCU is required.

For further information and/or demonstration, call or write:

IKEGAMI ELECTRONICS INDUSTRIES INC. OF NEW YORK

35-27 31st Street, Long Island City, New York 11106/Telephone: (212) 932-2577

Available for one-a-week prime time access starting Sept., 1974

Already Sold To:

WNBC	New York City, New York
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WCAU	Philadelphia, Pennsylvania
WTVJ	Miami, Florida
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WWJ	Detroit, Michigan
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KCRA	Sacramento, California
KIRO	Seattle, Washington
KATU	Portland, Oregon
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KTAR	Phoenix, Arizona
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KSHO	Las Vegas, Nevada
WESH	Orlando, Florida
KHQ	Spokane, Washington
WLEX	Lexington, Kentucky
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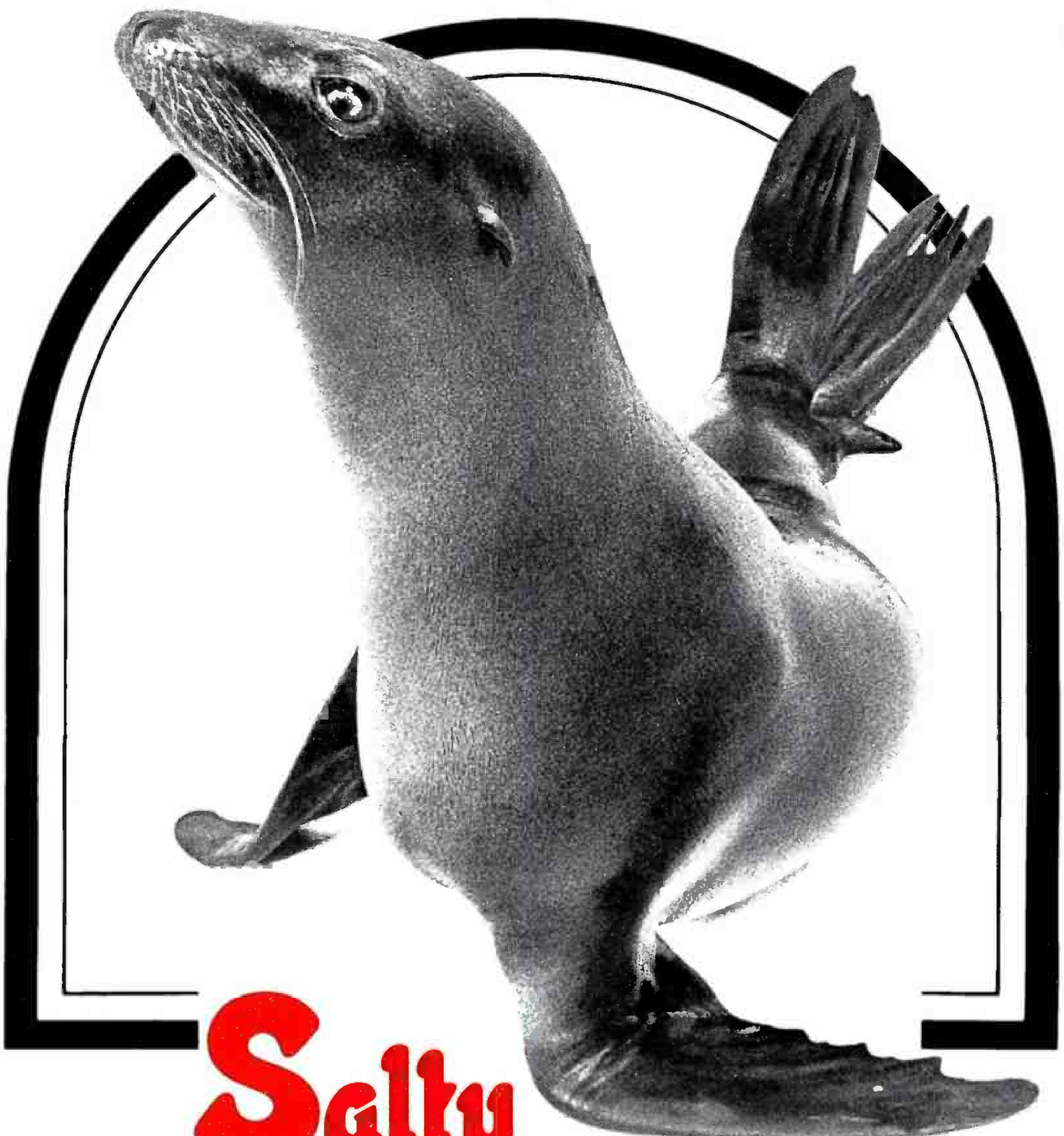

No other series
can deliver
these results.

New York#
WCBS-TV, Sun., 10:30 p.m.
#1 in Metro rating, share, total homes, total adults, total women, total men.

Los Angeles
KNXT, Sun., 10:30 p.m.
#1 in ADI rating, share, total homes, total adults, total women, total men, men 18-49.

Detroit
WJBK-TV, Sun., 10:30 p.m.
#1 in Metro rating, share, total adults, total women, women 18-49, men 18-49.

Cleveland
WJW-TV, Sun., 10:30 p.m.
#1 in ADI rating, share, total homes, total women, men 18-49.

Kansas City
KCMO-TV, Sun., 9:30 p.m.
#1 in ADI share, in total homes, total adults, women 18-49, total men, men 18-49.

Albany-Schenectady-Troy
WTEN-TV, Sun., 10:30 p.m.
#1 with a 48 Metro share. Metro 20 rating nearly double that of closest competition.

Baltimore
WJZ-TV, Sun., 10:30 p.m.
#1 among women 18-49, men 18-49.

Milwaukee
WISN-TV, Sun., 9:30 p.m.
#1 in ADI rating, share, total homes, total adults, total men, men 18-49.

Louisville
WHAS-TV, Sun., 9:30 p.m.
#1 with a 36 Metro share.

Flint-Saginaw-Bay City
WNEM-TV, Sun., 10:30 p.m.
#1 with a 34 ADI share.

Portland, Ore.
KGW-TV, Sun., 10:30 p.m.
#1 with a 41 Metro share; #1 in total homes, total adults, total men, men 18-49.

WE SAY "THE PROTECTORS" IS YOUR BEST BUY FOR SUNDAY NIGHT AT 10:30* AND WE CAN PROVE IT.

*9:30 Central Time

May 1974 Nielsen Station Index
All other rating data from Arbitron May 1974 Rating Books
The audience figures shown are estimates, subject to the limitation of the techniques and procedures used by the service noted.

CBS Already Has All The Proof It Needs

Exactly one day after the decision reopening prime time access periods, CBS Owned stations renewed "The Protectors" for WCBS-TV, New York and WBBM-TV, Chicago — and again scheduled it at 10:30/9:30 Sunday night on both outlets. The very next time out (Sunday, June 23, 1974), as though to confirm CBS' judgment, "The Protectors" again ranked first on WCBS-TV in New York, scoring a 20 rating and 39 share of audience. This performance is consistent with a two year winning history of "The Protectors" in the country's number one market.

Double Action Theatre 78

Robert Vaughn / Gene Barry

"The Protectors" is also available together with "The Adventurer" — a proven package of 26 half-hours with unusually strong appeal to women 18-49. An exciting thematic package of 78 half-hours, suitable for prime time scheduling or stripping. All the ingredients for successful scheduling: action adventure, top stars, high production values, network quality network budgets. Starring Robert Vaughn and Gene Barry — two of the best known, best established leading men in television. That's an even better buy!

INDEPENDENT TELEVISION CORPORATION

AN ATV COMPANY

Monday Memo®

A broadcast advertising commentary from S. Joseph Hoffman, executive vice president, Ingalls Associates, Boston

Zayre takes its own message to heart, finds television a value by comparison

"Prove it with traffic increases in the stores and definite profits at the cash registers." That was the challenge our client, Zayre Corp., presented us when we suggested TV advertising as the most effective medium to increase its sales figures.

But retailers are basically print-oriented. Zayre, operator of a chain of 254 self-service discount department stores, was no exception. And there was this added factor: Zayre had been in and out of TV many times with very poor results. It was no wonder our approach to Zayre's problem was received with somewhat less than wild applause.

Let's take a look at the entire project, starting with marketing and merchandising parameters. Zayre aims at and pulls in its main customers from 18- to 40-year-old women, with a family income of from $7,000 to an expected high of $15,000. Zayre wanted to see if it could bring over some of the business from larger department stores, where the average customer's income ranges from $15,000 to $25,000.

This attempt to capture a portion of the higher income group was commendable. We were all for it. So we just built that requirement into the others we had, which included strengthening Zayre's image in the face of heavy competition in the discount field and maintaining a hold on its main customer group.

Our primary concerns were what format and technique would deliver the message that Zayre offers value, giving the customer more for his money at a time when everyone is looking to stretch his dollars, while keeping Zayre's the name out in front as the place to shop.

It is no time to get cute when your assignment is to put dollars in every one of the store's registers, nor is it prudent to assume that slogans can do the job alone.

Under the direction of Shelly Levine, Ingalls vice president and account supervisor for Zayre, a television action advertising plan evolved with a comparison format that was consumerism in action. Our TV ads said, "Compare—you can't do better than Zayre."

But, as I said before, slogans alone can't do it. We had to back up that statement with facts—and products. Our creative group decided on commercials that would show a product available in large department stores compared with an identical product purchased at Zayre along with several extra items that one could obtain for the same price by shopping at Zayre.

This approach led us to the same function as the professional shopper—going out and comparing prices of a wide variety of products sold by well known department stores. This was an essential element to our campaign in order to prove the values we selected. All purchases were made by us and receipts obtained for each purchased product.

The limited budget dictated video tape and a very tight shooting schedule. We shot four or five commercials per day to stretch the client's dollar to maximum length.

Although Zayre has stores in the big cities where we could obtain a cross section of products to work with, we elected to go "on the road" to a lesser known location that provided top professional facilities and the flexibility we desired.

Our first series of 30-second commercials ran in 16 major markets and markets covering 140 stores out of 254-store Zayre chain. Zayre values were sharply defined on screen with one person showing, for example, a play-back tennis table and saying, "I went to the department store today and bought this play-back tennis table for $50."

The second person shows an identical table and says, "I went to Zayre today and bought this table for $50, and I also got an instruction book, four paddles, a net, eight table-tennis balls, and I charged it all and had enough left over for ping-pong lessons—all for $50." Voiceover: People who know value shop Zayre. Compare—you can't do better than Zayre.

When you have a successful formula, the rule is "don't touch"; let it run. And the commercials were successful beyond all expectations. We did improve the comparison technique slightly, however, by permitting both persons on screen to simultaneously say the same lines with the second person continuing on and naming the added products.

The cash registers played a fine tune for Zayre—mostly mechanical harmony over clinking coins and the ruffling of large bills. The return on the client's investment ran in a range from five to as high as 34 times, depending on the market and store.

The over-all results were proof that television can do great things for a retailer that fit his needs like a glove. The ingredients are proper planning, innovative market study and a creative approach.

Zayre has boosted its television budget to new highs for this year, taking about 15% of its total $30 million budget. This is a great leap forward for a client who once ranked fourth among discounters in TV spending.

So if a client says to you, "Prove it," don't back away. You may win a new healthy budget by making his cash registers fill with green.

S. Joseph Hoffman has a record of success in consumer advertising with emphasis on broadcast and television. He developed TVR Inc., a subsidiary of Ingalls Associates Inc., that served retailers with total broadcast and TV advertising on a syndicated basis. His 25 years of combined copywriting, copy supervision, and account management experience spans foods, soft goods, durables, and retailing. Mr. Hoffman is now executive vice president of Ingalls Associates, directing all of the consumer advertising, marketing and merchandising activities for the agency.

Side by side. The Zayre playback table spot.

Here's the real lowdown.
Low noise at a new low price.

With the new Mark IV Image Enhancer in your system you'll have an unbeatable signal-to-noise ratio working for you. Better than 55 dB. That means quiet enhancement like you've never seen!

Best of all, better enhancement now costs you less. We've just reduced prices!

So whether you're buying a new live camera or telecine, or updating your present system, don't settle for less. It just doesn't pay to fool around with imitation units. Specify Image Enhancers from CBS Laboratories, the people who created image enhancement. Available for NTSC, PAL or SECAM installations.

For technical information on the Mark IV series, write for Marketing Bulletin 74-01, contact your local distributor, or call us. We'll give you the real lowdown.

CBS LABORATORIES

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Broadcasting Jul 1
Vol. 87 No. 1

Broadcast Advertising®

NAB caving under pressure to restrict children's ads

TV code review board recommends—and TV board will probably approve—cutback in advertising time to 10 minutes per hour in 1975 and nine and a half in 1976 in Saturday-Sunday programing

With an eye on the cue cards prepared for it by the television directors of the National Association of Broadcasters, the television code review board last week proposed new restrictions on advertising in television programs directed to children. The television directors are to meet today (July 1) to consider—and presumably approve—the measures that they asked the code board to draft as antidotes to threatened regulation by the government (BROADCASTING, June 24).

The new standards could have been taken from recent speeches by FCC Chairman Richard E. Wiley and Federal Trade Commission Chairman Lewis A. Engman.

The code board proposed to reduce "nonprogram material" to 10 minutes per hour in Saturday and Sunday children's shows effective next Dec. 31 and to nine and a half minutes a year later. Mr. Wiley, in a speech to the Atlanta chapter of the National Academy of Television Arts and Sciences, had proposed a standard comparable to that for prime time—nine and a half minutes (BROADCASTING, May 27).

The code board proposed to eliminate all commercials for vitamins and nonprescription medications in children's programs and to require that products advertised in children's shows conform to established safety standards. It also instructed its children's advertising committee to re-evaluate present code restrictions on the use of program hosts or hero figures in children's advertising. Mr. Engman, in a speech to the American Advertising Federation, had asked broadcasters to consider new restraints on drug and vitamin commercials, on advertising of dangerous products and on the use of hosts and hero figures (BROADCASTING, June 10).

In that same speech Mr. Engman said he would ask the FCC to issue guidelines prohibiting the advertising of premiums in children's television. The agency proposed the adoption of the guidelines last week (see facing page).

The proposed reductions of nonprogram time in children's shows on Saturday and Sunday to 10 minutes an hour at the end of this year and nine and a half minutes at the end of next would be sequels to a reduction on Jan. 1, 1973, when the present 12-minute standard became effective. Before that, 16 minutes had been allowed in the Saturday and Sunday children's periods, as they are still allowed in all periods except prime time, when the nine-and-a-half-minute standard applies for network affiliates and 12 minutes for independents.

The code board last week proposed a new program category—that designed for children in nonprime time Monday through Friday. In that, nonprogram material would be limited to 14 minutes an hour at the end of this year and 12 minutes an hour at the end of next.

Nonprogram material is defined in the code as "billboards, commercials, promotional announcements and all credits in excess of 30 seconds per program, except in feature films" in which credits may run to 40 seconds. Public service announcements and promos for the programs that contain them don't count.

The child audience is described as that below the age of 12.

The new restrictions on advertising content are refinements of measures already in effect. A prohibition against drug advertising in or adjacent to children's shows was adopted early in 1973. Vitamin advertisers voluntarily withdrew from children's periods two years ago. The use of program hosts or primary animated characters in commercials has been banned for some time.

The statement of principles associated with the code now requires that advertisements must be consistent with "generally recognized safety standards." That language would be expanded, under the code board recommendations, to require that the products advertised to children conform to safety rules.

Two other modifications in the code were also proposed by the code board. One would require that "commercials, whether live, film or tape, within programs designed primarily for children shall be clearly separated from program material by an appropriate device, other than solely a fade to 'black.'" The other would amplify present rules on advertising disclosure, to require adequate explanation, for example, if batteries must be purchased to operate an advertised toy.

The code board's recommendations were adopted on a vote of 7 to 1. Only Wallace Jorgenson of WBTV(TV) Charlotte, N.C., was opposed. He was voting the convictions of his boss, Charles H. Crutchfield, president of the WBTV licensee, Jefferson Pilot Broadcasting, who had carried on a campaign against what he called knuckling under to the personal biases of "federal bureaucrats."

In a letter to NAB President Vincent T. Wasilewski, Mr. Crutchfield argued that broadcasters should "stand up and fight" and predicted that resistance would be upheld by the courts if the FCC went ahead with rules of its own. "There is absolutely no research or even any significant amount of 'informed opinion' on the part of psychologists and other behaviorists that 12 minutes of commercial content within 60 minutes of programing is 'harmful' to children or anybody else," Mr. Crutchfield wrote last week in a letter he also sent to heads of the television network companies.

The three television network representatives on the code board voted unanimously last week for the modifications. Earlier CBS had been reported to be resisting the urging of ABC and NBC to adopt the nine-and-a-half-minute standard that FCC Chairman Wiley had wanted. Some officials of CBS were said to believe that it would only be the beginning of an erosion of advertising time in response to pressures from consumerists who would be satisfied with nothing less than the eventual elimination of advertising in children's programs.

Indeed, John A. Schneider, president of the CBS/Broadcast Group, had made speeches imploring the government to

New standards. Three key recommendations from the National Association of Broadcasters television code review board:

In children's programing on Saturday and Sunday, "nonprogram material shall not exceed 10 minutes in any 60-minute period after Dec. 31, 1974, and nine minutes 30 seconds in any 60-minute period after Dec. 31, 1975."

"In programs designed primarily for children in other than prime time on Monday through Friday, nonprogram material shall not exceed 14 minutes in any 60-minute period after Dec. 31, 1974, and 12 minutes in any 60-minute period after Dec. 31, 1975."

"Nonprescription medications and supplemental vitamin products, regardless of how taken or administered, shall not be advertised in or adjacent to programs designed primarily for children."

forgo new regulations (BROADCASTING, June 10, May 20).

The official change of CBS attitude was understood to have come on the advice of its lawyers that FCC rules incorporating children's advertising standards would probably be upheld in court and on the advice of its public relations counsel that a defense of existing commercial loadings would attract little public approval. The 10-minute ceiling in the first year of the new standards was said to have been suggested by CBS.

The code board took action last Wednesday (June 26) after hearing Mr. Wasilewski and Grover Cobb, NAB's senior executive vice president, report on conversations they had held with Chairman Wiley (BROADCASTING, June 17). Though no explicit commitments were said to have been made, the NAB officials were said to have reported that Mr. Wiley was determined to proceed with FCC rulemaking if the NAB did not act.

The FCC staff is in the throes of preparing a document for the commission's consideration. It is based on extensive studies carried on by a special staff engaged by former FCC Chairman Dean Burch. There are said to be strong internal pressures for action on children's programing and advertising by the FCC.

Beyond that, Chairman Wiley has been repeatedly needled on the Hill to do something about children's television. The subject is particularly dear to Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee.

Nor has there been a refuge on the House side. The House Appropriations Committee, in approving the FCC's new budget of $46.9 million, instructed the commission to report by Dec. 31 on what it was doing to "protect children from excessive programing of violence and obscenity" and to resolve jurisdictional differences with the FTC on the subject.

Mr. Wiley is said to have told the NAB officials that political realities were compelling action on TV and the young.

That was also the message Messrs. Wasilewski and Cobb took to the NAB's TV board which, at its meeting two weeks ago, decided to ask the code board to draft new standards (BROADCASTING, June 24).

At last Wednesday's code board meeting no solution was advanced to the question of what to do about Chairman Wiley's remark, as quoted in BROADCASTING, that it would take "100% response" of self-regulation to call off FCC regulation of children's TV. A total of 413 television stations now subscribe to the code, representing 59% of all stations. The code has no hold on the 41% that do not subscribe.

Code board members at last week's meeting, in addition to Mr. Jorgenson, were Wayne Kearl, KENS-TV San Antonio, Tex., chairman; Harold Grams, KSD-TV St. Louis; Burton B. LaDow, KTVK(TV) Phoenix; Robert J. Rich, WDSM-TV Duluth, Minn.; Alfred R. Schneider, ABC; Thomas J. Swafford, CBS, and Herminio Traviesas, NBC. Roger Rice, Cox Broadcasting, San Francisco, was absent.

Boom lowered on TV premium ads aimed at young

FTC's proposed ban on all offers to those under 12 draws criticism; move seen as reflecting commission disenchantment with self regulation

The Federal Trade Commission, true to the word of its chairman, last week issued a proposed guide which, if implemented, would ban the advertising of premiums on television to children under 12 years of age.

The action immediately evoked promises from ad industry officials that they would oppose the suggested standards on the basis that they constitute a de facto prohibition of premiums.

The action came less than a month after FTC Chairman Lewis Engman, in a speech before the American Advertising Federation's annual convention in Washington, labeled premium advertising on children's television as an "unfair" trade practice and promised that his agency would issue "enforcement guides" prohibiting such practices (BROADCASTING, June 10).

Mr. Engman's pronouncement was seen by observers as indicative of a get-tough policy at the commission in the wake of the alleged failure of the advertising industry to tighten its self-regulatory standards. That failure, Mr. Engman said last month, "left the government with the ball in its court."

The FTC-proposed guide would apply to advertising on television programs whose audiences "may reasonably be expected" to comprise a majority of children under 12 years of age. The agency's definition of "premium" was highly specific and nearly all-encompassing. It included all commodities or "promotional devices" which can be expected to have a "significant appeal" to young viewers. Some of the items cited by the commission as falling within this category are games, toys, prizes, contests, sweepstakes and club memberships. The prohibition, the commission further stipulated, would apply both to premiums obtained free with the purchase of the advertised product (such as prizes contained inside of the package, re-usable containers or devices which can be manufactured from the package itself) and offers of products or services to be obtained for a price contingent upon the purchase of a product. The latter application includes such incentives as box tops and coupons.

In a statement by the FTC, which voted unanimously to issue the proposal, the guide was characterized as reflecting the view "that prohibition of the advertising on television directed to children of premiums and similar offers appears at the present time sufficient to avoid unfairness." The commission also stated that outright prohibition of premiums themselves "does not appear necessary at this time." However, the commission warned that "this is a choice of remedy which may be reconsidered, if necessary, in the future."

Further, in emphasizing that its proposal applies to no media "other than television," the commission left the door open for further, unspecified restrictive measures aimed at children's broadcast advertising. The limitations of the present proposal, the commission said, "should not be deemed to preclude other future activity by the commission with respect to children's advertising."

In his speech last month, Chairman Engman had given some idea as to where those possible future directions may lie. Among other issues he identified as not having been "adequately" dealt with in the industry's self-policing guidelines were the use of "hero figures" to promote products to children; advertising to children of over-the-counter vitamins; advertising of potentially dangerous toys and other products, and failure to utilize both audio and visual disclaimers in a particular advertising message.

Regarding the proposed ban on premium advertising, while the commissioners did not unduly condemn such practices, the FTC staff did. In a separate statement, the staff commented that: "A consideration of the purpose and likely effect of a televised premium offer on the buying decisions of a child will

From the horse's mouth. Following is the text of the Federal Trade Commission's proposed guide for banning premium advertising on television to children:

"In any television advertisement directed to an audience, the majority of which may reasonably be expected to be composed of children under 12 years of age, the advertiser should not promote a product or service by referring to an offer of a premium such as a prize, toy, game or other promotional device having significant appeal for children under 12 years of age and unrelated to the merits of the product or service being promoted.

"This guide applies not only to offers which represent the premium as free or at no additional cost, but to offers available upon payment of additional consideration. Similiarly, the guide applies when the consumer does not receive the premium itself with his purchase, but merely a box top or order blank which entitles him to send for the premium.

" 'Premiums' and 'other promotional devices' under this guide should be broadly construed to cover services as well as products which are conditioned upon purchase of the advertised product or service. Also included within these terms would be the container of an advertised product where such container is reusable. For example, an advertisement referring to a game printed on the back panel of a box, or to toys which could be constructed from cutout pieces of the box, is covered by this guide. Contests, sweepstakes, and club memberships having appeal to children are included within the scope of 'other promotional devices.' "

make readily apparent why such a tactic transgresses the public policy of special protection for children, especially against commercial exploitation."

The "very purpose" of a premium ad, the staff said, "is almost always completely irrelevant to merit of the principal product, thereby greatly increasing the likelihood that the child's response to the ad will reflect confusion." The offering of a premium itself, the staff contended, "is already at the margin of public policy acceptability." Its main purpose, it was asserted, "is to distract the buyers' attention" from the attributes of the product itself "and to motivate purchase not on the merits of the product but in order to obtain the premium." Noting that the National Association of Broadcasters' TV code "acknowledges the dangers" of this practice by placing limitations on the use of premium advertising, the staff nevertheless concluded that "these guidelines do not adequately meet the issues" posed by this commercial practice.

The commission invited comments on the proposal within two months. Preliminary indications are that there will be much feedback.

While most industry sources were hesitant to comment on the FTC guide before studying it carefully, all indicated disfavor and vowed to respond accordingly to the agency.

"The way I read this," Association of National Advertisers President Peter Allpost said, "I'm pleased that it is a guide and not a rule. I'm also pleased that [the commission] has asked for comments. They'll get a considerable number."

Mr. Allport expressed particular concern that the commission made no distinction between "harmful or deceptive" premium advertising—which he said his organization would oppose—and that having no apparent deleterious effect upon younger viewers. An example of the latter, he noted, was the McDonald's hamburger chain's offering of a free American flag to any child patronizing its establishments. "This, too, would apparently be banned," he complained.

ABC says ad regulation would hurt programing

Network claims WATCH proposal would hit news, public affairs shows

Responding to a citizen group petition for tightened regulation of television commercials, ABC has suggested to the FCC that a curb on commercials would lead to deterioration of program quality.

The petition, filed in March by Watchers against Television Commercial Harassment (WATCH), complained of increases in both the length and number of commercials (BROADCASTING, March 4). The group proposed as a remedy a plan that would reduce over three years the amount of commercial time to eight minutes per hour and would allow interruptions only on the hour and half-hour.

But ABC said the group had shown no need for such regulation; indeed, it said, there has been an industry-initiated "tightening of commercial limits and standards" since the commission decided in 1964 not to become involved in such regulation. The WATCH petition "rests upon sadly out of date research and a sterile recitation of complaints received by the commission concerning 'advertising,'" ABC said, adding that any advertising will draw complaints from someone.

But even if there were evidence of excess commercials, ABC said, WATCH must show that the industry "can withstand the economic jolt" of its proposal without tightening up in some other area. "The only item that realistically offers this possibility," the company asserted, "is programing, and particularly news and public affairs, which are disproportionately expensive for the time involved."

Spot stays soft in television

First quarter figures confirm earlier indications that national advertising would not come out of slump that began in fourth-quarter 1974

Spot television billings reached $346.9 million in the first quarter of 1974 but fell short of the year-ago level by 2.3%, the Television Bureau of Advertising reported last week in releasing figures compiled for it by Broadcast Advertisers Reports.

It was the first quarterly decline in spot reported by TVB/BAR in a year and a half, and one of the few in recent memory, but TVB sources tended to minimize it. They said their own time-sales surveys, part of a continuing program to monitor spot's progress, indicated a 1% gain in the first quarter.

Either way, it appeared obvious that—as sales authorities had been saying all along—the first quarter produced no strong rally from the softness that overtook spot TV the latter part of last year. Some sources did see the beginnings of a rally in the second quarter with probable gains in the 4%-5% area.

TVB sources said they use their own surveys rather than BAR's estimates to track spot's progress because BAR has changed its sources and methodology over the years with the result that its figures are not consistently comparable. They noted that the last time BAR figures showed a decline, a 6.2% drop for the third quarter of 1972, TVB's time-sales survey was indicating a gain of 17%. FCC's official figures subsequently showed spot TV increased 14% that year. There was no suggestion that BAR had made any changes that would account for this year's first-quarter decline, however.

TVB found four newcomers in the top 100 spot TV advertisers in the quarter: Time Inc. spending $1.9 million for its *People* magazine and Time-Life Books; National Star World News, $1.4 million

All about spot TV. Television Bureau of Advertising is releasing its "Spot TV Investments—'73" report, listing local/retail advertisers for the first time (those spending $250,000 or more) and all national and regional companies investing $50,000 or more in the medium. Figures are estimates based on monitoring 262 stations in 175 markets by Broadcast Advertisers Reports. Copies are available from TVB station and station representative members and from TVB, 1 Rockefeller Plaza, New York 10020.

for *National Star* newspaper; the Dodge Auto Dealers Association, $813,700, and Jimmy Dean Meat Co.'s Jimmy Dean sausages, $737,400.

The Time Inc. and *National Star* expenditures contributed to a 143% gain in outlays by publishing and media advertisers, which totaled $17.5 million. And records, tapes and radio and TV sets became one of the top six categories —squeezing out confectionery and soft drinks—with a 31% increase to $24.9 million. Advertisers of pet foods and supplies boosted their spot spending by 59% to $11.7 million.

Food and food products remained the number one category at $80.8 million, and Procter & Gamble the number one advertiser at $20.4 million. The top 100 advertisers follow, based on estimates by BAR:

1. Procter & Gamble	$20,437,300
2. General Foods	9,878,100
3. American Home Products	9,848,200
4. Lever Brothers	7,091,500
5. Colgate Palmolive	6,927,700
6. General Motors	5,605,800
7. H. & R. Block	5,189,500
8. Dynamic House	5,164,700
9. Bristol Myers	4,988,000
10. Ford Motor	4,834,100
11. General Mills	4,326,900
12. William Wrigley Jr.	4,287,600
13. AT&T	4,025,500
14. Tampa Marketing	3,898,900
15. Quaker Oats	3,781,200
16. Warner-Lambert	3,648,200
17. Schering-Plough	3,570,600
18. Ralston Purina	3,413,600
19. Coca Cola	3,335,800
20. Miles Laboratories	3,326,500
21. Pepsico	3,310,700
22. ITT	3,098,000
23. Marshall Cavendish	2,907,700
24. Westinghouse Electric	2,885,100
25. Triangle Publications	2,869,100
26. Nestle	2,795,900
27. Chrysler	2,778,600
28. Sterling Drug	2,757,500
29. Del Monte	2,727,600
30. CBS	2,694,600
31. K-Tel International	2,649,900
32. Kellogg	2,503,600
33. American Motors	2,434,000
34. C.P.C. International	2,398,400
35. Seven-Up	2,126,200
36. Alberto Culver	2,124,300
37. Nabisco	2,078,800
38. Carnation	2,073,800
39. Jos. Schlitz Brewing	2,037,500
40. Mars	1,999,800
41. Hanes	1,951,200
42. Time	1,949,200
43. RCA	1,912,900
44. Norton Simon	1,892,100
45. Beatrice Foods	1,794,300
46. Noxell	1,605,500
47. Pan American	1,576,000
48. H. J. Heinz	1,528,900
49. A. H. Robins	1,502,900
50. Hills Brothers Coffee	1,457,800
51. Scott Paper	1,426,700
52. National Star World News	1,415,500
53. American Dairy	1,394,500
54. Adam VIII	1,381,300

55.	American Cyanamid	1,361,600
56.	Eastern Airlines	1,357,400
57.	Greyhound	1,269,700
58.	Phillips Petroleum	1,258,000
59.	Borden	1,245,400
60.	Kimberly Clark	1,239,100
61.	Nissan Motor	1,209,100
62.	Scott's Liquid Gold	1,183,000
63.	Heublein	1,179,700
64.	Mutual of Omaha	1,165,400
65.	American Can	1,125,000
66.	American Express	1,121,100
67.	Nationwide Insurance	1,119,500
68.	Campbell Soup	1,105,400
69.	Kraftco	1,085,100
70.	Liggett & Myers	1,045,300
71.	Ward Foods	1,034,900
72.	Dr. Pepper	1,026,900
73.	Hoover	1,020,200
74.	General Telephone & Electronics	1,013,400
75.	Anheuser Busch	993,700
76.	Esmark	980,600
77.	Pet	979,500
78.	National Airlines	946,100
79.	Western Publishing	941,800
80.	Ortho Mattress	936,500
81.	Pabst Brewing	923,100
82.	Trans World Airlines	906,300
83.	Central Soya	903,900
84.	Volkswagen	893,800
85.	Continental Air Lines	887,500
86.	Monsanto	857,400
87.	Chesebrough Ponds	844,800
88.	Morton-Norwich Products	831,600
89.	Purex Corp.	830,700
90.	Gillette	818,000
91.	Golden Grain Macaroni	817,500
92.	Ronco Teleproducts	816,600
93.	Dodge Auto Dealers	813,700
94.	Clorox	806,100
95.	Block Drug	798,500
96.	CEB	788,300
97.	Mennen	788,100
98.	Toyo Kogyo	764,300
99.	Johnson & Johnson	745,100
100.	Jimmy Dean Meat	737,400

Block rattles $60 million sword, Warner-Lambert backs down

Denture-cleanser advertisers come to terms after suit is filed

What shaped up as a tooth-and-nail court battle over a denture tablet TV commercial ended in detente last week between the Block Drug Co., Jersey City, and the Warner-Lambert Co., Morris Plains, N.J.

A spokesman for Block reported Tuesday (June 25) that Block had agreed to withdraw a $60-million damage suit filed against Warner-Lambert after W-L consented to take off the air its commercial for Efferdent denture cleanser tablets. Block had filed its suit the previous weekend in U.S. Southern District Court in New York, alleging that a commercial for Efferdent "falsely and deceptively disparages" Block's Polident denture cleanser tablets.

The suit pointed out that the commercial for Efferdent claims that it "cleans with more stain removing power than the next leading tablets." Before the suit was withdrawn, the Block spokesman had pointed out that although Polident was not mentioned by name in the commercial, the implication was clear since Polident is the next leading tablet in terms of sales.

Business Briefs

Keane is gone. Keenan Keane & McLaughlin Inc., New York, has taken a new name, Keenan & McLaughlin Inc. and made major staff expansion. Name change was prompted by resignation of Jack Keane, vice president, who has joined David, Oksner Mitchneck, New York, as vice president, co-creative director and principal. Michael E. Keenan, president, said agency has grown to $12.5 million in billings in three-and-one-half years from such accounts as Alfa Romeo automobiles, Vita Food Productions, Olin Corp. and Blair Laboratories (Isodine). He said agency has added four new vice presidents: Samuel P. Bradley, group creative director; Peter A. Berla, marketing services director and Alfred H. Wegener and Lynne Steward, account management.

'Good taste'. Dancer-Fitzgerald-Sample, New York, has launched new network-TV and spot-TV campaign for Skippy peanut butter (Best Foods Division of CPC International, Englewood Cliffs, N.J.) with airing of two 30-second commercials built around theme of "Good Taste Tells."

BAR reports television-network sales as of June 16

ABC $304,964,300 (30.2%), CBS $368,344,400 (36.6%), NBC $334,173,100 (33.2%)

Day parts	*Total minutes week ended June 16*	*Total dollars week ended June 16*	*minutes 1974 total*	*1974 total dollars*	*1973 total dollars*
Monday-Friday Sign-on-10 a.m.	70	$ 510,900	1,624	$ 10,778,800	$ 11,350,400
Monday-Friday 10 a.m.-6 p.m.	1,009	8,477,500	23,956	212,342,700	190,613,600
Saturday-Sunday Sign-on-6 p.m.	243	3,256,600	6,960	103,409,700	93,589,300
Monday-Saturday 6 p.m.-7:30 p.m.	94	1,928,000	2,355	52,528,000	47,191,400
Sunday 6 p.m.-7:30 p.m.	16	377,700	363	8,589,800	8,779,300
Monday-Sunday 7:30 p.m.-11 p.m.	396	20,413,200	9,395	554,791,800	513,168,700
Monday-Sunday 11 p.m.-Sign-off	178	2,769,100	3,994	65,041,000	56,894,500
Total	**2,006**	**$37,733,000**	**48,647**	**$ 1,007,481,800**	**$ 921,587,200**

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

Media

FCC nominees breeze through Senate hearing

Closest interrogation is reserved for Robinson as questioning reflects concern about fairness doctrine

President Nixon's three FCC nominations won swift Senate Commerce Committee approval last week after a hearing that went almost as expected. FCC Commissioner Robert E. Lee, who after three seven-year terms has become familiar to and a favorite of important senators, had no trouble in the 15 minutes he spent answering largely pro-forma questions in connection with his nomination to a fourth term. Similarly, Abbott Washburn, President Eisenhower's deputy director of the U.S. Information Agency and President Nixon's chairman of the U.S. delegation to the 1969-71 Intelsat conference, had no problems.

Only Professor Glen O. Robinson of the University of Minnesota Law School, whose writings on communications law have made him somewhat controversial, underwent anything like close questioning. And then the subject was his views on the fairness doctrine—as a result of a law review article he wrote seven years ago questioning the doctrine's constitutionality. His views on media crossownership, which have caused some broadcasters considerable concern, particularly in view of the commission's pending rulemaking aimed at breaking up multimedia holdings in the same market, never came up. His writings reflect the view that a stronger commission position on crossownership, not the fairness doctrine, should be employed to assure diversity.

There was never any question, however, that Professor Robinson, any more than Commissioner Lee or Mr. Washburn, would have any trouble winning committee and later full Senate approval. Speaking of the two new appointees, Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, said they were "honorable" men, men of "integrity" who would live up to their word.

They also had impressive support at the hearing. Mr. Washburn, a Republican who is to complete the term of H. Rex Lee, which ends June 30, 1975, and Professor Robinson, a Democrat who is to complete the term of former Chairman Dean Burch, which ends a year later, were endorsed by Minnesota's two Democratic senators, Walter Mondale, who is a possible candidate for his party's presidential nomination in 1976, and Hubert Humphrey, who was his party's standard bearer in 1968. Mr. Washburn is a native of Duluth, Minn. Senator Hugh Scott (R-Pa.) also endorsed Mr. Washburn. (Commissioner Lee, a Republican, had no senatorial sponsor, leading Senator Pastore to ask, facetiously: "Would you like me to be your sponsor?")

In calling Messrs. Robinson and Washburn men of their word, Senator Pastore was referring to their promises to enforce the fairness doctrine. But he was not quite satisfied with Professor Robinson's avowal of the fairness doctrine, which was less than forthright.

Professor Robinson had acknowledged his previously expressed concerns that the doctrine involved the government too deeply in programing, but he said that since the doctrine is congressionally mandated, "the FCC must accept the mandate and responsibly enforce it." He would not, he said, in answer to a question, lead a "crusade" to eliminate the fairness doctrine. "I am not a crusader by nature," he said. But he also said that he remains "skeptical" about the doctrine and would enforce it with "caution."

To which Senator Pastore replied: "The fairness doctrine is the fairness doctrine. It has been sustained by the courts. . . . It is the law. It should be enforced. It should be enforced vigorously. When you enforce the law skeptically and with caution you're not living up to your responsibilities."

The fairness doctrine figured in the testimony of the only public witness at the hearing, John J. Ryan, executive secretary of Accuracy in Media, a conservatively oriented media watchdog that has filed a number of fairness complaints with the commission. He said that Professor Robinson's expressed opposition to the fairness doctrine was grounds for rejection of the nomination—and that mere acceptance of the doctrine's constitutionality was not enough. "We need men and women who believe in the fairness doctrine, not those who merely accept it because it is on the books," he said.

Mr. Washburn's testimony that the commission, in enforcing the fairness doctrine, should look to the "good faith of broadcasters" also disturbed Mr. Ryan. The FCC, he said, has been given regulatory power in the fairness area "because long experience has demonstrated that reliance on the good faith of the licensees is not enough to insure fairness."

Application of the fairness doctrine was not the only power which Professor Robinson feels the commission should exercise with care. In a prepared statement discussing "some personal views concerning the FCC and its role," he said that although the FCC "may provide a greater means for doing good," it "also provided the means for doing bad"—not corrupt acts but "simply error born of ignorance or confusion, or both." He said he was not urging inaction on the part of the FCC but merely underscoring "some of the inherent risks which are created by government power, particularly when that power is guided only by a vague standard of public interest."

Senator Pastore was interested in getting the nominees on the record on two points. One was their position on pay cable. They all indicated they favored it so long is at did not siphon programs now seen on free television.

The published transcript of a White House tape indicating that President Nixon was considering using the FCC's license-renewal process against the *Washington Post*'s television licenses as a means of retaliating for the *Post*'s Watergate coverage was the basis for the second question directed at the nominees. He said it was "shocking that the administration planned to use license renewals as a weapon to punish political enemies."

Would you, Senator Pastore asked each nominee in turn, allow a member of Congress or the President or any of his aides or a pressure group to influence you in any way contrary to your judgment or conscience? Each answered in the negative.

Professor Robinson used the question as a springboard for a response to what he called the "unbridled speculation" concerning his "origins." He said he has been labeled an advocate of broadcasting interests, of cable TV interests, of public interest groups. "They all looked at me and decided that since I wasn't one of theirs I must be one of the others," he said.

The conflicting views regarding him, he said, probably result from the fact that he has not been in the public eye. "I'm a public nobody; that's true," he said. "But I'm my own nobody."

Lee, Washburn and Robinson

Same teams, different line-ups vie at Pastore renewal hearing

Broadcasters argue for more stability with five-year license; citizen groups fear loss of bargaining power

Testimony last Wednesday before the Senate Communications Subcommittee on broadcast license-renewal legislation began settling into grooves that had been well worn in three days of hearings the week before. Witnesses sympathetic to the broadcasters' position said legislation is needed to provide stability to the industry; opponents of the broadcasters' position, that such "stability" would deprive citizen groups of the power they are developing to make broadcasters more responsive to the public's needs.

For his part, Senator John O. Pastore (D-R.I.), subcommittee chairman, continued to inquire of public-interest group representatives whether they would object if a renewal applicant facing a challenge in a comparative hearing were given credit for a "good" or "substantial" record.

As was true in the hearings two weeks ago, the citizen group representatives said they would not object to such a credit. But, they wanted to know, what is "good" or "substantial"? Robert Sauber, of Providence, R.I., who teaches a course on the impact of television on society at the Rhode Island School of Design and who works with local community groups, suggested using percentages of programing or percentages of profits invested in programing as a yardstick.

Those supporting the broadcasting industry's position on Wednesday were Wade H. Hargrove, a Raleigh, N.C., attorney who serves as executive director-general of the North Carolina Association of Broadcasters and who was considered by the White House as a possible FCC nominee to succeed former Chairman Dean Burch, and Dr. Paul M. Stevens, president of the radio and television commission of the Southern Baptist Convention.

Mr. Hargrove said broadcasters who characterize the present renewal process as "intolerably ambiguous, confusing and occasionally bordering on the chaotic" are not exaggerating. He said that under existing court precedent, a broadcaster could lose his license to a challenger if he had not provided "superior" service or if he owns other media or if he does not participate in the operation of the station. The major bill under consideration, H.R. 12993, passed overwhelmingly by the House, would assure renewal if a licensee had been "substantially" responsive to ascertained needs, and would prohibit case-by-case restructuring of the industry through the license-renewal process.

Mr. Hargrove also warned that, having gone as far as it has in considering license-renewal legislation, Congress should complete the project if broadcasters are not to face a more perilous future than they do now. For "a legislative history will have been created for the court to reinforce its own views about the ad hoc restructuring of the industry," he said.

Dr. Stevens, head of a unit that serves as the production and syndication agency for the Southern Baptist Convention and its member congregations, praised the broadcasting industry for its cooperation in making time available for the unit's programs. He said stations have afforded Southern Baptists about $8 million in public service time; the networks, about $500,000.

Accordingly, he said, this performance on the part of broadcasters should be repaid with an extended license period, one running a maximum of five years, as provided for in the House bill, rather than the present three years. One of the benefits of an extended license period, he said, would be the "additional freedom which broadcasters will have to make an even greater contribution of time and service to his community."

But the three public interest representatives who appeared—Mr. Sauber; Gladys T. Lindsay, of Citizens Committee on the Media, of Chicago, and the Rev. George E. Riddick of Operation PUSH, who read a statement prepared for Rev. Jesse Jackson, who was unable to attend the hearing—all said the pending bill would deny them the opportunity to participate in license-renewal proceedings to the degree of effectiveness they are now demonstrating. "When we contact stations and seek to discuss their affirmative action programs, we would like them to know that our ability to challenge their license will not have been weakened by the passage of H.R. 12993," Mrs. Lindsay said.

And as for broadcasters' concern about competing applications, Mr. Sauber suggested that more rather than less license-renewal challenges would be good for the country. He said Boston today "enjoys what is probably the best local TV programing in the country." He attributed that to the case that traumatized the industry and led to the present broadcaster push for license-renewal legislation—the WHDH case, in which the *Boston Herald Traveler* lost its license for channel 5 to Boston Broadcasters Inc., which now operates WCVB-TV.

Mr. Riddick sounded a note of complaint about present broadcast service many minority group representatives have sounded in the past. Broadcasters, he said, stress the sensational in covering minority groups and fail to cover stories of critical importance to the groups' well-being. The emphasis, he said, is on crime. "Where are the stories of successes among our black youth?"

The testimony struck a responsive chord in Senator Pastore. He said he is plagued by "shades and shadows from 'The Godfather,'" and noted that "many people, fine people who believe in law and order" are resentful of the kind of treatment given Italo-Americans in the media. "The overstating of this on radio and TV is getting to the point of disgust," he said.

"We have no control over programing," he said, "and we don't want it. But if this is done for greed and money, I agree with what you said," he said.

Nick Johnson's chances still alive in Iowa; WLBT's Dean wins runoff in Mississippi

Former FCC Commissioner Nicholas Johnson will get a second shot at the nomination for Iowa's third district congressional seat in a special election tomorrow (July 2).

Acting on the complaint of members of the Mesquaki Indian tribe that they had been disenfranchised in the June 4 Democratic primary, a federal court last week threw out the ballots from the three precincts adjoining the Mesquaki reservation and ordered a new election in those precincts and on the reservation. The order puts Mr. Johnson temporarily in the lead, even though he lost by 62 votes to state legislator Stephen Rapp in the first vote, because Mr. Rapp won the disputed three precincts "overwhelmingly," according to a Johnson associate.

Meanwhile, in Mississippi, a television executive appeared to have won a runoff election for the Democratic nomination to Congress in that state's fourth district. The final count showed Kenneth Dean, on leave as president of WLBT(TV) Jackson, defeating Alonzo H. Sturgeon by a narrow margin, 7,673 to 7,425. Mr. Dean will face incumbent Republican Thad Cochran in November.

Wiley says FCC wants a better look at publicly owned licensees

Commission is planning rulemaking on problem of who owns stock traded by financial institutions

For the FCC, keeping track of the ownership of the 300 or so broadcast stations owned by some 30 licensees whose stock is publicly traded has been something of a problem, principally because of the continuous buying and selling of the stock by institutional owners—banks, insurance companies and mutual funds. Other problems are presented by banks, investment companies and brokers holding stock for beneficial owners.

To deal with these matters, the commission is considering initiating a rulemaking aimed at acquiring better information more often on ownership of all publicly traded licensees. Chairman Richard E. Wiley disclosed those plans last week in testimony before the subcommittees of the Senate Committee on Government Operations which have been urging the regulatory agencies to improve their ownership-information-gathering machinery.

Chairman Wiley said the commission is reviewing the annual reports that the Interstate Commerce Commission and the Civil Aeronautics Board require from the carriers they regulate. "Initially," he said, "we believe that *annual* corporate filing by those broadcast licensees whose stock is publicly traded may well provide us with more manageable data as to stock ownership and voting rights."

He also said the commission is looking into whether it should retain the 1% standard for ownership reporting or require a report listing a specific number of stockholders, say, the top 30, as the ICC does.

Nor is that all. The commission is conducting studies to determine what additional data it may find useful in carrying out its regulatory duties. Possible items: identification of interlocking directorates between licensees and financial institutions and of debt holders on a regular basis. Another question being considered is whether direct reporting by financial institutions of their ownership in publicly traded broadcast companies is feasible; if so, whether the commission needs additional statutory authority to require it.

One of the problems being studied is the commission's inability at times to obtain accurate information from licensees regarding the holders of 1% or more of their stock. Chairman Wiley attributed this to licensees' difficulties in obtaining the identity of persons for whom brokers, investment companies and banks hold such stock. He said that in such cases, the financial institutions simply report to the licensee the stock they hold for customers owning less than 1%.

The difficulty, Chairman Wiley said, is that an individual may hold 1% or more of a licensee's stock without the licensee knowing it because the stock is held in street name accounts—each of less than 1%—with two or more brokers or investment houses.

The commission is expected to initiate the rulemaking in the next few months, and Chairman Wiley hopes to conclude it this year. He also said the commission is studying disclosure requirements for all broadcast stations, not only those owned by actively traded corporations. However, most of the work is being done with the commission's proposed new computer system in mind, and, Chairman Wiley said, "it may be several years before the desired results are achieved."

The new system is designed to provide more accessible ownership history of each broadcast station and to maintain the kind of contractual data for each station that is beyond the present system's capacity.

The commission is not moving in the same manner to organize its information on cable system ownership. Chairman Wiley said the commission's efforts to computerize the annual ownership and financial reports of cable have been delayed "because of unforeseen complications in the installation" of the new computer. As a result, the commission does not yet have access "to configurations of the cable ownership data by means of computer print-out."

Chairman Wiley said the commission has not yet felt the need to arrange its industry information so as to present the ownership data in which the subcommittees are interested. But the commission's requirements in that area may change as further experience with the data it now receives is gained, the chairman said.

Changing Hands

Announced

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

- WRUN-AM-FM Utica, N.Y.: Sold by Woods Communications Inc. to Mohawk Stations Inc. for figure in excess of $1 million. Principal in seller is John Woods, president. Woods Communications also owns WTOB(AM) Winston-Salem and WSSB(AM) Durham, both N.C. Principal in buyer, which has no other station interests, includes S. J. Reiner, chairman of S. J. Reiner Co., media buying service. WRUN(AM) operates full time on 1150 khz with 5 kw day, 1 kw night. WRUN-FM is stereo on 104.3 mhz with 100 kw horizontal, 33 kw vertical and antenna 500 feet above average terrain. Broker was Blackburn and Co.
- WVON(AM) Cicero, Ill.: Sold by Globetrotter Communications to Latino-American Broadcasting System for $1.2 million. Principals in seller are George N. Gillett Jr., Potter Palmer and Rose P. O'Neil. They have substantial interest in Harlem Globetrotters basketball team and are buying facilities of WNUS-AM-FM Chicago. Principals in buyer are Cesar Dovalina (16%), Arthur Velasquez (12%) and others. WVON operates full time on

1450 khz with 1 kw day, 250 w night.

▪ WRAN(AM) Dover, N.J.: Sold by Media Horizons Inc. to Jersey Community Broadcasting Inc. for $560,000. Principals in Media Horizons are Joel Harnett and Kenneth Cowan. Media Horizons owns KMEO-AM-FM Phoenix, KDEF-AM-FM Albuquerque, N.M., WGNY(AM) and WFMN(FM) Newburgh, N.Y. and KROD-(AM) El Paso. Principal in Jersey is Richard E. Bailey, formerly with Hughes Television Network. WRAN operates full time on 1510 khz with 10 kw day, 500 w night directional. Broker was Blackburn and Co.

▪ WEIC-AM-FM Charleston, Ill.: Sold by Community Communications Associates to Withers Broadcasting Co. of Eastern Illinois for $325,000. Principals in seller are John and Emmy Lou Hurlbut (51%) and others. They own WVMC(AM)-WSAB-(FM) Mt. Carmel, Ill. Principals in buyer are W. Russell (70%) and James K. (30%) Withers. The Witherses own KGMO-AM-FM Cape Girardeau, Mo., and WMIX-AM-FM Mt. Vernon, Ill. In addition, Russell Withers has interest in WDTV-(TV) Weston, W. Va., and has agreed to buy interest in KAUS(AM)-KAAL-FM Austin, Minn. WEIC(AM) operates full time on 1270 khz with 1 kw day, 500 w night. WEIC-FM is on 92.1 mhz with 2.2 kw and antenna 140 feet above average terrain.

▪ WXLE(FM) Phenix City, Ala.: Control of Chattahoochee Broadcasting Co. sold by James K. Sanders III to Allen M. Woodall Jr. and Bernie Barker for $250,000. Mr. Sanders is president of Chattahoochee; Messrs. Woodall and Barker are officers of WDAK(AM) Columbus, Ga. WXLE is stereo on 100.1 mhz with 3 kw and antenna 300 feet above average terrain.

▪ WNRS(AM) Saline and WNRZ(FM) Ann Arbor, both Michigan: Sold by Lester Broadcasting Corp. to Community Music Service for $238,000. Principal in seller is Ronald Felty. Principals in buyer are Edward Harris (16.7%), A. George Malmgren (5.2%) and others. WNRS is daytimer on 1290 khz with 500 w. WNRZ(FM), 102.9 mhz with 10 kw, has antenna 155 feet above average terrain.

▪ WFIC(AM) Collinsville, Va.: Positive control sold by Peak Industries to Collinsville Broadcasters for $150,000. William P. Schwartz is president of Peak. Principal in Collinsville is Blane T. Woody (70%), WFIC station manager. WFIC is daytimer on 1530 khz with 1 kw.

▪ KHCS(AM) Phoenix, Ariz.: Sold to Landmark Enterprises, non-profit, church group based in Phoenix, for $175,000 by David B. Commons, court-appointed receiver. Station originally was owned by Prairie Avenue Gospel Center. It is a 500-w daytimer on 1010 khz.

▪ KNLT(FM) Truckee, Calif.: Sold by Scope Recording and Broadcasting Co. to Secret Mountain Laboratories Inc. for $61,500. Principals in Scope are Deno Kannes and Ronald L. Bailie. Principals in buyer are Dwight Tindle (50%) and Charlotte Lang (50%). Mr. Tindle is president and majority stockholder of KDKB-AM-FM Mesa, Ariz. KNLT is on 101.7 mhz with 1.7 kw and antenna 380 feet above average terrain. It has been off the air since July, 1973. Broker was William A. Exline Inc., San Rafael, Calif.

▪ KWVR(AM) Enterprise, Ore.: Sold by Wallowa Valley Radio to David D. Dirks and Pamela J. Dirks for $50,000. Wallowa Valley is owned by Gene and Virginia Wilson. Mr. Dirks is sales manager of KTEL(AM) Walla Walla, Wash. KWVR is daytimer on 1340 khz with 250 w and specified hours of operation. Broker was William A. Exline Inc., San Rafael, Calif.

▪ KCOH(AM) Houston: Consideration in transfer of control, reported erroneously June 17 as $400,000, is $1.1 million plus option to buy real estate for $150,000.

Approved

The following transfers of station ownership were approved last week by the FCC (for other FCC activities, see page 53):

▪ WVOG(AM) New Orleans: Sold by Wagenvoord Broadcasting Co. to F. W. Robbert Broadcasting Co. for $325,000. Principals in seller are David W. Wagenvoord, president, and others. Principal in buyer is Fred Westenberger (100%), who held interest in Wagenvoord. FCC also granted renewal of license. WVOG is daytimer on 600 khz with 1 kw.

▪ WWRH(FM) Columbus, Ga.: Sold by Associated FM Broadcasting Inc. to Kamman Enterprises Inc. for $250,000. Principals in seller are B. K. Woodfin, president, and others. Principals in buyer are Sidney Kaminsky and Norman I. Goldman (each 50%). Mr. Kaminsky owns WPNX(AM) Columbus. WWRH is on 104.9 mhz with 3 kw and antenna 21 feet above average terrain.

▪ KULE(AM) Ephrata, Wash.: Sold by D and W Broadcasting Corp. to Mid-Columbia Broadcasting for $112,000. Principal in seller is Walter Bednark, manager and owner. Principals in buyer are William Nicoles, Thomas J. Drumheller, Gregory Click and others. KULE is daytimer on 730 khz with 1 kw.

The baby goes with the bathwater in KORK-TV decision

ALJ Naumowicz throws out licensee and challenger in initial decision

An initial decision released by the FCC last week would deny both the renewal and competing applications for KORK-TV Las Vegas, thus leaving the channel-3 facility without a license.

The initial decision, by Administrative Law Judge Chester F. Naumowicz Jr., held that neither Western Communications Inc., the licensee, nor challenger Las Vegas Valley Broadcasting Co. met FCC license requirements. Judge Naumowicz ruled against Western on grounds that it had engaged in double billing and had made misrepresentations to the commission. Valley was disqualified essentially on financial issues.

The false billing issue against Western stemmed from charges that the station has regularly "clipped" network programing, including commercials, to accommodate overbooked local commercials. Western's reply that its policy has been to delete only network "clutter," but not commercials, was "rejected as incredible," Judge Naumowicz said. He ruled that the station managers had falsely certified to NBC the amount of commercials actually broadcast and said further that station owner Donald W. Reynolds Sr., while not directly involved in the operation of the station, should have exercised "reasonable diligence" to prevent such practices.

Beyond that, Judge Naumowicz held that the station's correspondence with the commission regarding commercial practices "was rife with inaccurate and misleading statements." The station blamed the clipping on switching errors by individual operators, he said. but "such assertions were false, and the station's executives knew it when the letters were written." Again, he held Mr. Reynolds. the absentee owner, responsible for the violations. "A licensee can delegate his authority," Judge Naumowicz said. "He cannot delegate his responsibility to the commission."

As for the competing application by Valley, Judge Naumowicz acknowledged that the company had found itself in a financial catch-22. Valley had obtained a promise of bank financing on the condition that it secure NBC affiliation, but NBC had withheld such affiliation until the company could show financing. While Valley might persuade one party to act first, thus triggering action by the other, Judge Naumowicz elected not "to gamble the public interest on Valley's ability to resolve the uncertainties in its favor." Another unacceptable uncertainty, he noted, was that the bank had indicated it might require collateral for the loan, but without saying how much. Finally, observing that Valley's access to its transmitter site would probably depend on litigation, Judge Naumowicz ruled out the company's application because it could not show that "crucial elements of its proposal are feasible."

The initial decision becomes effective in 50 days unless appealed.

AFTRA, networks cross one bridge

The American Federation of Television and Radio Artists and the networks have agreed on three-year contracts covering television, commercial and sustaining radio and staff news operations.

The terms of the pacts, retroactive to Nov. 16, 1973, call for a 5% increase in fees and wage scales for each year; improvements in overtime, rehearsal and vacation benefits; a cost-of-living escalator clause not subject to arbitration and improvements in severance pay for news personnel.

The negotiated contracts do not deal with rates and conditions for prime-time TV dramatic programing, areas in which AFTRA and the Screen Actors Guild began jointly to negotiate with the TV networks and producers in Hollywood on May 16.

AFTRA noted that local agreements in New York, Chicago and Los Angeles must be made before the network pacts agreed upon can be signed.

Onward and upward in FM penetration

Pulse figures show dramatic rise in sets; audiences are bigger, too, but not as much; sales still lag

FM has been quietly making long strides in set penetration while advancing more modestly—though steadily—in audiences and billings.

The dimensions of its gains in terms of FM-equipped homes, often amounting to five or even 10 percentage points or more of growth in a year's time, are reflected in previously unpublished figures compiled by Pulse Inc. for more than 150 U.S. markets (see chart below).

In more than half of those markets, over 90% of the homes had FM sets in 1973. A year earlier, less than a fourth were in the 90%-plus range.

And if the pending all-channel bill becomes law, not only will those percentages inevitably rise, but FM will also begin to make real inroads and finally establish itself in radio's vitally important drive-time medium, the auto radio.

The all-channel bill, passed by the Senate, now awaits House action. For all the importance that FM leaders attach to it as a means of bringing FM to parity with AM, nobody expects it to achieve that goal overnight. It will take a long time to substitute AM-FM sets for all those AM transistor units that are in many homes played not in just one or two rooms but throughout the house, and that are carried in pockets and purses to beaches, ball games and picnics.

The best available estimates suggest that, of some 368.6 million radio sets in use last year, approximately 145 million were FM. That's less than half of the total, but it's still many more than the 100-plus-million TV sets in use.

FM's set penetration may have been advancing in giant steps, but its gains in audiences and advertising sales have been more moderate.

The most recent official figures, from the FCC's report for 1972, show FM as a whole $12.7 million in the red. But that was $2.3 million less than the loss reported for 1971 (though a little more than losses in either 1969 or 1970). Moreover, total FM revenues in 1972 increased by 32%, to $151.9 million, on top of a 35% rise the year before.

Profitability has become more and more commonplace. In 1972, 224 out of 590 independent FM's achieved it, the highest number yet. That was 42 more than in 1971 and 80 more than in 1969. Since 1962, only once—in 1969—has the number of independent FM's making a profit failed to increase from the preceding year.

FM's in AM-FM combinations may be doing even better. For 1972, for example, the FCC said that of 275 such stations for which separate reports were available, 106 reported profits averaging $45,923 as compared with a $31,557 average profit for the 224 profitable independents.

The difference between profit and loss may lie in several factors, but the prime requirement—sales—depends on a combination of audience, sales skill and promotion, and in these areas FM leaders see little to distinguish successful AM's from successful FM's. They have been saying for years that FM is radio, subject to the same ups and downs as AM, and as evidence they can cite FM stations that are at or near the top, successfully contending with the leading AM's in many markets.

They do feel that FM stations often get the short end of the stick from national buyers out of unjustified prejudice against FM—that, given comparable audiences, an FM station would get a $3,000 order where an AM would get $5,000. Or as another sales official put it, FM accounts for roughly a third of the radio listening in the New York market but gets only about 15% of the radio revenues.

Yet on the whole FM sales authorities say business is good, at least in comparison with past years, though they emphasize that as is always the case in spot radio and TV, the situation varies from market to market and station to station. Regional and local business, station sources say, is even better—and more uniformly good—than national business, though they say there's been an encouraging upturn in national lately.

The latest and by far the most favorable picture of FM's home potential yet found by Pulse is reflected in the following market-by-market figures. The percentages relate FM homes to total homes in 1973 (as of the measurement dates indicated) versus 1972. Canton, Ohio, and Atlantic City are shown with the highest penetration levels, 98.7% and 98.6% respectively, but 14 other markets were above the 95% mark, and 65 were in the 90%-95% range. About 52% of the markets thus had penetration percentages in the 90's in 1973 compared with 22% in the 90's in 1972.

	1973 %	1972 %
Albany-Schenectady-Troy, N.Y.	82.6	82.0
Albuquerque, N.M.	90.8	80.2
Allentown-Bethlehem-Easton, Pa.-NJ.	93.6	93.6
Amarillo, Tex.	81.2	76.4
Atlanta	94.8	87.1
Atlantic City,N.J.	98.6	83.2
Austin,Tex.	88.2	85.2
Bakersfield, Calif.	90.6	76.5
Baltimore	85.7	83.0
Baton Rouge	92.0	88.2
Beaumont-Port Arthur-Orange, Tex.	80.7	80.7
Binghamton, N.Y.-Pa.	87.6	83.0
Birmingham, Ala.	75.2	72.8
Boston	92.7	85.9
Brevard county, Fla. (Cocoa Beach)	90.5	86.0
Buffalo, N.Y.	89.7	88.4
Burlington, Vt. (Chittenden county)	93.8	86.6
Canton, Ohio	98.7	
Cedar Rapids, Iowa	84.9	84.3

	1973 %	1972 %
Charleston, S.C.	94.9	85.8
Charleston, W. Va.	88.6	88.6
Charlotte,N.C.	88.8	88.8
Chattanooga, Tenn.	84.8	79.3
Chicago, Ill.-N.W. Ind.	94.6	94.6
Chico, Calif. (Butte county)	70.2	
Cincinnati-Hamilton-Middletown, Ohio-Ky.-Ind.	92.7	91.6
Cleveland.	91.3	90.6
Colorado Springs,	86.4	86.4
Columbia, S.C.	87.2	77.9
Columbus, Ga.-Ala.	92.6	92.6
Columbus, Ohio	94.8	81.5
Corpus Christi, Tex.	91.5	81.2
Cumberland county, Me.	86.1	77.5
Dallas-Fort Worth	90.6	81.0
Davenport-Rock Island-Moline, Iowa-Ill.	90.5	82.7
Dayton, Ohio	95.9	95.9
Denver	87.5	87.5
Des Moines,Iowa	89.0	80.3
Detroit	95.4	95.4
Duluth-Superior, Minn.-Wis.	82.2	82.2
El Paso	94.0	89.5
Erie, Pa.	94.2	94.2
Eugene, Ore.	79.8	79.8
Evansville, Ind.-Ky.	91.9	87.0
Fargo-Moorhead, N.D.-Minn.	87.5	82.4
Flint, Mich.	95.6	90.6
Fort Myers, Fla.	82.7	
Fort Wayne, Ind.	94.1	91.8
Fresno, Calif.	91.4	78.8
Grand Rapids, Mich.	95.8	92.2
Green Bay, Wis.	83.3	77.2
Greensboro-High Point, N.C. (Guilford county)	93.1	89.5
Greenville, S.C.	97.3	91.8
Harrisburg, Pa.	92.5	90.9
Hartford county, Conn.	90.0	90.0
Honolulu	87.2	87.2
Houston	92.7	87.4
Huntington-Ashland, W. Va.-Ky.-Ohio	93.1	88.8
Indianapolis	93.6	93.6
Jackson, Miss.	91.6	91.6
Jackson county, Ore. (Medford)	69.8	65.1
Jacksonville, Fla.	92.0	74.3
Johnstown, Pa.	91.9	89.6
Kalamazoo, Mich.	90.3	84.3
Kansas City, Mo.-Kan.	89.6	87.1
Kingston, N.Y. (Ulster county)	88.6	
Knoxville, Tenn.	88.2	86.4
Lafayette-West Lafayette, Ind.	93.4	
Lafayette, La.	87.8	64.3
Lancaster, Pa.	95.5	94.3
Lansing-East Lansing, Mich.	96.1	96.1
Las Vegas	92.4	83.4
Lexington, Ky.	96.5	93.1
Little Rock-North Little Rock, Ark.	89.1	80.9
Los Angeles	92.8	86.9
Louisville, Ky.-Ind.	82.2	82.2
Madison, Wis.	92.4	90.5
Manchester, N.H.	94.5	88.5
Manitowoc county, Wis.	87.8	
Memphis, Tenn.-Ark.	91.5	81.7
Miami	85.5	84.0
Milwaukee	93.8	92.8
Minneapolis-St. Paul	83.2	78.4
Mobile, Ala.	79.5	74.0
Monroe, La.	91.0	
Montgomery, Ala.	81,1	78.7
Morris county, N.J.	83.2	
Nashville	86.1	86.1
Nassau-Suffolk, N.Y.	97.6	
New Haven county, Conn.	90.0	90.0
New Orleans	83.0	79.8
New York	96.4	87.2
Norfolk-Portsmouth-Newport News-Hampton, Va.	90.4	90.4
Northeast, Pa.	93.4	87.7
Odessa, Tex.	79.9	
Oklahoma City	90.3	80.0
Omaha, Neb.-Iowa	85.3	85.3
Orange county, N.Y.	85.9	
Orlando, Fla.	88.4	88.4
Pensacola, Fla.	88.8	
Peoria, Ill.	90.0	87.2
Philadelphia, Pa.-N.J.	95.6	89.7
Phoenix	88.2	88.2
Pittsburgh	83.2	79.6
Pittsfield, Mass.	89.5	
Portland, Ore.	85.8	83.1
Providence-Pawtucket, R.I.	90.2	87.7
Raleigh-Durham, N.C.	92.5	86.8
Reading, Pa.	95.5	89.3
Reno	81.8	77.0
Richmond, Va.	94.8	87.8
Roanoke, Va.	89.6	87.6
Rochester, N.Y. (Monroe county)	88.2	88.2
Rockford, Ill.	78.3	78.3
Sacramento, Calif.	90.6	87.3
Saginaw-Bay City, Mich.	92.6	91.6
St. Joseph, Mo.	82.3	82.3
St. Louis, Mo.-Ill.	91.1	91.1
Salinas-Monterey, Calif.	80.1	80.1
Salt Lake City	90.4	83.2
San Antonio, Tex.	87.4	78.5
San Diego	91.9	91.1
San Francisco	89.7	89.7
Savannah, Ga.	91.6	
Seattle-Everett-Tacoma, Wash.	87.6	80.7
Shreveport, La.	85.5	85.5
Sioux Falls, S.D.	86.3	86.3
South Bend, Ind.	94.9	89.8
Spokane, Wash.	92.5	81.3
Springfield, Ill.	94.6	
Springfield-Chicopee-Holyoke, Mass.-Conn.	91.5	85.5
Steubenville-Weirton, Ohio-W. Va.	90.4	
Stockton, Calif.	84.1	83.1
Syracuse, N.Y.	82.1	81.6
Tampa-St. Petersburg, Fla.	88.6	88.6
Terre Haute, Ind.	81.4	79.1
Toledo, Ohio-Mich.	91.9	89.1
Topeka, Kans.	88.2	88.2
Tucson, Ariz.	85.9	79.3
Tulsa, Okla.	83.1	75.4
Utica-Rome, N.Y.	83.7	83.7
Waco, Tex.	82.5	76.4
Washington, D.C.-Md.-Va.	95.4	91.8
Waterbury, Conn.	89.3	
West Palm Beach, Fla.	92.8	92.8
Whatcom county, Wash. (Bellingham)	83.5	79.1
Wheeling, W. Va.-Ohio	92.3	92.3
Wichita, Kan.	86.2	83.3
Wichita Falls, Tex.	85.0	85.0
Winston-Salem, N.C. (Forsyth county)	90.2	
Worcester, Mass.	95.6	
York, Pa.	92.9	91.9
Youngstown-Warren, Ohio	89.3	82.6

RKO takes deep breath after WNAC-TV decision and plunges ahead

Still to come: final disposition of that case, court fight over KHJ-TV and FCC hearing on WOR-TV

If the officers of RKO General Inc. appear to wear a beleaguered air it is not without reason. RKO is the only broadcast company that faces competitive applications for three television properties, each in a major market. Indeed, RKO has been fighting off challengers longer than any one else today; the challenge to its license for KHJ-TV Los Angeles was filed in 1965.

So the initial decision of the FCC administrative law judge two weeks ago calling for the renewal of RKO's WNAC-TV Boston (BROADCASTING, June 24), while joyful news to RKO officials, is only another battle in the three-front war they are waging.

RKO won the KHJ-TV contest at the commission level (after losing in an initial decision). But the challenger, Fidelity Television Inc., has appealed, and the U.S. Court of Appeals in Washington heard argument in the case two weeks ago.

In August, an FCC administrative law judge will gavel to order a hearing in which RKO's license for WOR-TV New York will be decided. The challenger for New York channel 4 is a group of New York area businessmen operating as Multi-State Communications Inc. The road ahead in that case thus seems to stretch out of sight. Not only is the KHJ-TV case about 11 years old, the initial decision in the WNAC-TV case was issued five years after the applications were designated for hearing.

Although the WNAC-TV proceeding is still this side of a commission decision —with court appeals almost certain to be taken from whatever the commission decides—RKO officials have particular reason to be pleased by the decision of ALJ Forest L. McClenning. For issues were raised that go to the question of RKO's qualification to be a licensee. And the KHJ-TV decision was conditioned on the outcome of Boston channel 7.

The issues included allegations of anticompetitive practices—reciprocal trade activities—on the part of RKO or its parent corporation, General Tire Co. ALJ McClenning resolved that issue in RKO's favor, stating, "There is no evidence of coercive reciprocity having been engaged in at any time by General Tire or its subsidiaries . . . and there is no present basis for charging General Tire or its subsidiaries with knowing and willful misconduct."

A related issue involved the question of whether officers or present or former employes of RKO had been less than candid or had misrepresented facts in testimony they gave on the reciprocal-trade practices matter during the KHJ-TV proceeding. ALJ McClenning said the witnesses had been candid, and concluded, "There is no basis under this issue for disqualification of RKO as a licensee of the commission. . ."

RKO is opposing two challengers in Boston—Dudley Station Corp., which includes a number of blacks in its ownership, and Community Broadcasting of Boston, composed of wealthy Boston area businessmen. (Community, like Fidelity in Los Angeles and Multi-State Communications in New York, is represented by the Washington law firm of Welch & Morgan.)

ALJ McClenning based his decision primarily on what he called WNAC-TV's "superior record of performance throughout the renewal period involved"—a record, he said, that RKO can be expected to maintain in the future. He would deny Dudley's application on the ground that Dudley was not financially qualified. But regardless of that factor, he said that WNAC-TV's record would outweigh the public benefits that would flow from the added diversification of mass-media ownership that would be achieved by a grant to either Dudley Station or Community Broadcasting.

RKO is licensee of WRKO(AM) and WROR(FM) in Boston as well as of WNAC-TV. It is also the licensee of KHJ(AM) and KRTH(FM) as well as KHJ-TV in Los Angeles and of WOR(AM) and WXLO-(FM) as well as WOR-TV in New York. Its other properties are WHBQ-TV Memphis; KFRC(AM) and KKEE(FM) San Francisco; WGMS(AM) Bethesda, Md.; WGMS-FM Washington; WAXY(FM) Fort Lauderdale, Fla., and WFYR(FM) Chicago.

Among the factors the administrative law judge weighed in the case—to RKO's benefit—is one that could be considered in the WOR proceeding, as it was in the proceeding involving KHJ-TV: RKO's history of performance. ALJ McClenning noted that RKO has "an unblemished record as a broadcaster covering more than 25 years, a record which includes pioneering in the industry and the willingness to accept the financial losses involved in such pioneering." He cited RKO's work in establishing television and FM stations in the early days of those media, as well as efforts to develop a subscription television system.

Self-help may be long-range answer to PTV funding, Rogers advises

Audience contributions already account for amount equal to half CPB's annual appropriation, he says, recommending that road to eventual independence; Moyers honored; station awards given

More than 500 programing, promotional and development personnel from the nation's public television stations gathered in Washington last week to discuss specifics involved in the medium's new National Station Cooperative (BROADCASTING, June 24). And while the delegates' thoughts were centered on that project, the related problem of acquiring needed funding was a prominent topic of discussion.

To this end, Ralph B. Rogers, chairman of the Public Broadcasting Service, reminded the officials that in the long run the medium's primary benefactors might not be found in Washington but at the grassroots. "Neither the Congress nor the President should be blamed for the lack of funding for public television," Mr. Rogers exclaimed. "The blame is ours."

The primary obstacle in obtaining the

financial security that leads to independence, Mr. Rogers said, is in finding new ways of serving "our constituency" —the American people. "Those who contribute to public television are not seeking to control it or dominate it, but to support it."

In the past year, the PBS chairman noted, one million individual citizens contributed a total of $21.5 million to public stations through memberships—nearly half the 1974 federal appropriation to the Corporation for Public Broadcasting. It is quite within the realm of possibility, he added, that the subscriber list could be raised to 10 million within the next few years. "This could mean contributions of $200 million, which is equal to all income from all sources during the past year." Urging the station officials to work toward achieving that goal, Mr. Rogers observed: "That is the way to assure your independence."

PBS President Hartford Gunn was also talking of an effective means to reach the citizenry. But the nature of that communication, he said, is through live telecasting of congressional impeachment activities.

"It is my belief," Mr. Gunn said, "that the credibility of our leadership, our institutions and the governmental process are at stake here." In such a climate, he said, "all means" must be used to inform the public. And of all the available methods, television is the most effective.

Live impeachment coverage, Mr. Gunn maintained, would enable the citizen to become "a participant in much the same sense as the citizen is a participant in the electoral process. He or she is free to make a personal assessment based on direct observations."

In another element of last week's meeting, Bill Moyers, who left the PTV airwaves last month, was presented with the Ralph Lowell Medal—public broadcasting's highest honor—by CPB President Henry Loomis, who lauded the former public television personality for his "uncompromising devotion to the integrity of his profession and himself."

A total of 16 noncommercial radio and television stations were honored by CPB in its annual awards competition. Winners in the news and public affairs category were WLVT-TV Bethlehem, Pa., for *Child of the Universe;* WPNE-TV Green Bay, Wis., for *Menominee,* and WNET-TV New York for *Help.* KCET-TV Los Angeles won in the cultural category for a documentary on poet Charles Bukowski. WTIF(TV) Hershey, Pa., and KQED-TV San Francisco were given special commendations for specialized programing.

In an awards program for outstanding station promotional efforts, CPB honored television stations KFME Fargo, N.D.; WMFE-TV Orlando, Fla., WPBT-TV Miami and WTTW Chicago. Radio winners were WWNO-FM New Orleans and WKAR(FM) East Lansing, Mich. In a category for station development, CPB honored WNPE-TV Watertown, N.Y.; KPTS-TV Wichita, Kan.; KPBS-TV San Diego; KQED-TV San Francisco, and the Connecticut ETV Network.

One ball, one strike for Post-Newsweek

The FCC last week denied the request of Tropical Florida Broadcasting Co. to replace Sanford K. Bronstein as a principal in the company's competing application for the license of WPLG-TV Miami, now licensed to Post-Newsweek Stations. Mr. Bronstein was indicted in May on 64 counts of misappropriation of funds and forgery. Post-Newsweek was on the losing end, however, in a somewhat similar proceeding involving its WJXT(TV) Jacksonville, Fla.

In the WPLG-TV case, in a memorandum opinion and order, Administrative Law Judge Thomas B. Fitzpatrick, noting that Tropical Florida expected Mr. Bronstein's withdrawal to preclude character issues raised by Post-Newsweek, said that even were Mr. Bronstein to be dropped from the application, the commission's review board would still have to consider those issues. In any case, he said, Tropical Florida had not shown that Mr. Bronstein's "present difficulties" would prevent him from fulfilling his $23,333 stock subscription. And even if they did, he said, Tropical Florida, with a $3 million bank loan and subscriptions totaling $308,000, should have no trouble meeting its proposed starting-up costs of $2,433,191.

In Jacksonville, Post-Newsweek is defending its license for WJXT against three competing applicants. One of them, St. Johns Television Co., won commission approval last week to change its application to show a major internal reorganization and a changed proposed antenna site.

The reorganization occurred on January 6, 1973, five days after the original corporation was set up in time to meet the January 2 application cut-off date. Under the new organization, 82% of the stock went to new stock holders, five of six corporate offices were filled by new principals, and 10 of 12 directors were newcomers. The corporation has continued to undergo change, and new principals now own 48% of the stock, with the original group owning 52%.

Post-Newsweek asked that the application be dismissed on the ground that it had been filed merely to meet the cut-off rule, with the real principals not disclosed. The commission sidestepped that issue for the time being, saying it should be considered in the comparative proceedings, and accepted the reorganization amendments. In addition, it permitted St. Johns to specify a new antenna site because the company had not known at the time of filing that the original antenna and site, now owned by WJXT, would not be available.

PTV survives challenge

Dismissing the objections of a Mexican-American group, the FCC has granted the application by the University of New Mexico board of regents and the Albuquerque, N.M., board of education for renewal of educational station KNME-TV Albuquerque.

Petitions to deny came from the Alianza Federal de Pueblos Libres and William L. Higgs, who claimed that the station had ignored the interests of chicanos and other minorities in its programing and had violated the fairness doctrine. Specifically, they charged that KNME-TV had provided time for school board members to publicize their performance without broadcasting the contrasting viewpoints of the Alianza.

But the FCC said Alianza and Higgs had not shown that KNME-TV had only presented one side of the school issue. And even given that it had, the commission said, the station did present opposing views in its over-all programing. As for the programing complaint, the commission said there was no indication that KNME-TV had ignored community problems of interest to minorities.

Latinos take after WNET for programing, hiring

A Puerto Rican public interest group has charged the Educational Broadcasting Corp., licensee of WNET(TV) New York, with discrimination in programing and hiring and asked the FCC to revoke or deny renewal of the noncommercial station's license.

In WNET's first 10 years on the air, the Puerto Rican Media Action and Educational Council said, it has provided no meaningful resources to the Puerto Rican community and has made no effort to present issues of specific interest to Latinos. The only really Puerto Rican-oriented program, *Realidades*, initiated at the urging of Latinos, was never funded properly and has now been taken off the air, the council said. It charged further that the station has been "selective" in its news coverage of Puerto Rican events and in its 1972-73 specials "either ignored the Puerto Rican community in its entirety or failed to take into consideration the cultural, linguistic and educational needs" of the community. The council blamed the alleged deficiencies, at least in part, on inadequate funding, noting that WNET allocated for Puerto Rican programing $300,000 of a $16 million budget in 1972-73 and $100,000 of the same amount the following year.

Another contributor to what it considered inadequate programing was WNET's hiring policy, the council said. The station had largely failed to hire Puerto Ricans in policy-making positions, it said, "thereby making responsive programing technically and actually impossible." Other employment shortcomings alleged by the council were a failure by WNET to institute specific affirmative action guidelines and a tendency to shuffle the Latinos it does hire into clerical positions.

The council asked the commission to revoke the station's license, to hold up renewal until specific grievances are redressed, to require WNET to "cease and desist" the alleged practices, and to issue a ruling that the practices are indeed discriminatory.

NBACA grows rapidly

The new National Broadcasting Association for Community Affairs has nearly doubled its membership since its formation two months ago (BROADCASTING, May 20).

Eddie Madison (WMAL-TV Washington), president of the group, oriented specifically toward station personnel involved in community affairs activities, reported last week that some 40 additional stations have indicated their intention to join NBACA since the association was chartered at a Washington meeting May 13-15. Of that number, Mr. Madison reported, 20 were brought into the group last week during the first meeting of the NBACA executive committee in Columbus, Ohio. That development occurred when an ad hoc group of station public affairs staffers, who had been holding periodic informal meetings for the past three years, learned of NBACA's existence from an article in BROADCASTING, Mr. Madison said. The ad hoc group was represented at the executive committee meeting by J. Sydney King, manager of community affairs at WBAL-TV Baltimore. Mr. King was subsequently elected NBACA's program coordinator. Some 47 stations had been represented at NBACA's initial meeting.

The organization could further expand its membership significantly in the next few weeks in the wake of an action taken by the executive committee in Columbus. The committee voted to invite representatives of public interest groups, with which its station constituents work closely, to join as associate members with no voting privileges. The decision is subject to the ratification of the station members, who will be mailed ballots shortly.

Media Briefs

Joiner. ABC on Aug. 6 will add KRCR-TV Redding, Calif., as primary affiliate. Ch. 7 station, owned by California-Oregon Broadcasting Inc., telecasts with 155 kw visual, 22.4 kw aural. This brings ABC's primary-affiliate list to 184.

Voted out. Contract between WBNX(AM) New York and American Federation of Television and Radio Artists was terminated Wednesday (June 26). Station said decertification followed June 11 election, conducted by National Labor Relations Board, in which announcer-newsmen voted 5-0 against union. WBNX also said NLRB in May 13 decision had rejected AFTRA position that announcers on brokered programs on WBNX should be added to station announcers' unit. Eighteen months ago, employes at WINX(AM) Rockville, Md., another United Broadcasting Co. station, voted to decertify AFTRA (BROADCASTING, Dec. 11, 1972).

Flight service. National Association of Broadcasters filed statement with Air Transport Association citing need for priority air cargo service, with first boarding rights and door-to-door pickup and delivery for broadcasters.

Programing

Networks reshuffle after court's prime-time ruling

CBS, NBC will reschedule news and children's specials from Saturday to other dates, ABC announces Sunday start at 8, each drops two half hours

The three networks ripped up and re-did five nights of 1974-75 prime-time TV programing last week in trimming their weekend schedules in line with the court-ordered delay in FCC's modifications of its prime access rule (BROADCASTING, June 24).

Even before announcing its changes, ABC created news by advising affiliates that it would start Sunday-night programing at 8 o'clock (NYT). Both CBS and NBC are starting their revised schedules at 7:30 that night. ABC, having given the others a half-hour start on Sundays once before, had not been expected to do it again.

Both NBC and CBS did as expected in calling off their projected news documentaries (NBC) and children's specials (CBS) in Saturday pre-8 p.m. periods, but said they would schedule them in other periods. They left their Saturday entertainment schedules intact, starting at 8 o'clock. ABC had no Saturday problem, having planned to leave the 7-8 p.m. period untouched except for six children's specials.

In trimming Sunday programing from four hours to three, NBC made a direct shot, moving *Rockford Files* from Sundays at 10-11 to Fridays at 9-10 and dropping the two half hours, *Sunshine* and *Second Start*, that had been scheduled there.

CBS used a bank shot, moving *Good Times* and *M*A*S*H* from Sunday at 8-9 to Tuesday at 8-9, which moved *Planet of the Apes* to Friday at 8-9, bumping *Love Nest* and *We'll Get By* out of the schedule.

ABC took two shots, dropping *Fireman's Ball* from the 7-7:30 Sunday spot and moving *Odd Couple* from the ensuing half hour to Thursday at 8, dropping *Everything Money Can't Buy*.

NBC News said some of the documentaries it had planned to present on Saturdays at 7-8 p.m. would be presented in prime time and about 12 in 90-minute news-magazine formats on Saturdays at 11:30 p.m. to 1 a.m. NYT, pre-empting *Weekend Tonight Show*. Of the news specials to be shown in prime time, about 10 will be scheduled on Sundays at 10-11 p.m. when *NBC Sunday Mystery Movie* runs 90 minutes instead of its usual two hours (8:30-10:30).

With these changes NBC apparently extracted itself and its affiliates from a storm stirred up by its plan to establish Saturday at 7-8 p.m. as a permanent "home" for NBC News. Many affiliates wanted and now will be able to retain that period, at least for the 1974-75 season, for local programing.

CBS, which had scheduled children's specials at 7:30-8 on Saturday evenings, said it would present them on other nights.

The new line-ups will be:

Sunday

ABC: *Sonny Comedy Review* 8-9; *Sunday Night Movie* 9-11.

CBS: *Apple's Way* 7:30-8:30; *Kojak* 8:30-9:30; *Mannix* 9:30-10:30.

NBC: *Wonderful World of Disney* 7:30-8:30; *Sunday Mystery Movie* 8:30-10:30 (on some evenings 8:30-10, to be followed by news documentaries 10-11).

Tuesday

ABC: *Happy Days* 8-8:30; *Tuesday Movie of Week* 8:30-10; *Marcus Welby* 10-11.

CBS: *Good Times* 8-8:30; *M*A*S*H* 8:30-9; *Hawaii Five-O* 9-10, *Barnaby Jones* 10-11.

NBC: *Adam-12* 8-8:30; *NBC World Premiere Movie* 8:30-10; *Police Story* 10-11.

Thursday

ABC: *Odd Couple* 8-8:30; *Paper Moon* 8:30-9; *Streets of San Francisco* 9-10; *Harry O* 10-11.

CBS: *Waltons* 8-9; *Thursday Night Movie* 9-11.

NBC: *Rangers* 8-9; *Ironside* 9-10; *Petrocelli* 10-11.

Friday

ABC: *Kodiak* 8-8:30; *Six Million Dollar Man* 8:30-9:30; *Texas Wheelers* 9:30-10; *Kolchak: Night Stalker* 10-11.

CBS: *Planet of the Apes* 8-9; *Friday Night Movie* 9-11.

NBC: *Sanford and Son* 8-8:30; *Chico*

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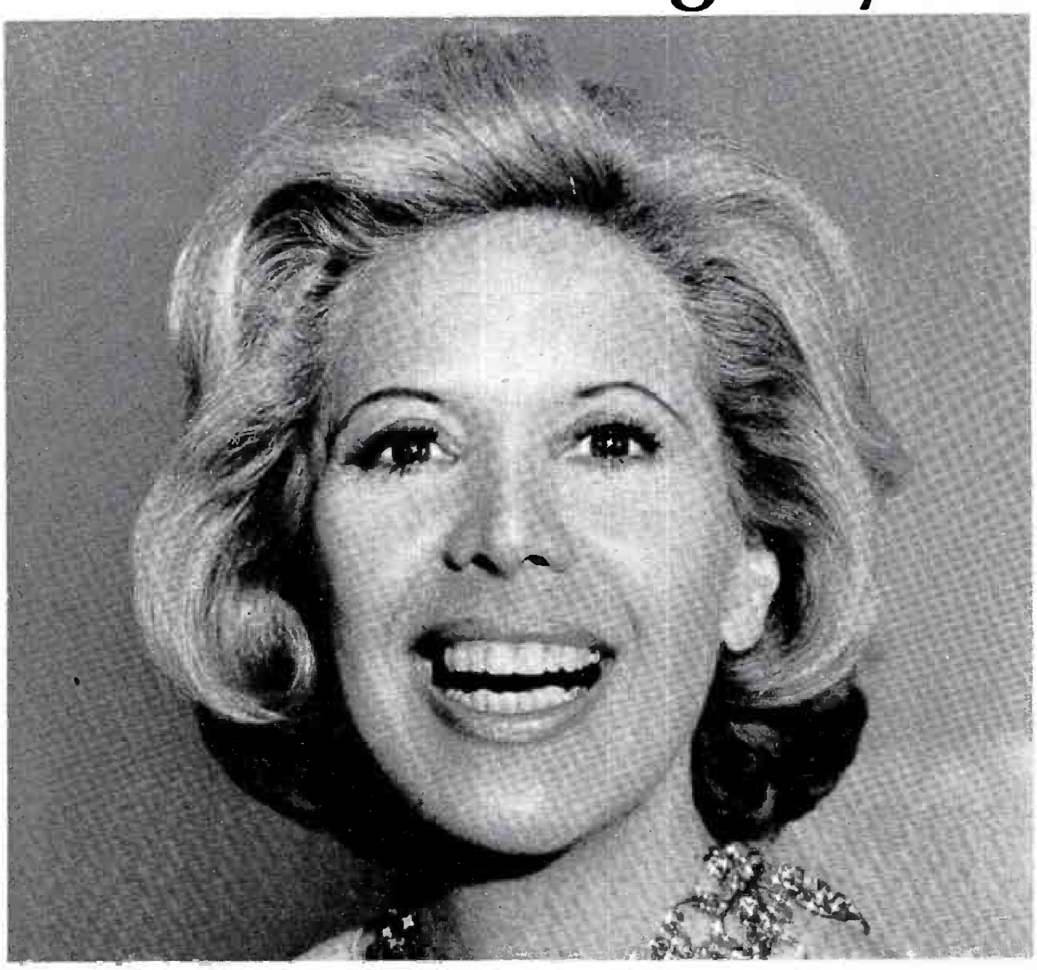

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AH!

entertainment series, available Fall '74.

Offered to all America
h Twentieth Century-Fox Television

and the Man 8:30-9; *Rockford Files* 9-10; *Police Woman* 10-11.

Saturday

ABC: *New Land* 8-9; *Kung Fu* 9-10; *Nakia* 10-11.

CBS: *All in the Family* 8-8:30; *Paul Sand Show* 8:30-9; *Mary Tyler Moore Show* 9-9:30; *Bob Newhart Show* 9:30-10, *Carol Burnett Show* 10-11.

NBC: *Emergency!* 8-9; *Saturday Night at the Movies* 9-11.

NBC-TV explains its special touch for next fall

Network top executives cap sessions with U.S. newspaper TV editors with full rundown of the many extras planned through bicentennial year

NBC banged the drums for its new season prime-time TV series but it climaxed its segment of the 10-day conference of newspaper TV editors who have been guests of the three TV networks since June 12 with top brass who emphasized the role of specials—in feature films and original drama for TV. Again and again, NBC executives heralded the coming season as "The best season we have had in years." That phase, or variations of it, came from Robert T. Howard, president of NBC-TV; Lawrence R. White, vice president, programs; John J. McMahon, vice president, programs, West Coast; Marvin Antonowsky, vice president, programs, East Coast, and William F. Storke, vice president, special programs, among others.

Highlighted by the NBC officials were the world premiere series that is scheduled for Tuesday nights. This will open Oct. 22 with a two-and-a-half hour study of criminal justice in the United States, called "The Law." Other world premiere titles: "Holvack," a two-hour drama written by Abby Mann of "Marcus-Nelson Murders" fame; "Sybil," based on a case study of a woman with 16 different personalities, to run four hours; "Law and Order," a four-hour mini-series based on the book about three generations of policemen; "Divorce," about a recently divorced woman and her problems; "Call of the Wild," Jack London's classic; "Hickock," about Wild Bill and Calamity Jane too; "It's a Wonderful Life," a remake of the famous Frank Capra film about a messenger from Heaven talking a man out of suicide. All this plus previously announced premieres—"Red Badge of Courage," "Silencing," about the West Point silent treatment; "Roberto Clemente," a dramatization of the baseball star's life and tragic death; "Grapes of Wrath," a new TV adaptation of the Steinbeck classic, and "Born Innocent," about juvenile imprisonment.

Movie premieres, however, are not the only specials that NBC plans for the new season. Already announced are impressive original drama productions; "After the Fall," Arthur Miller's adaptation of his own play, with Faye Dunaway, Christopher Plummer and Bibi Andersson—the first of the exchange deal that NBC has with British Broadcasting Corp. for major dramatic TV shows. BBC, on its part, is making "Robinson Crusoe," with English actor Stanley Baker in the title role and the Los Angeles Rams' John Holder playing the part of Friday. "Crusoe" is to be aired Nov. 28 and sponsored by Mobil Oil. Three *Hallmark Hall of Fame* shows are in the schedule for the coming season: "All Creatures Great and Small," being made in England from the book by Yorkshire veterinarian James Herriot; "Brief Encounter," with Sophia Loren starring in the Noel Coward play, to be filmed in London this summer, and "Gathering Storm," with Richard Burton as Sir Winston Churchill, a 90-minute drama based on the first volume of Churchill's memoirs of the World War II years.

In the same genre, AT&T is sponsoring such *Bell System Family Theater* shows as "The Cay," the story of a World War II shipwreck, starring James Earl Jones; Count of Monte Cristo," with Richard Chamberlain in the title role and which will be filmed in Italy and France this summer; "Great Expectations," a musical adaptation of the Dickens classic and "Canterville Ghost," with David Niven in the ectoplasmic part. Also on that schedule is "Clarance Darrow," the current Henry Fonda one-man hit about the great liberal lawyer of the 1920's.

Like the other networks, NBC has specials scheduled in honor of the United States bicentennial celebration. Its major effort is a six-part Sandburg's "Lincoln," to be played by Hal Holbrook in the title role and Sade Thompson as Mary Todd Lincoln. Three are to be aired in the coming season, the first on Sept. 6, and three in the 1975-76 season.

For the bicentennial, James Michener, Pulitzer Prive novelist, is preparing six specials, and BBC as part of its exchange agreement with NBC, is preparing to produce "The Inventing of America." NBC also will have a special children's bicentennial series—17 half-hours for Saturday mornings dramatizing youngsters in U.S. history (like the slave girl who overheard and reported a plot to assassinate George Washington; the young boy who wrestled a cannon needed by the American forces through snow and ice; the 14-year-old girl who served as a soldier in the Continental Army without detection for two years). These will be part of George Heinemann's "Go" series; Mr. Heinemann is vice president in charge of special children's programs for the network.

NBC officials also announced the acquisition of two feature films that are only a year old: "Day of the Dolphin," starring George C. Scott, and "Westworld," with Yul Brynner in the lead role. "Westworld" will be broadcast in the 1975-76 season; "Dolphin" the season after that. Mr. Howard acknowledged that the network was still negotiating for "The Godfather," but insisted that all three networks were still bidding on it. Also announced was the establishment of a half-hour comedy, "Boselli's World" starring Ernest Borgnine and Della Reese, created from characters in Martin Rackin's "Twice in a Lifetime" film aired March 16.

Other highlights at the NBC meeting with the editors:

- Carl Lindemann Jr., vice president-sports, NBC-TV, announced that the network had been awarded exclusive rights to the 1975 and 1976 National Collegiate Athletic Association basketball championships. Mr. Lindemann insisted that NBC was first in live sports coverage all year round for the past 14 years; last season, he noted, NBC presented 361 hours of live coverage.
- Although there are no regular variety shows on the NBC fall schedule, there are virtually the equivalent number of variety specials scheduled for the year. First will be John Davidson as host and star of the "Hollywood Palladium," the Pierre Cosett-Marty Pasetta hour-long show, to be aired Sept. 6. During the year, it was emphasized, there will be multiple appearances by Bob Hope, Burt Reynolds, Flip Wilson, Andy Williams, George Segal and Dean Martin, as well as single shows by Ann-Margaret, Bing Crosby, Jack Benny, Peggy Fleming, Wayne Newton.
- A new, 90-minute "service" show, to replace *Dinah's Place*, is being built; it will be aired between noon and 1:30 p.m., Monday-Friday.
- The co-host for the *Today Show* will be announced by the end of July or the first week in August, according to Mr. Howard.

Applause still ringing for prime-access ruling

Ferguson, McGannon, Chaseman add their enthusiasm in wake of court's decision returning key hours to station control

Broadcasters who favored restoration of the prime-time access rule to its pre-FCC-modification status continued to be vocal about it last week. Three among the many who applauded action of a New York federal court in reversing the FCC (BROADCASTING, June 24) were:

James Ferguson, program director of WAGA-TV Atlanta and president of the National Association of Television Program Executives, who said that "although the managements of our individual members may hold conflicting opinions on the prime-time access rule and its modifications, NATPE is pleased that the court has recognized the consensus taken at its 1974 conference." He referred to a straw vote (BROADCASTING, Feb. 25) which recorded both broadcasters and syndicators in favor of delaying implementation of the FCC's changes—a sentiment disregarded unanimously by the FCC a week later.

Donald H. McGannon, president and chairman of Westinghouse Broadcasting Co., one of the chief architects of the prime-time access concept, who said the court's action "more and more puts prime-time access into the whole fabric of the industry" by refusing to "emasculate" it and by opening way for further proceedings before a commission whose membership has been substantially changed since the access rule was first adopted by a narrow margin.

Joel Chaseman, president of the Post-Newsweek station group, who applauded the return to full prime-time access status as an opportunity to fulfill commitments to the community and to notch audience success as well. He noted that the group's stations in Washington, Miami and Jacksonville, all running news in the 10:30-11 Sunday night access period, were enjoying shares of audience up to 50. "Some in the industry just want to protect their game shows," he said. "The opportunity is far more than that."

The Caucus: A unified power in programing flexes its muscle in the wings

List of 17 proposals that would greatly affect TV production drawn up by new Hollywood coalition

Hollywood TV and film producers, writers and directors, organized loosely into a group called The Caucus, have adopted a list of 17 goals for the TV industry. Some of their objectives will touch raw nerves; e.g., that the networks be required to fill 32 weeks out of every 52 yearly with "original" programing, and that they stay out of program production. The organization is also seen as having the potential for organizing a joint union-guild approach to TV and movie industry conditions.

Other aims of the group are more generalized; such as opposition to government intrusion into any area of TV programing. Although expressing the belief that no guild should trespass in the internal affairs of any other guild, the Caucus said it was "dedicated to taking steps to organize a top-level council that will consider interests and unite the creative guilds for our common welfare."

The organization was formed last year during the writers strike. At that time the Caucus's membership was principally composed of hyphenates, those who were producers-writers-directors or a combination of those crafts.

The caucus's steering committee is made up of David Dortort (*Bonanza, High Chaparral*), chairman, and Norman Lear (Tandem Productions) and Leonard Stern (Talent Associates), vice chairmen, James Komack (writer), John Mantley (*Gunsmoke*) and Aaron Ruben (*Sanford & Son*).The specific aims and objectives of the Caucus follow:

1. The Caucus will be concerned with fundamental industry issues that transcend the specific interests and functions of the guilds.
2. The Caucus believes that no guild should trespass in the internal affairs of any other guild. Hyphenates, therefore, must be free to perform whichever crafts they choose.
3. The Caucus is dedicated to taking appropriate steps to organize a top level council that will consider joint interests and unite the creative guilds for our common welfare.
4. The Caucus stands for the same freedoms of expression for television programing granted to other mass communication media. The Caucus, therefore is opposed to unreasonable and unwarranted government intrusion into any area of television programing.
5. The Caucus believes that a network, as owner or controller of the means of distribution, should neither produce entertainment programs itself, nor syndicate such programs, nor control the creative elements of such programs. A network should review material which it has licensed, solely to ascertain that the program material is consistent with the [National Association of Broadcasters] code and its own written code.
6. The Caucus recommends that network programing be more responsive to program quality and be less responsive to rating systems. The Caucus also believes that the networks should minimize their dependence upon pretesting as a basis and/or substitute for its decisions.
7. The Caucus does not view the excessive exhibition of feature films made originally for theatrical exhibition as an acceptable substitute for network television programing.
8. The Caucus believes that original network programing should be scheduled for a minimum of 32 programs in every time period throughout a 52 week period.
9. The Caucus advocates production of established series, as well as production of pilots, be scheduled throughout a 52-week period so that the quality of such programing can be elevated by proper planning and costs correspondingly reduced.
10. The Caucus advocates that script monies be advanced in adequate lead time for the proper production of a series according to a schedule to be presented in detail to the networks by the Caucus.
11. The Caucus opposes packaging commissions because they inflate program costs.
12. The Caucus believes that networks in licensing programs should provide financing more realistically adjusted to the budgeted costs of the series.
13. The Caucus believes that the production of network public-affairs programing should be open to the talents of the entire industry.
14. The Caucus believes that there are inequities within the Writers Guild, with respect to credits and arbitration, to which the Caucus is unalterably opposed.
15. The Caucus insists that those who create television series, or individual programs, such as movies or specials, are entitled to participate not only in profits thereof, but also in distribution fees.
16. The Caucus believes that our creative talent should receive a minimum fee for every rerun.
17. The Caucus will prepare clauses incorporating basic Caucus objectives for insertion into future contracts for its members' protection.

TV drama gets $10 million shot in the arm

Noncommercial KCET gets call for getting 36 plays written and produced in next three years

A grant of more than $10 million—one of the largest ever to a single PTV project—has been made to KCET(TV) Los Angeles to develop TV writers and to encourage new forms of television drama. The money is coming principally from the Ford Foundation as well as the National Endowment for the Arts and the Corporation for Public Broadcasting.

The grant is for a three-year period: 12 plays in 1975-76 and 24 in the 1976-77 seasons. All will run from 60 to 90 minutes in length. They will be produced either by KCET's New American Television Drama Project or by independent filmmakers or other public TV stations.

Barbara Schultz, formerly an executive producer for *CBS Playhouse*, has been named artistic director and producer of the project. An advisory committee that will provide suggestions to the group will be formed.

Budget for the first year totals $2.2 million ($1.5 million from Ford, $500,-000 from the Endowment and $200,000 from CPB). The 1976 budget is set at $4.3 million and the 1977 budget at $3.7 million, with the money coming from the same sources in roughly the same proportion as the first year.

KCET, producer of public television's *Hollywood Television Theater* series, was chosen in competition with other PTV stations by an Endowment committee headed by John Houseman of the Juilliard School, New York. The choice was confirmed by Ford and CPB.

Loquacious. Since her separation from her husband last winter, Martha Mitchell has become so accessible a TV personality that she's had to join the American Federation of Television and Radio Artists. Most recently, and to commemorate the second anniversary of the Watergate break-in, Mrs. Mitchell's TV-hopping saw her as co-host of WCBS-TV New York's *Pat Collins Show* (Mon.-Fri., 9:30-11 a.m.). Here she's shown (l) with Ms. Collins and Watergate-breakers Bob Woodward (l) and Carl Bernstein of the *Washington Post*.

Program Briefs

Popcorn too? World Entertainment Corp., subsidiary of National Telefilm Associates, Los Angeles, announces *Kids Matinee*, new film package that includes 46 cliff-hanger serials produced in 1940's and 1950's by Republic Studios, as well as 150 action-adventure motion picture features. Each serial, with from 12 to 15 episodes, feature such "heroes" as Captain America, Masked Marvel and Zorro. Feature film stars John Wayne, Roy Rogers, Laurel and Hardy, Olson and Johnson, W. C. Fields, Clyde Beatty and Edgar Bergen and Charlie McCarthy.

$4 million man. Perry Como, who starred in one special and appeared in another for General Telephone & Electronics, New York, has signed agreement with GT&E for six additional one-hour specials, two in 1974 and four in 1975, on CBS-TV. According to his agent, GT&E will have paid Mr. Como's firm, Roncom Productions, New York, more than $4 million for his starring role on eight specials; for production of programs and for singer's role as commercials spokesman for GT&E. Agency is Doyle Dane Bernbach, New York.

Falk walks out, Foxx trots back

Peter Falk, star of NBC-TV's *Columbo* series, has filed a breach-of-contract suit against the show's producer, Universal Television. Mr. Falk claims Universal owes his Jackie Productions $132,777 as of June 1 and says that he will terminate his agreement to do eight *Columbo* programs for the fall season. He has completed one episode and will complete a second already under production. Frank Price, Universal TV president, had this to say: "There is no breach and we have a contract." Universal declined to amplify that statement.

In another TV star-production firm squabble, Redd Foxx and Tandem Productions reportedly have settled their dispute and Mr. Foxx will be available this month when the fourth episode of the new season goes before the cameras.

'Amy' in, 'Hec' out

NBC-TV will add Universal's *Amy Prentiss* as the fourth element of its *NBC Sunday Mystery Movie*. (8-10 p.m., NYT). The pilot of the series, which stars Jessica Walter as a woman chief of detectives, chalked up a 22.3 rating and 39 share in the national Nielsens when it was telecast last month as a special two-hour spinoff of *Ironside*. It replaces Universal's *Hec Ramsey*, the canceled Richard Boone series, and joins three other Universal shows in the time period: *Columbo*, *McCloud* and *McMillan & Wife*. NBC also announced that Dean Martin, whose weekly series was canceled last April after a nine-year run, will do six hour-long specials, all of them geared to the celebrity-roast format.

Cablecasting

NCTA board targets FCC cable rules for going-over

Committee is set up to study wholesale revision; green light is given for all-out push on new copyright bill

The National Cable Television Association has created an ad hoc committee that will probe the FCC's current cable re-regulation proceeding. The action, taken at a meeting of the association's board of directors in Washington two weeks ago, is indicative of a new push in the industry to foster extensive revisions in the commission's present cable rules ("Closed Circuit," June 24).

"There's a growing feeling," an industry official said last week, "that to wait until 1977 would be detrimental to the orderly growth of the business." The statement was in reference to the fact that under the present FCC rules, all systems must be in substantial compliance by March 1977 with the cable provisions implemented by the agency more than two years ago. "The rules have been shown time and again to have hindered rather than enhanced our development," the official said. "Maybe what is needed is to start all over again from scratch, rather than whittling away at the rules piecemeal" as the commission is presently attempting to do.

NCTA already has a working committee commissioned to study the problems associated with bringing the industry into compliance with the rules by the 1977 deadline. The new re-regulation panel, headed by former NCTA Chairman John Gwin (Cox Cable Communications), will work separately from the "Project '77" group.

Establishment of the new committee was one of two actions taken by the board in Washington indicating substantial shifts in association policy. The other involved issuance of a resolution calling for the commission to scrap the present antisiphoning rules as they apply to the pay cable showings of feature films and nonsports programing in deference to a four-year free-market test unencumbered by federal restrictions (BROADCASTING, June 24).

In another significant action, the board resolved that NCTA should "work for speedy enactment" of S. 1361, the copyright revision bill now pending in the Senate. There was a jubilant atmosphere at the meeting in the wake of the Senate Judiciary Committee's decision three weeks ago to remove from the bill the controversial cable sports blackout provision and to halve the copyright fees the industry will have to pay for off-air broadcast material (BROADCASTING, June 17). With a copyright victory under its belt, several observers noted last week, NCTA is on firm diplomatic ground in continuing to support the legislation. "This," said one board member, "should remove once and for all the stigma that broadcasters have laid on us that we have been dragging our feet on the consensus agreement"—a reference to the compromise reached prior to the execution of the cable rules between broadcasters, cablemen and programers, under which the top-100 markets were opened up for cable development in return for a mutual agreement to support CATV copyright negotiations.

The board also paved the way for a new NCTA membership drive, with recruiting responsibilities being placed on board members themselves. The association staff was instructed to begin organizing such an effort. Presently, NCTA represents 1,417 cable systems with a total of 5.1 million subscribers—or about five eighths of the total industry. The membership roster, however, does not include such major multiple system operators as Cablecom-General, Storer Cable and General Electric Cablevision.

The board also adopted a resolution of NCTA's Independent Operators Board to establish a task force of staff members aimed at soliciting additional comments from individual systems in the FCC's network exclusivity rulemaking proceeding, the deadline for which is July 17. Action was also taken on another issue now before the commission—newspaper-cable crossownership. A committee organized to foster an NCTA policy in this area at the board's April meeting in Chicago (BROADCASTING, April 29) was put under the chairmanship of new board member Robert Weary (Junction City [Kan.] TV).

The board also had an opportunity to make the acquaintance of—if not become more politically comfortable with—new Commissioner James Quello. The former Detroit broadcaster was the board's guest during an informal luncheon June 20.

The NCTA directors also voted to establish an annual award for outstanding achievement by an associate NCTA member in memory of the late Robert H. Beisswenger. Mr. Beisswenger, former president of Jerrold Electronics Corp. and NCTA national chairman in 1968-69, died in a New Jersey boating mishap last month (BROADCASTING, May 27).

The next board meeting will be held Sept. 23-24 at Rancho La Costa, Calif. The board will return to Washington's Watergate hotel, scene of the latest meeting, Nov. 19-20.

ABC thinks FCC should broaden scope of cable re-evaluation

Network feels rulemakings in order for sports, subscription services

The FCC's cable clarification study and other cable deliberations could cause a "massive" restructuring of the regulatory apparatus set up in 1972, ABC contended as it asked the commission for rulemakings in three more cable areas. The company wants renewed proceedings, with comments and reply comments, on sports carriage, pay cable, and pay cable in hotels, motels "and like transient places."

The FCC is conducting as part of its clarification process rulemakings on technical standards, franchise selection, line-extension policy, franchise duration, franchise expiration, cable-system transfers and complaint procedures. In addition, it is considering separately rule changes regarding network exclusivity, local origination and carriage of late-night programing. The scope of those proceedings, ABC said, could result in a revised over-all approach to cable regulation, and it said sports and pay cable should be included in any such revision. Even though the FCC received comments and oral arguments on those issues in 1972 and 1973, ABC said, fresh input is needed to account for intervening developments such as last September's sports blackout bill, the copyright bill pending in the Senate and the turnover in commissioners in the last several months.

The petition for rulemaking was the second of a two-part filing by ABC. The first was a response to former FCC General Counsel Henry Geller's petition for reconsideration of the clarification notice (BROADCASTING, June 3). That petition, which proposed a return to policies being considered by the commission before 1972 regarding pay cable, leapfrogging, definition of local signals and exclusivity, should not be treated as a petition for reconsideration, ABC said. "It is not, in its substance, a petition for 'reconsideration' but, rather, a request for institution of additional rulemaking," the company said, noting that Mr. Geller's petition in behalf of the Rand Corp. did not attempt to address the seven clarification issues.

Philadelphia group continues fight to be party to transfer of cable franchise

A Philadelphia citizen group has asked the Pennsylvania supreme court to rule whether public interest organizations have standing to contest CATV transfer proceedings.

The plaintiffs, the Philadelphia Community Cable Coalition and attorney John Zeh, are seeking review of a Philadelphia district judge's ruling that citizens are not afforded the right to intervene in cable transactions absent a similar action by the municipal authority (BROADCASTING, May 27). The plaintiffs are attempting to block an agreement under which Telesystems Corp., a subsidiary of Communications Properties Inc. and holder of one of six Philadelphia franchises, would acquire administrative control of two other franchises. Telesystems is the only cable firm now operating a system in Philadelphia. The agreement calls for Telesystems to construct the cable facilities of Philadelphia Cable TV Co. (a subsidiary of Mid-New York Broadcasting Co.) in the western portion of the city and North Philadelphia Cable TV (controlled by the *Philadelphia Bulletin*)in the northeast sector, with an option to acquire full control at a later date.

The citizens are alleging that the Telesystems agreement violates the city's 1966 franchise ordinance which purportedly bars the transfer of franchises without prior consent from the city council. The city has not indicated that it will take action on the matter.

Telesystems reportedly has made two unsuccessful attempts to erect poles within the areas franchised to the two other firms. On both occasions, protests by local residents prohibited construction.

Test case on FCC authority over pay cable?

Teleprompter thinks it has one as New York orders it to pay 10% of gross on leased channels

The question of whether the FCC has authority to prohibit municipal governments from setting standards for pay cablecasting in their areas appears to be headed for a major test, with the nation's largest city and largest cable operator as principals.

Teleprompter Corp., New York, acknowledged last week that it will ask the commission to rule that New York City has no authority under existing FCC policies to govern the leased subscription-channel activities of its two cable franchisees—Teleprompter and Sterling Manhattan Cable Television Inc. Under a resolution issued by the city's Bureau of Franchises last week, the city commands a payment from the firms of 10% of all gross receipts from channel-rental payments.

The city's ruling goes further than that. Under the resolution, the franchise must "make available its subscription programing channels to all persons . . . on a first come, first served basis at nondiscriminatory rates and terms . . . " The city further indicated that this aspect of the resolution applies to channel users intending to deliver services other than pay programing. Although it did not specify these additional services, it noted its belief "that the advent of pay cable distribution may well create a new market for unanticipated types of consumer and business communications services." Essentially, the city's ruling has the force of declaring common carrier status for pay cable in New York.

Last week's ruling technically applied only to the Sterling system, which is not opposing the city's action. However, Bureau of Franchises Director Morris Tarshis noted that any firm that agrees to lease channels on the Sterling system must also be accommodated by Teleprompter if it chooses to do business with both systems.

The 10% gross receipts charge placed by the city on leased channel billings, which is in addition to the 5% charge both systems must already pay the city from conventional subscriber revenues, is significantly less than the city feels it could have ordered. Its original 1970 franchise ordinance called for a maximum payment to the city of 25% of the gross from pay operations.

The ruling also has the effect of officially authorizing pay cable operations on the Sterling system. At least one pay firm—Home Box Office Inc.—has expressed a desire to operate on the Sterling facilities. Both Sterling and HBO are subsidiaries of Time Inc., New York.

Teleprompter, which has put the city on notice that it will not abide by the Bureau of Franchises resolution, is taking the position that the FCC's statements to the effect that it has pre-empted all authority over pay cable operations preclude such actions by municipal governments. "Obviously, we have a conflict with the city," said Teleprompter General Counsel Barry Simon. Mr. Simon stated that his firm will shortly be seeking a formal ruling from the FCC verifying its convictions.

The Teleprompter decision could have a substantial impact on the future course of pay cable development. For months, critics of the FCC's policy of total pre-emption have been searching for a case in which that policy could be put to a court test. While Teleprompter's Mr. Simon emphasized that "it's all speculative" at this time, he ventured that it is probable that the city would seek court review if the commission agrees with Teleprompter. "It would appear that this will turn into a test case," Mr. Simon remarked.

Mr. Tarshis claims that the commission's assertion of total authority over pay cable may be applicable in most other areas, but not in his. "The FCC hasn't exercised authority in this area," he said, "because Teleprompter sends out a purely intra-city signal."

FTC challenges Anaconda cable merger

The Federal Trade Commission has challenged a merger effected two years ago between two of the nation's largest manufacturers of coaxial cable, charging that the $3-million transaction was in conflict with the antitrust laws.

The FTC announced its intention to issue a formal complaint against the 1972 merger of Systems Wire & Cable Corp. into Anaconda Corp., Anaheim, Calif. At the time of the transaction, Systems Wire was the fourth largest domestic producer of coaxial cable; Anaconda ranked sixth. Together, they became the third-ranking manufacturers, representing nearly 17% of the total market.

Rather than issuing an immediate complaint, the commission offered to resolve the matter through a consent decree in which Anaconda would be required to divest itself of Systems Wire and agree not to make any further acquisitions within the coaxial manufacturing industry for 10 years.

High court rules against access law; what's in it for broadcasters?

Some see in 'Miami Herald' case implications of eventual relief from broadcasting fairness doctrine

The *Miami Herald* last week won a U.S. Supreme Court victory that was primarily one for newspapers to celebrate. But the language of the court's opinion said something to broadcast journalists who continue to chafe under the federal fairness doctrine and equal-time law.

Public access to the media—at least to newspapers—was rejected as a right. The supremacy of the editors' authority to edit was affirmed. And governmental action to enforce public access to the printed press was held to be a violation of the First Amendment.

It was, in short, a dark day for the advocates of public access, an encouraging one for journalists worried about being overruled on their editorial judgment by the government or the courts.

At issue was a 1913 Florida law affording political candidates who have been attacked by a newspaper a right of reply in that newspaper—in effect, a fairness-doctrine, personal-attack rule. If it had been upheld by the Supreme Court, Senator John L. McClellan (D-Ark.) was expected to introduce legislation providing candidates for federal office a right to reply to newspaper attacks. The Nixon administration was also interested in such legislation.

But Chief Justice Warren E. Burger, writing for a unanimous court, said the Florida statute violated the First Amendment guarantee of a free press. Any "compulsion" to publish anything that reason tells editors not to publish "is unconstitutional," he said. "A responsible press is an undoubtedly desirable goal, but press responsibility is not mandated by the Constitution, and, like many other virtues, it cannot be legislated."

The case originated in a Florida political campaign in 1972. Pat Tornillo Jr., leader of a teachers union in Miami and a candidate for the state house of representatives, sought to reply to two editorials the *Miami Herald* had run denouncing him. When the newspaper refused to publish his letter, Mr. Tornillo decided to invoke the 1913 statute, which provides that if a newspaper attacks a candidate's character or record, the candidate has the right to demand that the newspaper print, at no charge to the candidate, any reply the candidate wishes to make. The law, which also provides for the payment of damages by the newspaper, had been invoked only once before, and then unsuccessfully.

The Dade County court ruled the law unconstitutional. And the Florida attorney general agreed with that judgment. But the state supreme court, by a 6-to-1 decision, upheld the statute, declaring that the law promotes the free flow of information that the First Amendment was intended to achieve.

Thus, for advocates of the view that the First Amendment implied the public's right of access to the media, the case came to embody the hope that newspapers, like broadcasters, could be legally obligated to be fair. And it was the foremost advocate of that proposition, Professor Jerome Barron of the George Washington University Law School, who argued the case for Mr. Tornillo in the Supreme Court.

But the court did not read the Constitution as Professor Barron and his colleagues did. Chief Justice Burger dealt at some length with the contentions of access proponents, and found them wanting.

For broadcasters, his opinion was as welcome for what it did not say as for what it did. The National Association of Broadcasters, in a friend of the court brief, had urged the court to declare the state law unconstitutional but, in the process, not to reaffirm the 1969 Red Lion decision upholding the constitutionality of the fairness doctrine.

The NAB sees a trend in legal and political thinking away from Red Lion, and wants the court to look at that issue again, if at all, only in a broadcasting case. NAB was fearful that the court might simply rule that restraints were unconstitutional on the printed press but, since broadcasters use a limited physical resource, the spectrum, restraints on them were constitutionally permissable. "That would have set Red Lion in concrete," John Summers, NAB general counsel, said last week.

But the court barely mentioned broadcasting and said nothing about Red Lion, and for that, Mr. Summers said, the NAB was grateful. "The decision did not disturb the present trend of thinking away from Red Lion and toward an absolute First Amendment right in broadcasting," he said.

As for what the opinion did say, CBS News President Richard Salant, said, "We agree totally." He also said it seems that the principle enunciated applies to broadcasting as well as to the printed press. And indeed, rather than distinguishing between newspapers and broadcast journalism, the Burger opinion seems to blur their distinctions by accepting the premise of access proponents that there is a limit on the number of newspapers to carry divergent views.

The chief justice noted the argument that there is a growing concentration of control of mass media as a result of the elimination of competing newspapers in individual markets and that the obvious solution to abuses resulting from such control — establishment of additional newspapers—is not available because of the same economic factors that have caused the disappearance of many newspapers from metropolitan markets.

But he disagreed with the alternative solution that access proponents have urged as a means of assuring fairness and accuracy in the surviving newspapers —government action. "The implementation of a remedy such as an enforceable right of access necessarily calls for some such mechanism, either governmental or consensual," he said. "If it is governmental coercion, this at once brings about a confrontation with the express provisions of the First Amendment and the judicial gloss on that amendment developed over the years."

There is much else in the opinion that broadcasters might feel is applicable to them in their opposition to the fairness doctrine and equal-time law. For instance, the argument that the Florida law does not violate the First Amendment because it does not restrict a newspaper's right to publish what it pleases—the kind of argument used successfully in defense of the fairness doctrine as applied to broadcasters—"begs the core question," Chief Justice Burger said. "Compelling editors and publishers to publish that which reason tells them should not be published is what is at issue in this case," he said, adding: "The Florida statute operates a command in the same sense as a statute or regulation forbidding [the *Miami Herald*] from publishing specified matter."

And as a broadcaster might complain about the cost involved in making time available for a reply under the fairness doctrine, Chief Justice Burger said that the Florida law imposes a penalty on newspapers in terms of the time, effort and money they devote to printing a reply that takes up space editors would rather devote to other material.

In that connection, the chief justice appeared to hand broadcasters another argument with which to oppose the fairness doctrine. For he acknowledged that newspapers have more space and flexibility than the broadcast media—before going on to assert, "It is not correct to say that a newspaper, as an economic reality, can proceed to an infinite expansion of its column space to accommodate the replies that a government agency determines or a statute commands the readers should have available."

He also made the kind of point that broadcasters made in opposing the fairness doctrine and that the Supreme Court rejected: Considering the penalties a newspaper could incur by publishing material that might be covered by the Florida statute, a newspaper "might well conclude that the safe course is to avoid controversy. . ."

The final point the chief justice made seemed to be an echo of the perorations of the countless speeches broadcast industry representatives have made denouncing the fairness doctrine. Even if the costs of printing a reply or the exclusion of material displaced by the mandated reply were not a factor, he said, the statute "fails to clear the barriers of the First Amendment because of its intrusion into the function of editors.

"A newspaper is more than a passive receptacle or conduit for news, comment, and advertising," he added. "The choice of material to go into a newspaper and the decisions made as to limitations on the size of the paper, and content, and treatment of public issues and public officials—whether fair or unfair—constitutes the exercise of editorial control and judgment. It has yet to be demonstrated how governmental regulation of this crucial process can be exercised consistent with the First Amendment guarantees of a free press as they have evolved to this time."

Justice Byron R. White, who wrote the Red Lion decision, issued a concurring opinion asserting the First Amendment stands as a virtually insurmountable barrier between the government and "the print media so far as government tampering, in advance of publication, with news and editorial content is concerned. . . A newspaper or magazine," he added, "is not a public utility subject to 'reasonable' governmental regulation in matters affecting the exercise of journalistic judgment as to what shall be printed."

Like the chief justice, Justice White did not mention broadcasting in his opinion.

Media lose degree of protection on libel

Supreme Court decision, 5-4, holds citizen need not prove reckless disregard of truth, pulls back from earlier stand

Broadcasters and the print media last week lost some of the protection they had against libel suits. The U.S. Supreme Court said, in a 5-to-4 decision, that private individuals who suddenly become prominent in the news may sue the news media for libel without having to prove reckless disregard of the truth.

Three years ago the court held that the media were protected from such suits as long as the story in question dealt with an event of major public interest and was not knowingly false or malicious. Last week, the court said that in the case of a private individual, proof of negligence is enough.

Thus the opinion, written by Justice Lewis F. Powell Jr., did not disturb the near-immunity from libel suits court decisions have accorded the media in cases involving "public officials" or "public figures."

Furthermore, the court said that private citizens who win libel lawsuits would be limited to compensation for actual harm. Punitive damages, which are designed to prevent repetition of the libel, would be permissible only if the plaintiff could prove malicious or reckless falsehood.

Justice Powell said in his opinion that state legislatures could decide what standards of care and accuracy newspapers and broadcasters are to follow.

The case at issue involved a libel action that a Chicago lawyer, Elmer Gertz, filed against *American Opinion*, the John Birch Society monthly magazine, for an article published in 1969 accusing him of participating in a conspiracy to discredit the police, and of being "a Communist-fronter."

A jury awarded Mr. Gertz $50,000 in damages. But the federal district judge ruled for the magazine on the ground that the article dealt with public issues and, therefore, was protected against a libel suit. The U.S. Court of Appeals for the Seventh Circuit, affirmed that ruling on the basis of a Supreme Court decision in 1971 protecting publishers of any story dealing with significant issues, regardless of the "position, fame or anonymity of the person defamed."

Justice Powell's opinion draws back from that standard. Although public officials "have voluntarily exposed themselves to increased risks of injury from defamatory falsehoods," he said, an ordinary citizen "has relinquished no part of his interest in the protection of his own good name, and consequently, he has a more compelling call on the courts for redress of injury inflicted by defamatory falsehoods."

Joining with Justice Powell in the majority opinion were Justices Potter Stewart, Thurgood Marshall, William H. Rehnquist and Harry A. Blackmun. The dissenters were Chief Justice Warren E. Burger and Justices William J. Brennan, William O. Douglas and Byron R. White, each of whom wrote a dissenting opinion. Justice Brennan said the court's opinion invites states to adopt laws imposing liability on news media that do not exercise "reasonable care," and warned that such a standard imposes on the media "the intolerable burden of guessing how a jury might assess the reasonableness of steps taken by it to verify the accuracy of every reference to a name, picture or portrait."

The court's opinion followed by a week a federal district court's decision dismissing a $5-million libel suit against the Providence Journal Co. by a private citizen, George Lambert, of Fall River, Mass. He had sued the newspaper as a result of its stories of a shooting death in his night club and his arrest.

Chief U.S. District Judge Raymond Pettine, in dismissing the suit, said news media had almost total immunity from law suits unless the stories involved are proved to be malicious. The Supreme Court's 1971 ruling, he concluded, "may well have the practical effect of affirming (the) total immunity theory for the news media."

Justice Powell's opinion would appear to require reconsideration of that conclusion.

Broader shield opposed

Extension of California's news shield law faces roadblocks in the state assembly, where the chairman of the judiciary committee has publicly proclaimed his disapproval.

Existing state law prohibits courts from issuing contempt citations against newsmen who refuse to devulge their sources. An amendment to this law, cleared almost unanimously by the state Senate on June 10, would include this protection where newsmen refused to produce unpublished notes, tapes or film segments.

Voicing opposition to the amendment, on the ground that it extended protection too broadly, was Assemblyman Charles Warren (D-Los Angeles), chairman of the judiciary committee to which the Senate bill was referred. The Senate bill was introduced by Senator Alfred H. Song (D-Monterey Park).

Stanton criticizes foot-dragging by editorialists

But, NBEA session is told, share of blame may belong to management for failure to give direction

Frank Stanton, who before retiring from CBS in March 1973, was the broadcast industry's premiere spokesman, returned to an audience of former colleagues last week to receive an honor. In return, he offered his admirers an analysis and a critique.

Dr. Stanton, now chairman of the American Red Cross, was in Washington to receive the Distinguished Recognition Award of the National Broadcast Editorial Association. He seized the occasion to note that—25 years after reversal of the Mayflower decision that had prohibited broadcast editorials—". . . Most stations continue to editorialize about local conditions and practices rather than to attempt to discuss some of the more challenging national and international events of our day."

According to a Stanton survey of 78 television stations in the top-10 markets (chosen to represent industry performance under the best of conditions) one out of four still do not editorialize at all. Among those that do, the average is three editorials weekly. Only 11% of the stations have chosen to endorse candidates, and 32% (14 stations) have chosen to tackle Watergate-related issues.

The results, Dr. Stanton said, "were not surprising, but they were disappointing. They seem to reflect either a failure on your part to fully understand your opportunities and responsibilities as broadcast editorialists, or a failure on the part of your management to give you the support that you need."

Indeed, Dr. Stanton said later in reflecting on management performance while he was playing a major role, "I am not sure that we also were not guilty of timidity and indecision, or indifference and opportunism when we failed to put to use our hard-won right." CBS stations, he noted, did not begin editorializing regularly until 11 years after the right was achieved.

Station managers who, like broadcasting itself, "do not come out of an editorial tradition," Dr. Stanton noted, have had trouble understanding the methodology entailed in doing the editorial job properly. "Their backgrounds for the most part are in sales, which might account to a limited extent for what appears to be a failure to grasp some of the fundamental requirements of a broadcast editorial." To a degree, he blamed corporate executives like himself for this situation. "Perhaps our directives were unclear."

Yet, Dr. Stanton stipulated, "I do not think it right to blame on management the faults that lie within each man to correct. Any station manager worth his salt will learn the law, hire the people, sacrifice the time, explore the issues, risk corporate and governmental intervention and welcome adverse public opinion to have said on his station what he thinks needs to—or ought to—be said." If he doesn't, Dr. Stanton declared, "then he does not deserve the job."

The administrator is not alone in suffering timidity, he suggested. "I expect that on occasion you allow yourselves to be intimidated by the possibility of an adverse public outcry."

Yet the complexities of federal regulations can prove to be a more formidable adversary, Dr. Stanton observed. "All you have to do is compare yesterday's Supreme Court Tornillo decision [see page 40], for which thank heaven, and the court's 1968 Red Lion decision, from which heaven protect us. And to underscore the irony, both decisions were unanimous." Such confusion, coupled with such restrictions as the fairness doctrine and the broadcast licensing process itself, Dr. Stanton observed, "has done much to discourage station managers from presenting editorials in the first place or from entering, forcefully and effectively, into the arena of political debate."

Advised the former CBS chief: Take inventory, be vocal, enlighten your listeners and redeem yourselves. "The most priceless asset any station can have," Dr. Stanton declared, "is character."

Brinkley spells out responsibility that broadcast newsmen must assume

To NBC commentator David Brinkley, the chief role of his profession is "to represent the public in the conflict between the government and the governed." At a time when "the character of government" has changed so much, Mr. Brinkley told last week's NBEA meeting, "the public needs all the help it can get."

Government today, Mr. Brinkley asserted, poses "a constant threat" to the privacy of the individual citizen "and a threat which must be constantly held on a leash." The holder of that restraint, he maintained, must be the newsman.

The American people, Mr. Brinkley observed, are "very slow to believe anything they don't believe already." Thus, it is not the function of the journalist "to merely spend our time reinforcing their views—if that were our only reason for being there, we probably shouldn't be there." Rather, it is the role of middleman between the people and their leaders that is the newsman's appropriate function, he emphasized.

This role, Mr. Brinkley acknowledged, inevitably leads to complaints from those in positions of power. But, he maintained, "when politicians complain, there is only one proper response: 'The office you hold is not yours. It is the public's. And if you don't want to be criticized, get out'."

Mr. Brinkley gave his audience two examples of personal difficulties he has had with government interference in Washington. Referring to the FCC's finding that the NBC documentary, *Pensions: The Broken Promise*, violated the fairness doctrine as "the stupidest statement of public policy I have heard in my entire lifetime," he said of the doctrine: "The next time I do a documentary, I'll have to think about it." And noting that former White House aide Jeb Stuart Magruder had been ordered to draw up an "eight-point plan" to have him removed from the air, Mr. Brinkley acknowledged that only one of those eight points—an Internal Revenue Service audit of his tax returns—was ever implemented. "They found out I paid more taxes than Nixon did," he remarked. Besides, he added, "I'm still there and Magruder's in jail."

Ford promises to revisit problem of cable's snoop potential

Vice President Gerald Ford told last week's NBEA annual meeting that the Domestic Council Committee on the Right of Privacy, which he heads, will examine the potential of cable television to "snoop" on its subscribers at its meeting next week.

Identifying the potentially intrusive elements of two-way cable communication as one of several privacy-related matters on the committee's agenda, Mr. Ford characterized the entire issue of unauthorized surveillance as "one of the most serious problems we face today."

Mr. Ford pursued a theme he expounded in a June 7 address before the Georgia Bar Association (BROADCASTING, June 17). He asserted that "cable TV is now so widespread we have to start thinking of ways to prevent electronic snooping, so that information about you as a cable subscriber or about the services you are getting does not get siphoned off for misuse."

Mr. Ford also spoke of another form of two way communication—that involving himself and the press. "I talk with news people . . . as often as I can," the Vice President said. "I find I'm learning a lot from those conversations." And, he added, "I intend to keep this two-way conversation going as long as I hold office."

Group backs Vanderbilt in news archive dispute

A public interest group active in the debate over children's television advertising has filed an amicus curiae brief seeking dismissal of a CBS suit against Vanderbilt University for taping and distributing CBS newscasts. The Council on Children, Media and Merchandising said in the brief, filed in Nashville federal district court, that its purpose was to raise public interest issues that had not been addressed in the case.

Vanderbilt University maintains a news archive that tapes and indexes network newscasts for use by scholars and the public. CBS filed suit in December, 1973, under copyright laws, to prevent further taping and distribution and to require the school to surrender all CBS copies currently in the archive.

Beyond the archive's academic and historical value, the council said, is the immediate need it meets "to further public scrutiny of network performance . . ., to hold broadcasters publically [sic] accountable." Its particular interest, the council said, was to insure the availability of a public pool of information that can be used to press fairness doctrine cases.

The council said viewers do not have the facilities to monitor broadcasts for such infractions. "It is highly unlikely that anyone would monitor a station before the broadcast of the program or event that gives rise to the fairness doctrine obligation."

As an example, the group said, it has used the archive twice to document claims that the networks have presented only one side of the children's television advertising issue. And it said that Vanderbilt is the sole source of such information.

Network documentaries will stay close to home

Schedules for next season show heavier investment in domestic issues; number of soft news programs is on the rise

Consumer-oriented and national interest topics will command a heftier piece of soft news time next season than ever before at the networks. The round-up for next season's documentary schedule is only partially available—particularly at NBC News, whose projected "permanent home" at 7-8 p.m. (EDT) Saturdays was razed by the recent court prime-time access decision (see page 33). However, a sneak preview of the upcoming network documentary list shows a total domination by domestic issues for ABC News's *Close-Up* series, and for CBS and NBC—whose larger budgets have traditionally taken documentary crews all over the world—an unusual plurality of next season's news specials will be on consumer and domestic subjects.

CBS and NBC authorities were quick to assert that such a news reorientation is nothing to apologize about, and has nothing to do with the amount that will be spent on documentaries. In fact, the three networks—and especially NBC before the prime-time access reversal—are strapping themselves in for an increasingly large share of TV network time. During the 1973-74 season, NBC News produced 27 hours of prime-time news spe-

Introspective. Among upcoming network documentaries will be one on prime-time TV decision-making. This picture was taken during filming of that ABC News *Close-Up*, and shows (l to r) Marlene Sanders, the producer; Samuel Polsky, professor of law and legal medicine of Temple University; Seymour Lieberman of Lieberman Research Inc.; Grace Johnsen, ABC vice president for broadcast standards and practices; Al Schneider, ABC vice president; Melvin Heller, another Temple professor (psychiatry) and consultant on effects of TV violence, and Rick Gitter, East Coast director for ABC's broadcast standards department.

cials. This coming season, it planned 33-38 hours—including "magazine" formats—for the ill-fated Saturday evening slot. NBC News last week subdivided its "home" into three time periods: occasional prime-time pre-emptions weekdays and Sundays and a monthly 11:30 p.m.-1 a.m. (EDT) 90-minute magazine-format show on Saturdays. Even with its hastily reconstructed schedule, NBC News will probably exceed last season's number of documentary hours.

CBS News programs more soft news hours for prime-time specials than anyone else—25—and will stay with 25 next season. That number refers only to the occasional prime-time "specials" and not to the additional 26 or more hours of weekly magazine format, *60 Minutes*. CBS News has introduced a new magazine show, *Magazine* (BROADCASTING, April 15), which will pre-empt daytime network programs twice this fall and three times after Jan. 1, 1975. CBS News also plans an unspecified greater commitment to its news for children on Saturday mornings, *What's It All About*.

ABC News is increasing its documentary production for next season by about six hours, some of which are specially funded American Revolution bicentennial programs. The news division is into production for the second season of its Peabody-award winning monthly *Close-Up* series, and the third season of its weekly magazine format half-hour, *The Reasoner Report*, giving ABC News an average of 40 hours of prime time documenary hours. ABC News also will produce a second season of mini-documentaries lasting around 15 minutes, *Americans All*, following TV movies.

ABC's schedule of *Close-Ups* for 1974-75 is roughly this: July, children and health (Pamela Hill, producer); August, inflation (Stan Opotowsky, producer); September, prime-time television decision-making (Marlene Sanders, producer); October, public high school and elementary school sports and sports injuries (Phil Lewis, producer); November, portrait of a major U.S. labor leader (name withheld to facilitate investigative reporting) (Steve Fleishman, producer); December, the politics of safety—aircraft, railroad, explosion, subway, etc. (Jim Berijan, producer); January, 1975, illegal immigration into the U.S. and aliens—how they get jobs, how they are protected (producer to be announced).

Close-Ups being researched for the spring 1975 include: water resources in the U.S.; land use in the U.S., and U.S. state legislatures and lobbying at the state level.

Other ABC News specials being researched include a series of health programs to which the network has not completely committed itself, but which, if approved, would consist of documentary approaches on how to cope with family-related emotional health problems, Av Westin, vice president for documentaries, said. The series, probably "occasional" or irregularly-scheduled programs, would focus on "what we need to know to live with our problems," Mr. Westin said.

In development at ABC News for next season are the following: Two or three prime time "action biographies" sponsored by Aetna Life Insurance—possibly Anwar Sadat, Egyptian prime minister, and Israeli and Russian leaders; a daytime *Afterschool Special*, ABC-TV's late afternoon made-for-TV movies for children occasional series, dealing with the subject of local politics to coincide with the November elections; a quarterly prime-time series, *American Adventure Specials*, the first of which will appear between November 1974 and January 1975, and will deal with a community in California hit by a forest fire. The series, Mr. Westin explained, will have as a host a "well known entertainment figure," possibly John Denver, and will show "a community confronted by the forces of nature." ABC is looking for a single sponsor for the *American Adventure Specials*, he added. Projected for 1975 is one bicentennial special, as yet untitled, Mr. Westin said, which would also be "specially funded."

Mr. Westin said there is greater sales interest than ever in ABC News specials. "The Peabody award given this spring for the *Close-Up* series confirmed what we knew," Mr. Westin said, "that is, that we knew we had a winner." ABC News "has built up a documentary unit of 39 people of great and diverse talent" that ABC "mixes and shuffles" for each program. Rather than adding to the documentary staff this year because of increased activity, the staff "will be worked harder" Mr. Westin said.

Bill Leonard at CBS commands a documentary staff, increased slightly this year, of about 140, of whom 30 work exclusively on *60 Minutes*. "The success of *60 Minutes*," he said, "had a profound effect on the whole news industry. It showed that if something is done well the public can develop a taste for it. The public has a somewhat larger appetite for news now, and would rather see news in magazine form than in book form," he stated. "The magazine format for documentaries will, in the next 10 years, be at least as important a new form as the hour one-subject program."

Mr. Leonard also foretells a greater emphasis on "consumer-oriented" topics. "There is absolutely a trend toward more investigation in that area," he said, "and we don't apologize for it. We're not going to do it all in that area. You can't do every documentary on a supermarket. But, without being calculating, we're giving people what they need to know to survive. We're obliged to dig into the problems. Not because of any pressure to deliver ratings. If I were interested in ratings, all I'd program would be nude dancing girls."

So far, CBS's documentary schedule looks something like this: *Peace and the Pentagon* (Isaac Kleinerman and Burton Benjamin, producers), pre-empted from June 24; *Space: A Report to the Stockholders*—an overview of what has been learned, commemorating the eighth anniversary of the first moon landing (Russ Bensley, producer), Walter Cronkite, narrator; July 22; *Vinyl Chloride*, a report on the poisonous, cancer-producing plastics product (Gene De Poris and Burton Benjamin, producers), time to be announced for this summer.

The following specials will appear at times to be announced this fall: *The High Cost of Drugs*, a report on prescription medications and legal drugs (Al-Wasserman and Burton Benjamin, producers), November; *How Congress Really Works*, an essay on Congress by CBS News correspondent Roger Mudd (CBS News Washington bureau); *The Common Cold* (Howard Sturger, producer); *Sex and the Law*—the changing role of men and women (David Fuchs, producer); *The Foibles of Washington*, a bird's eye view of the nation's capital by Andy Rooney, CBS News Washington bureau.

In the bicentennial department, CBS News will produce four American Parade documentaries for the coming season: *The 34th State, Bloody Kansas*, (Sept. 3); *The Winning of the West*, a "dramatic" presentation (this fall, date to be announced); *The Industrial Revolution* (before Jan. 1, 1975), and a fourth, as yet unannounced.

In addition, CBS News will rerun old documentaries for the second consecutive summer as "retrospectives." Beginning July 7 at 6-7 p.m. (EDT) Sundays (*60 Minutes*' regular-season time slot), 12 documentary reruns will be presented and *60 Minutes* will move into prime time (9 p.m. EDT) for the summer.

At NBC News, the schedule is still a little shaky as plans for news specials are fitted to the new court ruling. However, some news specials are set: July 21, *Report on Heart Disease and Heart Attacks* (Paul Cunningham, producer); Aug. 29, *The New South* (report on the Southeast U.S. (Wallace Westfeldt, producer). This fall at times to be announced, NBC News will program at least one documentary on food and the world food crisis, dealing with famine, pegged to the U.S.; at least one report on inflation; a report on American Indians, and "possibly" a report on fuel and energy in the U.S.

Robert Mulholland, executive vice president, NBC News, agreed with a statement by Mr. Leonard that people are "more living-oriented" and inclined to view domestic issues discussed on television news programs. "I think consumer-oriented news subjects have been long overdue on TV news," Mr. Mulholland added. "There are, simply, a lot of problems right here and TV should address itself to them." Next season, "at least half" of all NBC News documentaries will be about domestic issues, he said. "We will treat the idea of 'how to cope' and 'what to do' with an issue," he said, beyond a straight presentation of the issue itself.

Although the recent court decision has, according to Mr. Mulholland, created a "horrible" situation for NBC News, the network has bounced back with a 90-minute magazine format, slated for the unheard-of (for news) late night period 11:30-1:00. "Since it is not a time period traditionally devoted to news, we will have to develop a news audience, and that means finding new ways to present the news," said Mr. Mulholland. He insisted, however, that the "gamble" of a late night slot did not mean NBC would deliver necessarily "adult" or sex-oriented news subjects. The subjects for the specials will remain the same despite the court ruling, he maintained.

How to win audiences and influence newsmen

JWT's Dialog offers cram courses for businessmen facing TV cameras

For $1,200, a senior corporation executive may attend a two-day course on how to dress for and act on camera and microphone; cope with "unfair" and aggressive interviewers; defuse potentially damaging questions, and become a spokesman, not a role-player, for his company.

All this and more are promised by Dialog, the public communications division of the J. Walter Thompson Co., which has announced that more than 200 senior executives have taken its Telecommunications Development Course since its inception in early 1973. A brochure sent to leading corporations underlines the strength of television as the leading medium of news dissemination but warns there are pitfalls for the corporation executive who is not knowledgeable in the practices of television.

Several unidentified television consultants are quoted in the brochure as saying: "The desire—to get the business side of the story on the air—is a natural for all of us, but it isn't easy to do; many journalists, particularly in TV and radio, seem to take an antibusiness attitude," and: "To an increasing degree, an underlying problem is the anticapitalistic attitudes. I'd say about 60% of the interviewing on the air is antagonistic. One of our main functions is to teach business that they can handle this abuse and come out well."

A spokesman for J. Walter Thompson in New York said that each two-day course is restricted to eight "pupils" so that there may be a strong, personal relationship with the faculty. The price for the eight is $9,600, and is pro-rated so that a single executive will pay $1,200 and be fitted into a class that has less than eight.

The latest addition to the faculty of the course, which is given at the JWT office in Chicago, is Sander Vanocur, formerly an NBC News correspondent. Other teachers are Sig Mickelson, president of CBS News from 1961 to 1966 and now professor of journalism at Northwestern University; Dave Baum, host of *Contact* program on WIND(AM) Chicago; Jack Hilton, vice president of JWT and former radio-TV announcer and producer; Dan Price, freelance announcer; Richard Roswell, chairman of the department of music, Evanston Township (Ill.) High School; Jack Williams, journalism professor at Northwestern and previously general manager of WIND; Stephen May, speech professor at Northwestern and formerly a TV writer and director.

The intensive two-day course starts at 8 a.m. and ends on the first day at 9 p.m. and the second day at 5 p.m. At the first session pupils appear on camera without any training. During the two days, they familiarize themselves with broadcast equipment; are given course and reading assignments; are taught how to dress and speak; discuss FCC regulations, network news operations, and other government rules; receive pointers on "how to win" in TV-radio interviews; prepare for and take individual TV tests and make editorial replies and hold a critique of their tests.

The brochure states: "Almost anyone can learn to smile, appear relaxed and answer tough questions without losing his cool." And it appends testimonials from satisfied executive-students, one of whom wrote: "Thanks very much for the 'diploma'. It will serve as a reminder of a most enjoyable and productive session. In my case, your course had a very practical application almost from the moment I left Chicago."

Dialog said the course is fully booked through early fall. The course is now offered only in Chicago, but Dialog said it plans to make it available also in Washington within the next month.

Journalism Briefs

Farr hearing. *Los Angeles Times* reporter William Farr, who continues to decline to disclose confidential sources in his 1970 Manson murder story, has been ordered to appear before California Superior Judge Charles H. Older for July 25 hearing on additional sentencing. Lawyers doubt Mr. Farr, jailed for 46 days on contempt-of-court charges, will again be cited.

Still more views on news. Research project—on "The Social Role of the National News Media"—is being conducted with financial aid provided by National Endowment for the Humanities. Government agency provided $19,654 to Center for Policy Research, for study by Dr. Herbert J. Gans, professor of sociology, Columbia University. Two-year study, nearing completion, is expected to result in book addressing such questions as how journalists see society, consequences of their perspectives on society, what America tells itself about itself through national news media, and what policy implications may be for social and political role of news media. Main focus will be on network TV news shows and weekly news magazines.

Music

Breaking In

(You're) Having My Baby—*Paul Anka (United Artists)* ▪ Paul Anka's songwriting ability has for some time brought high credit in its own right, apart from his singing. *My Way*, which Frank Sinatra delivered so successfully, is a singular example. The list goes on, numbering over 350 songs, including two recent Donny Osmond hits, *Puppy Love* and *Lonely Boy*.

Having My Baby, Mr. Anka's latest single (released June 21), is another tribute to his writing talents. Mike Kasabo, music director at KIIS(AM) Los Angeles, feels the song is "the finest lyrical piece Anka has ever done." But if the sentimental lyrics declaring a man's love for the woman bearing their child need compassion, then Mr. Anka falls short, according to Mr. Kasabo. Production is good, with Mellotron work a la Elton John's *Daniel*, and lyrics are excellent, but he feels there's a lack of compassion in Mr. Anka's delivery.

Nevertheless, KIIS reports favorable listener response, primarily among younger audience members, although the record has had only a week's play. Other stations reporting on *Having My Baby* include: KJR(AM) Seattle, KILT(AM) Houston, CKLW(AM) Windsor, Ont., WMAQ(AM) Chicago, KXOL(AM) Fort Worth and WORC(AM) Worcester, Mass.

I Shot the Sheriff—*Eric Clapton (Atlantic)* ▪ Eric Clapton, rock's recluse guitar virtuoso, came out of hiding last week and embarked on an ambitious U.S. tour, marking his first extended public effort since his one-shot work with Derek and the Dominoes nearly three years ago. Coinciding with the tour and a new album is the release of *I Shot the Sheriff*, the first Clapton single with hit potential since his monster *Layla* record.

Programers and audiences looking for a display of Clapton wizardry on the guitar will be disappointed with *I Shot the Sheriff*, however. It's a cover of a song recorded by reggae's premiere group, the Wailers, and written by its leader, Bob Marley. The Clapton version is fairly faithful to the original, retaining the subtly hypnotic accent-on-the-second-beat character of reggae, but there's no solo guitar work.

But Eric Clapton's undisputed superstar status and the long wait for new material by him will guarantee this single air-play. Among the stations Atlantic reported on *I Shot the Sheriff* immediately after its release: KJR(AM) Seattle; WPOP(AM) Hartford, Conn.; KTAC(AM) Tacoma, Wash.; KGB(AM) San Diego; WINX(AM) Rockville, Md., and WMAK(AM) Nashville.

The Wall Street Shuffle—*10 C.C. (London)* ▪ This top British group established a U.S. beachhead late last year with *Rubber Bullets*, a minor chart success. It should make further inroads with its latest American single, *The Wall Street Shuffle*.

This group's strength is in its song-


Anka


10 C.C.


Clapton

writing abilities (co-author of *The Wall Street Shuffle*, Graham Gouldman, penned Yardbird hits, *For Your Love* and *Heart Full of Soul*, and the Hollies' *Bus Stop*) and its production expertise (the other writer on *Shuffle*, Eric Stewart, is the group's studio engineer and co-founder of a British 16-track recording studio). On this single, a comment on the dehumanizing aspects of the stock market, both talents are obvious. 10 C.C. does it in a style reminiscent of the Beatles, circa the white album, although the group has been most frequently compared with the Beach Boys.

London Records reported several important secondary markets on *The Wall Street Shuffle* last week. Among them: KLIV(AM) San Jose, Calif.: WCOL(AM) Columbus, Ohio: WORC(AM) Worcester, Mass., and KJOY(AM) Stockton, Calif.

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).
- CAPTAIN HOWDY, Simon Stokes (Casablanca).
- COME ON & SAY IT, Henry Gross (A&M).
- DANCE PARTY MUSIC, Carl James & Jackie Irvin (GRC).
- FLIGHT 309 TO TENNESSEE, Vickie Britton (Bell).
- GET OUT OF DENVER, Bob Seger (Warner Brothers).
- IF YOU GO AWAY, Terry Jacks (Bell).
- LONE RANGER, Oscar Brown Jr. (Atlantic).
- MR. PRESIDENT, Dickie Goodman (Rainy Wednesday).
- REBEL REBEL, David Bowie (RCA).
- SICK CITY, Elton John (MCA).
- SILLY MILLY, Blue Swede (EMI).
- SONG FOR ANNA, Herb Ohta (A&M).
- SURE AS I'M SITTING HERE, Three Dog Night (ABC/Dunhill).
- THAT SONG IS DRIVING ME CRAZY, Tom T. Hall (Mercury).
- WARMING UP THE BAND, Don Everly (Ode).
- WEAVE ME THE SUNSHINE, Perry Como (RCA).
- WHAT'S YOUR NAME, Andy and David Williams (Barnaby).
- WHEN I NEED YOU MOST OF ALL, Tommy Leonetti (Epic).
- WHEN THE MORNING COMES, Hall & Dates (Atlantic).
- YOU'VE GOT MY SOUL ON FIRE, Temptations (Gordy).

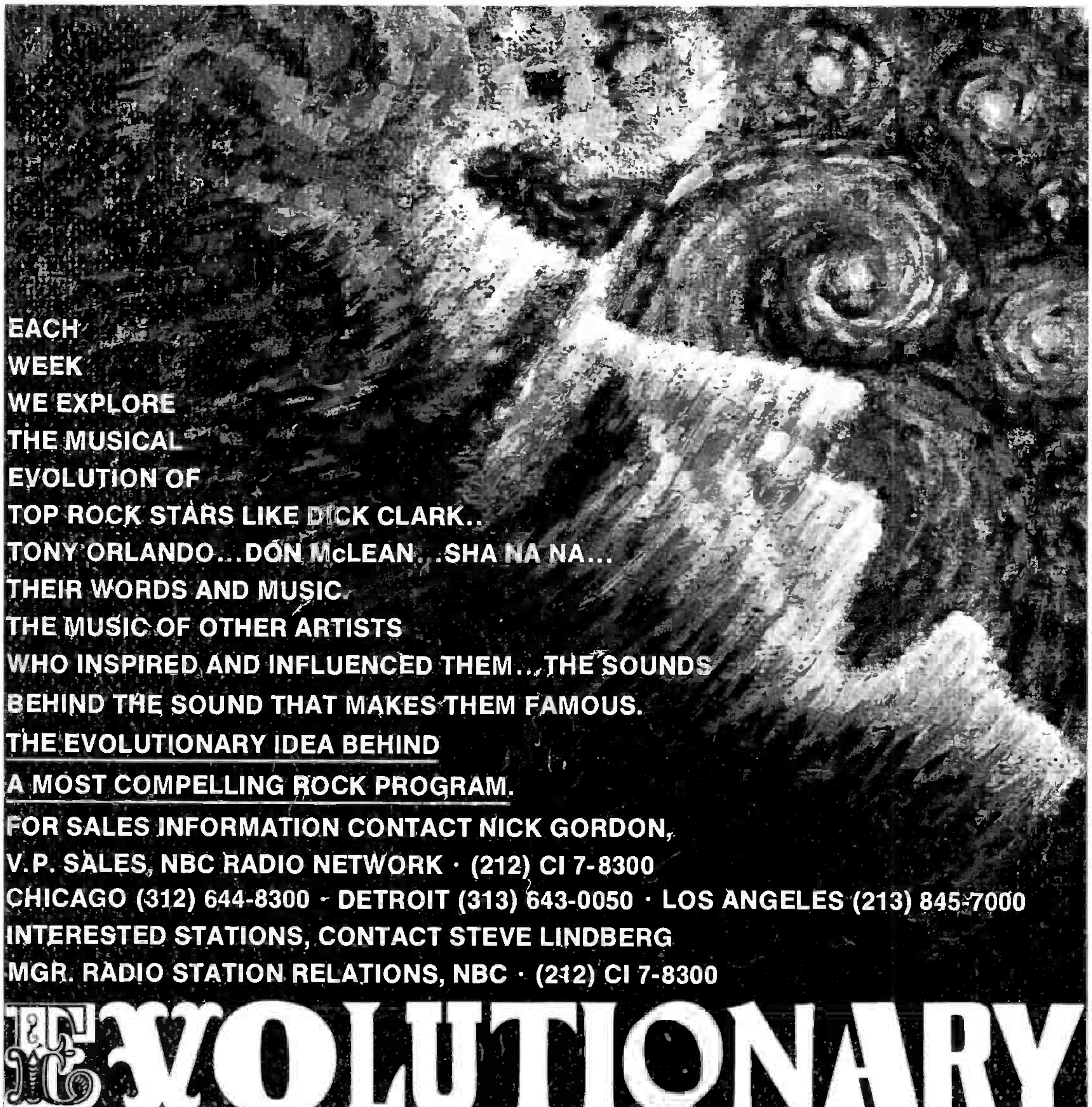
Tracking the 'Playlist.' Action on this week's chart is more moderate than last week's, when 18 bolts pointed up increased programer activity as schools let out for summer. This week's "Playlist" has seven bolts and most are in the mid-chart range: The Eagles' *Already Gone* moves from 40 to 30, Blue Magic's *Side Show* is up to 33, Dave Loggins's *Please Come to Boston* advances to 37, Paper Laces' *The Night Chicago Died* is up to 38, the Commodores' *Machine Gun* stands at 51, Andy Kim's *Rock Me Gently* hits 61 and the Dobbie Brothers' *Another Park, Another Sunday* comes on the chart at 64. Breaking top 10 this week are Olivia Newton-John's *If You Love Me* (seven), John Denver's *Annie's Song* (nine) and the O'Jays' *For the Love of Money* (10). Breaking top 40 are *Side Show*, *Please Come to Boston*, *The Night Chicago Died* and Chicago's *Call on Me* (40). Also coming on the "Playlist" for the first time are Billy (Crash) Craddock's country crossover *Rub It In* (66) and Paul Anka's *(You're) Having My Baby* (70) (see "Breaking In," this page).

The Broadcasting Playlist™ Jul 1

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
3	1	**Rock the Boat** (3:05) Hues Corp.—RCA	2	1	1	2
4	2	**Sundown** (3:37) Gordon Lightfoot—Reprise	1	3	4	3
2	3	**Billy Don't Be a Hero** (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	4	2	3	1
1	4	**Band on the Run** (5:09) Paul McCartney & Wings—Apple	3	4	2	4
5	5	**You Make Me Feel Brand New** (4:45) Stylistics—Avco	5	5	6	5
6	6	**Rock Your Baby** (3:14) George McCrae—T. K. Records	6	6	5	6
13	7	**If You Love Me (Let Me Know)** (3:12) Olivia Newton-John—MCA	7	7	8	7
7	8	**Be Thankful (For What You Got)** (3:25) William DeVaughn—Roxbury	9	8	7	8
11	9	**Annie's Song** (2:58) John Denver—RCA	8	11	9	9
17	10	**For the Love of Money** (3:45) O'Jays—Phila. Int'l.	10	15	11	14
12	11	**Help Me** (3:22) Joni Mitchell—Asylum	11	9	14	11
15	12	**Haven't Got Time for the Pain** (3:25) Carly Simon—Elektra	13	13	15	12
9	13	**Dancing Machine** (2:29) Jackson Five—Motown	14	14	13	13
23	14	**On and On** (3:20) Gladys Knight & the Pips—Buddah	16	12	16	10
24	15	**Waterloo** (2:46) ABBA—Atlantic	17	16	10	16
14	16	**The Air that I Breathe** (3:33) Hollies—Epic	12	17	12	17
8	17	**Midnight at the Oasis** (3:36) Maria Muldaur—Reprise	15	10	20	15
22	18	**Rikki Don't Lose that Number** (3:58) Steely Dan—ABC/Dunhill	21	19	17	18
16	19	**The Streak** (3:15) Ray Stevens—Barnaby	23	18	18	21
19	20	**Rock & Roll Heaven** (3:23) Righteous Brothers—Haven	19	21	19	19
25	21	**You Won't See Me** (3:07) Anne Murray—Capitol	18	20	21	22
20	22	**Train of Thought** (2:34) Cher—MCA	22	23	23	20
18	23	**The Entertainer** (2:57) Marvin Hamlisch—MCA	20	22	27	26
26	24	**Hollywood Swinging** (4:35) Kool and the Gang—Delite	24	24	26	25
31	25	**Don't Let the Sun Go Down on Me** (5:33) Elton John—MCA	26	25	22	24
29	26	**LaGrange** (3:15) Z. Z. Top—London	27	26	25	23
28	27	**If You Wanna Get to Heaven** (3:04) Ozark Mtn. Daredevils—A&M	25	28	28	29
10	28	**Loco-Motion** (2:45) Grand Funk—Capitol	29	29	24	27
32	29	**Radar Love** (2:53) Golden Earrings—MCA	30	27	29	28
40 ⚡	30	**Already Gone** (3:39) Eagles—Asylum	31	32	30	32
33	31	**Taking Care of Business** (3:13) Bachman-Turner Overdrive—Mercury	34	30	34	30
35	32	**One Hell of a Woman** (2:52) Mac Davis—Columbia	28	33	31	37
45 ⚡	33	**Sideshow** (3:25) Blue Magic—Atco	36	31	32	33
34	34	**Star Baby** (2:37) Guess Who—RCA	33	35	35	34
37	35	**I'm the Leader of the Gang** (3:09) Brownsville Station—Big Tree	40	40	33	31
30	36	**I'm Coming Home** (3:22) Spinners—Atlantic	32	36	36	38
48 ⚡	37	**Please Come to Boston** (3:57) Dave Loggins—Epic	38	41	37	35
61 ⚡	38	**The Night Chicago Died** (3:30) Paper Lace—Mercury	41	34	39	36
27	39	**My Girl Bill** (3:12) Jim Stafford—MGM	35	42	38	44
47	40	**Call on Me** (4:00) Chicago—Columbia	44	38	41	39
44	41	**Tell Me Something Good** (3:30) Rufus—ABC/Dunhill	43	37	43	40
46	42	**If You Talk in Your Sleep** (2:25) Elvis Presley—RCA	37	43	44	47
36	43	**Save the Last Dance for Me** (2:58) De Franco Family—20th Century	39	45	42	46
39	44	**Don't You Worry 'bout a Thing** (3:40) Stevie Wonder—Tamla	42	47	40	50
51	45	**Feel Like Makin' Love** (2:55) Roberta Flack—Atlantic	46	46	49	49
43	46	**Oh Very Young** (2:33) Cat Stevens—A&M	45	48	48	55
21	47	**The Show Must Go On** (3:29) Three Dog Night—ABC/Dunhill	50	44	50	43
42	48	**Keep on Smiling** (3:25) Wet Willie—Capricorn	47	51	47	45
38	49	**Come and Get Your Love** (3:30) Redbone—Epic	52	39	54	42
41	50	**Workin' at the Car Wash Blues** (2:30) Jim Croce—ABC/Dunhill	48	50	51	51
63 ⚡	51	**Machine Gun** (2:45) Commodores—Motown	57	53	46	41
50	52	**Come Monday** (3:07) Jimmy Buffett—ABC/Dunhill	49	49	53	52
49	53	**Wild Thing** (2:56) Fancy—Big Tree	55	52	45	50
59	54	**Hang on in There Baby** (3:23) Johnnie Bristol (MGM)	59	57	52	48
52	55	**I Hate Hate** (3:15) Razzy—MGM	54	55	55	57
56	56	**I Won't Last a Day Without You** (3:47) Carpenters—A&M	53	54	60	65
53	57	**My Mistake Was to Love You** (2:55) Diana Ross and Marvin Gaye—Motown	56	59	57	60
60	58	**This Heart** (3:22) Gene Redding—Haven	65	56	61	56
62	59	**One Tin Soldier** (3:14) Coven—MGM	58	61	56	61
58	60	**I've Had It** (2:59) Fanny—Casablanca	62	60	58	58
72 ⚡	61	**Rock Me Gently** (3:28) Andy Kim—Capitol	61	58	59	59
54	62	**TSOP** (3:18) MFSB—Phila. Int'l.	51	*	*	53
57	63	**King of Nothing** (2:56) Seals & Crofts—Warner Brothers	63	62	62	64
— ⚡	64	**Another Park, Another Sunday** (3:39) Doobie Brothers—Warner Brothers	60	63	63	66
71	65	**Put Out the Light** (3:07) Joe Cocker—A&M	66	67	71	63
—	66	**Rub It in** (2:12) Billy "Crash" Craddock—ABC/Dunhill	67	65	66	68
—	67	**Living in the U.S.A.** (4:03) Steve Miller Band—Capitol	*	66	72	62
67	68	**Son of Sagittarius** (3:12) Eddie Kendricks—Tamla	73	68	67	69
55	69	**Finally Got Myself Together** (3:05) Impressions—Curtom	74	74	64	67
—	70	**(You're) Having My Baby** (2:32) Paul Anka—United Artists	68	71	69	72
64	71	**You & Me Against the World** (3:08) Helen Reddy—Capitol	69	64	*	*
75	72	**Making the Best of a Bad Situation** (2:46) Dick Feller—Asylum	64	70	*	*
66	73	**Georgia Porcupine** (2:38) George Fishoff—United Artists	70	72	74	73
69	74	**Wildwood Weed** (2:40) Jim Stafford—MGM	*	*	65	69
73	75	**Ballero** (3:25) War—United Artists	*	*	68	71

Alphabetical list (with this week's over-all rank): The Air that I Breathe (16), Already Gone (30), Annie's Song (9), Another Park, Another Sunday (64), Ballero (75), Band on the Run (4), Be Thankful (for What You Got) (8), Billy Don't Be a Hero (3), Call on Me (40), Come and Get Your Love (49), Come Monday (52), Dancing Machine (13), Don't Let the Sun Go Down on Me (25), Don't You Worry 'bout a Thing (44), The Entertainer (23), Feel Like Makin' Love (45), Finally Got Myself Together (69), For the Love of Money (10), Georgia Porcupine (73), Hang on in There Baby (54), Haven't Got Time for the Pain (12), (You're) Having My Baby (70), Help Me (11), Hollywood Swinging (24), I Hate Hate (55), I Won't Last a Day Without You (56), If You Love Me (Let Me Know) (7), If You Talk in Your Sleep (42), If You Wanna Get to Heaven (27), I'm Coming Home (36), I'm the Leader of the Gang (35), I've Had It (60), Keep on Smiling (48), King of Nothing (63), LaGrange (26), Living in the U.S.A. (67), Loco-Motion (28), Machine Gun (51), Making the Best of a Bad Situation (72), Midnight at the Oasis (17), My Girl Bill (39), My Mistake Was to Love You (57), The Night Chicago Died (38), Oh Very Young (46), On and On (14), One Hell of a Woman (32), One Tin Soldier (59), Please Come to Boston (37), Put Out the Light (65), Radar Love (29), Rikki Don't Lose that Number (18), Rock Me Gently (61), Rock the Boat (1), Rock Your Baby (6), Rock & Roll Heaven (20), Rub It In (66), Save the Last Dance for Me (43), The Show Must Go On (47), Sideshow (33), Son of Sagittarius (68), Star Baby (34), The Streak (19), Sundown (2), Taking Care of Business (31), Tell Me Something Good (41), This Heart (58), Train of Thought (22), TSOP (62), Waterloo (15), Wild Thing (53), Wildwood Weed (74), Workin' at the Car Wash Blues (50), You Make Me Feel Brand New (5), You Won't See Me (21), You & Me Against the World (71).



SUPERROCK

■ Alan Andrews, WJAR, Providence "...network programming compatible with our young adult music policy..." ■ Dick Bremkamp, WIXY, Cleveland "...right on target for WIXY's audience..." ■ Sue Nance, WQRK, Norfolk "...local positions sold out..." ■ Chuck Cooper, WJDX, Jackson, Miss. "Unique contemporary program..." ■ Jack Kelly, KBBC, Phoenix "...dynamite jocks, Wolfman and Imus..." ■ Al Burk, WBAL, Baltimore "Well received and sponsored..."

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WE SOLD OUT FOR 13 WEEKS. YOU CAN TOO.

Finance

Cable stocks continue to decline

Downward rate has slowed, however, from disastrous second-half 1973

Although a number of positive developments offer hope for a somewhat revitalized market in coming months, six months into 1974 the stocks of publicly held cable firms stand at an even lower level than in January—when several financial analysts were predicting an imminent upward turn.

An analysis of the 13 system-owning public firms appearing on BROADCASTING's weekly stock index shows an approximate decline in the average cable security of 75 cents per share. The average per-share market price stood at only $4 six months ago and has since dropped to the $3.25 level. Nevertheless, the decrease in securities value was at a substantially less serious pace in the last six months than in the latter half of 1973—a disastrous period which saw the average per-share value drop by more than 50%.

In the first half of 1974, several cable firms—notably Cablecom-General Inc., Comcast Corp., LVO Cable and UA-Columbia—saw their stock increase slightly in value on Wall Street. These gains, however, were offset by greater declines by a larger number of companies, particularly American Television & Communications Corp. and Cox Cable Communications, the two "pure" cable stocks regarded as the current leaders in the securities market. Warner Communications, parent of Warner Cable Corp., is trading at a higher level than any of its "pure" counterparts (slightly below $12 per share). Teleprompter Corp., by far the largest cable firm with more than twice as many subscribers as its nearest rival (Warner), is trading at less than 25% of its per-share value a year ago. Teleprompter's decline in the past six months, however, is hardly appreciable in comparison with the last half of 1973, when a traumatic fourth quarter caused nightmares for its institutional investors (see below).

According to the latest quarterly report on cable securities prepared by Arthur Rockwell of Sutro & Co., San Francisco, cable took "a further pounding" in the second quarter of 1974—primarily due to an "abrupt upturn" in interest rates. Mr. Rockwell had previously predicted that the cost of money had peaked—a feeling that had been shared by numerous observers. But after a brief hiatus, interest rates began to spiral anew last March.

Although the high cost of money continues to have a noticeably negative impact on the cash flow and profits of cable firms, which depend on adequate capitalization for their lifeblood, Mr. Rockwell noted "a number of positive changes" that are currently taking place in the industry. Among them is a greater emphasis on obtaining subscriber rate increases, a quest for greater saturation levels on existing systems, a growing emphasis on professionalism in management and "certainly no worsening of the regulatory climate."

Mr. Rockwell also noted that a number of equipment manufacturers are being tolerant about extending long-term financing "under favorable terms" for system construction. While this situation has some negative overtones, Mr. Rockwell said, "it is helping a number of small companies to maintain their near-term construction activities."

This is how the cable stock picture has developed over the past year:

	June 27, 1973	Jan. 3, 1974	June 26, 1974
American TV & Communications	22¼	13	9
Athena Communications	1	½	⅜
Cablecom-General			
Cable Information Systems	1	¾	½
Comcast	3¼	1¾	2
Communications Properties	3⅜	2⅛	1⅞
Cox Cable Communications	21	9⅞	6
LVO Cable	4¾	2¾	3⅜
Tele-Communications	7⅜	3	2¼
Teleprompter	16⅛	4⅛	3⅞
UA-Columbia	8¼	3¾	5⅝
Viacom	10	5¼	4¾
Vikoa	4⅜	2¼	2
Average	8¼	4	3¼

Prediction becomes fact

Teleprompter Corp., New York, had reported a loss of more than $1.8 million in the first quarter of 1974 but noted it had predicted this loss in its earlier annual report (BROADCASTING, June 3).

The company repeated its belief that 1974 as a whole would be profitable. Teleprompter said it based its optimistic outlook for 1974 on increased revenues to be forthcoming from subscriber rate increases and from subscriber growth, which will have maximum impact during the remainder of the year.

As of June 6, 1974, Teleprompter's subscriber count stood at 1,022,500, a net gain of 163,500 since the new management assumed command last September. Since that time, according to a spokesman, Teleprompter has been able to increase subscriber rates in 39 systems affecting 354,000 subscribers. For the three months ended March 31:

	1974	1973
Net income	(1,807,000)	3,387,000
Revenues	18,680,000	16,388,000
Earned (loss) per share	$ (0.11)	$ 0.19

Financial Briefs

Amortization idea pressed. Institute of Broadcasting Financial Management has asked Internal Revenue Service to give national effect to—and broaden to include unlimited-run feature film contracts—"technical advice" it gave some stations in 1972 permitting them to use income forecast method of amortization for films leased under limited-run contracts. IBFM officials said it was prompted by "inconsistencies" between IRS national and regional offices on handling of film amortization in tax accounting. In position paper supporting request, IBFM said failure of IRS to establish standard policy might force TV broadcasters to abandon unlimited-run contract in favor of one permitting specific but extremely large number of showings. It suggested that any TV station should be allowed to choose between straight-line and income-forecasting if it can show that unlimited-run films generate uneven income flow, as those shown under limited contracts do.

NTA's year. National Telefilm Associates Inc. has reported increased revenues but net loss for year ending Sept. 30, 1973. Revenue of $9,292,054—up 59%—includes acquisition of NBC syndication properties. Loss of $932,251 was attributed to increased interest rates, change in accounting methods and increased backlog.

Cox adds. Cox Broadcasting Corp., Atlanta, has acquired University Communications Inc., Rahway, N.J., publisher of college placement manuals and career magazines and new publication to be introduced later this year for high-school market. Purchase price was said to be slightly less than $1 million. It will be under direction of United Technical Publications, Garden City, part of CBC's business publishing division.

Canceled. Warner Communications Inc. has terminated agreement for sale of major interest in National Kinney Corp. to Societe de Gestion Immobiliere et Mobiliere, S.A. and institutional investors.

Broadcasting's index of 137 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. June 26	Closing Wed. June 19	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitali-zation (000)
Broadcasting											
ABC	ABC	N	25 1/8	24 5/8	+ 1/2	+ 2.03	28 3/8	21 5/8	9	16,582	416,622
CAPITAL CITIES	CCB	N	35 1/2	35 1/4	+ 1/4	+ .70	39 1/4	22 3/4	13	7,164	254,322
CBS	CBS	N	35 3/4	37 3/4	- 2	- 5.29	40	25	10	28,092	1,004,289
CONCERT NETWORK*		O	3/8	3/8		.00	7/8	1/4	8	2,200	825
COX	COX	N	14	14		.00	19 3/8	13 1/2	8	5,831	81,634
FEDERATED MEDIA*++		O	5 3/4	5 3/4		.00	5 3/4	5	19	820	4,715
GROSS TELECASTING	GGG	A	9 1/8	9 1/2	- 3/8	- 3.94	13 5/8	8 1/2	6	800	7,300
LIN	LINB	O	3 3/4	3 3/4		.00	6 3/4	3 3/4	4	2,296	8,610
MOONEY*	MOON	O	2 3/4	2 5/8	+ 1/8	+ 4.76	3 5/8	2 1/4	7	385	1,058
PACIFIC & SOUTHERN	PSOU	O	4	4 1/2	- 1/2	- 11.11	6 1/4	3 1/8	33	1,750	7,000
RAHALL	RAHL	O	4	4 1/4	- 1/4	- 5.88	6	3 3/4	7	1,297	5,188
SCRIPPS-HOWARD	SCRP	O	15 3/4	16	- 1/4	- 1.56	17 1/2	14 1/2	8	2,589	40,776
STARR	SBG	M	5	4 3/4	+ 1/4	+ 5.26	9	4 3/4	4	1,069	5,345
STORER	SBK	N	13 1/2	15 1/8	- 1 5/8	- 10.74	17 3/8	11 1/4	7	4,751	64,138
TAFT	TFB	N	17 3/4	18 1/4	- 1/2	- 2.73	23 3/8	16 1/2	7	4,106	72,881
WOODS COMM.*		O	1	1		.00	1	1/4	8	292	292
									TOTAL	80,024	1,974,995
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	1 1/2	1 3/4	- 1/4	- 14.28	2 1/2	1 1/2	4	1,259	1,888
AVCO	AV	N	4 1/2	4 3/4	- 1/4	- 5.26	8 7/8	4 1/2	4	11,481	51,664
BARTELL MEDIA	BMC	A	1	1 1/2	- 1/2	- 33.33	2 3/8	1	3	2,257	2,257
JOHN BLAIR	BJ	N	5	5 1/8	- 1/8	- 2.43	7 1/2	5	4	2,403	12,015
CAMPTOWN INDUSTRIES*		O	1/4	1/4		.00	7/8	1/4	3	1,138	284
CHRIS-CRAFT	CCN	N	2 1/2	2 3/4	- 1/4	- 9.09	4 1/4	2 1/8	28	4,162	10,405
COMBINED COMM.	CCA	A	9	9 1/2	- 1/2	- 5.26	13	8 7/8	6	3,280	29,520
COWLES	CWL	N	7 1/8	6 7/8	+ 1/4	+ 3.63	7 1/8	5 5/8	14	3,969	28,279
DUN & BRADSTREET	DNB	N	28 1/4	30 3/8	- 2 1/8	- 6.99	36	24 1/2	19	26,204	740,263
FAIRCHILD IND.	FEN	N	6 3/4	6 3/4		.00	6 3/4	4 1/8	14	4,550	30,712
FUQUA	FQA	N	7 1/8	7 5/8	- 1/2	- 6.55	10 3/4	6 3/4	4	7,273	51,820
GENERAL TIRE	GY	N	14	14 1/8	- 1/8	- .88	18 1/4	13	4	21,515	301,210
GLOBETROTTER	GLBTA	O	3	3		.00	4 3/4	3	4	2,759	8,277
GRAY COMMUN.*		O	7 3/8	7 3/8		.00	8 1/2	6 1/2	6	475	3,503
HARTE-HANKS++	HHN	N	10 1/4	10 1/4		.00	14 1/4	8 1/4	8	4,330	44,382
JEFFERSON-PILOT	JP	N	26 1/4	26 1/8	+ 1/8	+ .47	38 1/4	24	12	24,126	633,307
KAISER INDUSTRIES*	KI	A	5 7/8	6 3/4	- 7/8	- 12.96	8 1/2	5 7/8	3	27,487	161,486
KANSAS STATE NET.*	KSN	O	3 1/2	3 3/4	- 1/4	- 6.66	3 7/8	3 1/4	6	1,741	6,093
KINGSTIP	KTP	A	4 1/8	4 1/8		.00	6 3/4	3 7/8	4	1,154	4,760
LAMB COMMUN.*++		P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	13	12	+ 1	+ 8.33	13 1/4	10 3/4	9	3,352	43,576
LIBERTY	LC	N	11	11 1/8	- 1/8	- 1.12	15 5/8	11	5	6,632	72,952
MCGRAW-HILL	MHP	N	7 3/4	8	- 1/4	- 3.12	9	6	7	23,426	181,551
MEDIA GENERAL	MEG	A	23 5/8	24 3/8	- 3/4	- 3.07	26 1/2	20 1/8	10	3,552	83,916
MEREDITH	MDP	N	9 1/2	9 3/4	- 1/4	- 2.56	11 3/8	8 1/4	4	2,908	27,626
METROMEDIA	MET	N	6 5/8	7 1/8	- 1/2	- 7.01	10 5/8	6	6	6,447	42,711
MULTIMEDIA	MMED	O	12 1/2	12 1/2		.00	14 1/4	10 1/2	9	4,388	54,850
OUTLET CO.	OTU	N	8 7/8	8 1/2	+ 3/8	+ 4.41	9 3/4	8	4	1,379	12,238
POST CORP.	POST	O	7 1/2	7 1/2		.00	10 3/4	6 1/4	4	882	6,615
PSA	PSA	N	6 1/2	7	- 1/2	- 7.14	10	6 3/8	19	3,181	20,676
REEVES TELECOM	RBT	A	1 1/2	1 1/4	+ 1/4	+ 20.00	1 3/4	1 1/8	14	2,376	3,564
RIDDER PUBLICATIONS	RPI	N	13	12 3/4	+ 1/4	+ 1.96	15 5/8	11	8	8,305	107,965
ROLLINS	ROL	N	12 1/8	11 1/2	+ 5/8	+ 5.43	19 3/4	11 1/2	11	13,305	161,323
RUST CRAFT	RUS	A	6 3/4	7	- 1/4	- 3.57	10 1/4	6 3/4	5	2,366	15,970
SAN JUAN RACING	SJR	N	10	10		.00	13 3/8	8 7/8	9	2,367	23,670
SCHERING-PLOUGH	SGP	N	66 5/8	67 3/4	- 1 1/8	- 1.66	74 3/8	61 3/4	33	52,574	3,502,742
SONDERLING	SDB	A	7 1/4	7 7/8	- 5/8	- 7.93	10	7	4	788	5,713
TECHNICAL OPERATIONS	TO	A	4 1/2	4 7/8	- 3/8	- 7.69	6 3/4	4 1/2	4	1,344	6,048
TIMES MIRROR CO.	TMC	N	14 3/4	15 1/4	- 1/2	- 3.27	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.	WPO	A	21 7/8	22 1/2	- 5/8	- 2.77	24 3/8	14 3/4	8	4,749	103,884
WOMETCO	WOM	N	8 3/8	8 5/8	- 1/4	- 2.89	10 1/4	8	6	6,034	50,534
									TOTAL	335,151	7,118,403
Cablecasting											
AMECO**	ACO	O	7/8	7/8		.00	1 7/8	1/4		1,200	1,050
AMER. ELECT. LABS**	AELBA	O	1 3/8	1 1/2	- 1/8	- 8.33	2 1/8	3/4		1,673	2,300
AMERICAN TV & COMM.	AMTV	O	9	9 1/2	- 1/2	- 5.26	19 1/4	7 3/4	21	3,181	28,629
ATHENA COMM.**		O	3/8	3/8		.00	3/4	3/8		2,374	890
BURNUP & SIMS	BSIM	O	13	14 3/4	- 1 3/4	- 11.86	24 1/8	13	15	7,907	102,791
CABLECOM-GENERAL	CCG	A	2 1/8	2 1/2	- 3/8	- 15.00	4 1/2	1 3/4	27	2,560	5,440
CABLE FUNDING*	CFUN	O	4 3/4	5 3/4	- 1	- 17.39	7 3/8	4 3/4	40	1,121	5,324
CABLE INFO.		O	1/2	1/2		.00	3/4	1/2	1	987	493
CITIZENS FIN.**	CPN	A	2	2 1/8	- 1/8	- 5.88	4 1/4	2		2,697	5,394
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	6 3/8	- 3/8	- 5.88	15 1/4	6	11	3,560	21,360
ENTRON*	ENT	O	3/4	5/8	+ 1/8	+ 20.00	3/4	1/2	5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	10 3/8	10 1/4	+ 1/8	+ 1.21	17 1/8	10 1/4	6	7,060	73,247
GENERAL TV*		O	1 1/4	1 1/4		.00	1 1/2	3/4	63	1,000	1,250
LVO CABLE	LVOC	O	3 3/8	3	+ 3/8	+ 12.50	4 5/8	2 3/4	68	1,879	6,341
SCIENTIFIC-ATLANTA	SFA	A	7 1/8	7 1/2	- 3/8	- 5.00	9 1/2	6 3/4	7	917	6,533

	Stock symbol	Exch.	Closing Wed. June 26	Closing Wed. June 19	Net change in week	% change in week	1973-1974 High	1973-1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
TELE-COMMUNICATION**	TCOM	O	2 1/4	2 3/8	- 1/8	- 5.26	5 3/4	2 1/8	9	4,852	10,917
TELEPROMPTER**	TP	N	3 7/8	4 1/8	- 1/4	- 6.06	8 1/4	3 7/8	23	16,013	62,050
TIME INC.	TL	N	39	38	+ 1	+ 2.63	40 1/4	30 3/4	8	10,381	404,859
TOCOM*	TOCM	O	3 1/8	3 1/8		.00	4 7/8	3 1/8	7	634	1,981
UA-COLUMBIA CABLE	UACC	O	5 5/8	5 5/8		.00	6	3 3/4	13	1,795	10,096
VIACOM	VIA	N	4 3/4	4 7/8	- 1/8	- 2.56	7 1/2	4 5/8	7	3,850	18,287
VIKOA**	VIK	A	2	2 1/8	- 1/8	- 5.88	4	2		2,591	5,182
									TOTAL	86,056	787,768
Programing											
COLUMBIA PICTURES**	CPS	N	2 1/4	2 3/8	- 1/8	- 5.26	4 3/4	2 1/4		6,748	15,183
DISNEY	DIS	N	43 1/2	43 1/2		.00	54 1/2	35 1/8	27	29,155	1,268,242
FILMWAYS	FWY	A	3	3		.00	6	3	5	1,790	5,370
FOUR STAR			3/4	3/4		.00	1 3/8	3/4	1	665,950	499,462
GULF + WESTERN	GW	N	23 5/8	24 5/8	- 1	- 4.06	29 1/8	22 1/4	5	14,088	332,829
MCA	MCA	N	25 3/8	24 1/2	+ 7/8	+ 3.57	26 1/2	19 1/4	7	8,386	212,794
MGM	MGM	N	16	15 7/8	+ 1/8	+ .78	16	9 1/4	11	5,918	94,688
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	7		.00	10 3/8	7	6	65,115	455,805
20TH CENTURY-FOX	TF	N	6	6 1/2	- 1/2	- 7.69	9 1/8	5 1/4	8	8,280	49,680
WALTER READE**	WALT	O	1/4	1/4		.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	10 3/8	11 5/8	- 1 1/4	- 10.75	18 1/2	9 5/8	4	16,317	169,288
WRATHER	WCO	A	6 1/2	6 1/4	+ 1/4	+ 4.00	8 1/8	4 3/8	72	2,229	14,488
									TOTAL	831,576	3,123,104
Service											
8800 INC.		O	13 1/4	13 1/2	- 1/4	- 1.85	14 1/4	10	6	2,513	33,297
COMSAT	CQ	N	31	30 1/2	+ 1/2	+ 1.63	40 3/8	30 1/2	8	10,000	310,000
CREATIVE MANAGEMENT	CMA	A	3 3/4	3 3/4		.00	6 5/8	3 3/8	5	1,016	3,810
DOYLE DANE BERNBACH	DOYL	O	9 1/2	9 3/4	- 1/4	- 2.56	11 1/2	8 3/4	5	1,799	17,090
ELKINS INSTITUTE**	ELKN	O	3/8	3/8		.00	5/8	1/4		1,897	711
FOOTE CONE & BELDING	FCB	N	9 1/4	9 3/8	- 1/8	- 1.33	11 1/4	8 5/8	6	2,065	19,101
GREY ADVERTISING	GREY	O	7	7 1/8	- 1/8	- 1.75	8 3/8	6 3/4	4	1,255	8,785
INTERPUBLIC GROUP	IPG	N	9 3/4	10 3/4	- 1	- 9.30	13	9 5/8	4	2,319	22,610
MARVIN JOSEPHSON*	MRVN	O	7	7 1/4	- 1/4	- 3.44	8 1/2	6 3/4	5	957	6,699
MCI COMMUNICATIONS+	MCIC	O	2 3/4	2 3/4		.00	6 1/2	2 5/8		12,825	35,268
MOVIELAB	MOV	A	1	1		.00	1 5/8	5/8	6	1,407	1,407
MPO VIDEOTRONICS**	MPO	A	1 3/8	1 5/8	- 1/4	- 15.38	2 5/8	1 3/8		539	741
NEEDHAM, HARPER	NDHMA	O	5 3/4	5 1/2	+ 1/4	+ 4.54	7 1/2	4 3/4	3	918	5,278
A. C. NIELSEN	NIELB	O	15 7/8	17 5/8	- 1 3/4	- 9.92	28	14 1/8	15	10,598	168,243
OGILVY & MATHER	OGIL	O	16	16 1/2	- 1/2	- 3.03	17 1/4	12 3/4	6	1,807	28,912
PKL CO.*++	PKL	O	1 1/4	1 1/4		.00	1 3/4	1/4	8	818	1,022
J. WALTER THOMPSON	JWT	N	8 3/8	8 3/4	- 3/8	- 4.28	12	7 1/4	13	2,624	21,976
UNIVERSAL COMM.*++		O	5/8	5/8		.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	7 1/4	7 5/8	- 3/8	- 4.91	9 5/8	7 1/4	4	1,632	11,832
									TOTAL	57,704	697,228
Electronics											
AMPEX	APX	N	3 1/4	3 3/8	- 1/8	- 3.70	4 7/8	3 1/4	6	10,796	35,087
CCA ELECTRONICS*	CCAE	O	1 1/8	1 1/8		.00	1 1/8	5/8	2	881	991
COHU, INC.	COH	A	2 5/8	2 1/2	+ 1/8	+ 5.00	3 7/8	2 1/2	6	1,542	4,047
COMPUTER EQUIPMENT	CEC	A	1 1/4	1 3/8	- 1/8	- 9.09	2 1/8	1 1/4	7	2,333	2,916
CONRAC	CAX	N	15 3/4	16 1/2	- 3/4	- 4.54	21	13 1/4	7	1,261	19,860
GENERAL ELECTRIC	GE	N	48 3/8	48 5/8	- 1/4	- .51	65	7 1/2	15	182,114	8,809,764
HARRIS CORP.	HRS	N	23 1/2	22 3/4	+ 3/4	+ 3.29	33 1/2	22 3/4	8	6,229	146,381
INTERNATIONAL VIDEO	IVCP	O	4	4 3/8	- 3/8	- 8.57	7 1/2	3 1/4	13	2,728	10,912
MAGNAVOX	MAG	N	5	5 1/8	- 1/8	- 2.43	9 7/8	4 7/8	21	17,799	88,995
3M	MMM	N	73 7/8	76 1/4	- 2 3/8	- 3.11	80 1/2	68 1/2	28	113,100	8,355,262
MOTOROLA	MOT	N	54 1/8	52 7/8	+ 1 1/4	+ 2.36	61 7/8	40 1/2	18	27,968	1,513,768
OAK INDUSTRIES	OEN	N	11 1/2	12 3/8	- 7/8	- 7.07	12 7/8	9 1/2	5	1,639	18,848
RCA	RCA	N	15 1/4	15 3/8	- 1/8	- .81	21 1/2	15 1/4	7	74,444	1,135,271
ROCKWELL INTL.	ROK	N	26 1/2	27 1/4	- 3/4	- 2.75	28 3/8	25 1/8	6	30,315	803,347
RSC INDUSTRIES	RSC	A	1 1/4	1 1/4		.00	2 1/8	1 1/8	7	3,458	4,322
SONY CORP	SNE	N	19 1/4	19 1/4		.00	29 7/8	19 1/8	14	165,625	3,188,281
TEKTRONIX	TEK	N	41 1/4	42 1/2	- 1 1/4	- 2.94	47 3/4	34 3/8	17	8,646	356,647
TELEMATION**	TIMT	O	2	1 7/8	+ 1/8	+ 6.66	2 3/4	1 3/4		1,050	2,100
TELEPRO IND.*		O	6	6		.00	8	2 1/2	38	475	2,850
VARIAN ASSOCIATES	VAR	N	8 7/8	9 1/8	- 1/4	- 2.73	13 1/4	8 3/4	8	6,617	58,725
WESTINGHOUSE	WX	N	14 3/4	15 3/4	- 1	- 6.34	26	14 3/4	9	87,876	1,296,171
ZENITH	ZE	N	22 1/2	22	+ 1/2	+ 2.27	31 5/8	22	9	18,797	422,932
									TOTAL	765,693	26,277,477
									GRAND TOTAL	2,156,204	39,978,975

Standard & Poor's Industrial Average	99.27	100.64	-1.37

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

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

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

Amendments to the 1974 'Yearbook'

Following are additions and corrections to the 1974 BROADCASTING YEARBOOK. They appear by page number in the same order that they are listed in the YEARBOOK.

Page 12. In dimensions of broadcasting, correct total broadcasting stations to 8,434.

Page A-27. Correct listing for **WCVB-TV** Boston to show present owners took over station March 19, 1972. Also correct ownership:
Leo L. Beranek, pres, dir, 5.97%; Matthew Brown, chmn, 5.69%; Robert M. Bennett, vp & gen mgr opns, dir, 2.95%; Richard S. Burdick, vp & gen mgr creative svcs, dir, 2.66%; Thomas G. Maney, vp, asst gen mgr, 1.22; Joseph A. Ryan, asst vp, 0.36%; William J. Poorvu, treas, dir, 6.02%; Alford P. Rudnick, 6.47%; Charles Marran, dir, 5.52%; Nathan H. David, 5.14%; Alfred L. Morse, 3.91%; Jordan J. Baruch, dir, 3.90%; Edward C. Bursk, 3.90%; Henry Jaffe, 3.10%; Robert G. Gardner, dir, 2.78%; Oscar Handlin, dir, 1.75%; F. William Andres, dir, 1.70%; and others. Also, under personnel list Leo L. Beranek, pres-dir; correct spelling to William Mockbee, dir of rsch.

Page A-28: Delete **WXON-TV** listing as permittee in Allen Park, Mich. Station is properly listed on A-29 as operating Detroit station.

Page A-61. Under listing for **WBAY-TV** Green Bay, Wis., general sales manager should be C. R. Burnton.

Page A-66. Insert in alphabetical call letter list: **KVVU(TV)** Henderson, Nev.

Page A-97. Under group ownership listing for **Stoner Bcstg. Co.**, add WKRX-FM Louisville, Ky. to list of properties; correct subsequent information: Principal owner: Thomas H. Stoner. Hqs. 1313 Des Moines Bldg., Des Moines, Iowa 50309; Glenn K. Bell, executive vice president.

Pages B-26, B-27. Under Sacramento put listings for **KFBK** and **KPOP** in alphabetical order.

Page B-65. Under listing for **WVVX** Highland Park, Ill., mailing address zip code should be 60035.

Page B-80. After **KIUL** Garden City, Kan., ownership, insert (Harris Enterprise station).

Page B-97. Under Havre de Grace, Md., correct call letters WMDG(FM) to **WHDG(FM)**.

Page B-144. Correct **WLIB** telephone number to 831-1000.

Page B-163. After listings for WFOB-AM-FM Fostoria, Ohio, insert city heading:
Fremont (419) Sandusky county.
This puts subsequent listings for WFRO-AM-FM under Fremont, Ohio.

Page B-207: Correct Accent Radio Corp. station listings under Killeen, Tex.:
KIXS July 4, 1955: 1050 khz; 250 w-D. Box 880 (76541). 634-3181. Accent Radio Corp. (acq. 5-73).
Net: TSN. Format: Contemp. Lon H. Williams, chmn of bd; B. Rex Samford, pres/gen mgr; Ken Williams, stn mgr; Dan Acree, ops mgr; Bill Hilton, mus dir; Danley West, publ prom mgr; Troy Deneke, news dir.
KIXS-FM August 1961: 93.3 mhz; 1 kw ant 130 ft. Simulcasts KIXS 100%.

Page B-217. Under Broadway-Timberville, insert: **WBTX:** 1470 kc; 5 kw.

Page B-218: Correct call letters of station under Emporia to **WEVA**.

Page B-219: Under Harrisonburg, insert city name **Herndon** over WOHN.

Page B-219. Correct facilities of **WSVA** Harrisonburg, to 5 kw-D, 1 kw-N.

Page B-220. Insert in Norfolk:
WFYI(FM): 99.7 mc; 50 kw. Ant 400 ft. 115 W. Tazewell St (23501). Christian Communication Inc. Lowell Davey, exec dir.

Page B-307. Insert in radio and TV news listing:
Broadcast News Service, 140 Boylston St., Boston 02116. (617) 426-8414. P. J. Romano, dir.

Page C-15: Under listing for Revox Corp., **Peter Giddings** has replaced Royce Richards as marketing manager at Syosset, N.Y., headquarters; **Derek Allen** has replaced John Levett as Western division manager in Hollywood.

Page D-12. In TV producers, distributors directory, insert:
De Wolfe Music Library, 25 West 45 St., New York, 10036. (212) 586-6673. Fred Jacobs, pres.

Page E-10. Correct street address of **ABC** to 1330 Avenue of the Americas, New York 10019.

Page E-10. Under networks insert
National Black Network, 1350 Avenue of the Americas, New York 10019. (212) 586-0610.
Board of Directors
Eugene D. Jackson, Sydney L. Small, Neill H. Brownstein, Gilroye A. Griffin Jr., Travers Bell.
Officers: Eugene D. Jackson, pres and chmn of bd; Sydney L. Small, exec vp & sec; Del Raycee, exec vp.
Division heads: John D. Williams, national sls mgr; Keith E. Lockhart, adv & pub rels; Norma Dixon, research dir; Roy West, news dir; Vince Sanders, associate news dir; Frank Bannister, dir of sports; Sammie T. Aed, dir of engrng; Del Raycee, exec VP in charge of affiliate rels; Sydney L. Small, exec VP in chg of adm.

Page E-22. Correct brokers listing:
Joe M. Leonard Jr. 4255 LBJ Freeway, Suite 282, Dallas 75234. (214) 661-5748.

Page E-40: Insert above listing (Leonard) in Consultants listing.

Page E-34. In associations listings insert:
Institute of Broadcasting Financial Management, 360 N. Michigan Ave., Chicago 60601, (312) 332-1295. Paul W. Freas, WMAL-AM-FM-TV Washington, chmn of bd; C. Mack Murphy. WSOC-AM-FM-TV Charlotte, N.C., pres; Arno W. Mueller, Storer Broadcasting, Miami Beach, VP; W. Martin Wingren, Kaiser Broadcasting, Oakland, Calif., sec; Harold A. Poole, Gilmore Broadcasting, Harrisonburg, Va., treas; Robert E. McAuliffe, exec sec (Chicago); Catharine E. Serwe, exec dir (Chicago); Carlene E. Krantz, office mgr (Chicago). Broadcast Credit Association operates as subsidiary of IBFM.

Page E-34. In associations directory, insert:
International Radio and Television Society Inc., 420 Lexington Ave., New York 10017. (212) 532-4546. Maurie Webster, Compu/Net Inc., pres; Jerome Feniger, Horizons Communications Corp., first VP; Eleanor S. Applewhaite, CBS Inc., VP; Roy Danish, Television Information Office, VP; Richard A. O'Leary, ABC-owned TV Stations, VP; Jerome S. Boros, Fly, Shuebruk, Blume & Gaguine, sec; Thomas B. Campbell, H-R Television, treas; Robert H. Boulware, exec dir.

Fates & Fortunes®

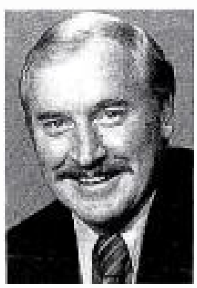
Media

Edward L. Gaylord, executive VP of Oklahoma Publishing Co., whose holdings include WKY-AM-TV Oklahoma City; WTVT(TV) Tampa, Fla.; KTVT(TV) Fort Worth, KHTV(TV) Houston and WVTV-(TV) Milwaukee, elected president, succeeding **E. K. Gaylord** who died last month (BROADCASTING, June 10). **Norman P. Bagwell,** VP and general manager of WKY-AM-TV, elected VP of Oklahoma Publishing.

A. James Ebel, KOLN-TV Lincoln, Neb.; **Kathryn Broman,** WWLP(TV) Springfield, Mass., and **Robert Kasmire,** VP, NBC, appointed to National Association of Broadcasters Television Information Committee, replacing **A. Louis Read,** WDSU-TV New Orleans; **George Comte,** WTMJ-TV Milwaukee, and **Sydney H. Eiges,** retired VP, NBC.

Jason Lewis, executive producer, Passport Inc., Princeton, N.J., named general manager, WTNJ(AM) Trenton, N.J. **Nicholas A. Maggio Jr.,** program director of WPST Trenton, N.J., named administrative manager, WTNJ.

Buddy Starcher, general manager, KWBA-(AM) Baytown, Tex., named general manager, WGNA-FM Albany and WHAZ-(AM) Troy, both New York.


Schafbuch

Richard M. Schafbuch, VP and general manager, KOA(AM)-KOAQ(FM) Denver, elected VP-general manager of combined operations, KOA-AM-TV and KOAQ.

Howard Sagalow, chief accountant, KTTV(TV) Los Angeles, named business manager.

Arthur Hamilton, WSVA-AM-FM-TV Harrisonburg, elected president, Virginia Association of Broadcasters; **William L. Eure,** WSSV(AM)-WPLZ(FM) Petersburg, elected president-elect, and **Colin Rosse,** WINA(AM)-WQMC-FM Charlottesville, secretary-treasurer.

Dean Sorenson, KCCR(AM) Pierre, elected president, South Dakota Broadcasters Association; **Jerry Eppel,** KORN(AM) Mitchell, elected VP; **Verl Thompson,** Sioux Falls, executive secretary; **E. C. Stangland,** KCHF-AM-FM Sioux Falls, and **Ross Case,** KWAT-AM-FM Watertown, directors.

Jim Barger, account executive, KVUE(TV) Austin, Tex., joins KIXL(AM) Austin-KRMH(FM) San Marcos-Austin, as station manager.

John W. Walther Jr., assistant to business manager, Washington Post Co., named controller of subsidiary Post-Newsweek Stations, Washington. **Lawrence P. Herbster,** corporate staff member, Washington Post Co., and **Robert L. Davis,** staff accountant, Price Waterhouse Co., join Post-Newsweek corporate staff as assistants to controller.

Bob Larsen, president, The Larsen Co., executive placement agency, named general manager, WLTD(AM) Evanston, Ill. He succeeds **Chuck Schaden** who becomes consultant to station.

David L. Nelson, VP and general manager, WCBS(AM) New York, named chairman of board of directors, New York Market Radio Broadcasters Association Inc. **William S. Jaeger,** VP-general manager WFAS(AM) White Plains, elected vice chairman; **Don Lewis,** president-general manager, WHBI-FM Newark, N.J., named secretary/treasurer.

Charles A. Margetta, CPA, Arthur Young & Co., Baltimore, elected VP-finance and treasurer, Public Broadcasting Service, Washington. **Charles L. Kelly,** communications consultant, named director of program business affairs, PBS.

John A. Price, director of citizens services and special assistant for education, Corporation for Public Broadcasting, Washington, promoted to director of public affairs.

Broadcast Advertising

Richard J. Wolk, sales representative, Television Advertising Representatives, New York, named sales manager, KDKA-TV Pittsburgh. Both are Group W-owned.

Jack M. Rafield, VP-management supervisor, D'Arcy-MacManus & Masius, New York, named director of marketing, Goodwin, Dannenbaum, Littman & Wingfield, Houston.

James G. Mayfield and **Robert E. Murphy,** account executives, D'Arcy-MacManus & Masius, St. Louis, elected VP-account supervisors.

Michael T. Dorsey, national sales manager, Post-Newsweek Stations' WTOP-TV Washington, named regional sales manager, Top Market Television Inc., New York, newly formed Post-Newsweek rep firm (BROADCASTING, June 24).

Sidney D. Ehrenreich, sales manager, WUFO(AM) Amherst, N.Y., named sales manager, WWOL-AM-FM Buffalo, N.Y.

Hal Mayfield, VP, Rosenwald/Batson, Amarillo, Tex., named executive VP and manager. He succeeds **Monte Rosenwald,** founder of agency, who retired June 1.

Roderick A. Mays, VP-Western region, American Advertising Federation, named senior VP-Western region. **Raymond E. Banville,** director of member relations, AAF, elected VP-administration/membership. **F. Dale Howard,** advertising account executive, *Raleigh News and Observer* and *The Raleigh Times*, joins AAF staff as director-club management services.

Bob Rogers, sales staff, KTOK(AM) Oklahoma City, named local sales manager.

Patricia A. Davis, staff member, named media director, Waltjen Associates, Baltimore agency.

Jim Riggs, account executive, WDRB-TV Louisville, Ky., named local sales manager.

Ron Brennan, salesman, WUAB-TV Cleveland, named to newly created position of local sales manager.

Art Dorow, Washington freelancer in TV commercial production, joins Henry J. Kaufman & Associates, Washington agency, as writer, TV producer.

Millie Budd, former television editor, *Houston Post* and defunct *Houston Press*, named to newly created position of director of press relations for Winius-Brandon Co./Texas Inc., Houston.

Programing

Marck C. Perryman, supervisor, program information services, ABC Television network operations, named manager, program operations, ABC Entertainment. He succeeds **Thomas F. Day,** named director, program administration, East Coast (BROADCASTING, June 10).

Tony Converse, director of daytime programs, CBS-TV, New York, named director of special programs. **Darryl Hickman,** executive producer, daytime programs, CBS-TV, New York, appointed director of daytime programs.

Bill Traphagen, KSTP-AM-FM Minneapolis-St. Paul, named executive program director, KIXL(AM) Austin and KRMH-(FM) San Marcos-Austin, Tex. **Leonard Liss,** with KRMH, appointed program director.

Andrea Eastman, director, West Coast motion picture talent department, International Famous Agency, named director, program management, Paramount Television, Los Angeles.

Lisa Weinstein, writer, ABC-TV *Dick Cavett Show*, appointed program executive and assistant to Richard Bassman, director of special film projects, Paramount Television, Los Angeles.

Norman Swallow, head of arts features, British Broadcasting Corp., London, rejoins Granada Television, Manchester/London, as program executive.

Dick Flanigan, art director, WMTV(TV) Madison, Wis., named operations manager. **Dick Keegan** named art director, **Al Long** named production manager.

Penny Rotheiser, assistant public relations director, Entertainment Division of Arts and Leisure Corp., Chicago, named manager of promotion/publicity, Avco Broadcasting's *Phil Donahue Show*, Chicago.

Lee Waller, WTVJ(TV) Miami, elected president of Television Programers Conference at organization's annual meeting in Atlanta June 16-18. She succeeds **Ray Dantzler,** WTVT(TV) Tampa, Fla. Also elected: **Bill Thrash,** WKY-TV Oklahoma City, first VP; **Dick Story,** KATV(TV) Little Rock, Ark., second VP; **Conrad Cagle,** WAVE-TV Louisville, Ky., treasurer, and **Ed Whatley,** WKRG-TV Mobile, Ala., secretary.

Maria Luisa Levy, community affairs director, KGTV(TV) San Diego, named director of public affairs. She succeeds **Burke Ormsby,** appointed special projects coordinator for programing.

Broadcast Journalism

Larry Doyle, reporter-producer, Television News Inc., Washington, named deputy foreign editor in New York for CBS News.

Kate Skattebol, reporter/assignment editor, CBS News, New York, named assistant foreign editor.

Chuck Dent, acting news director, WIOD-AM Miami, named news director.

Kenneth Tiven, managing editor, WPLG-TV Miami, named managing editor, WSB-TV Atlanta. **Dan Akens,** director of news and public affairs, WYEA-TV Columbus, Ga., named assignment editor, WSB-TV.

Mike Wolverton, news director, KBER-AM-FM San Antonio, moves to KIXL(AM) Austin-KRMH(FM) San Marcos-Austin, Tex., in same capacity. **Kris Van Cleave,** KTRH(AM)-KLOL(FM) Houston, moves to KIXL-KRMH as news person.

Bill Betts, news director, WKAR-AM-FM East Lansing, Mich., joins KSDO(AM) San Diego as reporter-anchorman.

Richard Valeriani, NBC correspondent, elected secretary-treasurer, State Department's Correspondents Association.

Michael G. Duffy, domestic editor, ABC News, Washington, named assignment manager. **Robert Regan,** foreign assignment editor, ABC News, New York, named assistant assignment manager.

Cable

Paul G. O'Friel, director, Lincoln Filene Center for Citizenship and Public Affairs, Tufts University, elected VP and general manager, Warner Cable of Massachusetts, Boston.

Richard D. Ashpole, systems engineer, Continental Cablevision, Quincy, Ill., named systems engineer of Continental's Michigan operations, Lansing, Mich.

Harry Davis, supervisor of customer service, Superior Cable Division of Superior Continental Corp., Hickory, N.C., named materials manager.

Equipment & Engineering

Bob Leeth, assistant engineering manager, WLVI(TV) Boston, named engineering manager, WKBF(TV) Cleveland. Both are Kaiser stations.

Robert B. Daines, Western region manager, CBS Laboratories, named director of marketing, Time & Frequency Technology Inc., Santa Clara, Calif.

Robert A. Shannon, Southeastern regional operations director, Teleprompter Corp., named market research manager, Telemation Inc., Salt Lake City.

Harry M. Taylor, director of technical operations, WCBG(AM) Chambersburg, Pa., named chief engineer, succeeding **Harvey E. Cunningham** who retires.

Clyde A. Parker, assistant engineering manager, WOKR-TV Rochester, N.Y., named engineering manager. He succeeds **George S. Driscoll** who retires to be WOKR-TV consultant.

Marc Xenakis, chief engineer, WPIX-FM New York, joins WLIR-FM Hempstead, N.Y. in same capacity.

James A. Newbanks, assistant chief engineer, noncommercial WSIU-FM-TV Carbnodale, Ill., named director of engineering, Sangamon State University, Springfield, Ill., which plans to put new FM station on air in fall.

Bill Curtis, appointed director of engineering for Advance Inc., operating KIXL(AM) Austin and KRMH(FM) San Marcos-Austin, all Texas.

William R. Riester, cost accountant, elected VP-finance, Commercial Electronics Inc., Mountainview, Calif.

Jay W. White, VP-treasurer, GTE Sylvania Inc., Stamford, Conn.. elected senior VP-finance and controller.

Joseph R. Hogan, staff VP, marketing, for Europe, Middle East and Africa regions, RCA Corp., Geneva, Switzerland, elected staff VP, international distribution and services, RCA, New York.

Glenn Botkin elected to newly created position of VP, sales, Matrix Video Services, Inc., New York.

Jerrold Sundt, manager of Wilding Video Center, named VP video production for Wilding, a division of Bell & Howell.

Harold A. Dorschug, WTIC-AM-FM Hartford; **Frank L. Flemming,** NBC Television Network, New York; **Eugene R. Hill,** Kaiser Broadcasting Corp.; Oakland, Calif.; **Daniel H. Smith,** Capital Cities Communications, Philadelphia; **Leonard A. Spragg,** Storer Broadcasting, Miami Beach, and **James C. Wulliman,** WTMJ-AM-FM Milwaukee, named to the engineering conference committee of the National Association of Broadcasters,

Allied Fields

Jack P. Blume elected president, Federal Communications Bar Association, Washington; **Reed Miller** elected first VP; **John P. Bankson Jr.,** second VP; **Gordon C. Coffman,** secretary; **Edward Hayes Jr.,** assistant secretary; **Jason L. Shrinsky,** treasurer; **Ben C. Fisher,** delegate to American Bar Association. **Linda Cinciotta, Arthur Scheiner** and **Marcus Cohn,** past president, join the executive committee.

Hal Davis re-elected president of American Federation of Musicians; **Victor Fuentealba,** elected VP; **J. Allan Wood,** VP from Canada, and **Stanley Ballard,** secretary-treasurer.

John H. DeWitt Jr., former president, WSM Inc., Nashville, rejoins International Nuclear Corp., Nashville, as a director and consulting electronic engineer.

Steve Allen, executive VP, Market Compilation and Research Bureau, Los Angeles, division of Dart Industries, named president.

Gibson McCabe, president, *Newsweek* magazine and vice chairman, The Advertising Council Inc., New York, elected Ad Council chairman, suceceding **Donald H. McGannon,** president, Learning and Leisure Division, Westinghouse Electric Corp., who becomes honorary chairman.

Deaths

Robert E. Palmer, 48, KDKA-TV Pittsburgh cameraman for more than 20 years, died June 14 of apparent heart attack. His wife, Lucille, and three children survive.

Charles A. Voso, 65, former VP-engineering, Hughes Sports Network, New York, died June 21 at Tryon, N.C. His wife, Marguerite, and three sons survive.

For the Record®

As compiled by BROADCASTING, June 17 through June 21 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

Action on motion

▪ Administrative Law Judge Chester F. Naumowicz Jr. in Pittsburgh (Commercial Radio Institute; Western Pennsylvania Christian Broadcasting Co.), TV proceeding, on informal request of applicants, extended by seven days all procedural dates, and scheduled hearing for July 16 (Docs. 19940-41). Action June 14.

Existing TV stations

Final actions

▪ KMTV(TV) Omaha—Broadcast Bureau granted CP to install precise frequency control equipment (BPCT-4722). Action May 31.

▪ Toledo, Ohio—Broadcast Bureau informed Drs. William M. Mewborn and Ronald Grothaus that no further action was warranted on their complaint that WSPD-TV Toledo did not meet its fairness doctrine obligations by providing reasonable opportunity for presentation of contrasting viewpoints on proposed acquisition by Toledo of Stranahan Estate for use as park. Ann. June 17.

Initial decision

▪ WNAC-TV Boston—Grant of application of RKO General for renewal of license of WNAC-TV (ch. 7) Boston has been proposed in initial decision by Administration Law Judge Forest L. McClenning. Competing applications of Dudley Station Corp. and Community Broadcasting of Boston for new TV station on ch. 7, would be denied (Docs. 18759, 18760, 18761). Ann. June 21.

Actions on motions

▪ Administrative Law Judge Lenore G. Ehrig in Panama City and Key West, Fla. (Panhandle Broadcasting Co. [WDTB-TV]; Brannen and Brannen), TV and FM proceeding, granted petition by Panhandle to amend application to reflect that it has met divestiture condition of FCC's order granting construction permit by sale of WPAP-FM from Denver T. Brannen to Deltana Corp., consummated May 30 (Docs. 19836, 19878). Action June 14.

▪ Administrative Law Judge Chester F. Naumowicz Jr. in New York (RKO General [WOR-TV] and Multi-State Communications) TV proceeding, denied petition by American Board of Missions to the Jews, Beth Sar Shalom and Daniel Fuchs to intervene (Docs. 19991-2). Action June 7.

Other actions

▪ Pennsylvania—FCC denied petition for special relief by Triangle Publications, former licensee of WLYH-TV Lancaster, Pa., requesting that Lebanon, Pa., be reinstated as part of Harrisburg-Lancaster-York, Pa., TV market (#57). Action June 20.

▪ FCC granted petition by RCA Corp. for waiver of comparable television tuning rules to use up to 60,000 70-position UHF detent tuners manufactured by Electro-Netic Products Corp. in two receiver models to be produced through August 15. Waiver was needed because as many as 10% of receivers equipped with these tuners may deviate from correct frequency by as much as ±4mhz at one or more detent settings and thus may fail to meet ±3mhz tuning accuracy standard. Action June 12.

Fine

■ KMTC-TV Springfield, Mo.—FCC ordered Midland Television Corp., licensee of KMTC-TV, to forfeit $3,000 for repeated violation of program log requirements by failing to enter beginning and ending times of programs in log on three occasions; failing to identify program's source in log on two occasions; and failing to log correct amount of commercial matter within programs on three occasions. Action June 19.

New AM stations

Applications

■ Alexander City, Ala.—Alexander City Broadcasting seeks 1590 khz, 1 kw-D. P.O. address: Box 287, Alexander City 35010. Estimated construction cost $40,032; first-year operating cost $71,100; revenue not given. Principals: Dudley J. Davis (40%), Gerald Y. Allen (35%), William B. Causey (25%). Mr. Davis is auto dealer; Mr. Allen is on Senate Committee on Banking staff; Mr. Causey is president of junior college. Ann. June 10.

■ St. Louis—Bronco Broadcasting Co. seeks 1380 khz, 5 kw-U (facilities of KWK). P.O. address: 10129 Manchester Road, St. Louis 63122. Estimated construction cost $188,522; first-year operating cost $256,300; revenue $432,000. Principals (10% each): William E. White, president of vacuum cleaner firm and gospel music producer; Johnny E. Roland, assistant coach, Green Bay Packers, et al. Ann. June 18.

Action on motion

■ Administrative Law Judge Chester F. Naumowicz Jr. in San Juan, Rio Grande and Isabel Segunda, Puerto Rico (Cavallaro Broadcasting Corp., et al.), AM proceeding, on request of Summit Broadcasting of Puerto Rico, dismissed its application (Action June 10); by separate action granted petition by Boricua Broadcasting Corp. to amend its application to modify its financial showing in response to designated issue (Docs. 19897-01). Action June 10.

Other action

■ Review board in Dermott, Ark., AM proceeding, denied application of Southeast Arkansas Radio for authority to construct new AM at Dermott on 1110 khz. (In initial decision released June 27, 1973, Administrative Law Judge Jay A. Kyle proposed grant of application). Board said Southeast had failed to establish its requisite qualifications to become a Commission licensee. (Doc. 19474). Action June 12.

Call letter application

■ Hyman Lake, Pine Castle-Sky Lake, Fla.—Seeks WHHL.

Call letter action

■ Millard F. Adams Jr., Milton, Fla.—Granted WCKC.

Existing AM stations

Applications

■ WJAB Westbrook, Me.—Seeks CP to move ant.-trans. site to intersection of Warren Avenue and Main Turnpike, Westbrook, Me. Ann. June 20.

■ WCSV Crossville, Tenn.—Seeks, in amendment, to increase daytime power to 1 kw. Ann. June 20.

Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown: KPHX Phoenix (BP-19,518) June 12; WMVO Mount Vernon, Ohio (BP-19,572) June 4; WALO Humacao, Puerto Rico (BP-19,052) June 12.

Final actions

■ Sun City, Ariz.—Broadcast Bureau advised Lewis E. Singer that no action was warranted on his complaint that KPHX(AM) Phoenix violated fairness doctrine by not presenting contrasting views on avoidance of income tax. Ann. June 17.

■ KSOK Arkansas City, Kan.—Broadcast Bureau granted CP to replace expired permit to increase tower height and side mount FM ant. (BP-19,639). Action May 31.

■ WISZ Glen Burnie, Md.—Broadcast Bureau granted CP to change DA pattern (BP-19,677). Action May 31.

■ WVLC Orleans, Mass.—Broadcast Bureau granted CP to increase northwest #2 tower to 340 ft. (BP-19,667). Action May 31.

■ WEXL Royal Oak, Mich.—Broadcast Bureau granted CP to reduce height of #1 tower to 410 ft. to accommodate change of FM ant. (BP 16,676). Action May 31.

■ WNAG Grenada, Miss.—Broadcast Bureau granted CP to install new aux. trans. and operate by remote control from main studio location (BP-19680). Action May 31.

■ WGSE New Bern, N.C.—Broadcast Bureau granted CP to install new aux. trans. (BP-19663). Action May 31.

■ WETC Wendell-Zebulon, N.C.—Broadcast Bureau granted CP to install new aux. trans. (BP-19,664). Action May 31.

■ WHGM Bellwood, Pa.—Broadcast Bureau granted CP to change ant. site of FM station to WOPC(TV) tower; change ant. system; install new ant. (BPH-8949). Action May 31.

■ WLEE Richmond, Va.—Broadcast Bureau granted CP to specify maximum radiation tolerance on nighttime pattern; condition (BP-19681). Action June 12.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Edna, Tex. (Cosmopolitan Enterprises, permitee of KWBY), AM proceeding, designated Administrative Law Judge John H. Conlin to serve as presiding judge, and scheduled prehearing conference for July 16, and hearing for Aug. 27 (Doc. 20075). Action June 17.

■ Administrative Law Judge William Jensen in Madisonville, Tenn. (Monroe Broadcasters), renewal of license for WKYZ, scheduled hearing for July 23 (Doc. 19829). Action June 13.

■ Administrative Law Judge Forest L. McClenning in New York and Minneapolis (City of New York Municipal Broadcasting System [WNYC]; and Mid-west Radio-Television [WCCO], PSA and AM proceeding, scheduled hearing for Oct. 15 (Docs. 11227, 17588, 19403). Action June 18.

Other action

■ Review board in Stamford, Conn., AM proceeding granted petition by Radio Stamford, applicant for new AM at Stamford, to extent that issue has been added against Western Connecticut Broadcasting Co., licensee of WSTC(AM) Stamford, to determine whether broadcast interests of Western and other media of communication controlled by Kingsley Gillespie and Gillespie Brothers Inc. constitute undue concentration of control of media of mass communications in Stamford (Docs. 19872-3). Action June 13.

Fine

■ KINO, Winslow, Ariz.—FCC denied application by Winslow Communications for mitigation or remission of $500 forfeiture assessed against KINO. Winslow was ordered to forfeit $500 for having third-class radiotelephone operator, whose license was not endorsed for broadcast purposes, in actual charge of station's transmitting system.

Call letter application

■ KEYN Wichita, Kan.—Seeks KBUL.

New FM stations

Applications

■ Windsor, Colo.—KUAD-FM Inc. seeks 99.1 mhz, 100 kw. HAAT 657 ft. P.O. address: 1200 Carousel Road, Windsor 80550. Estimated construction cost $29,754; first-year operating cost $20,000; revenue $50,000. Principal: Philip L. Brewer (100%), general manager and 66½% owner of KUAD(AM) Windsor. Ann. June 20.

■ Jena, La.—LaSalle Broadcasters seeks 99.3 mhz, 3 kw. HAAT 73 f. P.O. address: Drawer KK, Jena 71342. Estimated construction cost $23,600; first-year operating cost $5,000; revenue $12,000. Principals: R. W. and Robert C. Wagner (50% each) own KCKW(AM) Jena and KPAL(AM) Pineville, La. Ann. June 17.

■ *Winona, Minn.—Winona State College seeks 88.5 mhz. 10 w. HAAT 90 ft. P.O. address: Johnson & Sanborn Streets, Winona 55987. Estimated construction cost $7,000; first-year operating cost $1,610. Principal: Jacque Reidelberger, faculty advisor. Ann. June 17.

■ *Lincoln, Neb.—Sunrise Communications seeks 89.5 mhz, 10 kw. P.O. address: 1820 Oakdale Avenue, Lincoln 68520. Estimated construction cost $1,985; first-year operating cost $1,516. Principal: William D. Lock, president. Ann. June 17.

■ *Shippenburg, Pa.—Shippenburg State College seeks 88.7 mhz, 13 w. HAAT 40 ft. P.O. address: Prince Street, Shippensburg 17257. Estimated construction cost $4,000; first-year operating cost $2,500. Principals: Robert Orndorff, director student affairs. Ann. June 17.

■ Borger, Tex.—Orville M. Rippy seeks 104.3 mhz, 26 kw. HAAT 175 ft. P.O. address: 409 West Tenth, Borger 79007. Estimated construction cost $31,553; first-year operating cost $20,000; revenue $25,000. Principal: Mr. Rippy is physician and owner of KBBB(AM) Borger. Ann. June 17.

Starts authorized

■ KMTW-FM Twin Falls, Idaho—Authorized program operation on 96.5 mhz, ERP 100 kw, HAAT 130 ft. Action June 7.

■ *WOPR Oak Park, Mich.—Authorized program operation on 90.3 mhz, TPO 10 w. Action June 17.

■ WGRF Pleasantville, N.J.—Authorized program operation on 99.3 mhz, ERP 3 kw. HAAT 290 ft. Action June 10.

■ KKAJ Ardmore, Okla.—Authorized program operation on 95.7 mhz, ERP 100 kw, HAAT 450 ft. Action June 7.

Final actions

■ Sullivan, Ill.—Spencer & Freeland Broadcasting. Broadcast Bureau granted 106.3 mhz, 3 kw. HAAT 300 ft. P.O. address R.R. 2, Rockville, Ind. 57872. Estimated construction cost $50,462; first-year operating cost $38,160; revenue $120,000. Principals: R. Keith Spencer and Michael R. Freeland (each 50%). Mr. Spencer is engineer with WLWI-TV Indianapolis. Mr. Freeland owns WFWL(AM) Camden, Tenn., and WNOI-FM Flora, Ill. He also has interest in WKTA-FM McKenzie, Tenn., and WBAR(AM) Bartow, Fla. (BPH-8785). Action June 12.

■ Salina, Kan.—Salina Broadcasting Inc. Broadcast Bureau granted 93.7 mhz, 100 kw. HAAT 510 ft. P.O. address 625 Stuart Building, Lincoln, Neb. 68508. Estimated construction cost $140,500; first-year operating cost $44,600; revenue $50,000. Principals: James Stuart (83.47%) et al. Mr. Stuart also owns KFOR(AM)-KHKS(FM) Lincoln, KRGI(AM) Grand Island, both Nebraska; KSAL(AM) Salina and KMNS(AM) Sioux City, Iowa (BPH-8787). Action June 12.

■ Missoula, Mont.—Scottie Broadcasting Co. Broadcast Bureau granted 100.1 mhz, 2.87 kw. HAAT —810 ft. P.O. address: Box 2277, 2005 Brooks Street, Missoula, 59801. Estimated construction cost $25,538; first-year operating cost $18,000; revenue $20,000. Principals: W. L. Holter (75%) and Gene S. Peterson (25%). Messrs. Holter and Peterson own KBLL(AM) Helena and KYLT(AM) Missoula, both Montana. Mr. Holter also owns KLTZ(AM) Glasgow, Mont. (BPH-8819). Action June 4.

■ *Beaver, Utah—Beaver County School District Broadcast Bureau granted 90.1 mhz, 10 w. HAAT 72 ft. P.O. address 365 North Main, Beaver 84713. Estimated construction cost $3,742; first-year operating cost $275; revenue none. Principals: Karl Truman, president of board of education of Beaver County School District, et al. (BPED-1700). Action May 31.

Actions on motions

■ Administrative Law Judge John H. Conlin in Santa Paula and Fillmore, Calif. (Jerry Lawrence, et al.), FM proceeding, granted request by William F. and Anne K. Wallace and continued without date procedural dates including beginning of hearing now scheduled for July 16 (Docs. 19865-8). Action June 10.

■ Administrative Law Judge Thomas B. Fitzpatrick in Midland, Mich. (Wolverine Radio Co., and Patten Corp.), FM proceeding, granted petition by Patten to amend application to reflect assignments on May 1, effectuated May 13, of licenses of KHOB(AM) and KLDG(FM) (now KSCR) Hobbs, N. Mex., to Smith Corp., of which Dan O'Shea Smith is president and 60% stockholder, and minority stockholder of Patten (Docs. 19925-6). Action June 18.

■ Chief Administrative Law Judge Arthur A. Gladstone in Jacksonville, Fla. (Mel-Lin, et al.), FM proceeding, designated Administrative Law Judge Thomas B. Fitzpatrick to serve as presiding judge, and scheduled prehearing conference for July 17, and hearing for Sept. 4, 1974 (Docs. 20076-79). Action June 18.

Other actions

■ Review board in Sacramento, Calif., FM proceeding, denied petition by Royce International Broadcasting, seeking to add financial issue against Intercast, competing applicant for authorization to construct new FM in Sacramento (Docs. 19516, 611). Action June 10.

■ Review board in Decatur, Ill., FM proceeding, denied petitions filed by Prairieland Broadcasters for extensions of time within which to file motions to add issues with respect to applications of Superior Media and Decatur Broadcasting. Proceeding involves mutually exclusive applications of Prairieland, WBIZ Inc., Superior, Decaur Broadcasting and Soy Communications Co. for new FM on 95.1 mhz at Decatur (Docs. 20055-9). Action June 21.

Rulemaking petitions

FCC received following petitions to amend FM table of assignments as shown (ann. June 18 and 21):

■ WAAO(AM) Andalusia, Ala.—Seeks to assign channel 224A to Andalusia (RM-2386).

■ Sarasota-Charlotte Broadcasting Corp., Englewood, Fla.—Seeks to assign ch. 252A to Englewood and Lake Placid, Fla.

■ White Sands Broadcasting, Terre Haute, Ind.—Seeks to assign ch. 221A to Fort Walton Beach, Fla.

■ Red Oak Broadcasting Co., Red Oak, Iowa—Seeks to assign ch. 292A to Red Oak and delete ch. 292A from Clarinda, Iowa.

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Summary of broadcasting
According to the FCC, as of May 31, 1974

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,385	2	21	4,408	52	4,463
Commercial FM	2,491	0	43	2,534	166	2,700
Commercial TV-VHF	505	1	8	514	4	520**
Commercial TV-UHF	191	0	2	193	35	241
Total commercial TV	696	1	10	707	39	761**
Educational FM	644	0	35	679	80	759
Educational TV-VHF	88	0	3	91	4	96**
Educational TV-UHF	130	0	12	142	3	148**
Total educational TV	218	0	15	233	7	244**

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

■ KMCD(AM) Fairfield, Iowa—Requests assignment of ch. 240A to Fairfield, instead of original request of ch. 249A.

■ WIRV(AM) Irvine, Ky.—Seeks to assign ch. 292A to Irvine and substitute ch. 221A for ch. 292A at Lancaster, Ky.

■ WOND Inc., Shelbyville, Ky.—Seeks to assign ch. 221A to Shelbyville and ch. 215 in lieu of ch. 220 at Louisville, Ky. (RM-2389).

■ Dean Harden and Nicholas Woods, Shelbyville, Ky.—Seek to assign ch. 269A to La Grange, Ky. (RM-2391).

■ WCMP(AM) Pine City, Minn.—Seeks to assign ch. 221A to Pine City (RM-2392).

■ State Broadcasting Corp., McComb, Miss.—Seeks to assign ch. 228A or 296A to Natchez, Miss. (RM-2390).

■ KVLH(AM) Pauls Valley, Okla.—Seeks to assign ch. 249A to Paul Valley (RM-2387).

■ KBND(AM) Bend, Ore.—Seeks to assign ch. 243 to Bend (RM-2388).

■ Washington—Joint Re-regulation Committee of Federal Communications Bar Assn. and Communications Committee, American Bar Association request to amend procedures for amendment of FM table of assignments (RM-2393).

Rulemaking actions

■ Valdosta, Ga. and Perry, Fla.—Broadcast Bureau proposed reassignment of FM ch. 240A from Perry to Valdosta and replace ch. 240A at Perry with ch. 288A, as result of petition by EV-CO Broadcasters, licensee of WVLD(AM) at Valdosta (Doc. 20083). Comments are due by Aug. 8 and reply comments by Aug. 27. Action June 13.

■ Sun Valley, Idaho—Broadcast Bureau proposed amendment to add class C ch. 247 or 237A to ch. 228A in Sun Valley, or to substitute ch. 247 for ch. 228A. Comments are due by Aug. 8 and reply comments by Aug. 27. Action June 12.

■ Richlands, Va.—FCC denied petition by Pocahontas Broadcasting Co. for reconsideration of FCC action assigning ch. 288A to Richlands (Doc. 19677). Action June 12.

Call letter applications

■ Elliott John Bayly, Oak Creek, Colo.—Seeks KFMU.

■ Clark Communications Co., Winchester, Ky.—Seeks WKDJ.

■ SUHR Transport, Kalispell, Mont.—Seeks KSSR.

■ Scottie Broadcasting Co., Missoula, Mont.—Seeks KYLT-FM.

■ *North Sanpete School District, Mt. Pleasant, Utah—Seeks KMPT.

Call letter actions

■ Tuscola Broadcasting Co., Caro, Mich.—Granted WKYO-FM.

■ *Montgomery County Area Technical School Board, Norristown, Pa.—Granted WVVE.

Existing FM stations

Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown: KHFO Osceola, Ark. (BPH-8767) June 12; *WDGC-FM Downers Grove, Ill. (BPED-1629) June 6; WMJS Prince Frederick, Md. (BPH-8508) June 5; WOSM Ocean Springs, Miss. (BPH-8751) June 12; WORA-FM Mayaguez, Puerto Rico (BPH-8108) June 5; WQBS-FM San Juan, Puerto Rico (BPH-7992) June 6.

Final actions

■ KLRO San Diego—Broadcast Bureau granted CP to install new aux. trans. and ant. at new proposed main trans. location for aux. purposes only; change ant. system; ERP 1.30 kw; ant. height 1,750 ft. (BPH-7766). Action June 14.

■ KDB-FM Santa Barbara, Calif.—Broadcast Bureau granted CP to use former main trans. as aux. trans. at main trans. location for aux. purposes only; ERP 2.55 kw; ant. height 870 ft.; remote control permitted (BPH-8973). Action June 14.

■ *KTCC Colby, Kan.—Broadcast Bureau granted license covering new station (BLED-1251). Action June 14.

■ KFDI-FM Wichita, Kan. — Broadcast Bureau granted CP to install new trans.; install new ant.; add circular polarization to ERP and ant. height; ERP 100 kw; ant. height 440 ft. (BPH-8936). Action May 31.

■ WRAY-FM Princeton, Ind. — Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 50 kw; ant. height 420 ft. (BPH-8932). Action May 31.

■ WRHL-FM Rochelle, Ill. — Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 180 ft. (BLH-5977). Action June 14.

■ *WRSB Weston, Mass.—Broadcast Bureau granted license covering new station (BLED-1262). Action June 14.

■ WUUN Marquette, Mich. — Broadcast Bureau granted license covering new station; ERP 1.8 kw; ant. height 370 ft. (BLH-6204). Action June 14.

■ *KRSW-FM Pipestone, Minn.—Broadcast Bureau granted license covering new station; ERP 99 kw; ant. height 800 ft. (BLED-1189). Action May 31.

■ KJEL-FM Lebanon, Mo. — Broadcast Bureau granted license covering new station; ERP 30 kw (h), 25 kw (v); ant. height 255 ft. (BLH-5966). Action June 13.

■ *KWPB Liberty, Mo.—Broadcast Bureau granted license covering new station (BLED-1231). Action May 31.

■ *KSMU Springfield, Mo. — Broadcast Bureau granted license covering new station; ERP 5.8 kw; ant. height 205 ft. (BLED-1261). Action June 14.

■ WLOS-FM Asheville, N.C. — Broadcast Bureau granted CP to install new trans.; install new ant.; change ant. system; ERP 19 kw; ant. height 2,670 ft. (BPH-8931). Action May 31.

■ *WGUC Cincinnati—Broadcast Bureau granted CP to install new trans. and change transmission line; ERP 32 kw; ant. height 600 ft.; remote control permitted (BPED-1828). Action June 14.

■ *WVCS California, Pa.—Broadcast Bureau granted license covering new station (BLED-1264). Action June 14.

■ *WRCT Pittsburgh—Broadcast Bureau granted license covering new station (BLED-1260). Action June 14.

■ WTAE-FM Pittsburgh—Broadcast Bureau granted CP to change aux. trans. location to Agnew Road, Baldwin borough, Pa.; install new ant.; change ant. system; ERP 10.5 kw (BPH-8946). Action May 31.

■ WYFM Sharon, Pa.—Broadcast Bureau granted CP to install new ant.; add circular polarization to ant. height; ERP 26 kw (h), 7.1 kw (v); ant. height 460 ft. (BPH-8933). Action May 31.

■ WZLD Cayce, S.C.—Broadcast Bureau granted mod. of CP to change ant. to tower formerly used by WXRY(FM) (same site); specify studio location and remote control 1303 State Street, Cayce; change trans. and ant.; change ant. system; ERP 3 kw; ant. height 300 ft. (BMPH-14094). Action June 14.

■ *WUTS Sewanee, Tenn. — Broadcast Bureau granted CP to change trans.-ant. and studio location to Bishop's Common, Georgia Avenue, Sewanee; change ant. system; ant. height 80 ft. (BPED-1827). Action June 14.

■ WYFI Norfolk, Va.—Broadcast Bureau granted mod. of license covering change of corporate name to Bible Broadcasting Network Inc. (BMLH-493). Action June 14.

■ WJLC-FM South Boston, Va.—Broadcast Bureau granted CP to use former main trans. as aux. trans. at main trans. location for aux. purposes only; ERP 2.90 kw; remote control permitted (BPH-8974). Action June 14.

Rulemaking action

■ Endicott, N.Y.—Broadcast Bureau proposed substitution of ch. 289 for ch. 288A as only assignment at Endicott in response to petition by January Enterprises, licensee of Endicott station WMRV(FM), which operates on ch. 288A. Comments are due by Aug. 8 and reply comments by Aug. 27. (Doc. 20081.) Action June 12.

Call letter applications

■ *KJTW Rushford, Minn.—Seeks KLSE-FM.

■ WHKP-FM Hendersonville, N.C.—Seeks WKIT.

Call letter actions

■ *KOAU Modesto, Calif.—Granted KBHI-FM.

■ WHAG-FM Halfway, Md.—Granted WQCM.

■ WOBT-FM Rhinelander, Wis.—Granted WRHN.

Renewal of licenses, all stations

■ Broadcast Bureau granted following applications for renewal of license, including SCA's when appropriate, on June 13: KDEN(AM) Denver; KECK(AM) Lincoln, Neb.; KFAB-AM-FM Omaha; KHAT(FM) Lincoln, Neb.; KHOW-AM-FM Denver; KICX(AM) McCook, Neb.; KINA(AM) Salina, Kan.; *KIOS-FM Omaha; KKNG(FM) Oklahoma City; KLEO(AM) Wichita, Kan.; KMON(AM)-KNUW(FM) Great Falls, Mont.; KOTV(TV) Tulsa, Okla.; KSTP-FM St. Paul; KTGO(AM) Tioga, N.D.; KTMC(AM) McAlester, Okla.; KYMN(AM) Northfield, Minn.; WAYL(FM) Minneapolis.

Translators

Applications

■ Alaska—Bethel Broadcasting Inc. seeks, at Aniak, Kalskag and Russian Mission, ch. 13 (BPTTV-5047); at Newtok, Kwigillingok and Mecoryuk, ch. 2 (BPTTV-5044); at Tuluksak, ch. 8 (BPTTV-5046); and at Tuntutuliak and Eek, ch. 7 (BPTTV-5045), all rebroadcasting KYUK-TV Bethel, Alaska. Ann. June 18.

■ Swan Antenna Systems, Elgin, Ariz.—Seeks ch. 7, rebroadcasting KPHO-TV Phoenix, and ch. 2, rebroadcasting KZAZ Nogales, Ariz. (BPTTV-5039-40). Ann. June 17.

■ Windom, Minn.—K70DQ seeks to change frequency from ch. 70 to ch. 58, K75CM from ch. 75 to ch. 56, K79BW from ch. 79 to ch. 62, K83AL from ch. 83 to ch. 64, and all plus K60AD seek to increase output power to 100 w and change ant. system. Ann. June 5.

Final actions

■ W73AG Milton, Del.—License authorization canceled and call letters deleted at request of licensee for translator on ch. 73, rebroadcasting WHYY-TV Wilmington, Del. Ann. June 17.

■ K07LO Forsyth, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Forsyth on ch. 7, rebroadcasting KYUS-TV Miles City, Mont. (BPTTV-4937). Action May 31.

■ Blue Ridge ETV Association, Bland, Va.—Application dismissed at request of applicant for ch. 2, rebroadcasting WBRA-TV Roanoke, Va. Ann. June 19.

■ W68AB Woodstock, Va. Broadcast Bureau granted Board of Supervisors of Shenandoah County CP for new UHF translator to serve Woodstock on ch. 68, rebroadcasting WTTG Washington (BPTT-2565); also W63AF Woodstock on ch. 65, rebroadcasting WRC-TV Washington (BPTT-2564). Action May 31.

Ownership changes

Applications

■ WXLE(FM) Phenix City, Ala. (100.1 mhz, 3 kw)—Seeks transfer of control of Chattahoochee Broadcasting Co. from James K. Sanders III (100% before, none after) to Allen M. Woodall Jr. and Bernie Barker (none before, 100% after). Consideration: $250,000, adjusted. Principals: Mr. Sanders is president of Chattahoochee. Messrs. Woodall and Barker are officers of WDAK(AM) Columbus, Ga. Ann. June 20.

■ KNLT(FM) Truckee, Calif. (101.7 mhz, 1.7 kw)—Seeks assignment of license from Scope Recording and Broadcasting Co. to Secret Mountain Laboratory for $61,500 and assumption of debts. Sellers: Deno Kannes and Ronald L. Bailie, partners. Buyers: C. Dwight Tindle (50%), Charlotte Purdy Lang (50%). Mr. Tindle has interest in KDKB-AM-FM Mesa, Ariz.; Ms. Lang is private investor. Ann. June 20.

■ WEIC-AM-FM Charleston, Ill. (AM: 1270 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 2.2 kw)—Seeks assignment of license from Community Communications Associates to Withers Broadcasting Co. of Eastern Illinois for $325,000. Sellers: John and Emmy Lou Hurlbut (51%), et al. Hurlbuts own WVMC(AM)-WSAB(FM) Mt. Carmel, Ill. Buyers:

Professional Cards

Service Directory

W. Russell (70%) and James K. Withers (30%), general manager of WEIC. Both have other broadcast interests, including ownership of KGMO-AM-FM Cape Girardeau, Mo. Ann. June 20.

■ WVON(AM) Cicero, Ill. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Globetrotter Communications to Latino-American Broadcasting System for $1,200,000. Sellers: Globetrotter is buying facilities of WNUS-AM-FM Chicago. Glenn A. Killoren, VP. Buyers: Cesar Dovalina (16%), Arthur Velasquez (12%), president, et al., will operate station for Spanish-speaking community in Chicago. Ann. June 20.

■ WNRS(AM) Saline, WNRZ(FM) Ann Arbor, both Mich. (AM: 1290 khz, 500 w-D; FM: 102.9 mhz, 10 kw)—Seeks assignment of license from Lester Broadcasting Corp. to Community Music Service for $238,000. Seller: Feltz Broadcasting Co. (100%). Buyers: Edward Harris (16.7%), attorney and businessman; A. George Malmgren (5.2%), General Dynamics employee, et al. Ann. June 17.

■ KOFM Oklahoma City (104.1 mhz, 96 kw)—Seeks assignment of license from BBC Inc. to American Radio Corp. for $475,500. Sellers: Loyd Benefield (33%), et al. Buyers (33⅓% each): Lowell D. Denniston, Frank L. Carney, Robert D. Freeman. All have interests in KEYN-AM-FM Wichita, Kan., and KCSJ(AM)-KDJQ(FM) Pueblo, Colo. Ann. June 20.

■ WFIC(AM) Collinsville, Va. (1530 khz, 1 kw-D) —Seeks acquisition of positive control of Radio Collinsville from Peak Industries (100% before, none after) to Collinsville Broadcasters (none before, 100% after). Consideration: $150,000. Principals: William P. Schwartz Jr. is president of Peak. Collinsville Broadcasters is 70% owned by Blane T. Woody, WFIC station manager. Ann. June 20.

Actions

■ KSAY(AM) San Francisco—Petition by Community Coalition for Media Change for reconsideration of FCC action adopted Feb. 13 which granted application for assignment of license for KSAY from KSAY Broadcasting Co. to San Francisco Wireless Talking Machine Co. and denied opposing petition by CCMC, has been denied by FCC, and grant affirmed. Action June 19.

■ WWRH(FM) Columbus, Ga. (104.9 mhz, 3 kw) —Broadcast Bureau granted assignment of license from Associated FM Broadcasting Inc. to Kamman Enterprises Inc. for $250,000. Sellers: B. K. Woodfin, president, et al. (100%). Buyers: Sidney Kaminsky and Norman I Goldman (each 50%). Mr. Kaminsky owns WPNX(AM) Columbus and Dr. Goldman practices medicine in Columbus (BALH-1935). Action June 13.

■ WVOG(AM) New Orleans (600 khz, 1 kw-D)—FCC granted assignment of license from Wagenvoord Broadcasting Co. to F. W. Robbert Broadcasting Co. for $325,000. Sellers: David W. Wagenvoord, president, et al. Buyer: Fred Westenberger (100%), director, attorney and 17% stockholder of licensee (BAL-7616). FCC also granted renewal of license. Action June 19.

■ WOTV(TV) Grand Rapids, Mich.—Broadcast Bureau granted assignment of license from Time Life Broadcast to Sterling Manhattan Cable TV (BALCT-546). Both are Time Inc. subsidiaries. Action June 20.

■ KAMI(AM) Cozad, Neb. (1580 khz, 1 kw-D)—Broadcast Bureau granted transfer of control KAMI Country Broadcasting Corp. from George E. Powers (60% before, none after) to Ivan D. Andersen (40% before, 45% after), Charles I. Andersen (none before, 10% after), James and Joseph Cetek (none before, 45% after). Consideration: $57,000. Principals: Ivan D. Andersen is general manager of KAMI and Charles I. Andersen is salesman with station. Messrs. Cetek own grocery retail business in Cozad (BTC-7298). Action May 31.

■ WJLK-AM-FM Asbury Park, N.J. — Broadcast Bureau granted involuntary transfer of negative control of Asbury Park Press (parent corp. of licensee) from Wayne D. McMurray to Helen B. McMurray, Jules L. Plangere Jr. and Arthur L. Nims III, executors and trustees of estate of Mr. McMurray (BTC-7403). Action May 31.

■ WBHN(AM) Bryson City, N.C. (1590 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Swain County Broadcasting to Ron Broadcasting Inc. for $60,000. Seller: Betty Hill Montgomery, conservator (100%). Buyers: Robert O. Noel (78.57%), J. Ardell Sink (20.47%), et al. Mr. Noel is broker with Chapman Co., Atlanta. Mr. Sink has interest in WKYK(AM) Burnsville, WCLS(AM) Cherryville and WIOZ-FM Southern Pines, all North Carolina, and WKKR(AM) Pickens, S.C. (BAL-8082). Action May 31.

■ WGCB-AM-FM Red Lion, Pa.—Broadcast Bureau granted involuntary transfer of control of licensee corp. from John M. Norris to John H. Norris, executor of estate of John M. Norris (BTC-7405). Action May 31.

■ KULE(AM) Ephrata, Wash. (730 khz, 1 kw-D) —Broadcast Bureau granted assignment of license from D and W Broadcasting Corp. to Mid-Columbia Broadcasting for $112,000. Seller: Walter Bednark, manager and owner. Buyers: William Nicoles, funeral director, Thomas J. Drumheller, rancher, Gregory Click, KULE manager (all 14.28%), et al. (BAL-8128). Action May 31.

Cable

Applications

The following operators of cable TV systems have requested certificates of compliance, FCC announced June 18 (stations listed are TV signals proposed for carriage):

■ Teleprompter of Florida, 1111 West Shore Boulevard, North Tampa, Fla. 33607, for New Port Richey (CAC-3935), Pasco county (CAC-3936), St. Petersburg (CAC-3937), Plant City (CAC-3938) and Oakland (CAC-3939); Teleprompter of Lakeland, 402 West Lime Street, Lakeland, Fla. 33802, for Lakeland (CAC-3945); Teleprompter Gulf Coast CATV Corp., Box 6756, St. Petersburg Beach, Fla. 33736, for St. Petersburg Beach (CAC-3928), South Pasadena (CAC-3929), Treasure Island (CAC-3930), Gulfport (CAC-3931), Indian Rocks Beach (CAC-3950); Seminole (CAC-3951), Safety Harbor (CAC-3952), Indian Rocks Beach-South Shore (CAC-3953), Belleair Shores (CAC-3954), Hillsboro county (CAC-3946), Largo (CAC-3947), Belleair Bluff (CAC-3948), and Belleair Beach (CAC-3949), all Florida, all propose to add WCIX-TV Miami and delete WTCG Atlanta.

■ Teleprompter of Manatee County, 3301 14th Street West, Bradenton, Fla. 33505, for Holmes Beach (CAC-3940), Bradenton Beach (CAC-3941), Anna Maria (CAC-3942), Manatee county (CAC-3943), and Bradenton (CAC-3944), all Florida: Add WCIX-TV, WLTV Miami, WSWB-TV Orlando.

■ Howard Cable Television Associates, Teachers Building, Suite 300, Columbia, Md. 21044, for Howard county, Md. (CAC-3934): WMAL-TV, WRC-TV, WTOP-TV, WDCA-TV, WTTG, WETA-TV, WGSP-TV, all Washington; WBAL-TV, WBFF, WMAR-TV, WJZ-TV, WMPB, WUHF-TV, all Baltimore; WNVT Goldvein, Va.; WWPB-TV Hagerstown, Md.; WPIX-TV, WOR-TV, both New York.

■ Valley All-Channel Cablevision of Moorhead, Box 97, Moorhead, Minn. 56560, for Moorhead (CAC-388): Delete CJAY Winnipeg, Man.

■ General Television of Minnesota, Box 1188, St. Cloud, Minn. 56301, for Waite Park (CAC-3467), Sauk Rapids (CAC-3468), and St. Cloud township (CAC-3469), all Minnesota: Add WGN-TV Chicago.

■ Mid-Continent Cable Systems, 1505 Haven Line, Olathe, Kan. 66061, for Marceline, Mo. (CAC-3926): KQTV St. Joseph, Mo.; KTVO Kirksville, Mo.; WDAF-TV, KCMO-TV, KMBC-TV, KCPT, KBMA-TV, all Kansas City, Mo.; KHQA-TV Hannibal, Mo.; KOMU-TV, KCBJ-TV, both Columbia, Mo.; WGEM-TV Quincy, Ill.; KRCG Jefferson City, Mo.

■ Telecommunications, 27 East Blackwell Street, Dover, N.J. 07801, for Victory Gardens borough, N.J. (CAC-3933): WCBS-TV, WNBC-TV, WABC-TV, WNEW-TV, WOR-TV, WPIX-TV, WNYE-TV, WNYC-TV, all New York; WNJU-TV Linden, WNET Newark, WXTV Paterson, WBTB-TV Newark, WNJM Montclair, WNJB New Brunswick, WNJT Trenton, all New Jersey; WPHL-TV, WTAF-TV, both Philadelphia.

■ Tele-Media Co. of Mercer County, 102 North Main Street, Celina, Ohio 45822, for Montezuma, Ohio (CAC-3932): WLIO, WBGU-TV Lima, Ohio; WHIO-TV, WLWD Dayton, Ohio; WANE-TV, WKJG-TV, WPTA Fort Wayne, Ind.; WXIX-TV, WCET Cincinnati; WOSU-TV Columbus, Ohio; WIPB Muncie, Ind.

■ Multi-Channel Cablevision, 295 Main Street, Brookville, Pa. 15825, for Corsica borough, Pa. (CAC-3925): KDKA-TV, WTAE-TV, WIIC-TV, WQED-TV, WPGH Pittsburgh; WPSX Clearfield, Pa.; WJNL-TV, WJAC-TV Johnstown, Pa.; WSTV-TV Steubenville, Ohio; WTAJ-TV, WOPC Altoona, Pa.; WICU-TV Erie, Pa.

■ RVS Cablevision Corp., Box 21, Elm Grove, Wis. 53122, for Wauwatosa, Wis. (CAC-3927): WTMJ-TV, WITI-TV, WISN-TV, WVTV, WMVS, WMVT Milwaukee; WGN-TV, WFLD-TV, WTTW, WXXW, WCIU-TV Chicago.

Final actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Ridgecrest Cablevision, Ridgecrest, Calif. (CAC-1758); Mohave Cable Co., Bullhead City, Ariz. (CAC-1792); Community Television of Utah, South Ogden, Utah (CAC-1866) and Washington Terrace, Utah (CAC-1867); Centre Video Corp., West View borough, Pa. (CAC-2038); American Cablevision Co., Winona, Minn. (CAC-2634); Leadership Cable Systems of Palm Beach, Boca Del Mar, Fla. (CAC-2809); Community Television of Utah, Orem (CAC-2936), Springville (CAC-2937), Provo (CAC-2938), and unincorporated areas of Utah county, Utah (CAC-2960); Lakeland Cablevision, Frazee, Minn. (CAC-3246); Omega Cable of Ohio Co., Sylvania, Ohio (CAC-3250); Video International, unincorporated areas of Leon county, Fla. (CAC-3400); Hooker TV Cable, Hooker, Okla. (CAC-3431); Ridgeway Cable TV, Ridgeway, Mo. (CAC-3442); Lebanon Valley Cable TV Co., South Annville township, Pa. (CAC-3473); Patagonia Cable TV Co., Patagonia, Ariz. (CAC-3487); Brookhaven Cable TV, Patchoque village, N.Y. (CAC-3492); Rich Hill Cablevision, Rich Hill, Mo. (CAC-3501); American Cablevision Co., Lewiston, Idaho (CAC-3589); Blue Ridge Cable Television, Tunkhannock (CAC-3606) and Tunkhannock township, Pa. (CAC-3607); American Video of Coconut Creek, Coconut Creek, Fla. (CAC-3610); CATV Systems of Jefferson, Jefferson Parish, La. (CAC-3613); Blue Ridge Cable Television, Wyalusing borough (CAC-3616) and Laceyville borough, Pa. (CAC-3617); The Dalles TV Co., The Dalles, Ore. (CAC-3618); United States Cablevision Corp., Douglas county, Ga. (CAC-3619); Cable Vision, Scottville, Mich. (CAC-3620); New Castle Cable Communications, Newcastle, Ind. (CAC-3622); Schenectady Cablevision, Schenectady, N.Y. (CAC-3623); Northeastern Pennsylvania TV Cable Co. for Pennsylvania communities: Archbald borough (CAC-3643), Blakely borough (CAC-3644), Jessup borough (CAC-3645), Olyphant (CAC-3646), Clarks Summit borough (CAC-3647), South Abington township (CAC-3648), Glenburn township (CAC-3649), Scott township (CAC-3650), La Plume, township (CAC-3651), Factoryville borough (CAC-3652), Dalton borough (CAC-3653), Abington township (CAC-3654), Pittston (CAC-3656), Clarks Green borough (CAC-3655), West Pittston borough (CAC-3657), Hughestown borough (CAC-3658), Exeter township (CAC-3659), Pittston township (CAC-3660), Laflin borough (CAC-3661), Jenkins township (CAC-3662), Dupont borough (CAC-3663), and Duryea (CAC-3664). Action June 13.

■ Orange county, Fla.—FCC denied application of Orange Cablevision for certificate of compliance for new cable TV system to serve unincorporated area of Orange county. Commission said it was not clear exactly what amount Orange county required as franchise fee and clarification of that issue would be required before Cablevision's compliance with section 76,31(b) was determined. Action June 19.

■ FCC denied petition by Rust Craft Broadcasting Co., licensee of WRDW-TV Augusta, Ga., requesting declaratory ruling to prohibit CSRA Cablevision, operator of cable system at Thomson, Ga. (in Augusta market) from carrying three distant Atlanta network stations on its system has been denied by the Commission. Action June 19.

■ Big Canoe, Ga.—FCC authorized Big Canoe Television System to carry following signals on its pro posed 12-ch. system at Big Canoe, located outside all TV markets: WSB-TV, WAGA-TV, WQXI-TV, *WETV, WTCG, WHAE-TV and WATL Atlanta; WRCB-TV, WTVC, WDEF-TV Chattanooga; *WGTV Athens, Ga., and *WCLP-TV Chatsworth, Ga. (CAC-2135). Action June 17.

■ Rantoul, Ill.—FCC authorized Rantoul CATV Co. to carry following signals on its proposed system in unincorporated area surrounding Rantoul, located in Springfield-Decatur-Champaign-Jacksonville, Ill, TV market: WCIA, WICD Champaign; WAND Decatur; *WILL-TV Urbana; WGN-TV and WFLD-TV Chicago (CAC-2736). Action June 12.

■ Massachusetts—FCC granted certificates of compliance to International Telemeter of New Bedford (CAC-656), International Telemeter of Bristol County at Acushnet and Dartmouth (CAC-2836-7), to carry following signals on proposed systems in Providence, R.I.-New Bedford, Mass. market: WTEV New Bedford; WBZ-TV, WCVB-TV, WNAC-TV, WSBK-TV, *WGBH-TV, *WGBX-TV Boston; WKBG-TV Cambridge, and WSMW-TV Worcester, all Massachusetts; WHCT-TV Hartford, Conn.; WJAR-TV, WPRI-TV and *WSBE-TV Providence, R.I. Whaling City Cable TV was unconditionally granted certificate of compliance to serve New Bedford (CAC-1813). It will carry WTEV, WJAR-TV, WPRI-TV, WSBE-TV, WBZ-TV, WCVB-TV, WNAC-TV, WSBK-TV, WGBH-TV and WKBG-TV. Action June 12.

■ Aiken county, S.C.—In response to petitions for reconsideration filed by CSRA Cablevision, operator of cable systems at North Augusta and unincorporated portions of Aiken county, S.C., and Rust Craft Broadcasting Co. (WRDW-TV Augusta, Ga.), FCC has modified its Nov. 29, 1972, order, which granted certificates of compliance ot CSRA for carriage of additional signals, to remove limitation on area within Aiken county which CSRA was certified to serve. It also deleted carriage of WOLO-TV (ABC) Columbia, S.C., from systems, since WJBF Augusta, Ga., is full ABC affiliate. Action June 12.

■ Bryan and College Station, Tex.—FCC denied applications of Community Cablevision Corp., operator of cable systems at Bryan and College Station, for certificates of compliance to carry KPRC-TV Houston and waiver of rules because of current carriage of two NBC-affiliated stations, KTVV Austin, Tex., and KCEN-TV Temple, Tex. (CAC-725-6). Action June 12.

Action on motion

■ Administrative Law Judge Thomas B. Fitzpatrick in Lake Charles, La. (LVO Cable) cease and desist order, directed LVO Cable to provide network program exclusivity protection for KPLC-TV's network programing simultaneously duplicated by KJAC-TV, with proper notification by KPLC-TV; KPCC-TV to give LVO written notice on programs to be protected and deleted; LVO to notify FCC and KPLC-TV of any inability to render protection; KPLC-TV to notify LVO of schedule changes, and notify FCC and LVO of any failure to render exclusivity; granted proposed order on consent filed May 10 to extent indicated, and terminated proceeding (Doc. 19910). Action May 24.

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 Number—$2.00. Display: Situations Wanted—$25.00 an inch. 1 time All Others—$45.00 an inch.

RADIO

Help Wanted Management

Ownership!!! We have 2 suburban N.E. stations. Want to find an "on-the-street selling" manager for our next station. We'll give ownership without any cash investment. Write Box G-20, BROADCASTING.

NYC Metro Area station seeks former sales mgr. for station mgr. job. Box G-39, BROADCASTING.

"Go West Young Man"—Productive, sales-orientated station manager. Must be capable administrator with proven sales record. Automated, number one rated contemporary operation. Beautiful and booming market. Dan Libeg, KSNN-AM-FM-SCA, Pocatello, ID.

Young hard worker for Manager or Assistant position. Must have sales and program experience. Philip Spencer, WCSS Amsterdam, NY.

Sales Manager—Street fighter. WOKO Albany-Schenectady-Troy. Necessary qualities: dedication, persistence, imagination, maturity. Send Bill Musser your ideas and goals.

Looking for higher income? Our associates frequently double their previous income levels in three years. This is a straight commission business. You must have good credit and character, a successful record in either sales or management, and have plenty of initiative. Please write: Chapman Company Inc., 5 Dunwoody Park, Atlanta, GA 30341.

Writer/producer or PD-type—We have a Midwest AM/FM operation in need of a talented writer/producer who can turn out exciting, creative commercial spots — PSAs—that sell as good as they sound. Excellent growing opportunity for person with proven track record and/or exceptional potential. Rush tape, resume, salary requirements and phone number to Mel Bailey, Kaye-Smith Radio, P.O. Box 22106, Portland, OR 97222. An equal opportunity employer.

Director—Communications Media Program. The State University of New York, College at Buffalo, seeks a Director for a new Communications Media Program. The program is an undergraduate major designed for students seeking immediate career entry. Director is responsible for supervision, development and study advisement, among other things. Candidates should have an earned doctorate in a communication field, as well as professional and academic experience in the media. Salary commensurate with credentials and experience. $20,000 minimum. Candidates should send resumes to Dr. Charles S. Olton, Vice President for Academic Affairs (Acting), State University College at Buffalo, 1300 Elmwood Avenue, Buffalo, NY 14222. State University College at Buffalo is an Equal Employment Opportunity, Affirmative Action Employer.

Help Wanted Sales

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 for metropolitan Toronto AM radio station recently granted a ten-fold increase in power. Those wishing golden opportunity to sell radio time in the heart of the richest radio market in North America should have high degree of initiative, self-motivation and willingness to work on accounts now on the air and new advertisers. Advance against commissions for successful candidates who apply in person during business hours to CHIC Radio, 2 Ellen St., Brampton, Ontario, Canada. If you prefer to apply by mail, send detailed resume of your experience. We may send you return air-ticket for interview, in our sole discretion.

10th Growth area in the South seeking experienced salesperson for high quality, good music operation in W.P.B., Fla. Complex ½ million population and growing. If you want to live in sunny Fla. and make money, send resume to WKAO Radio, P.O. Box 1510, Boynton Beach, FL 33435, or call Mark Prichard, 305-737-5000.

Experienced small market salesperson wanted. If you can sell you will do well with us. We offer base, plus percentage plus excellent working conditions. Good facility with the tools to help you succeed. Contact William Shaw, Manager, WMKC, Oshkosh, WI.

Help Wanted Sales Continued

Salespeople for two companies simultaneously. Two paychecks. Sell TV & Radio shows for Andromeda TV & Radio Networks, and sell newspaper features for Centurion Press International. Nationwide. Resumes to Andromedia/Centurion, Box 14456, Las Vegas, NV 89114. Confidential.

Salesperson. Experienced self-starter with management potential. Must have proven ability to deliver sales. Guarantee-Commission. Call collect 212-757-3275.

Help—if you live in Ala., Fla., Ga. or Tenn. and want sales, love radio, and want to work for a station on the move, let's get together. Position is new. Good salary and you can make big money this year. Send resume or call Glenn Buxton, General Manager, 205-745-4656 collect. An equal opportunity employer.

Help Wanted Announcers

Previous experience. Reading ability. Salary open. Small market Southeastern N.Y. Equal opportunity employer. Box G-30, BROADCASTING.

P.D. board shift morning or afternoon drive; must know music; modern MOR; EOE: New England Coastal. Send resume to Box G-55, BROADCASTING.

Immediate opening for Country Music Announcer. Prefer 1st Phone. Send tape, resume to: Henry Beam WAEY Radio, P.O. Box 1011—Princeton, W.V. 24740.

Adult-Format MOR needs mature, good voice music personality who is also strong in news. Send audition with resume to George Taylor, WALE, Fall River, MA 02722.

Top-40 Jock needed for 5KW AM/FM small market. Two years experience and PBP preferred. Good production a must. Send tape and resume to Dylan West, WCFR, Springfield, VT 05156.

WIRL has a rare opening for an experienced talented night-time contemporary personality. Excellent working conditions, including 5-day week. Send tape, resume, and picture, if available, to: Bill McClugage, WIRL, Box 3335, Peoria, IL 61614. An Equal Opportunity Employer.

Experienced announcer for contemporary formated station. If interested in sales and/or sports, include this information. Pulse rated #1. Send aircheck and resume to: WJJJ Radio, P.O. Box 30, Christiansburg, VA 24073.

Announcer, 50,000 Watt Stereo FM. Only 24 hour in market. Starting position open on 12M-6A shift. Some experience along with 3rd class endorsed required. Contact Bill Winchell, GM, WQWQ, Muskegon, MI 616-722-1681.

C&W Announcer/Salesperson for new AM needed now. Opportunity plus. Phone Dick Benjamin, P.D., Oswego Jefferson Broadcasting Inc., Sandy Creek, NY 315-387-3400.

Super-Jock wanted. Top 20 market. Salary, $13,000-$16,000. Phone 608-274-4705.

Major market soul station seeks highly disciplined jock to handle tight format. Call PD 301-358-9600.

Help Wanted Technical

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.

Wanted: Engineer first ticket: Must have computer background. Announcing & news experience helpful. Northeast regional AM/FM operation. Provide full particulars. Reply Box G-12, BROADCASTING.

Dominant Southeastern AM-FM station needs broadcast engineer with heavy technical background in AM and FM stereo, remote pickup systems, automation, and maintenance of AM-FM systems. Must be good control operator and have production experience. Excellent pay and fringe benefits. An Equal Opportunity Employer. Send resume to: Box G-27, BROADCASTING.

Help Wanted Technical Continued

Opening immediately for experienced young Chief Engineer with AM/FM Stereo, Automation & FCC knowledge. All new equipment and facilities. Personal interview a must. Contact George Wilburn, KWHW, Altus, OK. An equal opportunity employer.

First phone engineer-announcer. WAMD, Aberdeen, MD 21001.

Technician. Stereo public radio station. Must be strong on maintenance, construction, production with high quality audio and transmission equipment. Valid FCC first class license and valid driver's license required. $9,300 starting. Liberal vacation and benefits policy. Contact: Garrard Macleod Manager, WMUK, Western Michigan University, Kalamazoo, MI 49001. WMU is an affirmative action/equal opportunity employer.

Looking for engineering challenge? We just bought a station and we are going to re-do it from mic to transmitter. We need a hard-working chief to follow it through and live with it for a long secure future. The need is now, are you up to it? Call Gary Knelsley, group operations 216-352-3155.

Assistant chief engineer—Expanding broadcast group seeks #2 man with some DA and NDA Xmtr experience, first phone, build and maintain AM-FM operation in top 60 Midwest market. No board shift. An equal opportunity employer. Contact: Glenn Anderson, Box 119, Topeka, KS 66601, or call 913-272-3456.

Help Wanted News

Experienced Newsperson wanted for on-air work to cover, write and record stories. Exciting challenge at station where news is all important. Send information to: Bill Davis, WDEW, Westfield, MA 01085.

Newsperson—Take charge individual. Good salary. Talk show potential, call 712-239-2100, ask for Ray or Bill.

Dedicated, hard-working news reporter with a minimum of three years commercial experience. Prefer college grad. Must be very strong on digging, writing and airing news, and have mature voice. Only professional, career-oriented broadcast journalists should apply. New Jersey radio station that has built a solid reputation on local and regional news coverage. Up to $200 a week. Send tape and resume to Greater New York Radio, 509 Madison Ave., NYC 10022.

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.

MOR program director—Established station top Southwest market. Great opportunity for experienced PD who knows music and MOR. Experience and references required. Salary open. Needed immediately. Box F-219, BROADCASTING.

P.D. up tempo MOR; southeast medium market; very competitive; must know music; do board shift; EOE; send info to Box G-54, BROADCASTING.

Program director for long established Michigan 5000 watt medium market MOR station. Send resume, tape, salary required to WPAG, Ann Arbor, MI.

Situations Wanted Management

Ambitious, driving, recent graduate, ready to put station on top. Sales/train for management. Relocate anywhere. Box G-2, BROADCASTING.

1974 graduate of Wharton School of Finance and Business, previous graduate of St. Lawrence University, Lieutenant J.G. from Navy, 27 years old. Wants to make career of radio. Has radio experience. Salary negotiable. Will consider any area in medium or major market particularly interested in sales and business management. Will appear for interview. Reply to Box G-36, BROADCASTING.

18 years experience all phases radio now available—management-sales-news-farm director. Wisconsin-Minnesota location preferred. For resume write Box 624, Hayward, WI 54843.

Situations Wanted Announcers

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

Need that break! Radio school, two college stations, automation experience. Top-forty preferred. Help! Box F-182, BROADCASTING.

Experienced radio personality desires weekend part-time within 150 miles of Cincinnati. Write Box F-194, BROADCASTING.

Professional programmer available—One-third of fee acts as retainer on 18 month agreement. Remainder of fee paid in equal amounts on proof of performance basis as ratings and revenue increase. Return mail details to owners and managers only. Box F-195, BROADCASTING.

East Coast personality jock or PD—5 years' experience. All phases programing. Every show prepared. Management degree, first phone, 24. Presently small market PD. Leave message, 212-442-8467, or Box F-204, BROADCASTING.

Entertainer/announcer/PD—Cont. MOR or mature top-40, uses all facilities to be creative including phone. First ticket. Medium/major. Prefer Upper Midwest. Box F-205, BROADCASTING.

DJ, tight board, good news, commercials, looking for first break, willing to go anywhere, ready now. Box F-210, BROADCASTING.

23, married, dependable, 7 years experience MOR, Q, oldies formats. Former production director, currently top-50 market announcer. Will relocate. Box F-220, BROADCASTING.

Young, 5 yrs. experience, top-rated morning show, 3 years sales, strong promotions, national awards, college educated, seek larger market. Box F-235, BROADCASTING.

Announcer-DJ—3rd endorsed, 3 years experience, married. Looking for small market to settle down. Prefer MOR, modern country. Others considered. Box F-238, BROADCASTING.

M-O-R Jock with wide range of radio-TV experience, seeking permanent position. Send for exciting air-check. Box G-3, BROADCASTING.

You want it, I got it. I am completely knowledgeable in all fields of music. Friendly style with a tight board. Looking for a trick in a MOR Country market in the Midwest. Upon request, will send resume and tape. Box G-14, BROADCASTING.

I'm good, with the right guidance I can be great/contemporary format preferred. No small markets. Box G-22, BROADCASTING.

South Florida. First phone MOR/Modern Country announcer—newsman, 29, three yrs. exp. Experience includes TV announcing, VTR and camera operation. Box G-25, BROADCASTING.

Attention Florida stations. Announcer. 13 years experience. Looking for permanency with MOR operation. Will consider other formats and locations. Family man. Deep voice. Box G-26, BROADCASTING.

Rock-MOR. Ready to go! Experienced 1st Phone Jock, excellent references, tight board, responsible. Box G-32, BROADCASTING.

Air personality—Country, MOR, rock. First phone six years experience, three same major market station. Music director experience. Desire major or good professionally-run medium market. Contact: Box G-46, BROADCASTING.

Top 40 rock personality looking for afternoon or night gig. Can boogie with the rest of them. Top 75 markets only. Box G-48, BROADCASTING.

Need numbers? Entertainer available in July. 10 year pro. Box G-53, BROADCASTING.

Experienced female DJ just arrived in Georgia from NYC and I'm here to stay. Soul music my specialty. Tight board, third endorsed. Box G-64, BROADCASTING.

Announcer, music director seeks western U.S. (especially Northern California/Oregon) MOR station. Communications B.A. and four years commercial experience. All replies considered. Box G-66, BROADCASTING.

Three years experience all formats. Some college, endorsed third. Speech, acting background. Good deep voice, ambitious. Box G-67, BROADCASTING.

Experienced first phone announcer PD/morning/production/newsman is available immediately for medium market station in N.E. Can follow all formats. Good salary and security a must. Currently working in another field due to tight radio job market. Want back into broadcasting today! No tapes available, but willing to come for personal audition. Contact Larry Kay, Hill Apts., Apt. 7, Hill Street, Rensselar, NY 12144. 518-477-8654.

Situations Wanted Announcers Continued

MOR/Contemporary, 6 years experience, 1st phone. Experience at top rated medium market Contemporary station, good references, mature, dependable. Jim Henchey, 2930 Pawtucket Ave., Apt. 15, East Providence, RI Phone 401-434-8819.

Deep voice, third phone, top production capabilities, and experienced. Married, will relocate, excellent references. Only interested parties need reply. Frank 717-742-4971.

Medium Market experienced. Mature with friendly, smooth delivery. Witty. Good production. First phone. 719 North 35th, Milwaukee, WI 53208, Apt. 229.

Experienced young morning man, production capabilities, seeking permanent position, northeast. Call 315-829-3935, write KCT, Box 133, Kenwood Station, Oneida, NY, 13421.

3 years experience, 1st phone. Can handle any format, good delivery & production, musically knowlegeable; M.D. Prefer west, will consider all. Conscientious worker. Dan Stokes, 1934 Vermel, Escondido CA 714-745-7028.

3rd. endorsed. Experienced. Tight board, good production. Any format, any shift. College grad., good reader, responsible. Mid-west only. Ken Bator, 31292 Schoenherr Warren, MI 313-293-4172.

Soul-jazz announcer—3rd phone-end., college grad., experienced, will relocate. Call Bernie Adams, 313-862-5866.

Beginner, graduate Midwestern Broadcasting, Chicago. 3rd class endorsed, age 27. Available immediately for southwestern United States region. 616-684-2985.

Country PD at 5,000 watt station with first phone looking for PD or announcing position in small or medium market in western or central New York. Any format. Contact Bill Bender afternoons after 2 at 804-993-2532.

Let's be honest. I'm a broadcasting graduate with no commercial experience, looking for a start at a small station. No ego trip, no floating, just solid dependable work. Pay less important than position. Dave Jenkins, 5259 Kercheval Drive, Lawrence, IN 46226. 317-547-4443 after 5.

First phone announcer, 1 year's experience. John Cook, 45 South 760, East Kaysville, UT. 801-376-4050.

Top-40 cooker, 2 years' experience, voice, talent, college grad., 3rd. Seeks small-medium rocker or contemporary. 301-653-1716.

Youth plus experience, news anchorman, sports director, play by play. B.A. communications, 4 years experience. For info, Gene Blahut, 3223 Harcums Way, Pittsburgh, PA 15203. 412—481-7323.

Soul jock, first phone, 8 years experience. Worked New York. Jody Gill, 922 Brook Ave., Bronx, NY 10457.

Hard-working, 8-year pro. 1st P.D. experience, any music. Available now. Metro. or med. 501-227-0260.

Situations Wanted Technical

Know DA, audio, FM—EE degree, passed EIT. Experience short on years but diversified, understand programing. Travel and TV Ok. Looking for a challenge. Box F-233, BROADCASTING.

West of the Mississippi—One of the east's most experienced young men wants to go west. Chief engineer experience includes 50,000 watt AM directional, FM stereo, S.C.A., audio and R.F. proofs, automation, construction, ampliphase and remote control. I am looking to be chief of a good station or a group of stations in a nice area to settle down. Resume and sterling references will be sent if you write to Box G-13, BROADCASTING.

Situations Wanted News

Broadcast journalist, 5 years 2nd market. 2 as news director. Network O&O and major chain anchor and street reporting. Talk shows, public affairs pgmg., all phases broadcast journalism. Best references. I will pay relocation fees for right offer in Calif. For resume and tape, reply Box F-225, BROADCASTING.

College graduate, loves new. 7 yrs. radio and television experience. Seeks position with news team or bureau in medium to major market. If not satisfied, will pack my bags. Several references. 813-689-9171. Box G-1, BROADCASTING.

Sportscaster looking for college football pbp, currently west coast major market, but willing to relocate. Box G-17, BROADCASTING.

Five years reporter/administrator seeks street/field work. Experienced political reporter. I can help your major market election coverage and news image. Box G-42, BROADCASTING.

Situations Wanted News Continued

Just graduated. Determined, must get first break. B.S. in Broadcasting, experienced in production, news, particularly sports. Will go anywhere. Dan Faber, 2245 E. Monterosa, Phoenix, AZ 85016.

College grad., 24, completed news writing course with CBS editor, seeks beginning news writing position. Peter Fogel, 39-75 56th St., Woodside, NY 11377, 212-424-6570.

St. Louis area news-sportsman wants news play-by-play. 3rd, degree, aggressive, will consider all offers. Steve Turner, 10694 Ladue Road, Creve Coeur, MO 63141. 314-432-2742.

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.

Situations Wanted Programing, Production, Others

College graduate with thirteen years experience in announcing and managing. Desires program director spot. Married. Two children. Midwest only. Box G-15, BROADCASTING.

Program/Music Director wtih eight years experience in medium market. Currently morning man at contemporary station in midwest. Married, first phone, salary open. Box G-29, BROADCASTING.

Program director with solid record all phases including widely diversified air experience in radio and television. Box G-41, BROADCASTING.

Need a competent PD? I don't need a job. Secure jock with major market winner desires challenge as PD. Contemporary, medium markets. 5 years in large markets. Asst. PD/MD. Eastern USA. Box G-45, BROADCASTING.

Production director, young, bright, hard worker, 6 years' experience in radio, former jock still hold first phone. Degree from Syracuse University in radio and TV with concentration in production. Married, salary open, will relocate. Box G-49, BROADCASTING.

I am successfully programing a suburban medium market contemporary against top 10 competition. I am young but dedicated. Plenty of potential. First phone, married, prefer middle or southern Atlantic states. Box G-50, BROADCASTING.

FM rock PD. Involved in several number one stations. One of the most dedicated station employees anywhere. Complete knowledge of FM rock radio, with number one ratings to prove it. Presently working in top ten market, with present company for over three years. Interested in new job situation, all top twenty markets considered. Box G-58, BROADCASTING.

Gavin oriented music director is looking for new position in radio, to prove and improve himself, I'm looking to the future. Have experience in production and board ability. Contact Steve Blakeley, Rt. 2, Box 91-A, Henderson, TX 75652. Phone 214-657-4417.

TELEVISION

Help Wanted Management

General manager, strong sales background for major southern VHF net affiliate. Excellent benefits, 45K to 50K. Send resume to Box G-38, BROADCASTING.

Community-owned, public television station, WGTE-TV, Channel 30, Toledo, OH, is accepting applications for general manager until week of July 1. Send to John Chadwell, Box 1035, Toledo, OH 43666.

Experienced, innovative, aggressive communicator to serve as promotion manager. Send resume to Business Manager WJXT, P.O. Box 5270, Jacksonville, FL 32207.

Help Wanted Sales

Sales Manager specializing in Regional/Local sales and overseeing local sales staff. Growth possibilities in multiple station ownership. Network affiliated midwestern station. An Equal Opportunity Employer. Box G-28, BROADCASTING.

Help Wanted Technical

Director of Engineering major group with both television and radio. Salary $30-35K. Send complete resume to Box F-155, BROADCASTING.

Help Wanted Technical Continued

Chief Engineer. Top 50 southeastern station. Good opportunity for experienced working administrator. Salary $18,000 to $20,000. Submit resume to Box G-37, BROADCASTING.

Assistant chief engineer, wanted for TV station in top 10 market. Must hold valid First Class Radio Telephone License and have at least 5 years broadcasting experience. Also needs proof of performance experience and studio and transmitter maintenance experience. Prefer applicant with E.E. degree and P.E. Salary open. An Equal Opportunity Employer. Send resume to Box G-51, BROADCASTING.

TV Engineer—1st-class FCC license required. Good operations and maintenance background preferred. Contact Chief Engineer, WTCG-TV, 1018 W. Peachtree St., N.W., Atlanta, GA or call 404-873-2242.

Creative engineer for new color TV production center for broadcast, CATV, videocassette uses. CEI, Richmond-Hill, IVC, CVS, Tektronix equipment. Administration, supervision, maintenance duties with unparalleled growth opportunities. ETL Inc., 1170 Commonwealth Avenue, Boston, MA 02134. 617-731-2990.

Help Wanted News

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.

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.

Enterprising imaginative Assignment Editor/Producer wanted by aggressive upstate New York station. Good writing and sharp film production knowhow essential. An equal opportunity employer. Box G-8, BROADCASTING.

Retired news director with a successful track record interested in part time involvement with TV news consultant-research organization. Send resume Box G-9, BROADCASTING.

Midwest network affiliate interested in news and/or weather talent. Please send resume and all particulars, will be held in complete confidence. We are an equal opportunity employer. Box G-19 BROADCASTING.

News reporter: Pennsylvania station needs agressive hardworking reporter. Heavy emphasis on news gathering and ability to accept responsibility and dig. Journalistic background and radio or television news experience required. Send photo resume and writing sample to Box G-47, BROADCASTING.

Sports director. Experience in on-air announcing and 16 mm photography required. Work 6:00 and 11:00 P.M. newscasts. Liberal company benefits. Salary open. Send resume: Steve Currie, WCBD-TV, P.O. Box 879, Charleston, S.C. 29402 or phone 803-884-4141. Equal Opportunity Employer.

Experienced, creative staff producer-writer for established, successful, big-budget weekly film documentary magazine. We offer the best in production staff, equipment, freedom and opportunity. Unparalleled community acceptance and reputation. If you're good and have the documentary samples to prove it, call "Moore on Sunday," WCCO-TV, Minneapolis. 612-338-0552.

Public TV station wants experienced newsperson with heavy background in community issue and event producing and reporting. Direct four person public affairs unit. On and off camera credibility essential. Must work well with Management/Board team. Writing, producing and air credits necessary. Audition tape preferred. Available September 15. Starting salary, 12-15,000. Contact Stephen Steck, General Manager, WMFE-TV, 2908 W. Oak Ridge Rd., Orlando, FL 32809. Equal Opportunity Employer.

Medium size market is seeking news person with strong on-air ability. Send resume and VT to News Director, Wisconsin TV Network, Box 100, Madison, WI 53701.

Help Wanted Programing, Production, Others

Producer-Director for number one station in top 25 market. Heavy news directing and commercial experience desired. Excellent salary, benefits. Write Box G-57, BROADCASTING.

Producer/Director to develop, plan, produce and/or direct community programing. Experience with commercial or large ETV station required. Salary $10,000, plus benefits. Need resume, references and samples. Box G-63, BROADCASTING.

Help Wanted Programing, Production, Others, Continued

WBBH-TV, Fort Myers, Florida, has an opening for an innovative commercial cinematographer. We're proud of our reputation as a good film production station and want to maintain this position. The work is fast-paced, with plenty of challenge. Southwest Florida's climate insures excellent year-round outdoor shooting conditions. Please send a resume and demo tape of your recent production to Tina Halsted or Howard Hoffman, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901. We are an equal opportunity employer.

Television development director—Head fund-raising for university public TV station. Minimum annual salary $13,000. Send resume, academic record transcript to Duane Tucker, WBGU-TV, Bowling Green, OH 43403. An equal opportunity employer.

Experienced Coordinator of Television-Radio Production/Training for radio and color television facilities in the Arab World. Must be University graduate with knowledge of commercial aspects and latest techniques in industry plus ability to train personnel. RTV Management 212-421-0680.

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 Announcers

Super personality, 22, super looks, PBP for NBA. PR NASL Club. Desire position as sports director, PBP, talk or variety host, Mike Wolk, 6807 Timberlane Road, Baltimore, MD 21209, 301-484-3669.

Situations Wanted Technical

First phone, AM-TV experience all phases, solid state background, 28 years electronics. Box F-187, BROADCASTING.

Asst. CE, CE, or project engr.—Position desired by degree engineer with broad experience, all phases, though lacking years. Present position no challenge. Box F-232, BROADCASTING.

Engineer, thirteen years technical and administrative experience in television broadcasting and microwave, desires challenging position with commensurate remuneration. Box G-23, BROADCASTING.

Experienced Chief wants Director Engineering. No Flunky job or operation needed. Major or Medium market. Box G-33, BROADCASTING.

Situations Wanted News

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.

Anchorman-talk show host, specializes in commentary, both serious and humorous, young with major market experience. Box F-203, BROADCASTING.

Ten years experience major market radio, some TV, want fulltime TV sports anchor with station willing to teach pro who can still learn. Box G-16, BROADCASTING.

Anchorman-Reporter now anchoring number one rated news in top 40 television market. Responsible journalist, college degree, family. Box G-18, BROADCASTING.

Help! 22-year-old TV sportscaster with one year, major market background, seeking to escape small Texas town, return to big league sports activity. Strong film work, both feature and gamefilm production. Good on-air, play-by-play, strong sports knowledge and background. Shoot, edit, write, produce, narrate. Willing to move anywhere for exciting sports job. Send for resume, demo-reel to Box G-40, BROADCASTING.

Radio/TV experience, five years—wants street reporter with station dedicated to community news leadership. Top professional/personal references plus journalistic achievements and integrity. Box G-43, BROADCASTING.

Weatherman with strong background in meteorology and professional delivery seeks station who wants more than an average weather show. Box G-59, BROADCASTING.

Broadcast journalism graduate seeks reporter/photographer position, one year's experience in all phases. Contact: G. Honnert, 2512 North Bend, Cincinnati, OH 45239.

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

Dedicated small-market director needs challenge of large market station or production house. Degree, experience, family. Resume available. Box F-197, BROADCASTING.

Experienced producer/director, studio, remotes, writing, single and double system cinematographer, editor. Strong on news, public and cultural affairs. Quality commercial capability. Sincere and conscientious producer with degree and know-how, looking for quality unit. Samples available. Box F-222, BROADCASTING.

'73 R-TV grad. seeks position on creative production staff. Copy writing, sales service preferred. Presently employed top 100 market. Experience: camera, announcing, video switching, directing, remotes. Box F-223, BROADCASTING.

Sports and News—producer/director. Experienced with network and local operations. Seeking a new challenge with a future. Willing to travel or relocate. Extremely heavy radio background. Best of references. Salary open. Box G-11, BROADCASTING.

Available Immediately, TV "Girl Friday" (Saturday, Sunday, Monday, Tuesday, Wednesday, and Thursday). Willing to tackle any job in television. I'm single, a recent journalist graduate from Stephens College with background TV experience at KPRC-TV in Houston, Texas. Let me send you my resume. Box G-21, BROADCASTING.

Producer/Director seeks position at community-oriented TV station. Good attitude, remote experience, administrative experience, excellence references. Box G-44, BROADCASTING.

Experienced major market director with national credits seeks greater production opportunity—free lance or full time—video or film. Box G-61, BROADCASTING.

Operations Manager—With more than ten years experience in network, local and independent production seeks station interested in better coordination between production and engineering departments, improvement in on-air product and better use of videotape and studio facilities. Box G-62, BROADCASTING.

Director—Varied production experience, strong sports and remotes, network credits. Degree, married, seek active station or production house. Box G-65, BROADCASTING.

BA Radio/Television, 2 yrs. graduate work. Experienced in writing, production, talent. Versatile person for limited operation. Single, will relocate. Box G-69, BROADCASTING.

Producer/Director—B.A. advertising, M.A. radio-TV-film, looking for responsible production position. Presently summer relief director at top 40 station. Young, ambitious, can relocate. Available September. Dale Laackman, 10229 Riley, Zeeland, MI 49464.

CABLE

Help Wanted Technical

Video Technician: to be responsible for installation and maintenance of a full color CATV studio and remote truck. CEI-280 color cameras, IVC-870 VTR's. Send resume and salary requirements to Chief Engineer, Big Valley Cablevision, 4955 West Lane, Stockton, CA 95207.

Operator/Engineer CATV in Long Island, N.Y., operate and maintain equipment including color film chain, 1 inch tape equipment and color cameras. 1st Class FCC license. Send resume: Huntington TV Cable Corporation, 10 Stepar Place, Huntington Station, NY.

CATV Chief Technician, willing and able to work long hours for good wages in nation's fastest growing county. Must have knowledge of system design, layout, maintenance and construction. Drafting and permit experience preferable. Must have thorough knowledge of head end gear and ability to perform FCC proof measurements. First Phone license or equivalent knowledge required. Contact Walter Welch, Vice President-Manager, South Florida Cable TV, Bonita Springs, FL. 813-463-6145.

WANTED TO BUY EQUIPMENT

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

Classical LP's wanted. Box 10997, Midwest City, OK 73110.

Cash for your used AM or FM transmitter. Broadcast Service, P.O. Box 2154, Jackson, MS 39205.

Wanted, Noralco PC70 wired tub or camera control unit. Don Faso, 305-895-6400.

Wanted To Buy Equipment Continued

Good Condition—Console, Turntables, Mike; reasonable. Robert Hott, RD 1, Fairfield, PA, 717-642-5106.

Wanted: Telecine Equipment—Telecine camera, Multiplexer 35 MM motion picture projector, 16 MM projector. TPC, Inc., 445 Melwood St., Pittsburgh, PA 15213, or 412-682-2300.

FOR SALE EQUIPMENT

Grass Valley dual sync generator, processor, image enhancer, black generator, video DA's, Power Tray, Coho color encoder, Ampex Hi Band Head panels. Write Box G-52, BROADCASTING.

For Sale: Collins 37CP6 6-Bay FM antenna tuned to 104.3 Mhz, with brackets and deicers. Make offer. Contact Mike Krehel, KBEQ, 816-474-1230.

TV Eqpt.—Ch. 18 RCA TFU-24DL antenna, 15 kw UHF water cooled dummy load, 35-20 ft sections of 6⅛" UHF transmission line. 60—20-ft. sections of 1⅝" rigid transmission line, RCA BWU-5, TA-9, set of color equalizers, and many more items. Contact Bob Hardie, WLFI-TV, 317-463-3516, Lafayette, IN.

"Five Spot" Spotmaster 305C mono. cart. New last year $2,470, now $1,900 with remote. Solid state Collins console mono. 212M-1 $1,850. Endres, WRVR, 212-749-5400.

(1) KW-FM transmitter, Gates FM-1G, only 7 years old, now in use. Going to more power. Vic Whetstone Jr., Radio Station WWBD, Bamberg, SC. 803-245-2411.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

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.

Now available: 300' Rohn tower. Can make arrangements for erection on your site. Reason: station changed location. Reasonable. Call 812-547-2345.

Heliax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, $10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Contemporary Comedy! Sample issue 25¢. Library, 5804 Twineing, Dallas, TX 75227.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more; Write: Command, Box 26348, San Francisco, CA 94126.

Biographies on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

Radio Creations in Spanish. Asi Es El Mundo. Paul Rivera Enterprises, Inc. P.O. Box 5128, Dearborn, MI 48128.

Creaciones Radiales. Asi Es El Mundo. Paul Rivera Enterprises, Inc., P.O. Box 5128, Dearborn, MI 48128.

Moonlighters. We need someone in every town. Easy extra income. Katz, 1280-KF Sawmill, Yonkers, NY 10710.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Instruction Continued

Job opportunities and announcer-d.j.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Proven! $9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin July 15, Aug. 26, Sept. 30 and Nov. 11. REI, 61 N. Pineapple Ave., Sarasota, Fla. 33577. Phone (813) 955-6922. REI, 2402 Tidewater Trail, Fredericksburg, Va. 22401. Phone: 703—373-1441.

First Class FCC—6 weeks—$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

FCC license the right way, through understanding, at a price you can afford. Home study. Free brochure. GTI, 5540 Hollywood, Hollywood, CA 90028.

Need a 1st phone and practical training? The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't settle for Q&A or second best courses. Our next class starts on July 29th 1974. For information call or write Don Martin School of Communication, 7080 Hollywood Boulevard, sol Angeles, CA 90028, 213-462-3281.

RADIO

Help Wanted Announcers

MOR PERSONALITY

50,000 watt Northeast Giant has an immediate opening for an established, polished entertainer who has something to say in a warm, adult manner. If you believe you are this person, send resume to

Box F-206 BROADCASTING

An Equal Opportunity Employer

NEW MEXICO IS A GOOD PLACE TO LIVE!

Applicants wanted (DJ's, sales, news, engs., etc.) for occasional openings in small to medium markets, especially from nearby states. Don't call, send typed resume, tapes and requirements.
New Mexico Broadcasters Association, 709 Fruit Ave., NW, Albuquerque, NM 87102

Situations Wanted Management

GENERAL MANAGER—HEAVY SALES

Experienced in programing and engineering. Solid background and track record. Strong on FCC R&R, promotion and finances. Base: $30.00.

Box G-10, BROADCASTING

GENERAL MANAGER

Experienced, Creative, Aggressive. Extensive administrative, sales, and programing background. Age 36. Seeking challenging management position. Bob Kelly McCrudden—919-872-0443. 5202-D Falls of Neuse, Raleigh, N.C. 27609.

Situations Wanted Programing, Production, Others

Dear General Managers & Owners:

The most dynamic programing twosome in radio, the past 5 years, is available for your market as on the air program director and assistant program director!

Currently super successful at major market rocker! Track record is second to none! Excellent references guaranteed! Top 30 market stations need only reply!

Ratings, sales increase information, tape, and complete resume available upon request!

Box G-24, BROADCASTING

TELEVISION

Help Wanted Management

PUBLIC RELATIONS DIRECTOR

Nationwide educational organization seeking individual to develop complete public relations program including writing and editing of promotional materials, production of radio and television announcements and programs; some travel required.

Ideal candidate would have college degree and experience in writing and editing, lay-out, radio and television production, announcing, and photography. Experience in working with children 9-16 desirable, but not necessary. Excellent starting salary and fringe benefits. Personal interview preferred.

Send resume, including salary history and requirements to:

Mr. Timothy Crofton
Youth Rehabilitation Center, Inc.
Route 1, Box 423
Roanoke, Virginia 24012

Help Wanted Technical

The Grass Valley Group needs a regional sales manager for the Chicago-midwest area. A strong technical background in broadcasting is essential. Please send resume and salary requirements to:

Robert E. Lynch
The Grass Valley Group, Inc.
P.O. Box 1114
Grass Valley, CA 95945

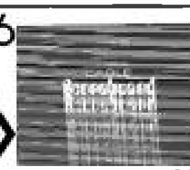
AUDIO-VIDEO SYSTEM ENGINEER B.S.E.E.

1 to 3 years experience required.

Reply in confidence to:

AMERICAN BROADCASTING COMPANY
1330 Ave. of the Americas
New York, N.Y. 10019

Miscellaneous

TV SLIDES: $6
•PROGRAM TOPICS
•NEWS & WEATHER
GET THIS SLIDE FREE WHEN YOU SEND FOR THE COMPLETE LIST !!

BOB LEBAR FILMS 240 E.55 ST. NYC 10022

Help Wanted Technical

TV DATA PROCESSING CONVERSION SPECIALISTS

Travel the U.S. and Canada to install data processing systems in television stations. Train clerical personnel, establish operating procedures and consult with management to effect orderly conversion from current business methods to fully computerized methods. Approximately 4-6 weeks will be spent at each installation site.

Must be mature, personable, adept at teaching and persuasive. Degree in business administration or accounting preferred. Prior experience in data processing or television business operations desirable. Initial training given in Indianapolis.

Submit resumes with minimum salary requirements to:

E. M. Sears, Director of Personnel
Sarkes Tarzian, Inc.
East Hillside Drive
Bloomington, In 47401

SARKES TARZIAN, INC.

An Equal Opportunity Employer

TV FIELD ENGINEERS

Our Service Department is seeking well-trained and experienced TV Field Engineers. Experience should be in trouble shooting and maintaining UHF and VHF TV transmitters. Extensive travel is required. Expenses paid by company.

Salary commensurate with experience, comprehensive benefits including hospitalization, life insurance, plus paid relocation expenses. Please send resume and salary history in confidence to:

Tom Bedford, Employment Supervisor

HARRIS CORP.

GATES BROADCAST EQUIPMENT DIVISION

123 Hampshire Street, Quincy, Illinois 62301

An Equal Opportunity Employer M/F

Help Wanted News

WHAS-TV

EXPERIENCED REPORTERS

We're looking for two hard-nosed veteran reporters—one for investigative work; the other for consumer/action reports.

Chances are, if you're the experienced person we want, you've never considered a move to Louisville. We have an offer we think you'd like to hear.

Write to: Thomas W. Dorsey, WHAS-TV, Box 1084, Louisville, Ky. 40201.

METEOROLOGIST/WEATHERCASTER

WTLV, TeLeVision 12 of Jacksonville, Florida, is interested in receiving applications for a well qualified meteorologist/weathercaster with TV experience. Send resume, picture and video tape, if available. Great opportunity in a dynamic Florida city now the 61st U.S. market. Contact:

Mr. Gert Schmidt, President
WTLV
P.O. Box 1212
Jacksonville, Florida 32201

Situations Wanted Management

Controller-Business Manager

10 Yrs. TV & Radio Experience
Station & Group Levels
Large & Medium Mkts.

Replies In Strict Confidence

Box G-68, BROADCASTING

Twelve years local-national-general sales managers experience in top ten market with continuous growth. Outstanding references with ability to match. Yes I have a resume but prefer conversation. A phone call now will get you both. (415) 254-6293

Situations Wanted Sales

LOOKING — TV

Excellent reputation as one of top salesmen at major rep in NYC for 12 years. Looking for Gen/Nat'l/Local sales position in medium sized mkt—quality operation. Best agency & station ref available.

Box G-35, BROADCASTING

Situations Wanted Production, Programing, Others

Family man with producer-anchor talents that have been a part of climbs to number one. Mature, 39, wanting upward move and final home. 19 years TV-Radio, 7 networks (3 as news correspondent, 4 as stringer), 12 in major, middle and small markets in variety of production and on-air duties. Currently producer-prime anchor in top 100 market with newsteam that recently earned number one. Minimum 35 to 40 K as news director and/or producer-anchor or correspondent . . . or . . . make an offer. Top references and credentials.

Box G-4, BROADCASTING

Employment Service

Weekly, Nationwide Employment Listings for Radio & TV Including PD's, DJ's, News, Sales & Engineers.

$1.50 per issue
$5.00 per month
$12.00 3 months
Cash with order, please

Job Leads
BOX 61,
LINCOLNDALE, N.Y. 10540

REMINDER....

BROADCASTING'S

Classified

Does not forward audio tapes, transcriptions, films or VTR's to be sent to a BROADCASTING Box Number!

For Sale Stations

FOR SALE
25,000 SUBSCRIBER CATV MSO

Asking 8.5 x cash flow. Cash offers only considered. Prospectus available to qualified purchasers.

Box F-193, BROADCASTING

Profitable West Coast radio property with good AM and FM signals. Good growth potential for sales oriented company. Major market opportunity for qualified cash buyer. Asking $6,000,000 for pair. Principals only.

Box G-5, BROADCASTING

Network affiliated small market TV opportunity. Profitable. Good record of growth. Approximately 60% of price can be assumed debt; balance cash. Asking price is $1,800,000 which is approximately two times gross.

Box G-6, BROADCASTING

Top rated full time AM station in Western market for sale to serious cash buyer. Long history of profitability and rating success. Medium market in Western State. Priced at $2,800,000. No Brokers Please.

Box G-7, BROADCASTING

EXPANDING GROUP

Seeking Illinois, Indiana or Kentucky station. Substantial cash position. Principals only.

Box G-31, BROADCASTING

For Sale Stations Continued

NORTHWEST RADIO STATION

Very profitable 5 kw fulltimer with excellent real estate. Excluding land-bldgs. priced at 1¼ times gross—$335,000 on terms.

Box G-34, BROADCASTING

Radio station for sale. Northeastern capital city—full time. Cash price $900,000 is 2½ times gross average last three years.

Box G-56, BROADCASTING

FOR SALE

Cable T.V. System located in fast growing Northeast Alabama town. System built in 1971. For information call (205) 878-3061 or write Gordon Henderson, P.O. Box 276, Albertville, Ala. 35950

CONNECTICUT AM

Large, single-station market; profitable operation (but far below potential!) Flexible terms, with 7-to-10-year payout to owner. Price: 425M, firm. This is a great growth opportunity.

Brokers & Consultants to the Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
(P.O. Box 948) • (607) 733-7138

SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
OALLAS, TEXAS 75231 (214) 369-8545

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202/223-1553

FREEDOM

Freedom is America's greatest asset. Her greatest strength. Freedom of the airwaves is part of this. So are free enterprise and the free competitive spirit which have served us so long and so well. This is the time each year when we count the blessings freedom has bestowed. Independence Day has a special meaning for us this year, and we hope that it does for you. Operating in the spirit of free competition, and with many fine and respected competitors, we have become "America's fastest-growing media brokerage firm." We'll continue to work very hard for your business,so we can stay that way. (This is where the *action* is!)

Brokers & Consultants to the Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

For Sale Stations

MW small profitable	$270M terms
NE small FM	175M 29%
SW metro daytime	150M 29%
SE metro daytime	315M terms

CHAPMAN ASSOCIATES®
business brokerage service

Atlanta—Chicago—Detroit—Dallas
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

August I, 1974

BROADCASTING's

Classified will have new advertising rates, as follows:

Payable in advance.

-----Help Wanted, 50cents a word -- $10.00 weekly minimum.

-----Situations Wanted, 40 cents a word --$5.00 weekly minimum.

-----All other classifications. 60 cents a word --$10.00 weekly minimum.

Add $2.00 for BROADCASTING Box Number per issue.

Classified Display ads: ----Situations Wanted --$25.00 an inch.

---All others $45.00 an inch.

----More than 4" billed at run-of-book rate.

Agency Commission only on display space.

BROADCASTING'S CLASSIFIED RATES AND ORDER FORM

Payable in advance. Check or money order only.

When placing an ad indicate the **EXACT** category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

—Help Wanted, 40¢ per word—**$5.00 weekly minimum. (Billing charge to stations and firms: $1.00).**

—Situations Wanted, 30¢ per word—**$5.00 weekly minimum.**

—All other classifications, 50¢ per word—**$5.00 weekly minimum.**

—**Add $1.00 for Box Number per issue.**

Rates, classified display ads:

—Situations Wanted (Personal ads) $25.00 per inch.

—All other $40.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or ebbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name ______________________ Phone ______________________

____

City ______________________ State ______________ Zip ______________

Insert ________ time(s). Starting date ______________ Box No. ________

Display ______________ (number of inches).

Indicate desired category: ______________________

Copy: ____

Profile

Warner's Gus Hauser: working for cable's second euphoria

Warner Cable, one of the many offspring of Warner Communications Corp., while ranked the nation's second largest cable MSO with 140 cable systems and 480,000 subscribers, was on the down side of the economic scale last September. Its profits, which had stood at a reasonably healthy $2 million at the end of 1972, were on their way to closing out 1973 at a disappointing $713,000. And though financial malady was commonplace in a faltering cable industry, the Warner record brought a cry for new blood from the folks at the parent company. As the corporate adage goes, when that new man arrives on the scene, it is often with hatchet in hand. Ten months ago, the new man arrived at Warner Cable: president and chief operating officer Gustave Hauser.

The purveyors of rumor in the cable industry have had much to say about Warner Cable in the past year—little of it positive. To these, Mr. Hauser responds with a forcefulness that dares dissenters to prove him incorrect, that Warner is in fine shape, thank you. Its earnings have improved by 15% during this economic half, he notes. Its management, operations and corporate direction have been meticulously revised and refined. And that's the way it's going to stay.

His defense: "All of the changes were made for very sound business reasons. They were not due to any financial crisis. I've said that over and over, and it's true. We have money that we haven't used. We are the best financed cable company in the business." But, Mr. Hauser stipulates, "it doesn't mean you have to spend it."

On his first day on the job at Warner, Gus Hauser ordered everybody in sight to start doing their homework. He reciprocated in kind. What he found was a cable industry in general—and, concededly, a company in particular—that was doing several things wrong. Such as "leaping into urban centers where the product's acceptability was limited." And spending lots of money on origination where "we simply lacked the professionalism to put on programing that people wanted to watch." And accepting "totally unreasonable" demands from cities in return for cable franchises that were "absolutely unbuildable."

"I didn't do it," observes Gus Hauser. No matter. "That's finished," he says. He means it.

Warner has made personnel cuts. The company—and Mr. Hauser—will not say how many, other than maintaining the number in no way fulfills the rumors and observing that quite a few new people

Gustave M. Hauser—president and chief operating officer, Warner Cable Corp.; b. Sept. 3, 1929, Cleveland; BA, Case Western Reserve University, 1950; LLB, Harvard Law School, 1953; instructor, U.S. Army Military Police Institute, 1953-55; instructor, Harvard Law School, 1955-56; LLM, New York University Law School, 1957; law degree, University of Paris, 1958; international affairs counsel, office of general counsel, U.S. Defense Department, 1958-60; joined General Telephone and Electronics International, 1960; vice president, finance, 1965-66; corporate vice president, 1966-72; executive vice president, Western Union International, 1972-73; present position with Warner since September 1973; director at large, Overseas Private Investment Corp., 1970-present; m. Rita E. Abrams, June 10, 1956; children—Glen, 12, Patricia, 11.

have come in the same door that others went out. A few franchises—notably those for Birmingham, Ala., and Dayton, Ohio (both "impossible situations," in Mr. Hauser's reckoning)—have been handed back. "Two-way capable" cable systems are now being constructed where two-way functional (a "shameful waste" absent two-way product) was once the norm. And of paramount importance, in response to locals who wanted more than cable can presently deliver and cable companies that were trying to give it to them, Warner "deliberately launched" a campaign to convince the world "that this kind of thing cannot go on and must come to an immediate end."

Such, Gus Hauser maintains, is "the inevitable consequence of the purely entrepreneurial phase of cable." Now there are new priorities, none of which involves fast money. There are rate increases to be procured, competent management to be sought. And there is pay cable.

"We'd like to make this something you've got to have or your whole family is culturally retarded," Mr. Hauser says of the new medium. Warner is working—"with both hands tied behind our backs," he says, due to FCC restrictions—extensively in this area. Its Gridtronics service is offered on 10 of its own systems, with numerous others in the planning stage. Broadcasters, Mr. Hauser notes, would not be displeased if the whole concept of pay were to suddenly vanish. But, he maintains, "when we're all dead, broadcasting will still be there. . . I don't expect to win a debate for the hearts and minds of consumers at this time. But we want to prevent legislation that is restrictive to a business that has hardly begun. I believe in the end we will be protected by the Constitution. I'm depending on this in the final analysis."

The prognosis, Gus Hauser feels, is attractive. "If we can get together the product," he says, "we will create the second euphoria in cable."

The mind which makes these assessments has been well groomed for the challenge. With an educational background in law, Mr. Hauser spent two years in the employ of the Defense Department, followed by more than a decade as an administrator for the international division of General Telephone & Electronics, and slightly more than a year with Western Union International, from which he went to Warner. During the period, he traveled to and negotiated with the governments of some 106 countries. "There were very tangible rewards for the effort," he notes. "In the less developed countries, communications is priority number one after food. . . . We benefited their economies greatly by installing communications systems where there were none and creating manufacturing and service facilities which provided employment. You almost cannot have a modern economy without an adequate modern communications system."

Cable, however, provided a new and more formidable challenge. "It had an inevitable and very exciting potential. And despite its apparent problems—not all of which I anticipated—I felt cable could undoubtedly surmount the challenges which exist in any new industry. The opportunity to lead a major company into a major new industry was unique."

A new industry? Hasn't cable been around for 25 years? Not—theoretically—to Gus Hauser, who maintains that nothing gets going until it is being done right. Without casting too many stones at his counterparts in the industry, the Warner president finds satisfaction in corrective change, none in past mistakes. "I don't care to maintain the present environment," Gus Hauser proclaims.

Editorials

Rolling over

Once again the broadcasting establishment is reacting to threats of harsher governmental regulation by adopting harsher regulation of its own. It was in a lengthening tradition that the television code review board of the National Association of Broadcasters acted last week to take some more turns of the screw on children's programing and advertising.

It is all a little unreal. Regulation that provokes horror when proposed by a government official is suddenly desirable when self imposed. Never mind that the end result is the same.

Maybe the adoption of the new code provisions will ward off at least some of the controls that FCC Chairman Richard E. Wiley and Federal Trade Commission Chairman Lewis A. Engman have been talking about. What if it does? Both officials will have achieved their purposes without going through the rigors of rulemaking and the risk of appellate review.

There is a history that may be instructive. A decade ago, responding to complaints by some government officials that there was overcommercialization, broadcasters tightened the advertising time standards in their radio and television codes. The FCC, in turn responding, proposed to adopt the standards as its own. It was rebuffed by a special resolution adopted by the House of Representatives.

Without the formality of rulemaking, the FCC then began questioning renewal applicants that carried more advertising than the radio code prescribed. That process continues to this day. The FCC has become the enforcer of the NAB radio standards, for code subscribers and nonsubscribers alike.

The same mechanism is now available for FCC review of the children's standards observed by television licensees, including the 40% that have chosen to remain outside code membership. It is difficult to believe that the FCC will miss the opportunity to use it.

There might be reason for the broadcasters to decide that the ideal volume of children's commercials had changed overnight, from 12 minutes an hour to nine and a half, if they had any evidence that either figure was meaningful. The truth is, of course, that those ceilings, as well as others in the code, are purely arbitrary – all selected in response to the latest pressure from Washington. To our knowledge there has never been any serious research into audience tolerance or commercial effectiveness on which code standards could be based.

In this action, broadcasters may have bought a little respite but at unpredictable cost. Who can know when the next senator or FCC chairman will decide that, say, seven minutes of commercials are better than nine and a half?

Glow in the dark

Broadcasting is mentioned only once, and then tangentially, in the Supreme Court decision that last week declared the Florida right-of-reply law for newspapers to be unconstitutional. But broadcasters may some day find that decision valuable to their own struggle for recognition in First Amendment law.

It is a decision that could have turned out badly. As this publication once noted with concern, the court might have found it prudent to draw a distinction between the limited rights it accorded broadcast journalism in its Red Lion decision of a few years ago and the freedom to be accorded the printed press as argued by the *Miami Herald*. Broadcasters may be relieved to note that Red Lion appears nowhere in the opinion issued last week.

Indeed a fundamental argument that has been advanced by those opposing First Amendment protection for radio and television was dashed last week, once and for all. It is the argument that scarcity of broadcast channels is reason enough for government control that cannot be exercised over print journalism.

Those defending the constitutionality of the Florida law had leaned heavily on the argument that scarcity prevails in newspaper publishing now. Their point was that since entry into newspaper ownership is all but prohibited by current economics, public access to newspaper space must be guaranteed by law. It was an exact echo of the rationale that is used to perpetuate the fairness doctrine for broadcasting.

The whole argument was unqualifiedly rejected by the Supreme Court in the *Miami Herald* case. If it is made again in a case involving broadcasting, it must surely be rejected. As was argued in Red Lion, there are far more broadcasting stations than newspapers.

On changing horses in midstream

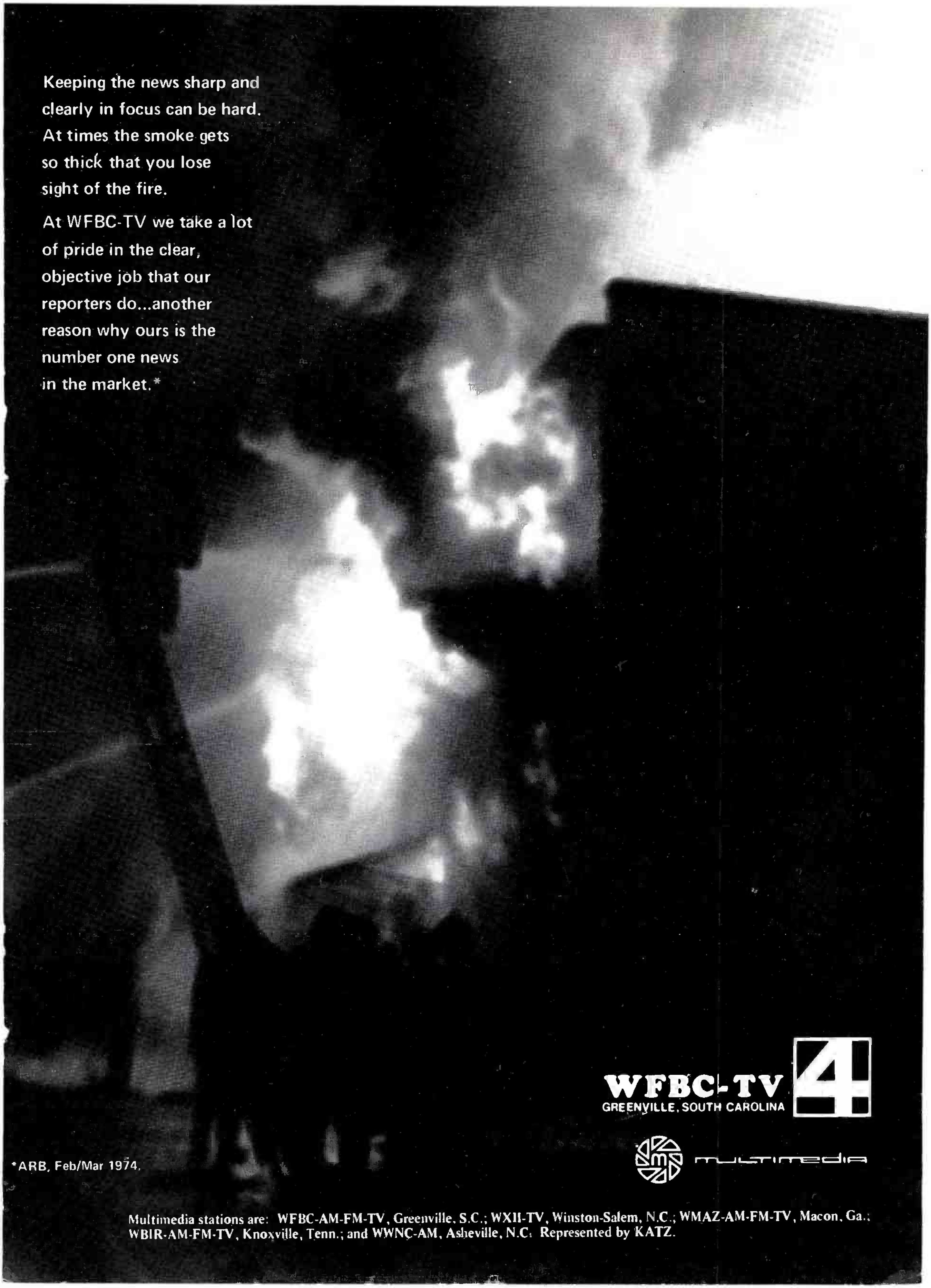
For the past couple of weeks there has been observed on Capitol Hill a brand of political gamesmanship that will become commonplace with front organizations, if they can get away with it. Albert Kramer, who established a gadfly identity by taking dead aim on broadcast licensees, is on the scene again, recruiting and directing the opposition to H.R. 12993, the House-approved license renewal bill now before the Senate Communications Subcommittee.

Lawyer Kramer had become president of the National Citizens Committee for Broadcasting, which was resuscitated some months ago after running out of funds. On June 1 he took "leave" from this front because as a tax-exempt entity it was barred from lobbying. How Mr. Kramer stopped being a tax-exempt nonlobbyist to become a presumably paid lobbyist isn't entirely clear.

If there isn't one, there ought to be a law against such obvious shenanigans.

Drawn for Broadcasting by Jack Schmidt

"Ordinarily I wouldn't watch a show of this caliber, but I'm the producer."



Keeping the news sharp and clearly in focus can be hard. At times the smoke gets so thick that you lose sight of the fire.
At WFBC-TV we take a lot of pride in the clear, objective job that our reporters do...another reason why ours is the number one news in the market.*
WFBC-TV 4
GREENVILLE, SOUTH CAROLINA
multimedia
*ARB, Feb/Mar 1974.
Multimedia stations are: WFBC-AM-FM-TV, Greenville, S.C.; WXII-TV, Winston-Salem, N.C.; WMAZ-AM-FM-TV, Macon, Ga.; WBIR-AM-FM-TV, Knoxville, Tenn.; and WWNC-AM, Asheville, N.C. Represented by KATZ.

Power pow-wow.

When the subject is energy conservation, people are ready to exchange ideas in overwhelming numbers. This is what the Fetzer radio station in Kalamazoo found out on their daily call-in show recently.

Men, women and young people came up with tips for saving fuel in the home, in business, in the car. More difficult questions were answered and more ideas were given by the representative from the power company, who was the special guest.

Helping listeners share solutions to the energy crisis is all part of the Fetzer total community involvement.

AM-TV-FM

The Fetzer Stations

WKZO Kalamazoo · **WKZO-TV** Kalamazoo · **KOLN-TV** Lincoln · **KGIN-TV** Grand Island

WWTV Cadillac · **WWUP-TV** Sault Ste. Marie · **WJFM** Grand Rapids · **WKJF(FM)** Cadillac · **WWAM** Cadillac · **KMEG-TV** Sioux City