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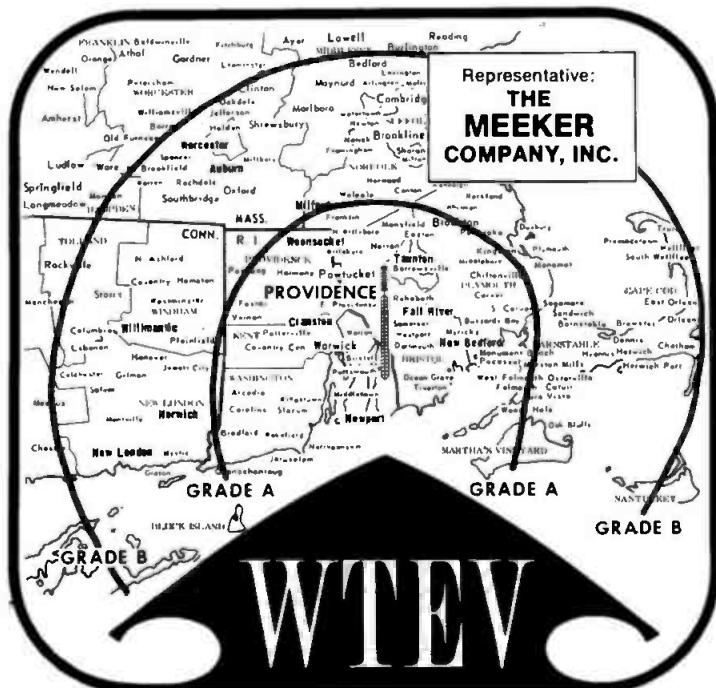
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Bad reporting. Reports of million-viewer decline in network TV news audiences have cropped up in newspapers so often — usually along with speculation that it's all because viewers are tired of Watergate-related news — that decline of those proportions is beginning to be taken as certified fact. But it isn't. Although some reports have cited Nielsen ratings as basis, Nielsen figures for year to date (through first June report) show combined average rating of ABC, CBS and NBC evening newscasts is 37.4 versus 38.2 a year ago. That's 2% decline, which mathematicians say is not enough to be statistically significant — although programers do not like even insignificant declines. Even if decline is accepted as real, audiences are up, not down: Because of growth in TV homes, 37.4 rating this year translates to 24.76 million homes as against 24.75 million for last year's 38.2 rating.

Year-to-date ratings show ABC's Smith-Reasoner report down two-tenths of point from year-ago average, CBS's Cronkite newscast down six-tenths, NBC's Chancellor report holding even. Rank order is as it's been most of time: CBS 13.7, NBC 13.2, ABC 10.5.

FCC's front forty. With hardly ripple of excitement FCC will observe 40th anniversary this week. Agency, created by Communications Act of 1934, held its first meeting July 11, 1934, taking over functions of Federal Radio Commission and of State Department and Interstate Commerce Commission in telephone, telegraph and cable areas. Chairman Richard Wiley will highlight FCC's history and accomplishments at ceremony Wednesday (July 10) in FCC's lobby.

Highlighting Wednesday activity will be swearing in of two new commissioners (Abbott Washburn and Glen O. Robinson) plus Robert E. Lee, who begins fourth seven-year term, by Supreme Court Associate Justice Harry A. Blackmun, at 10 a.m. in FCC hearing room. Invited to events by Chairman Richard E. Wiley will be past FCC chairmen resident in Washington.

DST outlook. Abandonment of year-round daylight saving time is viewed as distinct possibility before Congress adjourns this fall. Growing sentiment that fast time has done little to alleviate power shortage, as reflected in attitude of Department of Transportation, is calculated to stimulate support for modifications — possibly to limiting DST to eight months. Nation went on DST for two years last Jan. 6 by congressional mandate. Opinion among states is expected to crystalize as this year's elections heat up.

Early to bed. TV networks' blue-sky plans for programing further into wee hours of morning have pretty much gone by boards. ABC is concentrating all its efforts on 11:30 p.m.-1 a.m. *Wide World of Entertainment* and has "no plans, even for the distant future," according to one source, of programing beyond 1 a.m. Same is true of CBS, which is encountering station resistance in clearing for its late-night network movies, which start at 11:30 p.m. and usually run to about 1:30 a.m. NBC's *Tomorrow* show (Monday-through-Thursday, 1-2 a.m.) is also having clear-

ance problems and is not getting sponsor support NBC would like, although network officials insist show will improve in these areas.

Caveat emptor. Broadcasters in South and Southwest are concerned about pitches for advertising being made to them as "equal opportunity employers" in which solicitors infer they are acting for Equal Employment Opportunity Commission. Follow-up, however, invariably is for space in black-owned newspapers usually identified with local or nearby organizations.

Up for vote. Controversial agreement that Metromedia Inc.'s KTTV(TV) Los Angeles signed in October with National Association for Better Broadcasting and other local citizen groups is expected to be up for FCC consideration this week. Under agreement, station is bound not to air 42 specific children's programs on ground they are unduly violent, and to broadcast caution warning before airing episodes of 81 live-action series if episodes are shown before 8:30 p.m. At issue is whether station illegally delegated its program responsibility to groups, which had threatened to petition to deny station's renewal. Commission staff feels agreement is ambiguous, but would recommend approval on basis of its interpretation — that Metromedia is not foreclosed from programing station as it sees fit. Commission itself, staff says, is barred by no-censorship provision of Communications Act from enforcing agreement. Staff also has recommendation for handling other station-group agreements raising same kind of knotty problems: Hold evidentiary hearing to resolve issues.

Peril point. Public TV's new National Station Cooperative stands to be biggest loser if Congress fails to appropriate Corporation for Public Broadcasting's full \$65 million authorization for fiscal 1974. Although only \$5 million separates that figure from \$60 million appropriated by House (Senate action is expected later in summer), most of difference would go to individual stations through CPB community service grants — money stations would likely use for co-op purchases. At \$60 million funding level, CPB is obligated to put \$24 million into CSG's. At \$65 million, allocation would increase to \$27.625 million. Stations put \$4.1 million into co-op this year. Public Broadcasting Service officials are expected to emphasize that point in seeking higher allocation before Senator Warren Magnuson's (D-Wash.) Appropriations Subcommittee Wednesday (July 10).

Mitigating factor. Thing to remember, in assaying impact of new Screen Actors Guild contract that boosts minimum wages by 25% (story page 32), is that few actors work for scale; most negotiate and get well over minimums. Although it's obvious some upward adjustment will have to be made for all actors' wages, it's apparent too that producers will try to work around excessive hikes in costs — by using one actor plus extras, for example, instead of two or three actors in scene. Cost to networks of buying programs is bound to go up to degree, since new prime-time rerun payment schedule calls for 70% of compensation in 1975-76 season, 100% in 1976-77 season. Normally, networks buy show for initial broadcast and one rerun.

Top of the Week

Bargainers. Indications are that, when it comes to renewal proceedings, citizen groups are doing more talking and less stalking. While 18 Texas stations are hit with petitions to deny, 10 others have either finalized or are near agreements with prospective challengers to iron out differences at home. Development coincides with FCC desire to abdicate middleman role. Page 16.

Back to basics. FCC's controversial fairness doctrine, scored in recent past by commission as "chaotic mess" and by broadcasters as constitutional infringement, is becoming a quieter, more traditional animal in wake of newest court decisions and of new FCC report designed to calm its ram-paging ways. A Broadcasting perspective on the news. Page 17.

Freer. Appellate court — upholding FCC renewal of WBNS stations — extends licensees further latitude in determining how best to serve their audiences. Page 19.

Mixed bag. Half of Senate Judiciary Committee's membership becomes vocal over copyright bill it constructed. Senators Scott, Hart lament absence of sports blackout, applaud royalty provision; six others say latter raises constitutional questions necessitating its demise. Timetable for full Senate action remains cloudy. Page 19.

Onward. UHF television is finally finding its way into the black, NAB survey reveals, although venture has a long way to go. Annual report finds median U's profit at \$27,700 — against the "typical" (V and U combined) station's \$343,-100. Page 21.

It's official. The same NAB TV board that had told the code authority to do something about children's ad standards last week approved what the code board did the week before. At same time, board labels FTC premium ad restriction "discriminatory," vows opposition. Page 24.

Enterprising. Democrats spend 21 hours at CBS in attempt to alleviate financial distress, come out minus a problem and plus \$4.5 million. Page 25.

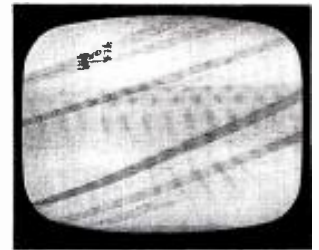
Small family. Analysis of NCTA subscriber counts for top 50 cable firms reveals that group's lock on market isn't getting any weaker. They now serve 74% of all subscribers; top 10 have 47%. Subscriber total increases by nearly 30%. Page 27.

Taking on Washington. Cablemen unite with municipalities in comments urging FCC to keep away from two areas of regulation. Citizens offer contrasting view. Commission warned against action on subscriber complaints. Page 30. Also on line extensions. Page 31.

Adjustments. SAG, producers, avert another walkout, come to terms on new contract. Terms include 100% actor compensation for prime time reruns; 25% increase in minimum scale; end to 10-time limit for syndication residuals. Page 32.

Clean sweep. CBS is four-time victor in challenges to its product before National News Council. Unit sides with broadcasters in several other cases; defers judgment in Mutual matter. Page 34.

Impatient. Time is a commodity near and dear to TVAR's Steve Seymour. He finds his conservationist ways are paying off. Page 51.



Before and after. CBS News correspondent Marvin Kalb was one of several network newsmen cut off by Soviet TV authorities. He was saying: "Tonight there are a couple of interesting developments at the TV studios here. The State Committee on Radio and Television, which controls all facili—" when the screen went blank and silent.

Soviet censorship made dramatically clear as plugs are pulled on U.S. network feeds

Soviet apology for last Tuesday's (July 2) censorship of U.S. network satellite feeds dealing with Russian Jewish dissidence proved lame as second censorship incident occurred next day (July 3). CBS News Moscow correspondent Murray Fromson, in last network TV satellite feed from 10-day coverage of President Nixon's summitry, said technicians at Moscow TV control center "walked out" and refused to transmit his July 3 piece on Russian Jewish hunger striker, physicist Andrei Sakharov. Technicians were dissatisfied with "anti-Soviet" nature of story and "refused to come back" to control room.

Walk-out followed official apology from Central Committee of Soviet Broadcast Group for previous day's censorship of three networks' attempts to broadcast pieces on Russian Jewish dissidence. Plugs were also pulled on network correspondents' subsequent attempts to explain dissidence censorship, for total of two feeds cut off from each network. Moscow apology stated promise of no further censorship, and maintained interruptions were responsibility of satellite technicians.

However, according to CBS News correspondent Dan Rather, it was not technicians but Soviet "supervisory personnel" who pulled transmission plugs. Mr. Rather, in July 3 CBS Morning News piece, said first censorship incident happened "behind closed doors" and without walk-out by technicians. Mr. Rather's story was only complete feed dealing with censorship to come out of Moscow TV studios. Explanation from ABC newsmen Harry Reasoner was filmed and flown to London for transmission on July 3 ABC Evening News.

Russian apology was perfectly timed: July 2 was last day of official network coverage of Mr. Nixon's summit talks. No network stories on talks themselves were censored. White House was informed of Soviet displeasure with extra-summit material, but "did nothing" to prevent plug-pulling, said Mr. Rather. After first censorship incident, White House press secretary Ron Ziegler offered to lodge official complaint with Soviet government. Offer — made to three networks — was rejected unanimously. Comment from Richard Salant, CBS News president, was: "There it is, for everyone to see: what happens when a government controls the news."

Network contracts with Soviet TV operations — some \$300,000 for total satellite transmission for presidential trip — had stipulated no Russian intervention. Sources at ABC News, pool network for Moscow coverage, indicated networks might alter fee arrangements because of incident. ABC's rejection of White House "complaint" offer was because of concern for future Moscow news coverage, and because "censorship is not unusual from our Russian bureau."

Radio network coverage was unhampered, except for erratic circuitry from 7-8 p.m. July 2.

Access is Hook's answer to ad fairness

FCC Commissioner Benjamin L. Hooks says only way commission can avoid "ceaseless disputes" as to whether commercials are of kind to raise fairness doctrine issue is to put them beyond doctrine's reach. He would use system of government-mandated public access to media to assure balancing of arguments that might be contained in commercials. ("Closed Circuit," June 24).

Commissioner expressed his views in separate opinion on commission's fairness report (see page 17). He concurred in most of report but dissented to section in which commission said doctrine would not apply to standard commercials but would to those not designed to sell products but "obvious and meaningful" discussions of public issues.

Commissioner Hooks's access system would require broadcasters to set aside 2% of their commercial time for members of public who would express views in opposition to those expressed in commercials. Time would be made available on nondiscriminatory basis, and could be edited by licensee only for removal of "libelous, indecent, profane or patently scurrilous material."

Commissioner Hooks apparently was not only member of official Washington unhappy with manner in which commission dealt with fairness doctrine in connection with advertising. Senator Philip A. Hart (D-Mich.), member of Senate Commerce and Judiciary committees, is said to have written FCC Chairman Richard E. Wiley, expressing opposition to commission's newly stated policy on doctrine's applicability to product advertising.

Healthy surge for network billings in May

Network TV billings in May rose 17.3% above May 1973 for biggest monthly gain thus far this year, reaching \$181.5 million, Television Bureau of Advertising reported last week on basis of estimates compiled by Broadcast Advertisers Reports. Biggest day-part gainer was weekday daytime, up 31% (to \$44.1 million) in part because network preoccupation with coverage of Senate Watergate hearings and Skylab mission kept May 1973 investments down. Night-time spending was up 13.9% to \$121.4 million, weekend daytime up 10.2% to \$15.9 million. May figures raised networks' five-month total to \$922,604,700 for gain of 9.5%, with total distributed among networks as follows: CBS-TV \$336,952,200; NBC-TV \$306,549,000; ABC-TV \$279,028,400.

In Brief

Freed. William Lewis, general manager of KPFK(FM) Los Angeles, who has been in jail since June 29 for refusing to turn over to FBI originals of Symbionese Liberation Army tape and Weather Underground letter as well as refusing to answer questions from federal grand jury (see page 34), was released from federal penitentiary Friday (July 5) on his own recognizance following order of U.S. Supreme Court Justice William O. Douglas pending outcome of appeal from contempt-of-court citation.

All or nothing. Administration has restated its opposition to legislation that would repeal equal-time law only for presidential and vice-presidential candidates. Clay T. Whitehead, director of Office of Telecommunications Policy, expressed administration's view in letter to Senator Warren G. Magnuson, chairman of Senate Commerce Committee, commenting on S 3463, which provides for that kind of limited repeal. Mr. Whitehead said administration does not disagree with purposes of proposed legislation (to allow broadcasters to offer free time to major party candidates without being legally compelled to offer "equal opportunities" to minor party candidates). But because bill is limited to presidential and vice-presidential

candidates, he said, "adverse effects of Section 315(a) may be much more pronounced with respect to candidates for other federal offices." Mr. Whitehead said he sees no reason why bill should be so limited in its scope.

Radio at the oasis. Gates Broadcast Equipment Division of Harris Corp. awarded \$5.6 million contract — its largest ever — by Iranian government to supply and install 27 transmitters plus associated control and antenna systems, all part of Mideast nation's broadcast expansion project.

Concern over cable. Approximately half of more than 800 FM stations responding to special survey expressed concern over cable TV's potentially detrimental effects on their growth, according to preliminary results released last week by National Association of FM Broadcasters, which conducted study through questionnaires to all FM stations. Other preliminary findings: More than 60% of FM respondents said there is CATV system in their principal market, in most cases owned by "out-of-town, non-broadcast affiliated groups"; almost 80% said their local CATV's carry one or more FM signals, 20% said local cables originate commercial audio programming, primarily music.

Not that way either. FCC proposal to return to old waiver policy used before January revision of prime-time access rule drew strong protest last week from National Association of Independent Television Producers and Distributors, initial appellant in suit that won federal court injunction of revision (*Broadcasting*, June 24). After court delayed implementation of rule for at least year, FCC indicated it would return to old waiver policy for interim. But in letter to Chairman Richard E. Wiley, association said court, in enjoining new rule accommodating waiver needs, ruled out such waiver policy altogether. Further, it said, since commission itself had found old "Topsy-like" policy "offensive" in setting new rule, return to it would be both bad policy and contrary to public interest.

Court rules for ABC. ABC's right to show on network four ABC-produced films was affirmed by U.S. Court of Appeals in New York last week. Court, in 2-to-1 decision, upheld ruling of lower court denying request by seven major motion-picture companies for order barring ABC from showing those films (*Broadcasting*, Feb. 11). Companies have filed antitrust suit against ABC and CBS in connection with their airing of movies they produce, and said they would be irreparably damaged if ABC were permitted to go ahead with its plans for airing four films.

Appeals court affirmed District Judge Edmund L. Palmieri of Southern District Court of New York that issues in case were complex and could not be resolved short of trial, and that plaintiffs did not show that burden of hardships tipped in their favor. However, court made it clear that opinion dealt only with films at issue — "Lovers and Other Strangers" (shown on Feb. 11), "For the Love of Ivy," "Charly," and "Krakatoa/East of Java" — not to any of 35 other ABC-produced films in network's library.

Talkathon. Forty-five parties are scheduled to appear in oral argument before FCC on its proposed rule to bar multimedia holdings in individual markets. Apparent opponents of proposal outnumber those expected to support it by margin of almost 3 to 1, and will consume about twice as much time. Proceeding is to begin at 9:30 a.m. on July 24, to conclude by noon on July 26. Justice Department, whose suggestion led to rulemaking, will lead off, in 30-minute presentation. Opponents will include American Newspaper Publishers Association (60 minutes) and National Association of Broadcasters (60 minutes).

Cole splits. Barry Cole, consultant to FCC on license renewal procedures, will leave agency later this month to

undertake study for Office of Education on role of federal government in children's television. Dr. Cole, who arrived at FCC four years ago from University of Indiana, where he is still adjunct professor of mass communications, will be associated in project with two other Indiana faculty members, Keith Mielke, who is consultant to Children's Television Workshop, and Roland Johnson. Study, to include federal government's activities in research as well as in funding programs, is to be completed in nine months. Professor Johnson himself is would-be broadcaster; he is applicant for FM in Bloomington, Ind., where university is located.

Second stage. IBM is set to become Communications Satellite Corp.'s new associate in domestic communications satellite venture. IBM and Comsat General Corp., Comsat subsidiary, will buy out one-third interests held by Lockheed Aircraft and MCI Communications for total of \$5 million. Comsat General now holds other third and, after purchase of former associates' stock, will own 45%; IBM will hold 55%. IBM is paying \$1.6 million each to Lockheed and MCI; Comsat General, \$900,000 each. Corporation's name, CML Satellite Corp., is expected to be changed to reflect new ownership.

Talking about Teleprompter. FCC will hold oral argument Sept. 24 on whether it should or legally could disqualify Teleprompter Corp. from holding cable television franchises in Johnstown, Pa., and Trenton, N.J. Company was fined and its president, Irving Kahn, sent to jail for bribery in connection with Johnstown grant, and company officials were involved in similar bribery case in Trenton. Question had been raised as to whether ex parte rules required FCC Chairman Richard E. Wiley to disqualify himself, as he was general counsel at time of commission investigation leading to April 1973 order asserting that Teleprompter had cleansed itself following its troubles in Johnstown and Trenton but asserting that commission would examine company's applications for certificates of compliance for franchises in those cities in light of those troubles (*Broadcasting*, April 23, 1973). However, general counsel has informally advised chairman his participation would be proper. Order designating oral argument is expected to be issued this week, following final changes in phrasing issue to be resolved.

Spent. U.S. Office of Education has announced grants totaling \$11,759,657 to 58 public broadcasting stations, thus expending all remaining fiscal 1974 money appropriated for educational broadcasting facilities program. Total for year was \$15,675,000, given to 74 stations. Breakdown of new grants: \$11,079,916 to improve or expand TV facilities; \$2,533,372 to establish five new TV stations; \$1,212,214 to improve 19 radio stations; \$355,860 to add four new radios. Average grants for year: \$270,242 to improve TV; \$479,134 to establish TV; \$60,192 to improve radio; \$83,965 to establish radio.

Seeking specificity. National Association of Broadcasters last week joined ABC in asking FCC for updated rulemaking on sports carriage, pay cable and pay cable in tran-

sient places. NAB wants commission to issue specific — rather than general, as in past — proposals in the three areas.

RCA pioneer dies. Alfred N. Goldsmith, 86, electronics engineer, scientist and inventor, died July 2 in St. Petersburg, Fla. At his death, Dr. Goldsmith was honorary VP of RCA and its senior technical advisor. Among inventions credited to him were first commercial radio with only two control knobs and built-in speaker, and first commercial radio-phonograph. He also made significant contributions to development of first color television tube, employing screen of color phosphor dots and perforated plate — said to be basic idea of shadow-mask color picture tube now in extensive use throughout world. When RCA was formed in 1919, Dr. Goldsmith was named by late David Sarnoff to head company's research and development activities. He served as research director and later as VP and general engineer of RCA from 1919 to 1931, when he resigned to become independent consultant.

He is survived by his wife, Maud, son, Warren R., and four grandchildren.

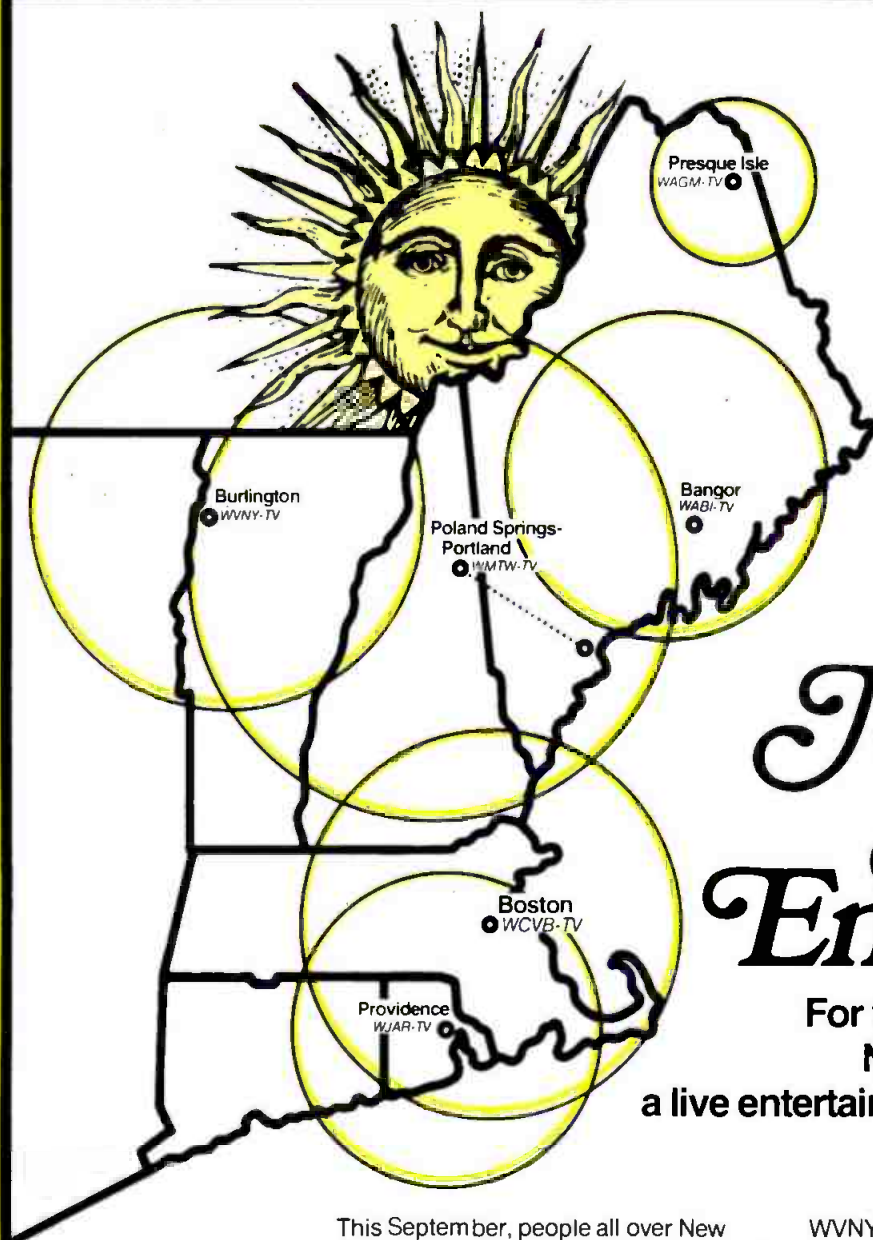
Late Fates. William Self, for last five years president of 20th Century-Fox Television, Los Angeles, will resign when contract expires at yearend. He hopes to announce new affiliation before then. Francine P. Proulx, former broadcast executive with NBC in Washington and with agency experience at Leo Burnett in Chicago, named executive director of American Women in Radio and Television. She succeeds Patti Searight, who becomes free-lance public relations consultant. Werner Hartenberger, 37, FCC Chairman Richard Wiley's administrative assistant, is to become new chief of Office of Plans and Policy. He replaces Walter Hinchman, now chief of Common Carrier Bureau. Dr. Hartenberger, who has Ph.D. in communications, is also lawyer. He earned his degrees at Wayne State University, Detroit, where he taught before joining FCC. He has been on chairman's staff since Mr. Wiley became commissioner three years ago. Walter Sutter, on staff of Office of Telecommunications Policy, where he has specialized in common carrier area, joins commission as consultant to plans-policy office. Arlen K. van Doorn, engineering assistant to FCC Commissioner Charlotte Reid, named deputy chief of Safety and Special Radio Services Bureau. Virginia Haverlin, 78, wife of Carl Haverlin, former president of Broadcast Music Inc., died June 29 in Sherman Oaks, Calif.

Headliners

Mims Thomason, board chairman of United Press International, New York, since 1972, retired on July 1 after 40-year career with world-wide news service. He was key figure in establishment of UPI Audio Network, which supplies voiced news reports to radio stations. His successor has not been named.

Robert Wussler, VP and general manager of CBS-owned WBBM-TV Chicago, named vice president, sports, CBS-TV, replacing William C. MacPhail, resigned (*Broadcasting*, May 20). **Neil E. Derrough**, who has been VP in charge of CBS-owned AM stations, has been named to replace Mr. Wussler. Mr. Derrough's successor has not been named.

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Good Morning New England!

For the first time,
New England will have
a live entertainment television network!

This September, people all over New England will be able to watch WCVB-TV's GOOD MORNING show... live! Every weekday morning at 9:00 am, John Willis and Janet Langhart, hosts of Boston's number one* morning program, will entertain and inform New Englanders from Maine to Rhode Island. Joining WCVB-TV's Good Morning network are stations WABI-TV Bangor, WAGM-TV Presque Isle, and WMTW-TV Poland Springs—Portland, in Maine...

WVNY-TV Burlington, Vermont... WJAR-TV in Providence, Rhode Island.

Five months after GOOD MORNING premiered in the fall of 1973, it took the number one* position in its time period and continues to outshine established competition. Now, almost all of New England will be able to enjoy the excitement of live television entertainment. Plus, WCVB-TV's remote facilities will span the network coverage area to present remote broadcasts of interest to all New Englanders.

Beginning in September, it'll be a Good Morning all over New England!

WCVB-TV BOSTON



represented nationally by HRP

*Source: NSI May 1974 sweep; women 18-34, 18-49
ARB May 1974 sweep; rating, share, homes,
women; 18-49, 18-34, men; 18-49, 18-34.

All data subject to qualifications of the reports quoted

Monday Memo®

A broadcast advertising commentary from Richard N. McHugh, senior vice president, Needham, Harper & Steers

It won't sell in Peoria because it won't play in Peoria

It is probably too much to expect that the continuous criticism of television in general, and of the networks in particular, will ever cease. It is also unlikely that those doing the criticizing will ever acknowledge that their choice of targets is in error, or that their indictments are faulty.

A case can certainly be made for the proposition that television is, in Newton Minow's phrase, a "vast wasteland." There is also some support for the view that television programming is geared to the "lowest common denominator." The same charge can be made against book publishers, motion pictures, the music business and even, heaven forgive me, the newspapers.

For what all these enterprises have in common, to a greater or lesser degree, is that they are mass media, aimed at the masses, serving the masses, supported by the masses. And while it will probably come as a shock to many people, the interests of the masses and of the critics do not necessarily coincide.

I have arrived at this conclusion, reluctantly but irrevocably, after observing the popular scene for more than 20 years, generally from a privileged coign of vantage. During the early 1960's, I was charged with the responsibility of finding sponsors for NBC's most prestigious programs, from the NBC opera to the more abstruse offerings of the news division. Any program dealing with art, music, literature, the dance, became my special baby.

That I was not particularly successful in selling many of these shows was due in part to my shortcomings as a salesman. But only in part. More and more I came to realize that the people I was pitching (agency people and clients) were not particularly interested in what I was selling, but felt constrained to listen, if for no other reason than to be acquainted with "the top of the line."

I also began to understand that this unenthusiastic reaction was an accurate reflection of the attitude of the viewing public. For when these "quality" programs were ultimately broadcast, either sustaining or sold at fire-sale prices, nobody watched. And I consider anything less than a 15 share nobody. Certainly not enough to warrant the time and expense spent in producing the programs, particularly in view of the fact that for the same effort, an "entertainment" show could have drawn twice the audience.

This situation is not, of course, exclusive to television. No one will contend, I suspect, that the current list of best-selling books includes many examples of



Dick McHugh joined Needham, Harper & Steers in October 1970 as vice president in charge of network relations and programming in the corporate division. Prior to joining NH&S, Mr. McHugh had been account supervisor for TV programming at Young & Rubicam, where he was personally responsible for such activities as the *Twenty-First Century* series, which ran for three years on CBS for Union Carbide. In the past, he has been manager of NBC sports and special programs sales and has had extensive experience in cultural programming with such properties as the *NBC Opera* and the *NBC specials* on the Louvre and the Kremlin. He was elected an NH&S senior vice president in 1972.

deathless prose. Those books which aren't about rabbits, sharks, or seagulls dwell on the bedroom athletics of the Jackie Susann—Irving Wallace—Harold Robbins genre. But they sure do sell.

Nor will anyone, except possibly the producers, claim that "The Exorcist" is the ultimate achievement of the cinematic art. Yet, the box-office lines which for six months have marked the theaters where this film is playing are only now being challenged by those for "Blazing Saddles."

And the recordings of Alice Cooper or Grand Funk Railroad will probably not be enshrined in anyone's hall of musical fame.

But all these phenomena have the support of the masses, and they are therefore successful and profitable. And they generate endless imitators.

Such is not the case at the other end of the scale. All one need do is take a cursory look at the state of those activities which, by general consensus, attempt

to meet the demand for "quality" in the arts. Poetry is rarely read, except by poets. The classical record market constitutes less than 5% of the total, and is in continuous jeopardy. The concert-and-opera-going public is estimated at about 2% of the total population, and there is not a symphony orchestra, an opera company, or a dance company in the country which is not chronically a deficit operation.

Now if anyone thinks that this estimate of the popular taste is too gloomy, let him conduct his own survey among his peers, starting with himself. Let him ask:

- When did you last read a "classic" work of literature?
- When did you last buy (for yourself) a record or tape of classical music?
- When were you last in an art museum, a library, a concert hall?
- Who really gives a damn?

The results of this survey will, I am confident, bear out my conclusions.

That this is so is not surprising. There has never existed in America (or anywhere else, for that matter, except Periclean Athens) any mass market for what might be called "cultural material." Whether this is traceable to the strong strain of anti-intellectualism or anti-elitism that has characterized the American experience, or whether it is a uniform trait of all human-kind, its existence, and the inevitable results thereof, can't be denied. We not only insist on mediocrity, we thrive on it.

I suspect part of the reason is that most of us are as flabby intellectually as we are physically. We won't exercise for the sake of exercise, but only if the effort can be made entertaining as with golf or tennis. Similarly, we are loathe to make the effort to exercise our intellect. It's much too easy to let our emotions alone become engaged by books, movies and the television screen. We will not make the effort and we are suspicious of those who do.

And so, in New York, the "cultural capital" of America, we see the *Daily News* vastly outselling the *New York Times*, the latest three-basic-chords rock group outdrawing the New York Philharmonic, and the Metropolitan Opera in a state of continuing imminent collapse. And again, who gives a damn? No one.

Therefore, when well-intentioned but ill-informed "critics" castigate television for not being what it should or could be, I turn wearily aside despairing of their ever seeing the light. This country's founders said "all men are created equal," which inevitably leads to the celebration of and domination by "the lowest common denominator." In popular entertainment, especially television, as in political leadership, we get what we deserve.

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302. 1974 BROADCASTING CABLE SOURCEBOOK, the most complete and comprehensive listing for every operating system in the U.S. and Canada. \$10.00, or \$8.50 prepaid
303. THE LIGHTER SIDE OF BROADCASTING, a selection of 124 Sid Hix cartoons reprinted from BROADCASTING Magazine. An excellent gift item. \$5.50
304. TO KILL A MESSENGER by William Small. From his vantage point as News Director and Bureau Manager of CBS News in Washington, Mr. Small thoughtfully and thoroughly examines the role of television news in our society. He tells of the inside, factual problems of the day-to-day decision-making process of selecting and presenting news. "Engrossing and valuable . . . excellent scholarship."—Washington Post. 320 pages. \$8.95
305. BROADCAST JOURNALISM, An Introduction to News Writing by Mark W. Hall. Covers all basics of radio-television news writing style, techniques—for student and practicing professional. 160 pages, 6 1/2" x 9 1/4". \$6.95
306. BROADCAST MANAGEMENT, Radio and Television by Ward L. Quaal and Leo Martin. A comprehensive exploration of all of the management aspects of U.S. broadcast stations. 272 pages, 6 1/2" x 9 1/4", charts, index. \$8.95
307. CLASSROOM TELEVISION: New Frontiers in ITV by George N. Gordon. When to use it, how to use it, and how not to use it. 320 pages, 6" x 9", 133 ill. \$8.95
308. COLOR FILM FOR COLOR TELEVISION by Rodger J. Ross. Currently available color films and processes which enable television producers to meet different program requirements. 200 pages, 6 1/2" x 9 1/2", 75 diagrams, 7 photos. \$12.50
309. COLOR TELEVISION: The Business of Colorcasting edited by Howard N. Coleman, A. C. Nielsen Co. Seventeen experts in the field give a thorough appraisal of this important medium emphasizing the business angle. 288 pages, 6" x 9", 2 color pages, illus., diagrams, charts. \$9.95
310. DOCUMENTARY FILM by Paul Rotha, S. Road and R. Griffith. This reprint of the third (revised) edition again makes available the classic book on the world documentary film movement. 476 pages, 5 1/2" x 8 1/2", with 64 pages of photos. \$12.50
311. DOCUMENTARY IN AMERICAN TELEVISION: Form - Function - Method by A. William Bluem. A critical examination of the documentary movement in American television. 312 pages, 6 1/8" x 9 1/4", illustrated, appendices, notes. \$8.95
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315. THE ANATOMY OF A TELEVISION COMMERCIAL Edited by Lincoln Diamant. How Kodak's now classic two-minute commercial "Yesterdays" was created and produced. Explains and examines each phase of the commercial's complicated development covering market planning, agency creation and presentation, pre-production planning and casting, filming, editing, sound-track and music, printing and distribution. 192 pages, 8 1/2" x 10", 100 illustrations. \$14.50
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324. TELEVISION NEWS, 2nd Edition, Revised and Enlarged by Irving E. Fang. Revised throughout and reset, including many new illustrations, expanded treatment of radio news, updated discussions on First Amendment problems related to electronic journalism. 384 pages, 6 1/8" x 9 1/4", about 100 illustrations. \$12.50
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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. Featured speakers: Lowell Thomas, newscaster; Vincent T. Wasilewski, president, National Association of Broadcasters and Raymond Lloyd, regional director, Federal Trade Commission. Del Monte Hyatt House, Monterey.

Also in July

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

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

■ July 20—Motion Picture Laboratories-SMPTE-Memphis State University 17th annual motion picture seminar. M.S.U. Center. Contact: MPL Seminar, Box 1758, Memphis, Tenn. 38101.

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. 9-11—Action for Children Television conference. Concord Academy, Center for the Performing Arts, Concord, Mass. Contact: ACT, 46 Austin Street, Newtonville, Mass. 02160. (617) 527-7870.

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 Broadcast-

ers 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



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*The record was made by Zjane Azzar in Sydney, Australia, November 20-21, 1969. He "rested" on a bed of needle-sharp 6-inch nails, 2 inches apart, for 25 hours and 9 minutes. We figure he didn't sleep a wink all night.

Source: SRDS 3/15/74 ADS.



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Japan Japan Electronics Show '74. Tokyo International
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Sept. 20-22—American Women in Radio and Tele-
vision western area conference. Camelback Inn,
Scottsdale, Arizona.

Sept. 23-24—National Cable Television Associa-
tion board meeting. Rancho La Costa, Calif.

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

Sept. 23-27—Fifth International Broadcasting Con-
vention. 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 Advertis-
ing Agencies Western region meeting. Vancouver,
B.C.

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

Sept. 30-Oct. 1—Midwest National Religious Broad-
casters 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 Telecommuni-
cations Exhibition. Palais des Expositions, Geneva.

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

Oct. 4-6—American Women in Radio and Television
midwest area conference. Sheraton Valley Forge,
Valley Forge, Pa.

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

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

Oct. 9-11—Western Educational Society for Tele-
communications 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 Tele-
vision 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. Ra-
mada Inn, Dickinson.

Oct. 16-18—Ohio Association of Broadcasters and the
Indiana Broadcasters Association joint fall con-

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 confer-
ence. Chase-Park Plaza, St. Louis.

Oct. 10-13—National Association of FM Broad-
casters annual convention. Fairmont hotel,
New Orleans.

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

Nov. 13-16—Society of Professional Journal-
ists, Sigma Delta Chi annual national con-
vention. TowneHouse hotel, Phoenix.

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

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

Feb. 8-12, 1975—National Association of
Television Program Executives annual con-
ference. Hyatt Regency hotel, Atlanta.

April 8-9, 1975—National Association of
Broadcasters annual convention. Las Vegas
convention center, Las Vegas.

April 13-17, 1975—National Cable Tele-
vision Association 24th annual convention. New
Orleans.

vention. Kings Island Inn, Mason, Ohio.

Oct. 18-19—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 Tele-
vision east central area conference. Marriott Inn,
Ohio Hospitality Center, Cincinnati.

Oct. 18-20—American Women in Radio and Tele-
vision 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 Domodossola 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 Tele-
vision southwest area conference. Hilton Inn, Tulsa,
Oklahoma.

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EDITOR: A repetitive note in all the
criticism of the license renewal legisla-
tion concerns the fact that the FCC has
denied license renewals or set for hear-
ing a very low percentage of renewal
decisions. That's like saying that the
House of Representatives has been derelict
in its duty because it has impeached a
very low percentage of Presidents.

Perhaps one should draw the conclu-
sion that by and large the broadcasting
industry has rendered an immense public
service, and in most cases rightfully de-
serves renewals of license without harass-
ment.—D. P. Campbell, vice president-
general manager, WMAR-TV Baltimore.

The mighty pen

EDITOR: I was astonished to note that
only seven broadcasters wrote the eight

senators who voted against deleting the
section 114 royalty rip-off [in the pend-
ing copyright legislation]. Since I was
one, I congratulate the other six. If we
consider the number of radio stations
in Michigan alone, it's a sorry record
on our part.

I feel that the National Association of
Broadcasters has become an aggressive
and articulate organization for our in-
terests in Washington. I have not always
felt that way. However, the NAB, as they
keep telling us, needs our active support.
Can't we, all of us, write a letter and say
we are concerned and would appreciate
our senators considering our point of
view? An individual senator may or may
not support our position. However, he
will think more seriously about it if we
all . . . everyone . . . each . . . singly
. . . collectively . . . etc. . . let him
know.—William J. Hart, general mana-
ger, WILX-TV Onondaga, Mich.

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Media

Renewal time: Is diplomacy replacing confrontation?

Deadline is up in Texas, and many stations are hit with petitions to deny by citizen groups, but several reach agreements with activists that head off trouble

The citizen movement in broadcasting is showing signs of a change of emphasis, if the Texas experience is any guide. Taking their cue from the FCC, which has been urging groups and stations to iron out their difficulties without involving it, groups began seeking out stations several months ago to express their concerns and complaints—and wound up with agreements with 10 stations (some of which signed with two groups), renewals of agreements reached three years ago with three others, and the prospect of an agreement with yet another.

That's not to say, of course, that the petition to deny has been abandoned. For by close of business on Monday, the deadline for filing petitions to deny against Texas renewals, petitions had been filed against 18 radio and television stations, all but one of them filed by a citizen group.

But public interest lawyers hope that negotiated agreements between groups and stations, rather than petitions to deny, become the norm. Frank Lloyd, director of Citizens Communications Center, who is more often a critic than a booster of the FCC, says it is "absolutely right" in urging citizens and stations to engage in dialogues. "It's in everybody's self-interest," he said.

Robert Thompson, of the Austin Television Action Council, which reached an agreement with KTBC-TV Austin, put it this way: "We're all better off if licensees can put their money into programming at home rather than send it to Washington to fight petitions to deny—that's literally passing the buck to Washington."

Citizens, probably the most active public interest law firm in the representation of citizens concerned about broadcast service, has long sought an answer to the need for groups to develop some degree of permanence and expertise if

they were to become effective. "We felt it was important to stress early entry into discussion, the collection of data, the reaching of agreements and the avoiding of petitions to deny," said Albert Kramer, Citizens' former director. His successor, Mr. Lloyd, stressed the importance of early negotiations in a workshop held in April in San Antonio for representatives of citizen groups and their local lawyers. A number of the agreements filed last week indicate negotiations were begun after that meeting.

The agreements cover a variety of issues. But the main points of most, as is true generally of petitions to deny, deal with programming and employment practices of concern to the groups involved.

KPRC-TV Houston, for instance, makes commitments in both areas in agreements it reached with Black Citizens for Media Access and with National Organization for Women. The agreement with the black group, in addition, provides for the station's participation, along with area stations, in several cooperative ventures to aid minority groups, one a program to train broadcast engineers; another, a local advertising council to aid nonprofit organizations prepare quality public service announcements. The NOW agreement provides for the establishment of a

Austin activist Bob Thompson:

"We're all better off if licensees can put their money into programming at home rather than send it to Washington to fight petitions to deny—that's literally passing the buck to Washington."

Women's Advisory Council, which is to advise the station "on the problems, needs, and interests of women and of programming related to those needs."

The black organization, which was active also in filing petitions to deny, hopes to reach an agreement with KTRK-TV Houston. The group asked the commission for a one-week extension of the deadline for filing a petition to deny against the station to allow time for completing an agreement. The group said it and the station have engaged in a "stimulating and mutually beneficial dialogue" over the past three years and, as a result, are "near to a resolution of the issues which presently separate them."

KTBC-TV reached agreements with two groups—the Austin Television Action Council and the Austin Black Media Coalition (BROADCASTING, July 1). The

agreements call for a second daily half-hour newscast to be co-anchored by a black woman, production of additional half-hour documentaries, and a commitment to seek women or minority group members to fill two new news jobs.

KTVV(TV) Austin also reached agreement with the Austin Black Media Coalition. It provides for the production of six programs dealing with issues of concern to the black community, the establishment of an advisory group composed of a cross-section of blacks in the community and the hiring of one full-time black reporter.

In the Rio Grande area, where Mexican-Americans account for 79% of the population, the Rio Grande Valley Coalition on the Media reached agreements with four stations—KGBT-AM-TV Harlingen, KRIO(AM) McAllen and KRGV-TV Weslaco, Tex.—reflecting that fact, in terms of provisions dealing with special programming and efforts to employ Mexican-Americans. KGBT-TV, for instance, has agreed to present a half-hour Spanish-language news program daily at 6:30 a.m., to include in the program public-affairs material of interest to farm workers, and to present Spanish-language movies at least six times a year. It will also "make every effort to hire qualified Mexican-Americans or women for each job opportunity." On the other hand, the coalition, in dealing with KGBT(AM), withdrew proposals for entertainment and children's programming in deference to the station's views in those areas.

And in El Paso, the Committee for the Development of Mass Communications reached an agreement with KTSM-AM-FM-TV and renewed agreements with KDBC-TV (the prospective purchaser of the station, Portal Communications Inc., a subsidiary of the Evening Post Publishing Co., of Charleston, S.C., has agreed to assume the commitments of the present owner, Doubleday Broadcasting Co.) and KELP-AM-FM.

The KTSM agreement provides the establishment of a chicano advisory committee to aid the station in determining and meeting the problems, needs and interests of the Mexican-American community: the production of four prime-time programs produced with chicano input, and the broadcast of weekly, locally produced Spanish language program oriented to the El Paso Mexican-American community.

The agreement may have headed off a petition to deny by the committee, but KTSM-TV was confronted with a challenge to its license anyway, in behalf of a former newsmen at the station who said he was fired as a result of commercial and political pressure. The peti-

tion was filed for Richard N. B. Wheatley by Tracy Westen, of Public Communications Inc., Los Angeles. Mr. Wheatley said he was suspended from his news job and then fired after he had filed a misdemeanor charge against the mayor and a member of the city council in an effort to prevent the city council from holding an illegal closed meeting. The petition charges this was a violation of the First Amendment and the public interest criterion of the Communications Act, and asks for a ruling to that effect, as well as an order designating the station's renewal application for hearing.

The other petitions to deny filed against Texas stations were more traditional in their litany of complaints. And they were filed by two groups—the Black Citizens for Media Access, and various allies, against 11 stations in and around Houston, and the Bilingual Bi-Cultural Coalition on Mass Media, against four stations in the San Antonio area and one in Lubbock.

The BCMA charged that KHOU-TV had “abandoned its obligation to the black community” and had used its program proposals to favor the nonbroadcast interests of its owner, Dun & Bradstreet. KCOH(AM) is said to have failed to serve the needs and interests of the black community and to have violated the commission's rules on program-length commercials. And KLV(AM) Pasadena, according to the group, made misrepresentations to the commission about its ascertainment efforts and “abandoned its city of license.”

One petition was directed against the renewal of eight stations—KILT-AM-FM, KNUZ(AM), KQUE(FM), KULF(AM), KYND(FM), KTRH(AM) and KLOL(FM). All were said to have failed to assure equal employment opportunities for blacks.

Three of the stations whose renewals are being opposed by the Bilingual coalition had been targets of its petition to deny three years ago. And last week, the principal charge against one of them, KITE(AM) Terrell Hills, is that it failed to live up to the commitment it made to end the earlier dispute, a commitment to provide additional service to the San Antonio Chicano community.

The other stations rerunning their experience of 1971 are WOAI-TV and KSAT-TV. The coalition is accusing WOAI-TV of discriminating in employment against Mexican Americans. KSAT-TV was accused of failing to negotiate in good faith and failing to broadcast minority-oriented programming in prime time.

The coalition also accused KONO(AM) of failing to negotiate in good faith, as well as of discriminating against Mexican-American employees and applicants and failing to ascertain needs of the Mexican-American community.

The Lubbock station the coalition is opposing is KLFB(AM). The coalition accuses it, too, of discrimination in employment and of inadequate ascertainment procedures.

The next big test of the trend: Nov. 1, when it's California's turn.

Tightening the reins on fairness

Put together a string of court decisions with the FCC's new policy statement and you have—the commission hopes—a new deal in communications law; all signs point to waning of momentum toward media access

Three years ago, the FCC's fairness doctrine seemed, to broadcasters and to the commission itself, to be out of control. It was being invoked by groups and individuals who felt broadcasters had been unfair in treating typically controversial issues of public importance. It was being used far more creatively by public interest groups claiming that commercials, too, raised controversial issues that obliged broadcasters to present contrasting views. It was being used by groups seeking access to the microphone and camera to present their views to the public directly. And the courts, at least in some cases, were ready to accommodate this “creative” approach with a new, expansive reading of the doctrine and the First Amendment.

Where, commission members were asking themselves and each other, would it end?

Now, all that seems long ago. There is no sign that members of the public or public interest groups have lost interest in seeking access to the media, either for themselves or their points of view. But the courts seem to be taking a more cautious, more traditional approach where the fairness doctrine and the First Amendment are concerned. And the FCC, three years after then-Chairman Dean Burch determined that the commission should do something about the “chaotic mess,” which is how he described the doctrine at one point, has now restated it in a manner designed to assure its application in a conservative, traditional manner—to bring it back under control (BROADCASTING, May 20, July 1).

The reconstruction of government and judicial policy has been underway for some time. But within the last two weeks, the signs of the new direction have been dramatic.

First, there was the decision in the *Miami Herald* (or Tornillo) case declaring unconstitutional a Florida statute requiring newspapers to grant a right of reply to political candidates they attack. This sharply jolted public interest groups, who were concerned about the case's possible impact on efforts to gain access to broadcast media. Albert H. Kramer, president of National Citizens Committee for Broadcasting, criticized the opinion as one that failed to provide any insight into the court's thinking on the

issue, “except that it's viscerally convinced the statute is wrong.”

Then there was the decision by the U.S. Court of Appeals in Washington affirming the commission opinion rejecting the argument that commercials promoting Chevron F-310 gasoline as an aide in reducing air pollution raised a fairness doctrine issue. Mr. Kramer does not regard that opinion as significant precedent: “It's neither a plus nor a minus.” But at a minimum it indicated that the court is not disposed to expanding the reach of the doctrine.

(The court held initially that the complainants—two law school students at the time the complaint was filed in 1970—had failed to articulate the issues clearly enough. But then it went on to discuss the arguments in light of the doctrine and found them wanting.)

But it is the commission's own fairness doctrine report, of course, that provides the clearest and most authoritative indication of the direction the doctrine is to take. Concerned about the manner in which the doctrine was being shaped by its ad hoc opinions and the courts', the commission had drawn back, reviewed the doctrine in the light of its 25-year history and of comments filed by the industry, public interest groups and other interested parties, and then drafted a document designed to state its policy clearly, not only for the benefit of those it regulates and their critics, but for the courts' benefit, as well.

Indeed, the exercise was intended to permit the commission to return to first principles, and in the process to regain control of the doctrine from the courts. The courts might overturn the commission on the ground that it had failed to follow its own precedents, but reversal of decisions grounded in considered policy was less likely. (Or, as Chairman Burch said in January 1971, in initially discussing his idea for an inquiry into the fairness doctrine, the commission would be in a better position to defend a fairness decision before the courts “if it had all the input from the industry and could demonstrate it had agonized over the decision, instead of reaching it on an ad hoc basis” [BROADCASTING, Feb. 1, 1970]).

There is much in the new statement that is familiar. The broadcaster is required to devote a reasonable percentage of time to the discussion of public issues, and to present contrasting views on them. (What is reasonable? That is left to the licensee's discretion, but with the commission reserving the right of review.) Fairness is required not in individual programs but in over-all programming. And the responsibility for program selection is the licensee's.

But one of the key elements of the report is its excision of the commission's 1967 cigarette ruling as fairness doctrine precedent. It was that ruling—an imaginative response to what the commission considered a moral as well as public interest problem—that helped divert the development of the doctrine down paths Mr. Burch considered dangerous. The ruling, requiring cigarette commercials to be tracked by antismoking spots, may have

His baby. FCC Chairman Richard E. Wiley, who headed the staff unit that did the spade work on the drafting of the commission's new fairness doctrine report last week reviewed the product of those labors, and found them satisfying.

Some concepts—that balance is required in individual programs rather than in over-all programming, that fairness could be used to accommodate a system in which self-appointed spokesmen “would be given a right to be heard,” and that standard commercials could be considered controversial and subject to the fairness doctrine—“have given fairness a bad name which it really does not deserve,” he said.

The new fairness report he said represents an attempt to “set the record and the doctrine straight again. We have made every effort to establish a system which is as compatible as possible with the traditional concepts and values of editorial judgment and discretion.”

Chairman Wiley, who discussed the new report in a speech before the New Jersey Broadcasters Association, in Pocono Manor, commended to his audience the section on the mechanics of the doctrine—what is an adequate time for a discussion of public issues, for instance, and what is a reasonable opportunity for opposing viewpoints. He noted that the section does not always provide precise answers. But he said the resulting flexibility allowed the broadcaster “is an all-important ingredient of the fairness doctrine.” No attempt has been made, he said, “to fit every broadcaster into some preconceived government formula of what constitutes fairness.”

“I frankly question the wisdom of the theory that only the government—sitting in Washington hundreds or even thousands of miles from the communities where programming decisions must be made—has the perception and omniscience to determine what issues should be covered and in what manner.”

In discussing the commission action in removing the 1967 cigarette ruling as a fairness doctrine precedent (*Broadcasting*, May 20, July 1), Chairman Wiley said the new approach should permit broadcasters to re-focus their attention on regular news and away from the problems created by efforts to apply the doctrine to standard commercials.

“In all,” he said, “I believe that our new fairness policy will permit the broadcast industry to expand and improve its programming services to the American people—and that is in the public interest.”

been good policy from a public health standpoint, the report says, but it represented a serious departure from the doctrine's central purpose, “to facilitate the development of an informed public opinion.”

Of far more concern to the commission was that, although the ruling was intended to be limited to cigarettes because they were said to raise a unique problem—normal use of cigarettes allegedly threatened a smoker's health—the commission has been unable to prevent its use as a precedent. The report notes that, in 1971, the U.S. Court of Appeals, in a fairness case (*Friends of the Earth*) involving commercials for high-powered cars and leaded gasoline, held that the doctrine had been triggered, since the commercials tolled the virtues of high-powered cars and thus glorified product attributes aggravating an existing health hazard—air pollution.

Even before that case was decided, the appeals court in Washington held that the cigarette-ruling precedent might be extended to some labor-management disputes. That proposition was contained in an opinion involving a petition to deny filed by a retail store clerks union against WREO(AM) Ashtabula, Ohio. Among other things, the union claimed the station violated the fairness doctrine by accepting commercials from a department store with which the union was engaged in a labor dispute while refusing union-sponsored spots urging a boycott of the store. The court reached no conclusion on the fairness issue, but it noted that some of the principles underlying the cigarette ruling—including its reference to “implicit” messages in commercials—might be applicable in the

WREO case. The store's commercials, for instance, might carry an “implicit” message regarding the boycott (*BROADCASTING*, Nov. 2, 1970). (It is worth noting, as a sign of the changing times, that the WREO opinion was written by Chief Judge David Bazelon, who two years later wrote a lengthy dissent in the *WXUR* case calling into question the constitutionality of the fairness doctrine.)

With that as background, the commission said it did not believe “that the underlying purposes of the fairness doctrine would be well served by permitting the cigarette case to stand as a fairness doctrine precedent.” Editorial advertisements which clearly take a stand on one side of a controversial issue of public importance do raise a fairness doctrine issue, the report says. So do institutional advertisements, designed to burnish a corporate image rather than sell products, if the ads bear an “obvious” relationship to an on-going public debate. (The commission recognizes the difficulty licensees may encounter in determining whether such ads do trigger the fairness doctrine. But the report says broadcasters are simply expected to make “a reasonable, common sense judgment” as to whether a commercial advocates a point of view.)

Still, the commission says in the report, “We do not believe that the usual product commercial can realistically be said to inform the public on any side of a controversial issue of public importance.” It would be a mistake, the report adds, to regard standard commercials, like those in the smoking and *Friends of the Earth* cases, as making a meaningful contribution to public debate.

In a related matter, the commission

rejected the Federal Trade Commission's proposal that broadcasters be required to provide time for members of the public to respond to various types of commercials. The FTC listed four categories of advertisements—commercials that raise controversial issues either (1) explicitly or (2) implicitly, (3) that make claims based on scientific premises that are in dispute and (4) those that are silent about negative aspects of the advertised products.

As to the first two categories, the report notes, the fairness doctrine applies. But as an over-all comment, the report says that adoption of the FTC proposal—“apart from a predictable adverse economic effect on broadcasting”—might divert broadcasters' attention and resources from the traditional purposes of the fairness doctrine.

The commission expects broadcasters to discuss consumer affairs, the report says. But, it adds, the decision to cover such matters lies within the licensee's discretion and “should not grow out of a tortured or distorted application of fairness doctrine principles to announcements in which public issues are not discussed.” And as for resolution of claims of deceptive advertising, the report notes, a congressionally mandated remedy for deceptive advertising exists—“in the form of various FTC sanctions.”

The report is also designed to close the door to requests for government-mandated access on the part of the public to the broadcast media. It notes that the Supreme Court in the *BEM* case held that access is not a matter of constitutional or statutory right but suggested that the commission, along with Congress and broadcasters, might devise “some kind of limited right of access that is both practicable and desirable.” But it adds: “Our studies during the course of this inquiry have not disclosed any scheme of government-dictated access which we consider ‘both practicable and desirable.’”

(The *BEM* case arrived in the Supreme Court on appeal by the FCC from an appeals court decision which had contributed to the commission's sense of unease regarding the direction in which the courts were steering the commission—it had held that the public *did* have a limited First Amendment right of access to the broadcast media.)

Moreover, the report says, the commission believes the public's interest in free expression through broadcasting “will best be served and promoted through continued reliance on the fairness doctrine, which leaves questions of access and the specific handling of public issues to the licensee's journalistic discretion.”

The report rejects free as well as paid systems of government-mandated access. But it encourages broadcasters to voluntarily establish systems of affording access to their stations. It notes that the Supreme Court in *BEM* affirmed the commission's position that licensees are forbidden from “excluding partisan voices and always . . . presenting views in a bland, inoffensive manner.”

For all this calculated building of bul-

works against the expansion of the doctrine, the commission's report seems, in the climate created by the Supreme Court in the *Miami Herald* case, almost hard-nosed. For instance, the commission reaffirms its view of the constitutionality of the fairness doctrine on the basis of the scarcity of the spectrum. (The high court found no basis for a government-enforced right of access in the disappearance of newspapers from major markets.) And although the high court felt concern that enforcing a right of reply might cause newspapers to avoid controversy, the commission said its experience with the fairness doctrine does not support the contention that its policies have reduced rather than enhanced the volume and quality of broadcast news coverage.

However, adoption of the report probably does not answer all questions as to how the fairness doctrine is to develop. Mr. Kramer, as well as commission officials, expect challenges to be filed, either in the form of court appeals from the report itself or from cases decided under it. The issue, all sides agree, would be the withdrawal of the cigarette ruling as fairness-doctrine precedent. In Mr. Kramer's view, questions are bound to arise as to whether or not a commercial is a standard one or one that takes one side of a controversial issue of public importance; the distinctions are sometimes hard to make, he said.

Although talk of challenges indicates that, as Mr. Kramer says, the citizen movement "is not dead," it is clearly not enjoying the best of times. Mr. Kramer feels there is "a reluctance" on the part of the courts to extend the fairness doctrine. "The legal signs," he said, "are not good." But then, he observed, a few years ago they were. "Signs," he said, "shift."

Court boosts licensee discretion in programing

In upholding FCC renewal of WBNS stations, appeals panel cites public interest, not percentages, as deciding factor

Four years after the Wolfe family's WBNS-AM-FM-TV Columbus, Ohio, filed for renewal of their licenses, the U.S. Court of Appeals in Washington affirmed the FCC's action in renewing the licenses without a hearing. In the process, the court held that a station's public affairs programing cannot be broken down into "black points of view" versus "other points of view." Nor, it said, can a station be held to have failed to ascertain needs on the basis of the kind of music it provides.

The Columbus Broadcasting Coalition in August 1970 had petitioned the commission to deny the stations' license-renewal applications, filed a month earlier. It charged that renewal would lead to excessive concentration of control of

mass media in Columbus (the Wolfe family owns two daily newspapers and a Sunday newspaper as well as the stations), that the FM's past programing was inadequate and its programing proposals unsatisfactory, and that the stations discriminated against blacks in employment.

The court, in a unanimous opinion written by Judge Edward A. Tamm, held that none of the allegations warranted a hearing. Judges Harold A. Leventhal and Spottswood W. Robinson III joined in the opinion.

The court accepted the assertion by the commission that it preferred to deal with the concentration-of-control issue within the rulemaking now pending. And "while four years might be characterized as an excessive period for a rulemaking," Judge Tamm wrote, "we realize that concentration of control is an extremely complex question." Furthermore, he said, the coalition did not allege bad faith on the part of the commission. He also said there was no basis for charges of anticompetitive practices.

The coalition had charged that the past record of WBNS-FM did not meet the needs and interests of the substantial black population in the Columbus area. Judge Tamm noted that the station relied primarily upon news and public service announcements to meet community needs, but also rebroadcast public affairs programs originating on the AM station. In all, the station devoted 1.67% of its time to public affairs. Then he said: "Programing is a matter left largely in the discretion of the licensee and can never be measured by a simple percentage test. . . . Furthermore, public affairs broadcasts cannot be broken down into 'black points of view' versus 'other points of view.'"

Therefore, he said, the commission was correct in finding that the past-programing issue did not warrant a hearing.

Judge Tamm reached the same conclusion in assessing the validity of the coalition's claim that the commission erred in not holding a hearing on the black-music format issue. He said there was no evidence supporting a charge that the station discriminated against black performers. He also said ascertainment and programing are normally evaluated on the basis of community affairs, not music format. Since most communities are served by stations with specialized entertainment formats, he said, "problems shared by the community provide the current standard by which to review past performance."

The coalition argued that proposed reductions in the amount of time the FM was to devote to news and public affairs programing constituted a prima facie case for denial of renewal. But the court supported the commission in rejecting that contention. Judge Tamm cited an earlier court decision holding that "the test for diminution of service is not mathematical equality but the public interest."

And in disposing of the employment-discrimination issue, the court agreed with the commission's conclusion that the "uncontested evidence showed that the [stations] had an active minority

recruiting program which had resulted in blacks accounting for 20% of all licensees' new hires during the past license term." The coalition's argument "of an erratic hiring policy," Judge Tamm added, "is more than met by the strong evidence of a very positive, result-producing minority-recruitment program."

Judiciary members stand divided on blackout, royalty provisions of copyright bill

Scott comes out especially strong for two aspects of legislation broadcasters feel are discriminatory

The Senate's ranking Republican feels his colleagues on the Judiciary Committee erred when they voted to remove the controversial CATV sports blackout provision from the pending copyright revision bill (S. 1361). Further, Senator Hugh Scott (R-Pa.) emphasizes that he "very firmly supports" the scaled down performance royalty provision (Section 114) that remains in the bill.

Senator Scott was one of several Judiciary Committee members who submitted individual comments on the copyright bill when it was reported out by special consent during the congressional recess last Wednesday (July 3). The committee held its mark-up session in mid June (BROADCASTING, June 17). In another appendix to the committee report, six of the eight committee members who had opposed the inclusion of Section 114 made their feelings publicly known and re-emphasized that the royalty provision should be eliminated when the Senate votes on the entire copyright measure.

Committee sources last week were still anticipating a floor vote on the bill in early August, despite the fact that the bill seems destined to be referred to the Senate Commerce Committee for further study and possible hearings (BROADCASTING, July 1). The key question last week was how long Commerce intends to spend with the legislation. In agreeing with Communications Subcommittee Chairman John Pastore (D-R.I.) that the bill should be briefly referred to Commerce as "a matter of comity," Copyright Subcommittee Chairman John McClellan (D-Ark.) had indicated that he would be agreeable to a 10-day to two-week study period. Some sources indicated last week, however, that Senator Pastore and fellow subcommittee member Howard Baker (R-Tenn.) (who made an initial unsuccessful move to have the bill referred prior to Judiciary's mark-up session) had a longer period in mind. That could pose some problems for Senator McClellan, who has emphasized his interest in seeing expeditious floor action. "Senator McClellan had indicated that he would not object to a brief referral," an aide said. "But if they

wish to have a longer referral there has to be further discussion." Senators McClellan and Pastore will re-examine the matter when the Senate reconvenes this week, the aide said.

In his comments last week, Senator Scott made clear his displeasure with the absence of the sports blackout provision (Section 111). Noting that the bill contains language acknowledging that sports blackout is an issue over which the FCC has authority "if it wishes to exercise it," he stated: "If Congress is not going to settle the issue, the FCC should act within its own authority."

Senator Philip Hart (D-Mich.), one of the opponents of the Judiciary Committee's move to kill the sports provision, joined with Senator Scott in his comments.

Mr. Scott emphasized that due to sports' "unique" status as programming which is of particular value only the first time it is televised, both amateur and professional teams "deserve some special consideration" when it comes to cable carriage. "Forcing a home team to compete with several other games of the same sport on cable could clearly hurt attendance," Senator Scott asserted. A proliferation of cable sports importation, he added, could "reduce drastically" the value of a broadcaster's exclusive coverage contract with the home team. But the primary issue, Senator Scott contended, "is not protection of television contracts but rather an attempt to ensure the financial health of sports teams so they are not forced out of business."

Mr. Scott noted that he had supported two moves within the Judiciary Committee to keep the sports provision intact in some form. One, originally pushed by Senator McClellan, would have specifically instructed the FCC to implement a rulemaking proceeding on the matter with guidelines imposed by Congress. A second, introduced by Senator Hart, would have created a "definition of rights" for pro and amateur sports teams in the bill with modified blackout requirements. As the bill now stands, Senator Scott maintained, the mere mention that the FCC has the authority to act on the blackout issue "did not go far enough."

Regarding Section 114, Mr. Scott expressed his continuing opposition at attempts to kill the royalty provision, maintaining that artists and record companies are "entitled to some compensation" from broadcasters.

"Although I realize that the broadcasters, especially, have objections to paying fees to artists," he said, "I believe the principle is important and should be supported."

That view was vigorously opposed by the six senators who lined up in favor of removing Section 114 from the bill on the floor. The group included the two legislators on the Judiciary Committee expected to introduce amendments on the floor that would achieve that objective—Senators Sam Ervin (D-N.C.) and Edward Gurney (R-Fla.). The anticipated Ervin approach would remove the royalty provision entirely. Senator Gurney's

method would exempt broadcasters from the section but would retain royalty obligations for juke box manufacturers and background music firms.

Senators Ervin and Gurney were joined in their objection by Senators Quentin Burdick (D-N.D.), Roman Hruska (R-Neb.), Strom Thurmond (R-S.C.) and Judiciary Committee Chairman James Eastland (D-Miss.), all of whom had voted for the motion to kill the royalty provision. The two other committee members who had opposed Section 114—Marlow Cook (R-Ky.) and Robert Byrd (D-W. Va.)—were silent last week.

"We remain committed to the position," the senators said, "that the performance royalty is economically unwise and constitutionally unsound." They asserted the provision "will result in an extreme hardship" to all broadcasters and "potential disaster" to some.

The principal argument against Section 114, the senators noted, is that the 1909 Copyright Act "does not recognize any intellectual property right in sound recordings." Further, the senators claimed that "it is inappropriate" that broadcasters should be forced to pay any record royalties beyond those composers' fees mandated by Public Law 92-140.

The senators also relied on an argument echoed repeatedly by broadcasters—that airplay "significantly helps to popularize" recorded product, thus invoking a reciprocal arrangement in which neither the broadcaster nor the record manufacturer should be further aided by legislative edict. If the amount broadcasters are currently paying to music interests (through ASCAP, BMI and SESAC) is not large enough, the senators claimed, it would "seem more amenable" to resolve the issue through interindustry negotiations.

Under the existing bill, they claimed, additional benefits "would accrue to an industry that has not adequately demonstrated a need." Under such an arrangement, they suggested, "it may well become cheaper for broadcasters to revive studio orchestras and be content to pay the musicians' union scale."

An increase in royalty payments, the senators added, could "force a reduction in the non-revenue-producing news and public affairs programming in order to meet the additional costs." In such a situation, they claimed, "the listening public would be the ultimate loser."

Johnson heads back to his farm

Nick Johnson has officially lost the Democratic primary for a House seat from Iowa. In a court-ordered special election in Iowa's third district, the former FCC commissioner was the winner on the Mesquaki Indian reservation, but he lost in all three surrounding precincts to 26-year-old state legislator Stephen Rapp.

The vote brought to a conclusion, finally, an election that originally took place on June 4 but dragged on for a month

after the Indians complained that they had been disenfranchised. The special election was set by the federal court two weeks ago for the Indian precinct and the three surrounding precincts. An unofficial count last Tuesday night showed Mr. Johnson losing 470-335. He won on the reservation, 73-18. In the official count at the earlier vote, Mr. Johnson lost by 62 votes.

A spokesman said Mr. Johnson probably would return to his farm at Kesley, Iowa, where he would tend his garden and work on a book about the FCC.

Issue added in WOR-TV comparative proceeding

In response to a petition from RKO General Inc. the FCC review board last week added an issue against Multi-State Communications Inc., challenger for RKO's WOR-TV New York, for misrepresenting its ascertainment survey.

RKO had presented in its petition a "significant number" of community leaders who either denied or could not recall being interviewed by Multi-State, as claimed by Multi-State in its ascertainment report, the commission said. Multi-State attributed the problem to the passage of time since the survey, but the commission rejected that argument and the affidavits of Multi-State principals that the interviews had been conducted.

In granting the additional issue, the review board denied RKO requests for issues regarding stock subscriptions, staffing proposals and financial qualifications.

On second thought

The FCC has reconsidered an earlier decision and it will add an integration-of-ownership issue to the comparative hearing involving Belo Broadcasting's WFAA-TV Dallas and challenger Wadeco Inc.

The commission had ruled out that issue when it originally set issues on May 24, 1973, but it took a second look after a federal appeals court, to which Wadeco had gone for review, sent the case back to the commission. Last year's order set for hearing issues relating to Belo's past performance with WFAA-TV—which it said is the sole factor to be considered in evaluating a renewal applicant—and denied questions by Wadeco concerning integration of ownership and management. The commission had earlier, over Wadeco's protest, approved an ownership shuffle at Belo that improved the company's integration posture.

In allowing the integration issue, the commission said the action is in line with past policy, with which it said it did not wish to tamper before Congress takes a position on competing applications in the pending renewal bill. In the meantime, although it will continue to consider integration and diversification of ownership in comparative hearings, the commission said, primary emphasis will still lie on past performance "as the most reliable indicator of future performance."

From renewals to ratings: N.Y. broadcasters take a look at the business

Some 300 members and guests of the New York State Broadcasters Association are expected to be on hand to explore subjects ranging from rating to license renewals, women in broadcasting and management planning at the association's 12th annual conference, opening Sunday (July 14) at Cooperstown, N.Y.

A panel on license renewals is scheduled Monday morning (July 15) with participants including John Summers, National Association of Broadcasters general counsel; Richard Shiben, chief of FCC's license renewal bureau; Bruce Wilson, deputy assistant U.S. attorney general, and Frank Fletcher, Washington communications attorney.

Other Monday sessions will include a presentation on management planning and a panel on labor relations.

Senator Jacob Javits (R-N.Y.) will also address the Monday morning session, New York Governor Malcolm Wilson the Monday luncheon.

Senator James Buckley (C-N.Y.) and Commissioner Jack Sable of the New York State Human Rights Division will speak at the Tuesday morning session, which will also feature three panels. One on women in broadcasting, moderated by Marie Murray of General Electric Broadcasting, area vice president of American Women in Radio and Television, will include Marion Stephenson, NBC vice president, planning; Mary Jean Parsons, ABC director of employee relations, and Wyoma Best, reporter for WHEC-TV Rochester.

Hugh M. Beville Jr., executive director of the Broadcast Rating Council, will lead a discussion of ratings, and news coverage will be explored by a panel including Caryl Rivers of the communications department of Boston University; Bruce Herschensohn, deputy special assistant to President Nixon, and Aaron Shepard, news director of WRON-AM-FM Albany, N.Y.

Representative Hugh Carey (D-N.Y.) will speak at the annual awards dinner Tuesday night.

New Jersey man files against WNET New York

Noncommercial WNET(TV) New York last week found itself the object of a second petition in recent weeks to have its license lifted. The latest petition came from a New Jersey resident who complained that the station had not fulfilled obligations to New Jersey that were promised when its license was granted in 1962 and reiterated when it applied for its present license, granted in 1973. John Cervase says the station has been drawn further and further away from its agreement "to give special coverage to New Jersey in general and Newark in particular," and now it relies on a "radical chic" New York audience for financing. Mr. Cervase asked the commission to re-

quire WNET to show cause why its license should not be revoked.

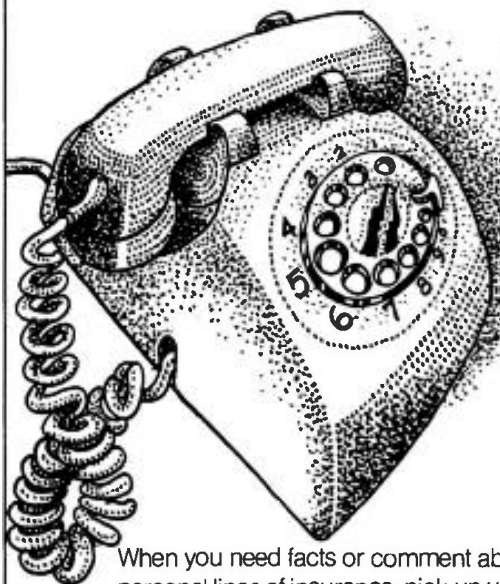
Earlier, a Puerto Rican group had filed against the station, charging it with discrimination in programing and employment (BROADCASTING, July 1). WNET replied that it has provided Latinos with superior programing and job opportunities, despite the fact that they make up only 5% of the station's total potential audience. WNET sought dismissal of the petition, noting that many of the charges predate its 1973 renewal grant. It also questioned the credentials of the group filing against it, saying it had not indicated its membership size and, said WNET, it "could be limited to the two individuals listed as petitioners, one of whom is a former employee of WNET."

NAB again finds UHF's profitable

Annual survey of TV stations' finances shows 'typical' U making money, 'typical' TV's revenues continuing to rise at an accelerating rate

The financial trend for UHF stations is into the black, according to the National Association of Broadcasters' annual television survey. For the second year in a row, that study has shown the "typical" U registering a net profit—albeit a small

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	UHF's only			All TV's		
	1973	1972	Percent change	1973	1972	Percent change
Total time sales	\$1,456,500	\$1,292,100	12.7%	\$2,157,600	\$1,920,400	12.4%
From:						
Network compensation	109,200	80,100	36.3	315,000	313,000	0.6
National and regional spot	512,700	448,400	14.3	837,200	743,200	12.6
Local advertising	834,600	763,600	9.3	1,005,400	864,200	16.4
Total broadcast revenue	1,377,500	1,211,900	13.7	1,971,700	1,733,800	13.7
Total broadcast expense	1,349,800	1,211,800	11.4	1,628,600	1,446,500	12.6
For:						
Technical	190,300	164,800	15.5	211,700	199,600	6.1
Program	488,600	441,100	10.8	596,100	513,500	16.1
Selling	193,100	176,900	9.2	223,100	199,600	11.8
General and administrative	477,800	429,000	11.4	597,700	533,800	12.0
Profit (before federal tax)	27,700	100	*	343,100	287,300	19.4
Profit margin	2.01%	.01%	*	17.4%	16.8%	5.0
Selected expense items						
Total salaries	489,700	451,000	8.6	620,000	577,300	7.4
Depreciation and amortization	118,300	114,000	3.8	146,300	142,700	2.5
Film and tape rental	122,100	105,200	16.1	156,100	134,200	17.2

one. And the "typical" television station (VHF and UHF combined) isn't feeling any pinch. The median TV station in that category increased its profits by 19.4%.

According to combined UHF and VHF figures, total sales figures for the median TV station topped the \$2 million mark for the first time—with local advertising up a healthy 16.4%, accounting for more than \$1 million of the total revenues. Total broadcast expenses for the typical station also continued to climb, up 12.6%.

The typical station's profit margin rose

only to 18.2% from the 1972 figure of 17.4%, but dollar profits rose 19.4% to \$343,100—the largest dollar profit figure since 1965, according to the analysis.

The profile of the typical U station shows total time sales revenues of U's growing faster than those of the industry as a whole (the typical U registered a 12.7% jump over year-ago figures compared with the 12.4% figure for all reporting stations). Gross revenue for U's climbed 13.7%—equaling the percentage increase chalked up by the typical TV station (UHF and VHF combined). Typ-

ical profits for a U went from \$100 in 1972 to \$27,700 in 1973 and the profit margin increased from .01% to 2.01%.

The NAB study attributes the medium's increasing financial viability to the rapid growth of national-regional and local spot advertising—up 14.3% and 9.3%, respectively. (The 36.3% increase in network compensation is not a true reflection of the industry, having resulted from a larger number of affiliated U's in the 1973 sample than in the previous year's sample, the analysis notes.)

The composite profile of the typical TV station was compiled by NAB's broadcast management department from the responses of 382 UHF and VHF reporting stations (57% of the commercial TV stations in operation). A total of 83% of those responding reported a profit. The UHF profile was based on data submitted by 73 stations, 55% of which reported a profit.

Throwing a wrench into WPGC-AM-FM sale

The FCC has been asked to defer consideration of the proposed \$5.8 million sale of WPGC-AM-FM Morningside, Md., from the Maxwell Richmond estate to the Mariott family. Robert Howard, presently the stations' general manager (and a political candidate; BROADCASTING, June 24), told the commission he has the right of first refusal to buy the Maryland facilities as well as the estate's WMEX-AM) Boston.

He claimed a 1971 agreement between the estate and himself "raises a threshold question as to the validity" of the Mariott transaction. Mr. Howard asked that the sale application be deferred "until such time as a final solution is reached" on the controversy. Mr. Howard, claiming that he has received "threats of economic and physical reprisals" from the Richmond estate for his stance, stated that "we may be forced to go to court to defend our position."

Changing Hands

Announced

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

■ WQXM(FM) Clearwater, Fla.: Sold by John T. Rutledge, Joseph S. Field and others to Plough Broadcasting Co. for \$1,220,000. Mr. Rutledge owns WQHI(FM) Jeffersonville, Ind., Mr. Field owns WIRK-AM-FM West Palm Beach, Fla. Plough is a subsidiary of Schering-Plough Corp., Bluefield, N.J. It owns WCOP-AM-FM Boston, WCAO-AM-FM Baltimore, WPLO-AM-FM Atlanta, WJJD-AM-FM Chicago, WMTS-AM-FM Memphis and WSUN-AM) St. Petersburg, Fla. WQXM(FM) is on 97.9 mhz with 100 kw and antenna 440 feet above average terrain. Broker was R. C. Crisler & Co.

■ KVSL(AM) Show Low, Ariz.: Sold by Robert D. Zellmer to KBW Associates Inc. for \$183,000. Mr. Zellmer has CATV interests. Principals in buyer are Hugh J. Williams (83.3%), Carl C.



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74-34

Kuehn II (15.9%) and others. Mr. Williams is announcer and engineer at KSVL and is former engineer at WSEW-AM. Selinsgrove, Pa. Mr. Kuehn is announcer and engineer at WBSA-FM York, Pa. KSVL operates full time on 1450 khz with 1 kw day, 250 w night.

■ WNOI(FM) Flora, Ill.: Sold by Flora Broadcasting Co. to Vogel-Flora Corp. for \$115,000. Principals in seller are Michael R. and Flora E. Freeland. Principals in buyer are William R. Vogel and others. Mr. Vogel has interests in WGNS-AM) Murfreesboro, Tenn., WAMA(AM) Selma, WBLO(AM) Evergreen, WULA-AM) Eufaula, WTCB(AM) Flomoton and WHOD-AM-FM Jackson, all Alabama, and WIFN(AM) Franklin, Ind. WNOI is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

■ WFTN(AM) Franklin, N.H.: Sold by WFTN Inc. to Northeast Communications Corp. for \$110,000. Principals in seller are Ronald E. and Dorothy H. Porter. Principals in buyer are Jeffrey E. Fisher, president, Richard D. Walsh and others. Mr. Fisher is business news director at WJW(AM) Cleveland. Mr. Walsh has interest in WQRC(FM) Barnstable and is production engineer at WEEI(AM) Boston, both Massachusetts. WFTN is on 1240 khz with 250 w.

Approved

The following transfers of station ownership were approved last week by the FCC (for other FCC activities, see page 42):

■ KXOW-AM-FM Hot Springs, Ark.: Sold by Christian Broadcasting Corp. to Noalmark Broadcasting Corp. for \$325,000 plus \$50,000 not to compete. Principal in seller is Forrest Eddy, president. Principals in buyer are Edwin B. Alderson, Russell Marks, Charles M. Nolan, Robert C. Nolan, Theodosia M. Nolan, William C. Nolan, William C. Nolan Jr. and Theodosia N. Tattersall. Noalmark is licensee of KELD-AM-FM El Dorado, Ark. KXOW(AM) is daytimer on 1420 khz with 5 kw. KXOW-FM is on 106.3 mhz with 310 w and antenna 790 feet above average terrain.

■ KTAO(FM) Los Gatos, Calif.: Sold by the Tomentose Broadcasting Co. to Ethnic Radio Inc. for \$250,000. Principal in seller is Lorenzo W. Milam, who is applying for new TV in Los Gatos. Principals in buyer are Joaquin Esteves, Batista S. Vieira and Joe C. Rosa (33⅓% each). Mr. Esteves is radio and TV producer, Mr. Vieira is painting contractor and Mr. Rosa is real estate broker. KTAO is on 95.3 mhz with 250 w and antenna 860 feet above average terrain.

■ WPDR-AM-FM Portage, Wis.: Sold by Comstock Publishing Co. to Kramer Broadcasting for \$237,000 and adjustments. Principal in seller is William T. Comstock. Principal in buyer, Edward A. Kramer, is former station manager of WDUX-AM-FM Wampaca, Wis. WPDR-AM) is daytimer on 1350 khz with 1 kw. WPDR-FM is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ KHER(FM) Longview, Tex.: Sold by

Pat on the head. Vice President Gerald Ford stopped by the Office of Telecommunications Policy to swear in its deputy director, John Eger, last week, and in the process applied what little balm OTP has received from that wing of the administration in some time. He said he was proud of the OTP's accomplishments, and expressed the hope the office "will continue to make some hard decisions." The office, he said, "is growing in essentiality and importance to the country." And, in an apparent reference to the controversies in which OTP director, Clay T. Whitehead, has become engaged—with the broadcast industry, Congress and the White House itself—he said, "I know sometimes you've gotten heat for some things you've said. You have to stand up for what you think is right."

FCC Chairman Richard Wiley, who as general counsel of the commission had recruited Mr. Eger into government service, attended the swearing in with his wife. Abbott Washburn, whose appointment as an FCC commissioner was confirmed by the Senate two weeks ago, was also on hand.

Radio Longview to Stereo 105 for \$120,000. Principal in seller, H. A. Bridge Jr., has interests in KLUE(AM) Longview and KMHT(AM) Marshall, both Texas. Principals in buyer are J. D. Osborn and Kenneth R. Reynolds. Mr. Osborn owns and operates KAMC(FM) Arlington, Tex. Mr. Reynolds is 20% owner and general manager of KMCO-AM) Conroe, Tex. KHER is stereo on 105.7 mhz with 100 kw and horizontal, 57 kw vertical and antenna 260 feet above average terrain.

FCC's AT&T documents remain confidential

The FCC has denied a reporter's request for "confidential" information supplied to it by AT&T. The request came from Stephen M. Aug of the *Washington Star-*

News, who had sought to inspect the minutes of AT&T's executive policy committee.

The Bell System has furnished the information to the FCC trial staff for its use in studying interstate telephone rates. Mr. Aug said he needed it to understand the decision-making process regarding rate changes and market competition, but Bell opposed disclosure on the grounds that the information was "highly privileged and confidential."

The commission denied Mr. Aug's request under the investigations exemption of the Freedom of Information Act, saying that while the information may or may not be confidential, it saw "no immediate need for disclosure." Such disclosure would not be in the public interest, it said, because it might impair the commission's ability to obtain similar materials for future investigations.

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NAB's TV board, by 8-to-4 vote, ratifies code's restrictions on children's ads

Limit will be 10 minutes per hour in 1975, 9½ minutes thereafter under new standards; companion statement takes sharp issue with FTC ban on premium advertising

By an eight-to-four vote last Monday (July 1), a conciliatory television board of directors of the National Association of Broadcasters ratified recommendations of its code review board (BROADCASTING, July 1) restricting both advertising time and content in children's programming.

At the same time, and in a separate action, an adamant TV board issued a statement opposing the Federal Trade Commission's guide banning premium advertising, calling it a "discriminatory" move that threatens self-regulatory machinery that has attempted to deal with the issue.

The new regulations, essentially those the code board recommended, reduce nonprogram material for code subscribers in Saturday and Sunday children's programming to 10 minutes per hour in 1975 and nine and a half minutes in 1976, and limit weekday nonprogram time to 14 minutes per hour in 1975 and 12 minutes the next year. The board also approved provisions requiring that program and advertising content be "clearly" separated by an "appropriate device" other than a fade to black and banning the advertising of nonprescription drugs and vitamins. Another revision will broaden the provision stating that "advertisements shall be consistent with generally recognized standards of safety" to include the products advertised as well.

Those board members who voted against the code changes were reacting not so much against the specific revisions themselves as the manner in which they came about. Sentiment among the dissenters centered on a desire not to cave in to government pressure—the NAB action followed by little more than a month FCC Chairman Richard Wiley's call for a reduction in time standards and by less than a week the Federal Trade Commission's proposed guide banning television advertising of premiums to children. Robert Gordon, vice president and general manager of WCPO-TV Cincinnati, called the move "hasty" and said the time standard reduction was made in the absence of research that indicated that "12 minutes is exploitative and nine and a half is not."

Eugene B. Dodson, executive vice president of WTVT-TV Tampa, Fla., voiced fears of the financial impact of the time standard cut, saying its greatest effect will be felt by independent and UHF stations that rely most heavily on

children's TV programming. Also opposing the revisions were A. James Ebel, KOLN-TV Lincoln, Neb., and Ray Johnson, KMED-TV Medford, Ore.

Despite the fears that independent outlets may end up drawing the short straw as a result of code changes, leaders of the Association of Independent Television Stations (INTV) were reported to be preparing to follow NAB's lead in tightening children's advertising standards. Initial indications were that the association would reach a result "very close" to NAB's, at least where weekday daytime programming is concerned. Most of their discussions thus far were said to have centered on the daytime area. The entire subject of children's advertising is expected to be taken up formally when the INTV board meets, probably later this month.

The desirability of such a move was expressed by a number of NAB members. Because a large number of independents do not subscribe to the code, their attempt to deal with some of the major children's advertising issues is seen as a way of forestalling further government intervention.

But, according to one NAB spokesman, the independent stations could play the most effective role in children's advertising issues if they were to become subscribers to the NAB code. And discussions of the independents at Monday's meeting were limited to increasing their participation in the NAB structure.

An FTC spokesman said that the degree to which self regulation can be exercised by the industry as a whole will determine the need for further government action; the FTC "would prefer self regulation," according to J. Thomas Rosch, director of the Bureau of Consumer Protection. He also said the FTC was "pleased" with the NAB's ban on vitamin and over-the-counter drug advertising—two areas Chairman Lewis Engman had pinpointed for action in a speech before the American Advertising Federation (BROADCASTING, June 10). The FTC staff is studying one other issue detailed by Mr. Engman in that speech—the use of program hosts and personalities to deliver product pitches. The NAB has assigned its children's advertising committee to review NAB standards in that area, but Mr. Rosch said the FTC "is

not waiting for the NAB" to act on that problem and is "moving on its own track."

The TV board's unanimously approved statement opposing the FTC's proposal to ban premium advertising to children on television noted that TV is the only medium that has dealt with the problem "on a responsible self-regulatory basis." The statement opened with a review of 10 separate TV code restrictions that prohibit the misrepresentation of a premium's characteristics, performance or use and limit the amount of time in a commercial that can be devoted to premiums (half the commercial or 20 seconds, whichever is less).

The NAB's approach is "realistic and reasonable" and "effective," the statement said; it argued that the proposed FTC action "can only undermine and weaken the self-regulatory machinery."

Not only would that ban be "discriminatory" when applied only to TV, the statement continues, but it would, in addition, be ineffective. The statement compares the premium ban to the cigarette advertising law which took cigarette commercials off the air and "resulted only in driving cigarette advertising to other media" without reducing cigarette consumption. In a similar way, the statement contends, premium ads will blossom in other media "and the problem that the FTC is pretending to solve will continue to exist. If such advertising is wrong—and the FTC has not proved that contention—then it is wrong for all media," the TV board concluded.

New kid on block near sellout

The TVS Television Network has announced that, with the addition of Sears (through Foote, Cone & Belding), Warner-Lambert (J. Walter Thompson) and Toro (Ogilvy & Mather), its 1974 World Football League telecasts are now 80% sold out.

These new sponsors join the previously signed Chevrolet (Campbell-Ewald), Fireman's Fund Insurance (Cunningham & Walsh), American Express (Ogilvy & Mather) and the Savings and Loan Associations (McCann-Erickson), said Alan Lubell, TVS sales VP.

He added that more than 110 stations

Still carrying his stick. FCC Chairman Richard E. Wiley allowed himself a few words of cheer last week following the action of the National Association of Broadcasters television board endorsing the code board's proposals for limiting commercials on children's television programming. But he is not yet ready to say whether or to what extent he still feels it necessary for the commission to act in the area of children's programming.

"I think the TV board's action is a step that's definitely in the public interest," he said. "It's a meritorious thing." He said that although he had seen only press reports of the board's action, it appeared to deal with some of the problems he had discussed in his speech in Atlanta in May (BROADCASTING, May 27).

In that speech, he had said the government would act because the industry had failed to act voluntarily. That led NAB officials to meet with him in an effort to develop proposals for self-regulation that would head off government action.

With the NAB action virtually completed, the chairman is now awaiting word as to whether stations that do not belong to the NAB code—and 40% of the nation's stations do not—will also accept self-regulation as an alternative to government action. Independent operators, through their Association of Independent Television Stations, are expected to inform the chairman of their position in a matter of weeks. But he is "hopeful" INTV will follow NAB's lead.

have already signed up for the games, which kick off Thursday, July 11, at 9 p.m., NYT. Opener has the New York Stars facing the Jacksonville, Fla. Sharks in the Gator Bowl in Jacksonville. Network sportscasters will be Merle Harmon and Alex Hawkins (with an additional guest commentator each week).

Democratic party's overnight stay on CBS-TV brings in \$7.1 million, nets \$4.5 million

Abstinence of two Group W stations only hitch in telethon's funding coup

The 21-hour Democratic telethon on CBS-TV June 29-30—reportedly the longest in either network or political party history—netted over \$4.5 million for the National Democratic Committee. *Answer America*, the Democrat's third network telethon, brought in more than \$7.1 million in pledges, \$2.5 million of which went for time and production costs. Of those costs, \$1.1 million represented air time on CBS—all but two of whose affiliates cleared the telethon.

Those two, KDKA-TV Pittsburgh and KPIX(TV) San Francisco, are Westinghouse-owned stations, whose decision to refuse the network telethon was attributed to a concern for "fairness" and "balance." Donald H. McGannon, Group W president, said the fairness situation "is particularly critical because it involves the third such Democratic telethon in an elapsed period of two years. The Republican party has not had any, hence a very serious problem of fairness has already arisen and will confront stations in the future."

Mr. McGannon flatly rejected an earlier statement by Democratic National Committee Chairman Robert Strauss that the Group W stations declined to carry the telethon for financial reasons. "We are genuinely concerned that the nature of the compensation formula from the network can be construed as a contribution by a corporation licensee being in violation of the federal statutes," he stated. In addition, Mr. McGannon warned that the presence of politically controversial material in previous Democratic telethons "raised a strong notice and warning concerning obligations under the FCC's fairness doctrine for this year's effort." The recent telethon "is highly insensitive to many serious problems facing our country which include the deliberation of the House Judiciary Committee on a Bill of Impeachment, the Moscow detente trip, inflation, etc."

The Democrats refuted the fairness anxieties, however, by summing up the telethon as "very low key" and "all humor" which contained "no heavy-handed Watergate" material. "We decided to leave that where it belongs—in the Judiciary Committee," a national committee

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Changing guard. The Advertising Council's outgoing chairman, Donald H. McGannon (r), receives a Steuben glass bowl from his successor, Gibson McCabe, in appreciation of Mr. McGannon's two years' stewardship. Mr. McCabe is president of Newsweek Inc.; Mr. McGannon, president of Westinghouse Electric Corp.'s broadcasting, learning and leisure time division, has been voted honorary chairman.

source said. "The *Answer America* theme was different, in that it was for educational purposes. It was supposed to articulate what the party stands for, show what the party has done."

One thing the party has done, through its telethons, is to virtually retire its party debts—which tallied less than \$2.5 million before the latest telethon. Of the party's profits, two-thirds goes back to state Democratic organizations, leaving the national party with about \$2 million to spend however it pleases. The Democrats' first telethon, during the July 1972 convention, netted over \$2 million—all of which went to the national committee—in 19 hours on ABC-TV. Production costs that year were about \$1.8 million. The second telethon, over NBC-TV, brought in \$2.2 million, net, after eight hours, half of which went to party state organizations. (Production costs for the second telethon, which aired Sept. 15, 1973, amounted to \$2.2 million; the broadcast carried through network prime time, from about 5 p.m. to 1 a.m.)

Increasing the amount returned to state organizations provided an incentive for party workers, who used "every grass

roots technique" to prepare for the telethon, which was the "television culmination" of "a lot of local work that built the audiences."

A raft of movie and TV stars and party regulars made pleas, performed in skits and musical numbers, and presented political and comic-political monologues. Among those participating were Paul Newman, Helen Reddy, Groucho Marx, Bette Davis and Senators Ted Kennedy, Hubert Humphrey, Henry Jackson and George McGovern.

Mr. McGovern's appearance—and that of Alabama Governor George Wallace and Minnesota Governor Wendell Anderson—raised a second fairness-related complaint because the three are candidates in upcoming November elections. All CBS affiliates in those states were notified of the candidates' scheduled appearances—and only South Dakota, Senator McGovern's home state, chose not to carry the portions of the telethon featuring its candidate. Alabama and Minnesota affiliates carried the entire broadcast, and are open to equal-time requirements if such requests are made, national committee spokespeople said.

CBS-TV jumped in to the telethon's plans when the Democrats "suddenly" announced that "a few more" 1974 candidates would appear on the broadcast; after discussions some two weeks before the telethon, the party agreed that only Senator McGovern and Governors Wallace and Anderson would appear. "They felt that they were essential to the fund raising, and CBS reluctantly agreed to their appearance," a CBS spokesman said, "but they were the only candidates that did appear." CBS had advised the party that "serious Section 315 problems were ahead if candidates were allowed to cut in."

The telethon began at 10 p.m. (EDT) Saturday, June 29, and ended 21 hours later, at 7 p.m. (EDT) Sunday, June 30. As the broadcast wound up on the West Coast—where there were three extra daylight hours until 10 p.m. eastern time—some \$6.2 million had already been pledged, party sources confirmed. In the last three hours, it was noted, about \$700,000 was pledged. Democrats were elated at the last pledge figure because it represented not merely West Coast participation, but the "momentum" from the rest of the country, that was reportedly "still calling in" last week days after the telethon ended. "We raised at least twice as much as we did last year, and there were no presidential candidates to boost interest," one party source said. "That shows you something about the so-called political apathy the polls talk about. The people were so enthusiastic, they kept on pledging even after everything was tuned off."

The party had nothing but praise for its dealings with CBS—and with the other two networks. "All three are just super to work with," the source beamed. The committee made bids to all three networks this year, but chose CBS because it offered "the best bid"—and furthermore, "we were looking forward to working with CBS. It has more affiliates than the others, for one thing, and for another, we felt we were ready for them."

Business Briefs

Rep. appointments. WAND-TV Decatur, Ill.: Blair Television, New York ■ KTAR-(AM)-KBBC-FM Phoenix: Blair Radio, New York ■ WWW(FM) Detroit: CBS/FM Sales, New York ■ WBLM(AM) Lewiston, Me.: Eckels & Queen, Boston (for New England).

Honda's radio buy. America Honda Motor Co., Gardena, Calif., has signed as participating sponsor for its Honda Civic cars in new series of 90-minute radio specials to be carried first and third Thursday of each month on all 34 ABC-FM Spot Sales represented stations. Program, titled *Sunday Stereo Special*, is produced by Alto Communications Inc., Hollywood, in association with ABC Owned FM Radio Stations.

No lone stars. Goodwin, Dannenbaum, Littman & Wingfield Inc., Houston-based public relations/ad agency, has acquired Culbertson, Heller & Norton Inc. Agency says it's Houston's first to surpass \$10 million mark in capitalized billings.

BAR reports television-network sales as of June 23

ABC \$315,947,700 (30.2%), CBS \$382,144,500 (36.6%), NBC \$346,333,700 (33.2%)

Day parts	Total minutes week ended June 23	Total dollars week ended June 23	minutes 1974 total	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	66	\$ 484,400	1,690	\$ 11,263,200	\$ 11,859,500
Monday-Friday 10 a.m.-6 p.m.	1,011	8,482,600	24,968	220,825,300	198,380,800
Saturday-Sunday Sign-on-6 p.m.	239	2,718,700	7,200	106,128,400	96,241,300
Monday-Saturday 6 p.m.-7:30 p.m.	101	2,050,100	2,456	54,578,100	48,847,300
Sunday 6 p.m.-7:30 p.m.	11	210,000	374	8,799,800	8,815,300
Monday-Sunday 7:30 p.m.-11 p.m.	404	20,292,900	9,799	575,084,700	531,551,100
Monday-Sunday 11 p.m.-Sign-off	176	2,705,400	4,170	67,746,400	59,348,900
Total	2,008	\$36,944,100	50,657	\$ 1,044,425,900	\$ 955,044,200

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

NCTA figures reflect cable's emphasis on subscribers

Rise of nearly 30% is reported over year ago; top 10 most active

Three out of every four cable television subscribers in the U.S. today are served by one of the top 50 multiple system operators. And, according to a BROADCASTING analysis of the latest top-50 MSO subscriber counts compiled by the National Cable Television Association, the nation's 10 largest cable firms serve nearly half (47%) of all American CATV households.

The NCTA figures show a healthy growth in subscribers at the 50 largest cable firms, despite an otherwise depressing year for the industry.

Since April 1973, when the previous

NCTA accounting of the top 50 MSO's was issued (the latest was being distributed to NCTA members and press last week), those firms have enjoyed a collective increase of 1,397,435 subscribers—a 29.6% rise. Approximately 61.4% of that increase was accounted for by the 10 largest firms, which together attracted a total of 858,000 subscribers in the past year.

Also this past year, the top 50 MSO's increased slightly the already extensive hold they enjoyed over the cable marketplace. In 1973, the top 50 accounted for 4,716,800 of the industry's then 6.5 million subscribers (72.5%). As of June 1974, the top 50 collectively served 6,114,235 subscribers, or 74% of the current industry total (8.1 million).

The latest NCTA tabulations indicate significant subscriber increases for a number of the industry's largest firms. The development is in accord with an industry-wide shift in corporate emphasis away from obtaining new franchises and toward increasing subscriber penetration in existing franchise areas. Teleprompter Corp., with more than twice as many subscribers (1.02 million) as

any other cable firm, enjoyed a 37.8% increase in customers in the past year. Midwest Video Corp. and Telecable Corp., respectively ranked 14th and 15th in the top 50 in the new listing, saw respective increases of 67.1% and 66.2%. Further down the list, American Cable Television (32d) saw its subscriber count more than double from 21,000 a year ago to 44,000. Other significant increases: Cox Cable Communications, 49.6%; American Television & Communications Corp., 43.3%; Continental Cablevision, 48.6%; Athena Communications, 73.6%.

Three individual cable systems are now so large that they rank higher on the top 50 listing than several multiple owners. They include Sterling Manhattan's New York system, a subsidiary of Time Inc. (63,335 subscribers); Gill Industries' San Jose, Calif., operation (38,000) and Rollins Inc.'s Wilmington, Del., system (38,000). All three are controlled by firms which also own broadcast properties.

One of the few conspicuous changes in ranking among the major MSO's involved a switch between Tele-Communi-

Cable's top 50 (companies)

Company	Subscribers		% Increase
	April 1973	June 1974	
1. Teleprompter Corp.	740,000	1,020,000	37.8
2. Warner Cable Corp.	400,000	477,000	19.2
3. Amer. TV & Communications	300,000	430,000	43.3
4. Tele-Communications	326,000	428,000	34.0
5. Cox Cable Communications	230,000	344,000	49.6
6. Viacom Communications	228,000	290,000	27.5
7. Sammons Communications	221,000	258,000	16.7
8. Communications Properties	182,000	204,000	12.1
9. Cablecom General	178,000	189,000	6.2
10. UA-Columbia Cablevision	145,000	168,000	15.9
11. LVO Cable	118,000	146,000	32.2
12. Service Electric	115,000	136,000	18.3
13. Storer Cable TV	92,000	121,000	31.5
14. Midwest Video	70,000	117,000	67.1
15. TeleCable Corp.	68,000	113,000	66.2
16. Vikoa	85,000	106,000	24.8
17. Continental Cablevision	70,000	104,000	48.6
18. Athena Communications	53,000	92,000	73.6
19. Liberty Communications	82,000	90,000	9.7
20. GE Cablevision	62,000	85,000	37.1
21. Sterling Manhattan Cable*	55,000	63,335	14.5
22. Western Communications	57,000	63,000	10.5
23. TM Communications	43,000	60,000	39.5
Cablevision Properties	31,000	60,000	93.5
25. Newchannels Corp.	46,000	59,000	28.3
26. Colony Communications	37,000	58,000	56.7
27. Twin County Transvideo	41,300	52,000	26.8
28. Texas Community Antenna	38,000	48,000	26.3
29. Communications Services	37,000	47,000	27.0
30. Westinghouse	39,000	46,000	17.9
31. Telesis Corp.	40,000	45,000	12.5
32. American Cable Television	21,000	44,000	109.5
American Finance Management	42,000	44,000	4.8
Comcast Corp.	34,000	44,000	29.4
35. Rollins Cablevision*	26,000	38,000	46.1
Televents	—	38,000	—
Gill Industries*	14,500	38,000	171.4
38. Cable Information Systems	38,000	35,000	-7.9
Central Calif. Communications	35,000	35,000	0.0
40. Davis Communications	28,000	34,000	21.4
41. Calif.-Ore. Broadcasting	28,000	33,000	17.8
42. Palmer Broadcasting	28,000	32,000	14.3
Vision Cable	25,000	32,000	28.0

Company	Subscribers		% Increase
	April 1973	June 1974	
44. Covenant Cable	24,000	28,000	16.6
Triangle Publications	26,000	28,000	7.8
46. General Television	23,000	26,000	13.0
47. Lamb Communications	24,000	23,000	-4.2
Pencor Services	19,000	23,000	17.3
Potomac Valley TV Cable	22,000	23,000	4.5
50. King Videocable	30,000	22,000	-26.0
Total	4,716,800	6,114,235	29.6

*—Denotes individual system

Cable's top 25 (systems)

Location	Company	Subscribers
1. San Diego	Mission Cable (Cox)*	74,154
2. New York	Sterling Manhattan Cable	63,335
3. Los Angeles	Theta Cable	56,572
4. New York	Teleprompter	53,410
5. Allentown, Pa.	Service Electric	52,000
Allentown, Pa.	Twin County	52,000
Suffolk County, N.Y.	Viacom	52,000
8. Wilmington, Del.	Rollins	38,521
9. San Jose, Calif.	Gill	38,000
10. San Rafael, Calif.	Viacom	36,000
11. Eugene, Ore.	Teleprompter	35,322
12. Santa Barbara, Calif.	Cox	33,583
13. Harrisburg, Pa.	Sammons	33,540
14. San Francisco	Viacom*	33,000
15. Toledo, Ohio	Buckeye Cablevision	30,860
16. Austin, Tex.	Midwest Video	29,000
Bakersfield, Calif.	Warner	29,000
18. Altoona, Pa.	Warner	27,248
19. Utica, N.Y.	Mid N.Y. Broadcasting	27,000
20. Harlingen, Tex.	Sammons	25,072
21. Scranton, Pa.	Verto Cable	25,000
22. Santa Cruz, Calif.	Teleprompter	24,269
23. Martinez, Calif.	Televents	23,525
24. Seattle	Viacom	23,520
25. Elmira, N.Y.	Teleprompter	23,397

*—Includes contiguous systems serving San Diego, San Diego county, Chula Vista, El Cajon and Imperial Beach, all California.

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"Scapino . . . if you miss it, you will be crazy, and if you let your kids miss it, you will be simply inhuman. Scapino is a delightfully silly evening of intrigue and slapstick. The heart of Scapino is Jim Dale. Frank Dunlop is astonishingly adroit and deft in his staging. Everything has an air of improvisation to it, but everything has also been measured out to the last millimeter. This is by no means a one-man show. Indeed, the whole point of Mr. Dale's performance is that it has to bounce off brilliant and confident actors. The others are all splendid. Gavin Reed is the purest delight, as is Ian Trigger. The lovers are sweet, the waiters and waitresses superbly comic, a male nurse in drag (a horrified Ian Taylor) is a delight, and I commend to you a naughty tramp called Raymond Platt. Carl Tom's setting is magnificent. That is it. Mr. Dunlop, Mr. Toms, Mr. Dale and Mr. Moliere — and as they used to say, Hellzapoppin!"

—Clive Barnes, *New York Times*

'Jim Dale...another Danny Kaye'

—John L. Hess, *New York Times*

"An evening of sheer delight! It is rarely, if ever, that I've seen a first-night audience embrace an actor with the affection it bestowed on Jim Dale in the Young Vic's wonderful production of 'Scapino'. It was a mass crush that enveloped him and it would be difficult to think of a case when it was more richly deserved. It isn't just a brilliant portrayal he offers; it is nothing less than an inspired one. It is good to have slapstick comedy back again. Mr. Dale is a master of that virtually forgotten comic art. 'Scapino' is a hilarious comedy. I don't believe any of us in the first night audience including the reviewers wanted to leave and go home".

—Richard Watts, *New York Post*

'Frank Dunlop... astonishingly adroit and deft.'

—Clive Barnes, *New York Times*

"The funniest romp on Broadway! You should make every effort to see 'Scapino' and take the children with you because they will teach you how to laugh!"

—Alan Burke, *WPIX-TV*

"A mad romp with zest and style. Jim Dale is incredible. He is both star and wizard. He practically hypnotizes his audience with unbounded energy and charm. The Young Vic people are utterly charming in this riotously funny romp, brimming over with vitality and style. A macaroni masterpiece brings joy to the Circle. All of Broadway seems that much brighter for it. A big bravo!"

—William Raidy, *Newhouse Newspapers*

"The dazzling company is back with their delightful, free-wheeling comedy. A phenomenal performer, Jim Dale has a rare gift for criss-crossing all comedy strains. This subtle conniver of classic farce, the goofy clown, the physically agile, slapstick buffoon, the character satirist—with his ferocious energy, Dale manages to incorporate them all in a single dazzling performance. He is a marvel!"

—Marilyn Stasio, *Cue Magazine*

"A high-spirited, music hall comedy. Delicious, performed with style and spirit. The number one delight is Jim Dale. Don't miss it. Buy tickets for yourselves and your kids. You will thank me!"

—Leonard Harris, *WCBS-TV*

"One of most joyous events of the season. Jubilant! Jim Dale is supreme".

—Brendan Gill, *The New Yorker*

"The British have invaded Broadway with a stageful of brilliant clowns. It is a merry-go-round of mirth. Anything can happen in this wild production, and indeed it does!"

—Emory Lewis, *The Record*

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"Absolutely delightful production with a mixture of outrageous gags, knockabout farce and scraps of pseudo-Neapolitan melodies. An almost indispensable example of how beautifully comedy can work in the theatre, combining ingenuity, a talented cast and audience willing to be captivated".

—A. Wallach, *Newsday*

'Entire company performs with verve'

—T. E. Kalem, *Time Magazine*

"The Young Vic's 'Scapino' is a Circle hit! Go, go, go, if you want to laugh, laugh!"

—Michael Jachetta, *Daily News*

"A cinch for laugh honors. A wild farrago of mod movie nonsense, burlesque puns and sprinting action. Jim Dale keys the merriment as a scamp of superhuman agility".

—William Glover, *Associated Press*

"A hilarious high! The wildest and funniest bit of monkey-shine farce seen on Broadway in recent memory. A triumphant season finale for the Circle".

—Hobe, *Variety*

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cations Inc. and American Television & Communications Corp. TCI dropped to fourth place and ATC moved to third by virtue of the latter's impressive 43.3% subscriber gain.

A separate NCTA listing of the nation's largest individual cable systems showed a number of changes from the previous count, although Cox Cable's Mission CATV subsidiary in San Diego continued as the largest operation (now with 74,154 subscribers). Sterling's New York system remained second, now with 63,335 subscribers. Theta Cable's Los Angeles system moved from sixth to third place and now claims 56,572 subscribers.

Untangling the tangle in cable gripes

NCTA, local authorities claim FCC's complaint officer plan would only add to the bureaucratic jungle; consumers contend it would cut a path to the top

The prospect of additional cable subscriber complaint mechanisms drew vehement opposition last week from franchising authorities and cable operators, who agree that the procedure is sufficiently complex as it is. But interest groups argued that a new approach is needed to untangle the complexity created by current complaint procedures.

Operators and franchisers specifically opposed an FCC proposal to require local authorities to designate officials to receive complaints about cable service. Such a requirement, asserted the Na-

tional Cable Television Association, would be "regulation for regulation's sake, rather than responding to an existing problem or need." No need has been shown for such an official, NCTA said, noting that cable systems are already required to maintain complaint offices. Indeed, the association said, the proposal could be counterproductive in that franchisers could use the requirement as an excuse to boost franchise fees. In any case, it said, the addition of another complaint officer "merely presents the cable industry with another regulator, another questionnaire and another duty to consume the CATV operator's time and money."

Similarly, a group of nine operators filing jointly saw the proposal, coming just two years after the present complaint procedures were established, as "premature and burdensome." Noting that the FCC has its own subscriber complaint service, the systems said that to add still another one "is to jerk the system operator hither and yon among federal, state and local complaint offices by any disgruntled subscribers or local politician with some ax to grind or looking for some cause to ride."

Local authorities, too, felt that the proposal was unnecessary and further, that it could never be sufficiently flexible to meet varying circumstances. "Neither the naming of a specific government official to handle complaints nor the defining of a procedure should be required . . . as both are always subject to local change," the city of Portland, Ore., observed. In addition, the city of San Diego noted, a franchise is both a municipal

ordinance and a contract. To change the ordinance, it said, would require a long process involving committee hearings, formal introduction of legislation, adoption and an extensive waiting period. On top of that, it added, the city would still have to have the consent of the franchisee to change the contract. If there is to be a federal requirement, it said, it should only be that the franchise contain a provision that "alludes to" the subscriber complaint process available to citizens. Other cities said complaints should be handled through existing government mechanisms.

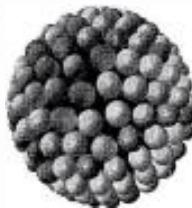
Public interest groups agreed that there is already a confusing plethora of complaint offices available, but they said that only argues the more for the establishment of a specific authority to handle such complaints. But, said the National Citizens Committee for Broadcasting, "even though authority over subscriber complaints should be centralized, the commission should affirmatively encourage the development of a local cable agency in each franchise territory." And at each of those agencies, it added, should be a set of "comprehensive public files" that would include: correspondence with the FCC, oppositions to franchising, transcripts or summaries of public hearings on cable applications, access and leased channel program logs, cable system annual reports and correspondence with subscribers. The availability of such files would encourage citizen participation in cable development and would assist the franchiser in his regulation of the operator, NCCB said.

Concern for nonsubscribers was voiced by the Philadelphia Community Cable Coalition, which cited examples of property owners in disagreement with cable installers over the planting of poles and stringing lines. "There is simply no agency of government with any central responsibility to handle complaints from citizens whose attempts to . . . protect their property are being thwarted," the coalition said. It urged the establishment of a "local oversight agency," with technical expertise and provision for citizen input, to handle "everything, including citizen complaints." Further, it said, the commission should require that subscribers be notified of the existence of such an agency.

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Three in one

Development of a multiple selector switching system in which three different keys operate a single lock controlling three pay-TV channels was announced last week by Robert L. Roberts, who said the device makes it technically feasible to offer three pay programs simultaneously on any CATV system. He said he had been granted a patent on the device, called KeyVision, and that he expects to sell it to manufacturers at \$20 to \$25 per subscriber. The subscriber, as he sees it, would lease the device and keys by the month and use the appropriate key to unlock the channel carrying the program he wanted to see at any given time. Mr. Roberts also said that

Trans World Attractions Corp., New York, a theatrical and industrial film company of which he is president, will probably get into the pay-cable software business too. Mr. Roberts is a former station manager of TeleGuide, closed-circuit TV service to New York hotels and buildings.

How long the line in cable debated in FCC rulemaking

System operators and municipalities want the control left local, while interest groups opt for federal hand

In comments on line extension policy, one of two early rulemakings to come up under the FCC's cable clarification process (for the other, see facing page), cable operators, franchising authorities and public interest groups were unanimous in lauding the commission for its good intentions. But whereas the operators and franchisers warned the commission against going too far, the public interest groups urged even more intervention in local cable regulation.

The greatest concern of operators and franchisers was that the commission would try to insert itself into the franchising process through specific line extension requirements, such as setting a homes-per-mile floor. While it might be appropriate to have such specific standards, said the city of San Diego, they cannot practicably be set from above.

The city of Knoxville, Tenn., however, did recommend standards—that service be provided at a density of 50 homes per mile and when 10 subscribers within 1,500 feet of an existing line ask for an extension.

When the commission issued its clarification notice, it noted that experience had assuaged its earlier concern that operators would wire the affluent suburbs and leave a "doughnut hole" of unwired core city without service. That experience, said the city of Eugene, Ore., "illustrates the need to remain flexible and avoid distortion of cable development through regulations based on inaccurate assumptions."

Cable company operators were of a mind with the franchisers. "Local franchise authorities must be left unfettered," said Cablecom-General, and should only be required to show that line extension policies are developed in "a knowledgeable and public fashion." Communications Properties Inc. took a similar position.

The question of public notice also came under scrutiny. Portland, Ore., agreed with the principle, but said it should be required only for those "directly affected by an exclusion or conditional wiring provisions." Other petitioners including a group of 82 cable systems filing jointly, suggested that such notice can adequately be provided for in the existing FCC regulation requiring "full public proceedings in the franchising process."

Any accommodation on line extension by the cable operators hinged on the stip-

ulation that they get "reasonable compensation" for the service they provide.

In a joint petition, nine systems urged the commission to balance its stated "ideal of total area service and the reality of imperative economic viability." The balance must turn, they suggested, on the question of profitability. To that end, they called for a specific federal "bottom line" standard for line extension requirements that would insure "full compensation" based on a return of costs plus "a reasonable profit."

The interest groups, too, recognized a need for a balance between viability and universal service. However, noting that operators assess viability in terms of population and rate of return, the Philadelphia Community Cable Coalition said that "the rate of return can become a farce, a repository for hidden charges and expenses." Instead, the coalition said line extension decisions should be based on "expertise," which it said "is best provided at a statewide level in regional and statewide planning."

Interest groups in general, concerned that local franchisers may be too naive or blase to administer line extension effectively, urged the imposition of strong standards from the federal level. The Selma Project and Civil Liberties Union of Alabama, which regularly file together on public interest questions, proposed that operators be required to submit detailed schemes of line construction for the entire franchise area over a given number of years. The Alabama groups would also have the FCC require franchisees to show that no area has been left out of the franchise before granting a certificate of compliance and, in the case of a multiple franchise, require each franchisee to guarantee the performance of all others.

The National Citizens Committee for Broadcasting was also concerned about the franchiser-franchisee relationship. NCCB argued that, by delegating cable monitoring authority to franchisers which must in turn rely on operators' expertise to determine line extension policy, "the commission has in effect adopted a policy that allows the cable operator . . . to dictate the substance of the criteria for line extension."

Noting that franchisers also must rely on operators for information and expertise for determining extension rates, NCCB urged the commission to require "at the very least" that construction be completed within a specified period and to provide "guidelines and expertise to facilitate the monitoring of subscriber rates."

ATC wins in Norman

The Oklahoma state supreme court has dismissed a suit challenging the results of a public referendum in which the cable franchise for Norman, Okla., was approved.

The ruling upheld a December 1973 district court decision denying a challenge to the election returns by two University of Oklahoma students—Larry Woods and Diane Jackson—who had previously waged a local newspaper cam-

paign to discredit the intentions of the eventual franchisee, American Television & Communications Corp. (BROADCASTING, Dec. 31, 1973).

The Norman referendum evoked national interest due to the nature of the unsuccessful campaign by the students, who were financed with \$10,000 by an unidentified source. Several local advertisements placed by the two alleged that cable, by virtue of its bi-directional capability, has the potential to serve as a Big Brother in subscribers' homes. "Cable TV Can Be a Spy in Your Bedroom" was the theme of the campaign.

In their pleadings to the supreme court, Mr. Woods and Ms. Jackson asserted that the Norman election returns were incorrectly transcribed to indicate that the final tally was 2,835 in favor of the CATV ordinance and 2,715 opposed. The actual count, they contended, was 2,776 to 2,774—thus raising questions as to the propriety of local officials in administering the election.

The court ruled, however, that a common law such as the cable ordinance is not subject to the challenge rights customarily afforded a candidate for public office absent a finding of "fraud, misconduct or mistake." No such evidence had been demonstrated, the court ruled.

Cable Briefs

Turned down. FCC has denied certificate of compliance to Florida applicant whose proposed franchise fee was less than that offered to franchiser. Applica-

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tion to FCC by Orange Cablevision Inc. proposed 5% fee, commission said, but bid to Orange county (where an ordinance calls for 3-5%) indicated figure could exceed that percentage. Commission also frowned on Cablevision's lump sum payment of \$330,000, plus \$10,000 deposit, to county—a practice commission felt might burden new cable systems. In addition, it questioned Cablevision's offer of two educational access channels where only one is required. Denial does not prejudice reconsideration of amended franchise or "more persuasive showing," commission said.

Again. FCC has issued further notice of proposed rulemaking to reconsider whether and how cable origination programs, including those on access channels, should be identified. Second look at proposal first advanced in 1971 is necessitated by such developments as 1972 access requirements, soaring origination costs and automated weather programming, commission said. Comments are due Aug. 9; reply comments, Aug. 27.

Credit. Firstmark Financial Corp., Indianapolis, has extended loan in excess of \$1 million to Riverside Cable Corp., operator of CATV facilities in Riverside county, Calif., north of Los Angeles. Daniels & Associates, Denver, brokered transaction.

Expanding. American Television & Communications Corp., Denver, has received franchise to serve Portland and South Portland, both Maine. Firm already serves nearby Sanford, Me., and is constructing in Biddeford, Me.

Building. Great Lakes Cable Co. has awarded contract to build 12-channel system at Elk Rapids and Kewadin, both Michigan, to Koenick Electronics Inc. Headend, trunk and distribution equipment will be supplied by Ameco Inc., Phoenix.

Another voice. Further suggestion as to how current flap over cable regulatory authority could be solved has been supplied by Jerrold Oppenheim, editor of *Chicago Journalism Review's* "Cable Report." Mr. Oppenheim has drafted model regulatory code for cable stressing medium as common carrier and detailing such specifics as nondiscriminatory access to all cable facilities, rate regulation, provisions for public decision-making in system operation and freedom of information considerations. Text is available for \$5 from *Cable Report*, 1715 North Park Avenue, Chicago 60614.

Down. LVO Cable Inc., Tulsa, Okla., says it has made provision for possible writedown of \$452,000 in losses, which would change its corporate showing for nine month period ended last February from black to red. Development follows valuation of LVO Cable's investment in LVO Cable Fund, a limited partnership. Result, firm said, would be reduction of previously reported net income of \$16,000 (one cent per share) to net loss of \$404,000 (21 cents per share). LVO Corp., parent of LVO Cable, previously announced plans to merge with Ladd Petroleum Corp., Denver (BROADCASTING, June 24).

Programing

SAG, producers agree on new three-year pact

By 1976, actors will receive 100% compensation for reruns in prime time; minimum scale goes up by 25%; residuals for syndicated shows will no longer end after 10 airings

Screen and TV actors and TV and movie producers agreed on a new contract just one day before the end of the existing three-year contract, with actors getting more money, but at the same time the settlement assures there will not be any strike to impair TV program production in Hollywood and elsewhere for the coming fall season—as there was during last year's 16-week writers' strike.

The agreement, reached June 29, is between the Screen Actors Guild and the Association of Motion Picture and Television Producers, and is being hailed in some quarters as "landmark" in some of its provisions: namely, that providing for 100% compensation to actors for reruns in prime time effective in 1976-77 season. Also considered consequential breakthroughs are the erasure of long-standing differentials between film and tape, and the inclusion of a cost-of-living clause that becomes operative in the third year of the new contract.

And the fact that the negotiations were conducted by SAG in conjunction with the American Federation of Television and Radio Artists is seen as heralding a potential amalgamation of the two unions.

The agreement, already approved by the SAG board, has been submitted for ratification to SAG's 29,000 members. Among the major provisions of the new contract:

- Increase minimum scale by 25%. For day actors, for example, the minimum goes up from \$138 to \$172.50; for weekly actors, minimums go up from \$483 to \$604.

- For prime-time reruns, 50% of compensation the first year; 70% the second

Void. A 1968 agreement whereby the Association of Motion Picture and Television Producers recognized the Producers Guild of America as a collective bargaining agent was declared invalid last week by a California court of appeals. The PGA-AMPTP contract was voided, because, the court said, "uncontradicted facts" established that PGA is dominated and controlled by employers. It noted among other things that 10 of PGA's 13 member negotiating committee were employer-producers (they owned or held office in production companies). The court decision came from a 1969 suit filed by five writer-producers and the Writers Guild of America, West.

year and 100% in the third year of the new contract, provided, however, these payments don't total more than \$1,000 per episode for a half-hour show, \$1,100 per episode for an hour show, and \$1,200 per episode for any show longer than one hour. In the old contract, rerun charges were based on scale payments, not actual compensation and started at 50% for the first re-run and 40% for the second, and so forth downward, although few shows were rerun more than twice in prime time. Initially, SAG had asked for ceilings that ran from \$2,500 per episode for a half-hour program up to \$12,500 for a two-hour show. Where a rerun is outside the fall-winter season (17 weeks of spring and summer are considered off season), rerun payments are to be 80% of the in-season rates.

■ In syndication, residual payments that had ended after 10 reruns in the old contract were continued indefinitely. The rates, based of course on a 25% boost in minimums, require payments of 40% for the first syndication run, 30% second, 25% third, and scaled down for subsequent runs to 5% for those after 12 runs—all based on minimums, not actual compensation.

■ Other highlights of the new contract include 100% of actual compensation for theatrical exhibition of TV shows, whether domestic or foreign; 25% boost in minimum payments for foreign telecasts of shows; increased payments to SAG's pension and welfare fund, up from 6.5% to 8.5% of wages, with ceilings of \$4,500 to \$12,500 depending on the length of the program, with higher insurance coverage.

Program Briefs

Exceptions. FCC has waived prime time access rule to permit CBS showings of pre-season football game and, if necessary, delayed broadcast of Miss Universe contest. Waiver for football game will permit CBS affiliates in mountain zone top-50 markets to carry Aug. 30 game from 7-10 p.m. with regular network programming from 6-10. Miss Universe waiver would permit rebroadcast of show on Sunday, July 21 only if live broadcast on previous day is prevented by transmission problems or is pre-empted by "extraordinary and unforeseen event."

MPC overseas. Metromedia Producers Corp. reports sales of its features, series and specials in overseas markets in first six months of 1974 rose by almost \$1 million over comparable period last year. Kenneth Joseph, executive vice president for world-wide syndication, said sales growth was led by *Jane Goodall's World of Animal Behaviour: The Baboons of Gombe*, sold in 19 countries; *Spelling/Goldberg* feature films, sold in 16 countries, and *Chopper One* and *Firehouse* series, each sold in 13 countries.

Sales sizzling. Worldvision Enterprises, New York, reports record sales during June, with 16 stations added to *Mod Squad* line-up, including KTVI(TV) St. Louis; WVUE(TV) New Orleans; WBTV(TV) Charlotte, N.C. and KTUL-TV Tulsa,

Okla., raising total to 63. Ten stations have bought *Let's Make a Deal*, increasing total markets sold to 163.

'Surgeon' surges. Ted Bates & Co., New York, reports its half-hour *Police Surgeon* series has been acquired by stations in 98 markets, 31 of which plan to schedule series in prime-access time. Series is bartered to stations for Colgate-Palmolive by Bates. Stations committed include KYW-TV Philadelphia, WNAC-TV Boston, KDKA-TV Pittsburgh and WAGA-TV Atlanta.

Three more. Alto Communications Inc., Los Angeles, announces three new radio formats: *Rock Unlimited*, featuring contemporary rock music with five disk jockeys as hosts; *Something to Love*, popular love songs by contemporary artists, and *Gentle Persuasion*, easy listening.

Postgame. Sperry Rand Corp. (Young & Rubicam) will again sponsor *The Sperry NFL Report*, 15 National Football League post-game roundups (with taped highlights of key games) on NBC-TV. Host is sportscaster Tim Ryan.

Golden on golden. California Golden Seals and Golden Pacific Network have signed two-year contract to broadcast full 80-game schedule of Bay Area pro hockey club. KEEN(AM) San Jose will originate with feeds to KKIS(AM) Pittsburgh, KIDD(AM) Monterey and KSRO(AM) Santa Rose, all California.

Hoosier rights. WTTV(TV) Indianapolis has reached three-year agreement with Indiana Pacers (basketball) and Indianapolis Racers (hockey). Pro contract augments station's earlier basketball pacts with Indiana University and Purdue.

Service spots. Thirty- and 60-second radio and TV spots featuring Celeste Holm have been released by American Revolution Bicentennial Administration, Washington. Message concerns stamp and medal package, which went on sale July 4.

House call. Consultation, health-oriented TV series, is available free from University of Illinois Medical Center, Chicago. It is available to stations and cable systems in color on two-inch quadruplex and one-inch IVC and ¾ inch cassette.

Oriental. Japanese film series of contemporary classics is being produced for public TV by KQED(TV) San Francisco and the Pacific Film Archive of the University of California at Berkeley, with a \$448,000 grant from the National Endowment for the Humanities, plus \$57,000 from the Bank of America. There are 15 films in series, ranging from one produced in 1951 to two made in 1969. Broadcasts will include English subtitles.

Incentive. Edward L. Bernays Foundation Award of Emerson College, Boston, has been established to give \$1,000 to writer or writers of "most socially significant nationally televised program broadcast during 1974." Award is co-sponsored by Mr. Bernays, pioneer public relations practitioner, and Emerson College. Seymour N. Siegel, president of Broadcasting Foundation of America, will be chairman of awards jury.

Liberty Lobby's radio commentary under attack for anti-Jewish bias

ADL, adman Jack Geller criticize 126 stations, Mutual network for broadcasting daily series

A daily five-minute radio broadcast, *This Is Liberty Lobby*, was attacked by the Anti-Defamation League of B'nai B'rith last week as anti-Jewish in tone and sponsored by an organization set up and controlled by "an outspoken anti-Semite" as "a money-raiser and front for his seamier operations."

The attack was contained in an ADL announcement that it had found in a survey that 126 radio stations are carrying the program, most on a paid basis but some as "public service." ADL also reported that Liberty Lobby, sponsor of the broadcasts, had arranged with Mutual Broadcasting System to distribute the program to Mutual's approximately 600 affiliated stations.

A Mutual official confirmed that MBS is distributing the series but said it is acting only as "a carrier" and that this program is one of several, representing a wide variety of viewpoints, that are made available to Mutual affiliates through the network's facilities. He said Mutual has no count of station clearances.

The 126 stations listed by ADL ap-

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FM monitors

parently are in addition to any taking the program via Mutual.

Lawrence Peirez, chairman of ADL's national civil rights committee, said "the contract [with Mutual] hardly came as a surprise since Mutual's principal owners, Mr. and Mrs. Benjamin D. Gilbert, have contributed thousands of dollars to Liberty Lobby since 1966."

ADL said "the unpublicized force" behind *This Is Liberty Lobby* is Willis A. Carto, who it said began to work full time as a "professional bigot and organizer" in 1954, founded the Washington-based Liberty Lobby 16 years ago and helped build it into a propaganda and lobbying organization that is "one of the most active and best financed groups on the American far right."

ADL said the radio program started in March 1973 with four stations.

Among the "seamier operations" with which ADL linked Mr. Carto was Noon-tide Press, described by ADL as "publisher of anti-Semitic, racist and pro-Nazi books" including one, *Imperium*, that it said "contains a dedication to Adolf Hitler and a laudatory 35-page introduction by Carto."

John L. Goldwater, chairman of ADL's national fact-finding committee, which conducted the station survey, said *This Is Liberty Lobby* made "daily attacks" on Israel and American Jews, calling Israel "a bastard state" and accusing American Jews of being subversive, in broadcasts during and immediately following the October Arab-Israeli war. Such attacks, he said, were "typical" of the program's point of view.

Bob Bartell, commentator on the program, denied such charges as the work of "a damn liar." He said the broadcasts "didn't take sides" during the Arab-Israeli conflict but advocated "a sound policy of neutrality in the Mideast." Moreover, he said, "we require our members to take a loyalty oath to the U.S., which is probably more than the ADL does."

ADL is not the only one, however, that has found elements of seeming anti-Semitism in the broadcasts and in the *America First* publication that the broadcasts promote.

In a letter predating the ADL release, Jack Geller, vice president and media director of Weiss & Geller, New York, told BROADCASTING that "I have examined a copy of this *America First* publication, and I find that some of the material is reminiscent of *Der Sturmer*, the official Nazi paper in the days of Hitler."

Mr. Geller continued:

"I have been involved in the broadcast industry for 25 years, and am fully familiar with the economic problems of some radio stations. I am aware that some radio stations cannot be too choosy about the type of advertiser they accept. But it's a great shock to me to find that owners of radio stations will permit their facilities to be used for the peddling of Nazi-type publications."

ADL's Mr. Goldwater, in listing the stations he said are carrying the programs, questioned whether those owners and managers are "ignorant of [*America First's*] contents" or "uncaring about their role in helping to peddle bigotry."

Broadcast Journalism®

CBS gets home free on four complaints before news council

'Black Journal' also cleared; Mutual case held in abeyance

The National News Council has dismissed four complaints against CBS News, another against *Black Journal* and still has pending a sixth case involving Mutual.

Two University of Chicago graduate students had complained that the CBS News Jan. 17 documentary, *The Mysterious Alert*, was biased in its challenging of administration motives for the October worldwide military alert of U.S. troops during the Arab-Israeli war. The council found the documentary to be a "legitimate journalistic inquiry on a subject of continuing public interest and controversy" and not "advocacy journalism" (with particularly reference to the "credibility gap" of CBS correspondent Dan Rather) as the complainants suggested.

Three other complaints against CBS also were dismissed, after a morning's discussion by the council's grievance committee: (1) that CBS News had not produced enough information programming on antigun control lobbying and legislation—the council found the complaint "too sweeping and generalized"; (2) that the description on the *CBS Evening News* of Bebe Rebozo and Robert Alplanalp as President Nixon's "millionaire friends" was "deliberately provocative"—the council acknowledged that the two could just as well be described as "bankers" or "industrialists," but that, considering the same "millionaire" label had been fastened to friends of previous Presidents, the term should be considered "journalese" rather than pejorative; (3) that CBS correspondent Daniel Schorr's report on information released last summer by the Senate Watergate Committee on the existence of alleged milk fund "deals" was distorted—dismissed because the council found Mr. Schorr's reporting to be ac-

curate coverage of the day's committee findings.

In another action, the council dismissed an earlier complaint of bias against a *Black Journal* program on a housing development in Newark, N.J. (BROADCASTING, May 13). The Corporation for Public Broadcasting, which previously funded *Black Journal*, at first declined to cooperate with council proceedings, maintaining that the issue was "not within the council's jurisdiction," the grievance committee noted. The original complaint was submitted Aug. 19, 1973, and a response from PBS was not received until Feb. 15, the committee added. After deliberation, the council determined the program "adequately researched."

The council is still investigating a complaint from a former newscaster with Mutual Broadcasting System concerning the first Black College All-American Football team selection, sponsored by MBS and Chevrolet, and covered extensively over Mutual's hourly newscasts (BROADCASTING, May 13). Because Mutual has declined to participate in the council's study, the news arbiters decided not to make their finding public unless it was deemed impossible to gather some response from the network after sending along its initial views. "We want to give Mutual some opportunity to respond before we take a stand," a council spokesman said. A Mutual executive told BROADCASTING the network probably would "not do anything" about the complaint, which was termed "ridiculous."

Farr stays out, Lewis stays in

Los Angeles Timesman William Farr won't go to jail a second time for refusing to reveal his sources for stories on the Manson murder case, but KPFF(FM) General Manager Will Lewis is still behind bars for refusing to yield tapes in the Patty Hearst-SLA case. Thus went two California court developments involving print and broadcast journalism last week.

Mr. Farr, last Tuesday (July 2), was relieved of a second citation for contempt of court under California newsmen's



Complaint dept. Pictured is a working session of the National News Council, meeting in New York. Clockwise from far left to right: Loren F. Ghiglione, editor and publisher, *Evening News*, Southbridge, Mass.; R. Peter Straus, president, WMCA (AM) New York; Norman E. Isaacs, associate dean and editor in residence, Graduate School of Journalism, Columbia University; Ralph M. Otwell, managing editor, *Chicago Sun-Times* and president, Sigma Delta Chi; Ned Schnurman, associate director, National News Council; Judge Stanley H. Fuld, chairman, National News Council; William B. Arthur, executive director, National News Council; (backs to camera) Irving Dilliard, director, Department of Aging, State of Illinois; Sylvia Roberts, attorney, and Mary T. (Molly) Ivins, co-editor, *Texas Observer*.



Menaugh

Thirty. Robert McFadden Menaugh, 69, who as superintendent of the House Radio and TV Gallery since its inception in 1939 had led the way in achieving recognition for broadcast newsmen on equal footing with print journalists on Capitol Hill, retired June 30, primarily for reasons of health. He had served under eight speakers, and had seen the galleries' membership grow from a charter 26 to the present 565.

A native of Indiana, Mr. Menaugh had served on the Hill since 1931. And as authority on congressional procedures and personalities, he had indoctrinated scores of newsmen on the techniques of hill coverage and parliamentary procedures. Running the radio and television galleries of Congress (he was also instrumental in setting up the Senate Radio Gallery) entailed more than service on Capitol Hill. It meant accreditation, coordination and supervision of broadcast newsmen and coverage of national political conventions. Mr. Menaugh was in the thick of these quadrennial assignments and in 1948 found himself handling not only the conventional GOP and Democratic conclaves but also those of the Progressive and Dixiecrat parties.

Mr. Menaugh spent four years in the Army during World War II as executive officer of the War Intelligence Division of the War Department Bureau of Public Relations. He left the service as a colonel. A year ago he was presented the distinguished John W. McCormack award as the outstanding employe of the House. Many members of Congress, including Speaker Carl Albert (D-Okla.), paid tribute to his stewardship.

Mr. Menaugh and his wife, Helen, live in Alexandria, Va. A married daughter lives in Michigan. His successor has not been named.

shield law. He had served 46 days in prison the first time, and still risks possible fines and further imprisonment in a second trial.

Lawyers for Mr. Lewis, head of the Pacifica-licensed Los Angeles noncommercial station, were still seeking his release after three weeks' incarceration. He had been cited for contempt of court for refusing to answer grand jury questions about Symbionese Liberation Army activity in Los Angeles, and bombings by the Weather Underground. Mr. Lewis refused to submit to the grand jury the SLA recordings and the WU letter claiming credit for the bombing, although he did release copies of both to the police.

Journalism Briefs

In memory of. Michigan Associated Press Broadcasters Association has renamed its First Amendment Award as Richard E. Cheverton Award for late news director of WOTV(TV) Grand Rapids. And Louisiana APBA has designated its top honor as Fred Hammond Memorial Award for the late news director of WWL(AM) New Orleans.

Two-way. Seventeen-hour siege June 28 by police of two hold-up men with two hostages inside Los Angeles bar had TV not only covering event, but being used by police to communicate with gunmen. KTLA's teletext unit was used to make personal appeal to men, who tuned to channel 5 inside bar. They surrendered later in day.

McLaughlin on Chancellor. Rev. John McLaughlin, presidential advisor and Jesuit priest, has attacked Washington news media for creating atmosphere "reminiscent of Joe McCarthy." Chastising journalists for falling prey to "the sneaky leak and backroom smear," he urged audience members at Overseas Press Club to retain "sense of history" as they write it. Father McLaughlin directed particular

criticism at NBC's John Chancellor for his assessment of the "Saturday night massacre," when Watergate Special Prosecutor Archibald Cox was fired and Attorney General Elliot Richardson resigned, as "the most serious constitutional crisis in the country's history." No such crisis, Father McLaughlin noted, resulted from similar firings of top aides by Harry Truman and other Nixon predecessors.

Equipment & Engineering

FAA-FCC tower-lighting proposal is criticized

An aeronautical consultant and former Federal Aviation Administration employe claims that the FCC's proposed lighting standards for broadcast towers may be impossible to meet. However, the FAA, which recommended the standards to the FCC, says the consultant is misinformed and possibly does not understand the standards.

The FCC proposal, now being considered in a rulemaking, would permit tower owners to replace paint jobs with high-intensity lighting as a warning to aircraft pilots. In a "special notice" to the FCC, the FAA, the National Association of Broadcasters and others, Washington consultant Joseph Vivari warned that the standard "is absolutely impossible because no satisfactory high intensity light is available." He said that use of the lights would be a waste of money and could leave broadcasters legally open to damages resulting from collisions.

But a spokesman at the FAA who is familiar with the standards and knows Mr. Vivari suggested that the consultant "doesn't understand the difference between the specifications and the standards" set by the FAA. "There is a lot of misinformation in there," he said of the special notice. Five manufacturers have made lights meeting FAA standards, he said, and although there have been prob-

lems with the lights in the past, he foresaw no difficulties with the FCC proposal. Likewise, an FCC official saw no insurmountable problems with the proposal, although he said the commission is looking into questions about expense and transmitter interference from the lighting, and he expected some action on the proposal in about six months. Of Mr. Vivari's notice, which he had seen but not studied, the official said "we'll consider all relevant issues when they arise."

As for the legal issue raised by Mr. Vivari, John Summers, general counsel for the NAB, said he felt that broadcasters in compliance with FCC standards would not be liable for any damages, regardless of the technical effectiveness of the lighting.

Technical Briefs

Merger. Electronics Industries Association, Washington, plans to merge Association of Electronic Manufacturers into its Distributor Products division. V. J. Adduci, EIA president, hopes merger will take effect Jan. 1, 1975.

Quiet. Rust Corp., Everett, Mass., announces "silent service" remote control sound system. Analog metering unit, RC-2600EA, \$1,990; digital readout unit, RC-2600ED, \$3,490.

Readying for Olympics. Ampex Corp., Redwood City, Calif., announced \$2.4 million contract with the Canadian Broadcasting Corp. for the delivery of 35 AVR-2 modular video-tape recorders for use during the 1975 Olympic games in Montreal. The contract calls for 19 of the recorders to be purchased with the remainder leased through the period of the games.

For automation. ESE-Digitals, Englewood, Calif., offers line of automatic sequencers-programmers, using thumbwheel settings, ranging from free-standing units with from two to eight digits to rack-mounted devices to work with clocks and timers at prices ranging from \$125-\$200 for first and from \$305 to \$403 for second.

Dolby gets a go-ahead

Dolby Laboratories Inc. has received FCC permission for employment of its new FM encoder using a reduced pre-emphasis time constant.

The FCC has not, however, changed the 75 microsecond pre-emphasis rule regulating the degree high frequencies are boosted during transmission. What it has done, on an "unofficial" basis, is to permit FM stations to reduce pre-emphasis to 25 microseconds only in combination with a Dolby 324 B-type encoder.

Neal McNaughten, chief of FCC Rules and Standards Division, expressed concern that permitting across-the-board pre-emphasis reduction would not insure all listeners high quality audio reception. The connection between reduced pre-emphasis and B-type reduction is acceptable, he says, because the two effects together allow for compatibility for home receivers.

The Broadcasting Playlist Jul 8

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

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
1	1	Rock the Boat (3:05) Hues Corp.—RCA	1	1	1	1
3	2	Billy Don't Be a Hero (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	3	2	2	2
2	3	Sundown (3:37) Gordon Lightfoot—Reprise	2	3	3	3
4	4	Band on the Run (5:09) Paul McCartney & Wings—Apple	4	5	4	4
9	5	Annie's Song (2:58) John Denver—RCA	5	4	6	6
6	6	Rock Your Baby (3:14) George McCrae—T. K. Records	6	7	5	5
7	7	If You Love Me (Let Me Know) (3:12) Olivia Newton-John—MCA	8	6	8	7
5	8	You Make Me Feel Brand New (4:45) Stylistics—Avco	7	8	7	9
18	9	Rikki Don't Lose That Number (3:58) Steely Dan—ABC/Dunhill	9	9	10	10
8	10	Be Thankful (For What You Got) (3:25) William DeVaughn—Roxbury	11	10	9	8
15	11	Waterloo (2:46) ABBA—Atlantic	10	11	12	12
20	12	Rock & Roll Heaven (3:23) Righteous Brothers—Haven	14	13	11	11
16	13	The Air that I Breathe (3:33) Hollies—Epic	12	12	14	14
11	14	Help Me (3:22) Joni Mitchell—Asylum	15	15	15	15
25	15	Don't Let the Sun Go Down on Me (5:33) Elton John—MCA	13	17	13	16
12	16	Haven't Got Time for the Pain (3:25) Carly Simon—Elektra	18	14	16	13
14	17	On and On (3:20) Gladys Knight & the Pips—Buddah	17	16	17	18
13	18	Dancing Machine (2:29) Jackson Five—Motown	16	20	20	20
21	19	You Won't See Me (3:07) Anne Murray—Capitol	19	18	19	21
24	20	Hollywood Swinging (4:35) Kool and the Gang—Delite	21	19	21	19
33	21	Sideshow (3:25) Blue Magic—Atco	24	24	18	17
10	22	For the Love of Money (3:45) O'Jays—Philadelphia Int'l.	20	22	22	25
23	23	The Entertainer (2:57) Marvin Hamlisch—MCA	23	21	25	27
19	24	The Streak (3:15) Ray Stevens—Barnaby	22	26	24	29
22	25	Train of Thought (2:34) Cher—MCA	25	23	26	26
29	26	Radar Love (2:53) Golden Earrings—MCA	27	25	23	24
31	27	Taking Care of Business (3:13) Bachman-Turner Overdrive—Mercury	32	27	27	22
38	28	The Night Chicago Died (3:30) Paper Lace—Mercury	28	28	30	31
27	29	If You Wanna Get to Heaven (3:04) Ozark Mountain Daredevils—A&M	26	29	28	33
35	30	I'm the Leader of the Gang (3:09) Brownsville Station—Big Tree	31	34	31	23
40	31	Call on Me (4:00) Chicago—Columbia	36	30	29	30
26	32	LaGrange (3:15) Z. Z. Top—London	33	31	33	28
32	33	One Hell of a Woman (2:52) Mac Davis—Columbia	29	32	35	40
28	34	Loco-Motion (2:45) Grand Funk—Capitol	35	39	32	32
17	35	Midnight at the Oasis (3:36) Maria Muldaur—Reprise	30	42	34	34
37	36	Please Come to Boston (3:57) Dave Loggins—Epic	34	35	36	37
61	37	Rock Me Gently (3:28) Andy Kim—Capitol	37	33	38	36
41	38	Tell Me Something Good (3:30) Rufus—ABC/Dunhill	38	36	39	39
30	39	Already Gone (3:39) Eagles—Asylum	41	41	37	38
51	40	Machine Gun (2:45) Commodores—Motown	49	37	40	35
42	41	If You Talk in Your Sleep (2:25) Elvis Presley—RCA	39	38	41	44

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
45	42	Feel Like Makin' Love (2:55) Roberta Flack—Atlantic	40	40	43	47
54	43	Hang On In There Baby (3:23) Johnnie Bristol (MGM)	44	43	42	41
50	44	Workin' at the Car Wash Blues (2:30) Jim Croce—ABC/Dunhill	43	44	44	46
34	45	Star Baby (2:37) Guess Who—RCA	42	48	45	42
48	46	Keep on Smiling (3:25) Wet Willie—Capricorn	47	47	49	43
36	47	I'm Coming Home (3:22) Spinners—Atlantic	45	46	48	50
69	48	Finally Got Myself Together (3:05) Impressions—Curtom	46	49	46	53
52	49	Come Monday (3:07) Jimmy Buffett—ABC/Dunhill	50	50	50	49
49	50	Come and Get Your Love (3:30) Redbone—Epic	48	52	57	45
47	51	The Show Must Go On (3:29) Three Dog Night—ABC/Dunhill	55	45	53	52
53	52	Wild Thing (2:56) Fancy—Big Tree	56	56	47	51
58	53	This Heart (3:22) Gene Redding—Haven	60	51	52	48
43	54	Save the Last Dance for Me (2:58) De Franco Family—20th Century	52	58	51	56
39	55	My Girl Bill (3:12) Jim Stafford—MGM	51	55	56	57
74	56	Wildwood Weed (2:40) Jim Stafford—MGM	58	53	54	55
44	57	Don't You Worry 'bout a Thing (3:40) Stevie Wonder—Tamlia	53	59	55	60
—	58	Sure as I'm Sitting Here (2:55) Three Dog Night—ABC/Dunhill	61	57	61	54
—	59	Fish Ain't Bitin' (3:36) Lamont Dozier—ABC/Dunhill	71	54	63	58
66	60	Rub It In (2:12) Billy "Crash" Craddock—ABC/Dunhill	57	60	62	62
70	61	(You're) Having My Baby (2:32) Paul Anka—United Artists	59	61	58	63
46	62	Oh Very Young (2:33) Cat Stevens—A&M	54	64	59	71
—	63	If You Go Away (2:30) Terry Jacks—Bell	62	62	68	65
—	64	I'm Leaving It (All) Up to You (2:46) Donny & Marie Osmond—MGM	68	63	67	66
57	65	My Mistake Was to Love You (2:55) Diana Ross and Marvin Gaye—Motown	64	69	65	70
60	66	I've Had It (2:59) Fanny—Casablanca	73	71	60	64
75	67	Ballero (3:25) War—United Artists	63	74	64	72
65	68	Put Out the Light (3:07) Joe Cocker—A&M	69	67	71	61
55	69	I Hate Hate (3:15) Razzy—MGM	67	65	70	68
63	70	King of Nothing (2:56) Seals & Crofts—Warner Brothers	65	68	72	67
71	71	You & Me Against the World (3:08) Helen Reddy—Capitol	70	66	73	*
—	72	Come On Say It Henry Gross—A&M	*	70	66	73
72	73	Making the Best of a Bad Situation (2:46) Dick Feller—Asylum	66	*	*	*
56	74	I Won't Last a Day Without You (3:47) Carpenters—A&M	*	75	75	69
—	75	The Bitch Is Back (3:50) Elton John—MCA	*	*	69	74

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

Music

Breaking In

I'm Leaving It (All) Up To You—Donny and Marie Osmond (MGM) ■ Not long after Donny Osmond's voice changed, his sister Marie debuted on record with *Paper Roses*, a country-oriented single that quickly crossed to pop and became a solid hit. A duet was inevitable.

And here it is. *I'm Leaving It (All) Up To You* is a redo of an early sixties hit by Dale and Grace. It received immediate country play and has rapidly crossed to MOR and pop stations. Jim Lloyd of WIP(AM) Philadelphia cites the "mass appeal" of the record. He also says it's the best the Osmonds have done singly or collectively. MGM is also impressed; it won't say when, but admits there are definite plans for a Donny-Marie album.

Besides WIP, other top-40 outlets reported playing the new Osmonds: WMAK(AM) Nashville; WBBQ(AM) Augusta, Ga.; KLIF(AM) Dallas; KYNO(AM) Fresno, Calif., and KRSP(AM) Salt Lake City.



The Rubettes: bop-shoo-wah-di.

Sugar Baby Love—The Rubettes (Polydor) ■ Marie and Donny Osmond redid an early sixties classic; the Rubettes have created a completely new early sixties single, replete with bop-shoo-wah-di vocals.

The Rubettes didn't even exist as a formal group before this record. Although the name conjures up a black female group, these are four white singers and musicians: Paul da Vinca and Alan Williamson on vocals, Tony Thorpe on lead guitar, Mick Clarke on bass, John Richardson on drums and Bill Herd and Peter Arnison on keyboards.

Several stations are high on this record, especially WRKO(AM) Boston, where it was charted at 25 last week and headed higher. At WORC(AM) Worcester, Mass., music director Dick Smith says the single's uptempo sound is perfect for summer, with a mid- to upper-teen audience. Tom Vance, music director at KXOL(AM) Fort Worth, reports many request calls from 16-year-olds and younger.

Other stations reported on *Sugar Baby Love* last week included WIXY(AM) Cleveland and KLWW(AM) Cedar Rapids, Iowa.

Walk On—Neil Young (Reprise) ■ Canadian border station CKLW(AM) Windsor, Ont. (Detroit), has designated this Canadian native's newest single as "hit bound." *Walk On* may be just that, for new Neil Young product has been eagerly awaited since his last top-40 hit, *Heart of Gold*, over two years ago.

Walk On is off his new album, *On the Beach*, due to be released at the end of this week. Young wrote and co-produced this single—in his characteristically under-produced fashion. It is typical Young in its introspective lyrics, atypical in its rhythm-and-blues based music.

It may be that R&B flavor that helped *Walk On* onto CKLW, and among other stations reported last week, KLIF(AM) Dallas, KOIN(AM) Omaha and WTIX(AM) New Orleans.

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).
- BEACH BABY, First Class (U.K.).
- CAPTAIN HOWDY, Simon Stokes (Casablanca).
- DANCE PARTY MUSIC, Carl James & Jackie Irvin (GRC).
- GET OUT OF DENVER, Bob Seger (Reprise).
- IT COULD HAVE BEEN ME, Sami Jo (MGM South).
- (OLD HOME, FILLER-UP) KEEP ON A 'TRUCKIN' CAFE, C. W. McCall (MGM).
- REBEL REBEL, David Bowie (RCA).
- ROOM FULL OF ROSES, Mickey Gilley (Playboy).
- SHININ' ON, Grand Funk (Capitol).
- SICK CITY, Elton John (MCA).
- SILLY MILLY, Blue Swede (EMI).
- SONG FOR ANNA, Herb Ohta (A&M).
- SWEET HOME ALABAMA, Lynard Skynyrd (MCA).
- THAT SONG IS DRIVING ME CRAZY, Tom T. Hall (Mercury).
- WAKE UP AND LOVE ME, April (A&M).
- WHAT'S YOUR NAME, Andy and David Williams (Barnaby).
- WHEN I NEED YOU MOST OF ALL, Tommy Leonetti (Epic).
- WHEN THE MORNING COMES, Hoyt Axton (A&M).

Tracking the 'Playlist.' This week's chart is fairly active with 12 bolted singles. Among them are Elton John's *Don't Let the Sun Go Down on Me* (15), which continues a relentless climb to top-10 status; Blue Magic's *Sideshow* (21), another rapid climber; Paper Lace's *The Night Chicago Died* (28); Andy Kim's *Rock Me Gently* (37), making a strong mid-chart jump; the Commodore's *Machine Gun* (40), Johnnie Bristol's *Hang on in There, Baby* (43), the Impressions' *Finally Got Myself Together* (48), and Jim Stafford's *Wildwood Weed* (56), moving up quickly from the bottom of the "Playlist". Coming on the chart high enough to merit bolts are Three Dog Night's *Sure As I'm Sitting Here* (58), Lamont Dozier's *Fish Ain't Bitin'* (59), Terry Jacks's *If You Go Away* (63) and Marie and Donny Osmond's remake of *I'm Leaving It (All) Up to You* (64), (see "Breaking In," this page). Breaking top 10 is Steely Dan's *Rikki Don't Lose That Number* (nine); breaking top 40 are Chicago's *Call on Me* (31), *Rock Me Gently*, Rufus's *Tell Me Something Good* (38) and *Machine Gun*.

Music Briefs

Copyright revival. Senators Howard Baker (R-Tenn.) and Bill Brock (R-Tenn.) and Senator Jacob Javits (R-N.Y.) have introduced bill (S-3672) designed to protect copyright for sound recordings released after Jan. 1, 1975, when present legislation expires. Bill would make tape/record piracy and counterfeiting a felony.

Regrouping. Internal reorganization has resulted in merging of two Warner Communication companies, Elektra-Asylum-Nonesuch Records and Atlantic Records. Ahmet Ertegun and David Geffen head new company as co-chairmen with Jerry Wexler as vice chairman. Headquarters for Atlantic-Elektra-Asylum will be 75 Rockefeller Plaza in New York; Mr. Geffen will retain his main offices in Los Angeles. Elektra brings to merger such artists as Carly Simon and Harry Chapin; Asylum has Bob Dylan, Joni Mitchell and Eagles; Atlantic has Eric Clapton, Aretha Franklin, Robert Flack and Bee Gees.

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

Company	Period/Ended	CURRENT AND CHANGE					YEAR EARLIER		
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Avco	6 mo 5/31	329,503,000	+ 3 %	24,090,000 ₁	—	1.38	319,146,000	(17,773,000) ₂	(2.27)
Filmways Inc.	9 mo 5/31	51,802,000	+ 34.6%	1,080,000	+ 20.9%	.52	38,496,000	731,000	.32
General Tire	6 mo 5/31	431,460,000	+ 21.4%	23,427,000	— 5.1%	1.11	355,466,000	24,692,000	1.13
Grey Advertising	3 mo 3/31	72,850,000	+ 17.2%	187,000	+ 20.6%	.15	62,151,000	155,000	.12
Kansas State Network	9 mo 5/31	7,419,846	+ 22.0%	845,226	+ 11.0%	.50	6,093,850	763,404	.44
A. C. Nielson Co.	9 mo 5/31	123,612,221	+ 13.3%	8,005,329	— 8.9%	.76	109,150,625	8,791,883	.83
Rust Craft	3 mo 5/31	18,371,000	+ 7.1%	320,000	— 35.1%	.14	17,157,000	487,000	.21
San Juan Racing	yr. 4/30	22,164,000	+ 23.5%	3,140,340	+ 36.7%	1.34	17,943,088	4,546,265	.98

₁ Includes extraordinary credit of \$2,702,000 from tax benefits.

₂ Includes extraordinary charge of \$41 million from write-off investments and costs applied to Cartridge Television Inc.

Broadcasting's index of 137 stocks allied with electronic media

Stock symbol	Exch.	Closing Tues. July 2	Closing Wed. June 26	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	24 1/8	25 1/8	- 1	- 3.98	28 3/8	21 5/8	9	16,582	400,040
CAPITAL CITIES	CCB	N 33 5/8	35 1/2	- 1 7/8	- 5.28	39 1/4	22 3/4	13	7,164	240,889
CBS	N	34	35 3/4	- 1 3/4	- 4.89	40	25	10	28,092	955,128
CONCERT NETWORK*	O	3/8	3/8		.00	7/8	1/4		2,200	825
COX	N	13 1/2	14	- 1/2	- 3.57	19 3/8	13 1/2	7	5,831	78,718
FEDERATED MEDIA***	O	5 3/4	5 3/4		.00	5 3/4	5	19	820	4,715
GROSS TELECASTING	GGG	A 9	9 1/8	- 1/8	- 1.36	13 5/8	8 1/2	6	800	7,200
LIN	LIN8	O 3 1/8	3 3/4	- 5/8	- 16.66	6 3/4	3 1/8	3	2,296	7,175
MOONEY*	MOON	O 2 3/4	2 3/4		.00	3 5/8	2 1/4	7	385	1,058
PACIFIC & SOUTHERN	PSOU	O 3 3/4	4	- 1/4	- 6.25	6 1/4	3 1/8	31	1,750	6,562
RAHALL	RAHL	O 4	4		.00	6	3 3/4	7	1,297	5,188
SCRIPPS-HOWARD	SCRIP	O 15 1/2	15 3/4	- 1/4	- 1.58	17 1/2	14 1/2	7	2,589	40,129
STARR	S8G	M 5	5		.00	9	4 3/4	4	1,069	5,345
STORER	S8K	N 14 3/4	13 1/2	+ 1 1/4	+ 9.25	17 3/8	11 1/4	7	4,751	70,077
TAFT	TFB	N 17 3/8	17 3/4	- 3/8	- 2.11	23 3/8	16 1/2	7	4,106	71,341
WOODS COMM.*	O	7/8	1	- 1/8	- 12.50	1	1/4	7	292	255
TOTAL									80,024	1,894,645

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	1 1/2	1 1/2		.00	2 1/2	1 1/2	4	1,259	1,888
AVCO	AV	N	4 1/4	4 1/2	- 1/4	- 5.55	8 7/8	4 1/4	4	11,481	48,794
BARTLETT MEDIA	BMC	A	1 1/8	1	+ 1/8	+ 12.50	2 3/8	1	3	2,257	2,539
JOHN BLAIR	BJ	N	4 7/8	5	- 1/8	- 2.50	7 1/2	4 7/8	4	2,403	11,714
CAMPTOWN INDUSTRIES*	O		1/4	1/4		.00	7/8	1/4	3	1,138	284
CHRIS-CRAFT	CCN	N	2 5/8	2 1/2	+ 1/8	+ 5.00	4 1/4	2 1/8	29	4,162	10,925
COMBINED COMM.	CCA	A	7 7/8	9	- 1 1/8	- 12.50	13	7 7/8	5	3,280	25,830
COWLES	CWL	N	6 1/2	7 1/8	- 5/8	- 8.77	7 1/8	5 5/8	13	3,969	25,798
DUN & BRADSTREET	DN8	N	25	28 1/4	- 3 1/4	- 11.50	36	24 1/2	17	26,204	655,100
FAIRCHILD IND.	FEN	N	5 7/8	6 3/4	- 7/8	- 12.96	6 3/4	4 1/8	13	4,550	26,731
FUQUA	FOA	N	7 1/8	7 1/8		.00	10 3/4	6 3/4	4	7,273	51,820
GENERAL TIRE	GY	N	12 7/8	14	- 1 1/8	- 8.03	18 1/4	12 7/8	4	21,515	277,005
GLOBETROTTER	GLBTA	O	2 5/8	3	- 3/8	- 12.50	4 3/4	2 5/8	4	2,759	7,242
GRAY COMMUN.*	D		7 3/8	7 3/8		.00	8 1/2	6 1/2	6	475	3,503
HARTE-HANKS	HHN	N	9 3/4	10 1/4	- 1/2	- 4.87	14 1/4	8 1/4	8	4,330	42,217
JEFFERSON-PILOT	JP	N	25	26 1/4	- 1 1/4	- 4.76	38 1/4	24	12	24,126	603,150
KAISER INDUSTRIES*	KI	A	5 3/4	5 7/8	- 1/8	- 2.12	8 1/2	5 3/4	3	27,487	158,050
KANSAS STATE NET.*	KSN	O	3 1/2	3 1/2		.00	3 7/8	3 1/4	6	1,741	6,093
KINGSTIP	KTP	A	3 7/8	4 1/8	- 1/4	- 6.06	6 3/4	3 7/8	4	1,154	4,471
LAMB COMMUN.***	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	12 7/8	13	- 1/8	- .96	13 1/4	10 3/4	8	3,352	43,157
LIBERTY	LC	N	10 7/8	11	- 1/8	- 1.13	15 5/8	10 7/8	5	6,632	72,123
MCGRAW-HILL	MHP	N	7 3/4	7 3/4		.00	9	6	7	23,426	181,551
MEDIA GENERAL	MEG	A	23 1/8	23 5/8	- 1/2	- 2.11	26 1/2	20 1/8	10	3,552	82,140
MEREDITH	MOP	N	8 7/8	9 1/2	- 5/8	- 6.57	11 3/8	8 1/4	4	2,908	25,808
METROMEDIA	MET	N	6	6 5/8	- 5/8	- 9.43	10 5/8	6	5	6,447	38,682
MULTIMEDIA	MMED	O	12 1/2	12 1/2		.00	14 1/4	10 1/2	9	4,388	54,850
OUTLET CO.	DTU	N	8	8 7/8	- 7/8	- 9.85	9 3/4	8	4	1,379	11,032
POST CORP.	POST	O	7 1/4	7 1/2	- 1/4	- 3.33	10 3/4	6 1/4	4	882	6,394
PSA	PSA	N	6 1/2	6 1/2		.00	10	6 3/8	19	3,181	20,676
REEVES TELECOM	RBT	A	1 1/2	1 1/2		.00	1 3/4	1 1/8	14	2,376	3,564
RIDDER PUBLICATIONS	RPI	N	12 3/4	13	- 1/4	- 1.92	15 5/8	11	8	8,305	105,888
ROLLINS	ROL	N	11 1/4	12 1/8	- 7/8	- 7.21	19 3/4	11 1/4	10	13,305	149,681
RUST CRAFT	RUS	A	6 1/2	6 3/4	- 1/4	- 3.70	10 1/4	6 1/2	4	2,366	15,379
SAN JUAN RACING	SJR	N	9 5/8	10	- 3/8	- 3.75	13 3/8	8 7/8	9	2,367	22,782
SCHERING-PLOUGH	SGP	N	63	66 5/8	- 3 5/8	- 5.44	74 3/8	61 3/4	31	52,574	3,312,162
SONDERLING	SD8	A	6 3/4	7 1/4	- 1/2	- 6.89	10	6 3/4	4	788	5,319
TECHNICAL OPERATIONS	TO	A	4 1/8	4 1/2	- 3/8	- 8.33	6 3/4	4 1/8	4	1,344	5,544
TIMES MIRROR CO.	TMC	N	14	14 3/4	- 3/4	- 5.08	17 5/8	13 3/8	9	31,385	439,390
TURNER COMM.***	O		3 3/8	3 3/8		.00	3 5/8	3	6	1,373	4,633

	Stock symbol	Exch.	Closing Tues. July 2	Closing Wed. June 26	Net change in week	% change in week		1973-1974 High	Low	P/E ratio	Approx. shares out (000)	Total market capital- ization (000)
WASHINGTON POST CO.	WPO	A	21 1/4	21 7/8	-	5/8	- 2.85	24 3/8	14 3/4	7	4,749	100,916
WOMETCO	WOM	N	8 1/2	8 3/8	+	1/8	+ 1.49	10 1/4	8	6	6,034	51,289
TOTAL											335,151	6,716,707
Cablecasting												
AMECO**	ACO	O	7/8	7/8			.00	1 7/8	1/4		1,200	1,050
AMER. ELECT. LABS**	AELBA	O	1	1 3/8	-	3/8	- 27.27	2 1/8	3/4		1,673	1,673
AMERICAN TV & COMM.	AMTV	O	8 1/4	9	-	3/4	- 8.33	19 1/4	7 3/4	19	3,181	26,243
ATHENA COMM.**		O	1/2	3/8	+	1/8	+ 33.33	3/4	3/8		2,374	1,187
BURNUP & SIMS+++	BSIM	O	6	13	-	7	- 53.84	24 1/8	6	7	15,814	94,884
CABLECOM-GENERAL	CCG	A	2	2 1/8	-	1/8	- 5.88	4 1/2	1 3/4	25	2,560	5,120
CABLE FUNDING*	CFUN	O	4 3/4	4 3/4			.00	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	1 7/8	2	-	1/8	- 6.25	4 1/4	1 7/8		2,697	5,056
COMCAST*		O	2	2			.00	2 1/4	1 1/2	8	1,705	3,410
COMMUNICATIONS PROP.	COMU	O	1 5/8	1 7/8	-	1/4	- 13.33	3 3/8	1 5/8	18	4,761	7,736
COX CABLE	CXC	A	5 1/4	6	-	3/4	- 12.50	15 1/4	5 1/4	10	3,560	18,690
ENTRON*	ENT	O	3/4	3/4			.00	3/4	1/2	5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	9 7/8	10 3/8	-	1/2	- 4.81	17 1/8	9 7/8	6	7,060	69,717
GENERAL TV**		O	1 1/2	1 1/4	+	1/4	+ 20.00	1 1/2	3/4	75	1,000	1,500
LVO CABLE	LVOC	O	2 3/4	3 3/8	-	5/8	- 18.51	4 5/8	2 3/4	55	1,879	5,167
SCIENTIFIC-ATLANTA	SFA	A	6 1/2	7 1/8	-	5/8	- 8.77	9 1/2	6 1/2	7	917	5,960
TELE-COMMUNICATION**	TCOM	O	1 3/4	2 1/4	-	1/2	- 22.22	5 3/4	1 3/4	7	4,852	8,491
TELEPROMPTER**	TP	N	3 3/4	3 7/8	-	1/8	- 3.22	8 1/4	3 3/4	22	16,013	60,048
TIME INC.	TL	N	37 1/2	39	-	1 1/2	- 3.84	40 1/4	30 3/4	8	10,381	389,287
TOCOM*	TOCM	O	3	3 1/8	-	1/8	- 4.00	4 7/8	3	7	634	1,902
UA-COLUMBIA CABLE	UACC	O	5 1/8	5 5/8	-	1/2	- 8.88	6	3 3/4	11	1,795	9,199
VIACOM	VIA	N	4 1/8	4 3/4	-	5/8	- 13.15	7 1/2	4 1/8	6	3,850	15,881
VIKOA**	VIK	A	2	2			.00	4	2		2,591	5,182
TOTAL											93,963	744,218
Programming												
COLUMBIA PICTURES**	CPS	N	2 1/8	2 1/4	-	1/8	- 5.55	4 3/4	2 1/8		6,748	14,339
DISNEY	OIS	N	38 7/8	43 1/2	-	4 5/8	- 10.63	54 1/2	35 1/8	24	29,155	1,133,400
FILMWAYS	FWY	A	2 5/8	3	-	3/8	- 12.50	6	2 5/8	4	1,790	4,698
FOUR STAR			3/4	3/4			.00	1 3/8	3/4	1	665,950	499,462
GULF + WESTERN	GW	N	21 1/2	23 5/8	-	2 1/8	- 8.99	29 1/8	21 1/2	4	14,088	302,892
MCA	MCA	N	23 1/4	25 3/8	-	2 1/8	- 8.37	26 1/2	19 1/4	7	8,386	194,974
MGM	MGM	N	15 3/8	16	-	5/8	- 3.90	16	9 1/4	11	5,918	90,989
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	6 5/8	7	-	3/8	- 5.35	10 3/8	6 5/8	5	65,115	431,386
20TH CENTURY-FOX	TF	N	5 5/8	6	-	3/8	- 6.25	9 1/8	5 1/4	8	8,280	46,575
WALTER READE**	WALT	O	1/4	1/4			.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	9 7/8	10 3/8	-	1/2	- 4.81	18 1/2	9 5/8	4	16,317	161,130
WRATHER	WCO	A	6	6 1/2	-	1/2	- 7.69	8 1/8	4 3/8	67	2,229	13,374
TOTAL											831,576	2,898,494
Service												
BBDO INC.		O	11 3/4	13 1/4	-	1 1/2	- 11.32	14 1/4	10	6	2,513	29,527
COMSAT	CQ	N	29	31	-	2	- 6.45	40 3/8	29	7	10,000	290,000
CREATIVE MANAGEMENT	CMA	A	3 5/8	3 3/4	-	1/8	- 3.33	6 5/8	3 3/8	5	1,016	3,683
DOYLE DANE BERNBACH	DOYL	O	8 3/4	9 1/2	-	3/4	- 7.89	11 1/2	8 3/4	4	1,799	15,741
ELKINS INSTITUTE***	ELKN	O	3/8	3/8			.00	5/8	1/4		1,897	711
FOOTE CONE & BELDING	FCB	N	9 1/4	9 1/4			.00	11 1/4	8 5/8	6	2,065	19,101
GREY ADVERTISING	GREY	O	6 7/8	7	-	1/8	- 1.78	8 3/8	6 3/4	4	1,255	8,628
INTERPUBLIC GROUP	IPG	N	10 3/8	9 3/4	+	5/8	+ 6.41	13	9 5/8	4	2,319	24,059
MARVIN JOSEPHSON*	MRVN	O	6 3/4	7	-	1/4	- 3.57	8 1/2	6 3/4	5	957	6,459
MCI COMMUNICATIONS+	MCIC	O	2 3/4	2 3/4			.00	6 1/2	2 5/8		12,825	35,268
MOVIELAB	MOV	A	7/8	1	-	1/8	- 12.50	1 5/8	5/8	5	1,407	1,231
MPO VIDEOTRONICS**	MPD	A	1 3/8	1 3/8			.00	2 5/8	1 3/8		539	741
NEEDHAM, HARPER	NDHMA	O	5 1/2	5 3/4	-	1/4	- 4.34	7 1/2	4 3/4	3	918	5,049
A. C. NIELSEN	NIELB	O	15 7/8	15 7/8			.00	28	14 1/8	15	10,598	168,243
OGILVY & MATHER	OGIL	O	15 1/4	16	-	3/4	- 4.68	17 1/4	12 3/4	6	1,807	27,556
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	7 5/8	8 3/8	-	3/4	- 8.95	12	7 1/4	12	2,624	20,008
UNIVERSAL COMM.***		O	5/8	5/8			.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	7	7 1/4	-	1/4	- 3.44	9 5/8	7	3	1,632	11,424
TOTAL											57,704	668,897
Electronics												
AMPEX	APX	N	3	3 1/4	-	1/4	- 7.69	4 7/8	3	6	10,796	32,388
CCA ELECTRONICS*	CCAE	O	1 1/8	1 1/8			.00	1 1/8	5/8	2	881	991
COMU, INC.	COH	A	2 3/8	2 5/8	-	1/4	- 9.52	3 7/8	2 3/8	5	1,542	3,662
COMPUTER EQUIPMENT	CEC	A	1 3/8	1 1/4	+	1/8	+ 10.00	2 1/8	1 1/4	8	2,333	3,207
CONRAC	CAX	N	14 1/4	15 3/4	-	1 1/2	- 9.52	21	13 1/4	6	1,261	17,969
GENERAL ELECTRIC	GE	N	48	48 3/8	-	3/8	- .77	65	7 1/2	15	182,114	8,741,472
HARRIS CORP.	HRS	N	23 1/2	23 1/2			.00	33 1/2	22 3/4	8	6,229	146,381
INTERNATIONAL VIDEO	IVCP	O	3 3/8	4	-	5/8	- 15.62	7 1/2	3 1/4	11	2,728	9,207
MAGNAVOX	MAG	N	4 3/4	5	-	1/4	- 5.00	9 7/8	4 3/4	20	17,799	84,545
3M	MMM	N	70 1/8	73 7/8	-	3 3/4	- 5.07	80 1/2	68 1/2	26	113,100	7,931,137
MOTOROLA	MOT	N	52 5/8	54 1/8	-	1 1/2	- 2.77	61 7/8	40 1/2	17	27,968	1,471,816
OAK INDUSTRIES	OEN	N	10 3/8	11 1/2	-	1 1/8	- 9.78	12 7/8	9 1/2	4	1,639	17,004

	Stock symbol	Exch.	Closing Tues. July 2	Closing Wed. June 26	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
RCA	RCA	N	15	15 1/4	- 1/4	- 1.63	21 1/2	15	7	74,444	1,116,660
ROCKWELL INTL.	ROK	N	25 7/8	26 1/2	- 5/8	- 2.35	28 3/8	25 1/8	6	30,315	784,400
RSC INDUSTRIES	RSC	A	1 1/8	1 1/4	- 1/8	- 10.00	2 1/8	1 1/8	7	3,458	3,890
SDNY CORP	SNE	N	17 7/8	19 1/4	- 1 3/8	- 7.14	29 7/8	17 7/8	13	165,625	2,960,546
TEKTRONIX	TEK	N	35 1/2	41 1/4	- 5 3/4	- 13.93	47 3/4	34 3/8	15	8,646	306,933
TELEMETION	TIMT	O	1 7/8	2	- 1/8	- 6.25	2 3/4	1 3/4	11	1,050	1,968
TELEPRO IND.***		O	6	6		.00	8	2 1/2	38	475	2,850
VARIAN ASSOCIATES	VAR	N	8 1/4	8 7/8	- 5/8	- 7.04	13 1/4	8 1/4	8	6,617	54,590
WESTINGHOUSE	WX	N	13	14 3/4	- 1 3/4	- 11.86	26	13	8	87,876	1,142,388
ZENITH	ZE	N	20 1/4	22 1/2	- 2 1/4	- 10.00	31 5/8	20 1/4	8	18,797	380,639
TOTAL										765,693	25,214,643
GRAND TOTAL										2,164,111	38,137,604
Standard & Poor's Industrial Average			95.33	99.27	-3.94						

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

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

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

* 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.

Fates & Fortunes®

Media



Grignon



Wiegand



Bolton

Management changes at Taft Broadcasting Co. continue with appointment of **Robert C. Wiegand**, VP-general manager, WTAF-TV Philadelphia, to same post at Taft's WKRC-TV Cincinnati. He succeeds **Ro Grignon**, named VP-general manager, Taft's WDAF-TV Kansas City (BROADCASTING, July 1). Mr. Wiegand will continue to oversee WTAF-TV operations until successor is named. **Nick Bolton**, VP and general manager, WDAF-TV named VP and general manager, WBRC-TV Birmingham, Ala. He replaces **Robert Schlunkert**, who is on leave of absence for health reasons. **Willard Lochridge**, general manager of WRIF(FM) Detroit, appointed VP and general manager, WPLJ(FM) New York, replacing **Louis Severine**, named director of American FM Network sales for ABC Radio (BROADCASTING, July 1).

Larry Steckline, agribusiness director, KFRM(AM) - KICT(FM) Wichita, Kan., named general manager.

James M. Robinson, general sales manager, WWEZ(FM) Cincinnati, named general manager.

Terry Edger, automation consultant, Gates Radio, division of Harris-Intertype, Quincy, Ill., named president and general manager, WVOY(AM) Charlevoix, Mich., station scheduled to begin broadcasting this month.

Chuck Ashworth, general sales manager, Hudson Broadcasting Co., Nashville, elected executive VP of newly formed Taber Broadcasting Co., Dallas and El Paso, Tex., awaiting FCC approval of purchase of KINT-AM-FM El Paso.

Douglas F. Bodwell, formerly with American Council on Education, joins Corporation for Public Broadcasting, Washington, as director of educational activities.

Carl Hallberg, VP-general manager, WDBO(AM) Orlando, Fla., elected president of Florida Association of Broadcasters. Also elected: **Robert Olson**, WTVT(TV) Tampa-St. Petersburg, president-elect; **Duane McConnell**, WVFM(FM) Lakeland, secretary-treasurer; **Doug Duperrault**, program director, WFLA-AM-FM Tampa, VP for television, and **Kenneth F. Small**, general manager, WRUF-AM-FM Gainesville, named executive VP in honor of his 12 years as executive director.

George Allen, president and general manager, KLG(AM) Algona, Iowa, elected president of Iowa Broadcasters Association. Also elected: **Robert Harter**, executive VP and general manager, WHO(AM) Des Moines, VP; **Forrest Mitchell**, president and general manager, KGRN(AM) Grinnell, treasurer.

David J. Shurtleff, VP and general manager, WSYR-TV-AM-FM Syracuse, N.Y., named assistant to the president, parent

Newhouse Broadcasting Corp.



Shurtleff



Houston

Bruce A. Houston, former general manager of WRC(AM)-WKYS(FM) Washington, named vice president-general manager of WEAM(AM) Arlington, Va., succeeding **Harry H. Averill**, who has resigned.

Arthur Taylor, president of CBS Inc., and **Charles H. Crutchfield**, president, Jefferson-Pilot Broadcasting Co., appointed by President Nixon to U.S. National Commission of World Population.

Jules Power, TV specials and documentary producer, elected president, New York chapter of National Academy of Television Arts and Sciences. He succeeds attorney **David A. Braun**, who has relocated to West Coast.

Mal Johnson, director of community affairs, Cox Broadcasting Corp., Washington, elected chairman of board of trustees, Educational Foundation of American Women in Radio and Television.

Robert K. Reid, cost analyst, Suisman & Blumenthal, Hartford, Conn., named director of community affairs, WHCT-TV Hartford.

Marilyn Hayden, congressional press secretary, named promotion director, WRC-AM-FM Washington.

Ruth Letowsky, director of publicity and public relations, WXIA-TV Atlanta, resigns to serve station on consulting basis.

Broadcast Advertising



Spengler

Peter J. Spengler, director of public relations and advertising services, Bristol-Myers Co., New York, elected VP with responsibility for programing, media purchase and planning and corporate market research.

Richard T. Harris, formerly director of sales, KOA-TV Denver, Colo., named manager of marketing, KOA-TV. **David Walstrom**, manager-sales, KOA-TV, named manager of marketing, KOA(AM)-KOAQ-(FM) Denver.

John J. Riedl, account executive, ABC-TV Spot Sales, New York, named national sales manager, ABC-owned KABC-TV Los Angeles. **Michael B. Berman**, manager, ABC-TV Spot Sales, Detroit, named national sales manager, WXYZ-TV Detroit.

Gerald P. Noonan, national sales manager, KCMO-TV Kansas City, Mo., named general sales manager.

Tom Flanagan, national sales manager, KYTV(TV) Springfield, Mo., named general sales manager.

H. Dean Hinson, VP-accounts, Denni-berg Advertising, Washington, joins WRDW-TV Augusta, Ga., as general sales manager.

Bruce G. Normandin, general manager, KWWL(AM) Waterloo, Iowa, named general sales manager, KCFI(AM) Cedar Falls, Iowa.

Roger F. Stockton, local sales manager, WSJS(AM) Winston-Salem, N.C., named sales manager.

Ronald M. Gilbert, formerly with WHN-(AM) New York, joins WICC(AM) Bridgeport, Conn., in newly created post of general sales manager.

Lake St. Praytor, with Fort Collins (Colo.) Coloradoan, joins KEX(AM) Portland, Ore., as national sales coordinator/merchandising director.

Tim Moore, director of management development, Farm Bureau Insurance Group, Lansing, Mich., named sales director, WVOY(AM) Charlevoix, Mich.

Kenmore Emerson, account supervisor, Cunningham & Walsh Inc., New York, elected VP.

Robert L. Faust and Robin A. K. Smith Jr., account supervisors, D'Arcy-MacManus & Masius, St. Louis, elected VP's.

Joseph Gerard, treasurer of SFM Media Services Corp., New York, media buying-planning service, named VP.

Robert H. Dolph, formerly general manager of KEWT(FM) Sacramento, Calif., named Los Angeles regional manager, William B. Tanner Co., Memphis-based media placement service.

Eldon Campbell, VP-general manager of WFBM-TV (now WRTV-TV) Indianapolis from 1957 to 1972, and more recently director of economic development and acting director, Indiana State Department of Commerce, joins Hook Drugs Inc., Indianapolis, as VP, director of advertising.

O. J. Reiss, manager, retail sales and development, WUAB(TV) Cleveland, named director, creative retail sales and development, KTVU(TV) San Francisco.

Murray Klein, senior VP of Smith-Greenland Inc., New York, named director of creative services, replacing co-creative directors **Faith Popcorn** and **Stuart Pittman**, who have resigned to do free-lance creative consulting.

John Cramer, manager, sports sales administration, NBC-TV New York, appointed to newly created position of manager, regional sales administration.

Robert L. Levenstein, assistant sales manager, Katz Television's continental team, New York, named sales manager. He replaces **Mike Raounas**, who has been named sales manager of Katz Television's national team.

David E. Hoxeng, network sports program production, named account executive, Blair Television market division, New York.

Michael Klepper elected VP, **Marge Warder** promoted to associate director, radio/television department, Burson-Marsteller Inc., New York.

Gerald Troxell, formerly with WWBT-TV Richmond, Va., named manager of new Richmond office of Kal, Merrick & Salan, Washington.

Programing

Phil Mayer, president, Mayer Co., Los Angeles-based production, packaging and consulting firm, named program manager of NBC-owned KNBC(TV) Los Angeles. Mayer Co. remains in consulting field.

Pete Schlesinger, assistant program director, KCOP(TV) Los Angeles, named program director.



NBEA leaders. Twelve month terms for new officers of National Broadcast Editorial Association began with association's annual meeting in Washington two weeks ago (*Broadcasting*, July 1). Elected by NBEA membership (l-r): **Fred Dressler** (KMGH-TV Denver), president; **James Johnson** (KHOL-TV Kearney, Neb.), vice president; **Richard Hughes** (WPIX-TV New York), secretary-treasurer.



Berry

Paul T. Berry, program operations manager, WEYI-TV Saginaw, Mich., named program director, WRBL-TV Columbus, Ga.

Denis Burke, producer/director, KIRO-TV Seattle, named production manager.

Stephanie B. Gray, production and film supervisor, KPIX(TV) San Francisco, named executive producer. She succeeds **Alan Frank**, who has been promoted to program director of WBZ-TV Boston, another Group W station.

Lynne Forbes, associate producer, Paramount Television, Los Angeles, named executive, children's programing, same company.

Emory F. Greene, assistant supervisor of Public Broadcasting Service technical operations, appointed manager.

Lorna Adolph, operations clerk, WBAL-TV Baltimore, and **Brent Gunts Jr.**, operations director, WBAL-TV, named producer-directors. Mr. Gunts is son of former VP-general manager **Brent O. Gunts**, who retired in January.

Richard B. Ettinger, assistant promotion manager, KDKA-TV Pittsburgh, named producer-director, WTAE-TV Pittsburgh.

Milton Clipper, director of news graphics, WTOP-TV Washington, named art director, WJXT(TV) Jacksonville, Fla.

William D. Brackett, operations and program manager of WRAU-TV Peoria, Ill., appointed to newly created position of VP and managing director, Olympic Broadcasting Service, subsidiary of Olympic Savings & Loan Association. OBS is TV rights holder to road games of Chicago Bulls (basketball), Chicago Cougars (hockey) and is involved in other TV production work.

Eric Riback, public relations manager, noncommercial WNYU-FM New York, named program director.

Broadcast Journalism

Elden A. Hale Jr., senior news producer, WCKT-TV Miami, named news director, WNEP-TV Scranton-Wilkes Barre, Pa.

John Butte, news producer and anchorman, WLOS-TV Asheville, N.C., named news director.

Paul R. Jeschke, news producer, KPIX-TV San Francisco, named assistant news director. **Jenny Crimm**, reporter-anchorwoman, WLS-TV Chicago, joins KPIX as action line reporter.

Pete Greer, chief news photographer, WBAL-TV Baltimore, named unit manager of news department. **Jennifer Siebens**, associate at Columbia School of Journalism, joins WBAL-TV as weekend news producer.



Hale

Bob White, sports director, Patten Broadcast Corp., Midland, Mich., group owner, appointed news and public affairs director, WVOY(AM) Charlevoix, Mich.

Robert E. Page, VP and general manager for Asia, UPI, Hong Kong, named superintendent of bureau operations, UPI, New York. **Frank W. Beatty**, manager of UPI's Pennsylvania and West Virginia regional unit, Pittsburgh, succeeds Mr. Page in Hong Kong.

Carole Simpson, general assignment reporter, NBC-owned WMAQ-TV Chicago, joins NBC News, Chicago, as correspondent.

Ron Jackson, reporter, WXLTV-TV Sarasota, Fla., named sports director. He succeeds **Andrea Kirby**, who joins WJZ-TV Baltimore as weekend sportscaster.

Jack Gates, reporter, WKRC-TV Cincinnati, joins KPHO-TV Phoenix, Ariz., as reporter-photographer. **Duane Brady**, executive director of communications, Good Samaritan Health Services, Phoenix, named anchorman, KPHO-TV.

Equipment & Engineering



Spitzer

Kenneth V. Spitzer, VP Amperex Electronic Corp. and general manager, electro-optic and active device divisions, elected president, Philips Broadcast Equipment Corp., Montvale, N.J.

Elliott K. Klein, director of engineering, KTUF(AM)

Tempe-Phoenix and KNIX(FM) Phoenix, Ariz., named director of engineering for Buck Owens broadcasting stations: KTUF, KNIX and KUZU-AM-FM Bakersfield, Calif.

Cable

Robert J. Miron, operations manager, Newchannels cable systems in New York and Alabama, appointed executive VP of Newchannels and Eastern Microwave Co., both Newhouse Broadcasting Corp. companies. **Albert J. Eicholzer**, chief engineer of Newhouse's WSYR-TV Syracuse, N.Y., and general manager, Eastern Microwave, elected first VP, Eastern Microwave. **Joel Fleming**, VP-general manager, Newchannels, elected first VP.

Robert B. Clasen, director of student services, Bowling Green (Ohio) State University, named manager, Continental Cablevision of Ohio, Findlay.

John S. Moore, customer service representative, Superior Cable Division of Superior Continental Corp., Hickory, N.C., named supervisor of customer service.

James O. Robbins, general manager, Monachusett Cable Television, named manager, Continental Cablevision of Ohio's Wayne Township system.

S. M. (Sil) Aston, general manager, Greater Lafayette TV Cable Co., retired July 1 after 40 years in broadcasting and cable.

Allied Fields

Marvin J. Rothenberg, director of marketing services, Westinghouse Broadcasting Co., elected to national board of directors, American Marketing Association,

for two-year term.



Smith

Appointment of **Clay Smith** as deputy director of FCC's Cable Television Bureau has been approved by Civil Service Commission. Mr. Smith leaves Washington law firm of Arent, Fox, Kintner, Plotkin & Kahn.

Hal Davis re-elected president of American Federation of Musicians, as were following: **Victor Fuentealba**, VP; **J. Allan Wood**, VP from Canada, and **Stanley Ballard**, secretary-treasurer. Re-elected to AFM's board of directors: **J. Martin Emerson**, Washington; **David Winstein**, New Orleans; **Max Arons**, New York, and **A. A. Tomei**, Philadelphia.

Deaths

William P. Rees, 63, VP in charge of radio for RKO General Inc., died June 30 in Roosevelt hospital, New York, after brief illness. He had been with RKO General for seven years in various sales and operational executive capacities. Surviving are his wife, Elizabeth, and one daughter.

Wilton Manhoff, 56, TV-stage-screen writer (*Real McCoys*) died June 18 in University of California at Los Angeles Medical Center after brief illness.

Frank Sutton, 51, actor and former radio announcer, died June 28 in Shreveport, La., of apparent heart attack. Mr. Sutton played Marine Corps Sergeant Carter in *Gomer Pyle* series. His wife, Toby, and daughter survive.

For the Record®

As compiled by BROADCASTING, June 24 through July 1 and based on filings, authorizations and other FCC actions.

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

New TV stations

Final action

■ *Washington—Howard University. FCC granted UHF ch. 32 (578-584 mhz); ERP 784 kw vis., 155.2 kw aur. HAAT 771 ft.; ant. height above ground 805 ft. P.O. address 2600 4th Street N.W., Washington 20001. Estimated construction cost \$597,000; first-year operating cost \$400,000; revenue none. Geographic coordinates 38° 57' 49" north lat.; 77° 06' 18" west long. Type trans. RCA TTU-60C. Type ant. RCA TFU-30J. Legal counsel Arnold and

Porter. Washington; consulting engineer Cohen and Dippell. Washington. Principals: James E. Cheek is president of Howard University. Subject to condition that ant. structure be modified (BPET-488). Action June 25.

Action on motion

■ Administrative Law Judge Forest McClenning in Anaheim, Calif. (Orange County Broadcasting Co., et al.). TV proceeding, granted petition by Voice of Orange Empire and dismissed its application with prejudice (Docs. 18295-8, 18300). Action June 12.

Existing TV stations

Final actions

■ WTCN-TV Minneapolis, Minn.—Broadcast Bureau granted mod. of license covering change in studio location to 441 Boone Avenue North, Golden Valley, Minn.; operate trans. by remote control from studio location (BRCTV-194). Action June 14.

■ KXON-TV Mitchell, S.D.—Broadcast Bureau granted mod. of license covering reduction of rural ERP to 10 kw (BMLCT-783). Action June 14.

■ KSTW(TV) Tacoma, Wash.—Broadcast Bureau granted tax certificate. Action June 18.

Initial decision

■ KORK-TV Las Vegas—Denial of applications by

Western Communications for renewal of license for KORK-TV, and by Las Vegas Valley Broadcasting Co. for CP for new TV in Las Vegas, has been proposed in initial decision by Administrative Law Judge Chester F. Naumowicz Jr. Judge Naumowicz concluded that neither Western nor Valley had demonstrated that they possessed all basic qualifications necessary for grant (Docs. 19519, 19581). Ann. June 25.

Actions on motions

■ Administrative Law Judge Thomas B. Fitzpatrick in Miami (Post-Newsweek Stations, Florida [WPLG-TV] and Tropical Florida Broadcasting Co.), TV proceeding, granted motion by WPLG-TV to file opposition and denied petition by Tropical Florida to amend its application to show resignation of Sanford K. Bronstein as director of Tropical Florida, and substitution of G. Morton Good as stockholder (10.81%) and director (Docs. 20008-9). Action June 21.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX] and Forum Communications), TV proceeding, granted motion by WPIX to amend its application to reflect its current ownership information concerning parent organizations (Docs. 18711-2). Action June 12.

Other actions

■ Jacksonville, Fla.—Amendments to application of St. Johns Television Co. for authority to operate on ch. 4 Jacksonville, in renewal proceeding of Post-Newsweek station WJXT, currently operating

on that channel, have been accepted by FCC. Petition by Post-Newsweek for dismissal of St. Johns application was denied. Action June 19.

■ Review board in New York TV proceeding, denied petition by Multi-State Communications to add issues relating to news broadcasting practices, as well as suburban (ascertainment of community needs), and comparative efforts of RKO General, applicant for renewal of its license for WOR-TV New York (Docs. 19991, 2). Action June 20.

New AM stations

Start authorized

■ KPAL Pineville, La.—Authorized program operation on 1110 khz, 500 w-D. Action June 13.

Final action

■ Milledgeville, Ga.—Oconee Broadcasting Corp. Broadcast Bureau granted 1060 khz, 1 kw-D. P.O. address 111 Sanford building, West Hancock Street, Milledgeville 31061. Estimated construction cost \$62,900; first-year operating cost \$55,000; revenue \$78,000. Principals: Robert Herndon, Thomas E. Owen Jr. and Paul Wilkinson (each 33.33%). Mr. Herndon practices law in Milledgeville. Messrs. Owen and Wilkinson have business interests there (BP-19,558). Action June 13.

Action on motion

■ Administrative Law Judge Ernest Nash in MacRe, Ga. (Entertainment Communications), AM proceeding, scheduled hearing for Oct. 8 at Macon, Ga. (Doc. 20013). Action June 12.

Call letter action

■ Cassidy Broadcasting, North Pole, Alaska—Granted KRKM.

Existing AM stations

Application

■ WAYO Caro, Mich. (FCC correction)—Seeks CP to increase tower height to 30 ft. and change coordinates (new AM-FM tower). Ann. June 24.

Other action

■ Shreveport, La.—FCC denied application by Ruby June Stinnett Dowd (North Caddo Broadcasting Co., Vivian, La.) for review of Feb. 8 review board grant of CP to James E. Reeves for new AM on 1300 khz at Shreveport (Docs. 19507-9). Action June 19.

Fines

■ WEWO(AM) Laurinburg, N.C.—Broadcast Bureau notified Curtis and Associates of apparent liability for violation of maintenance logs, operator requirements and tests of the emergency action notification system rules. Licensee has 30 days to pay or contest forfeiture of \$1,250. Ann. June 20.

■ KLVJ Beaumont, Tex.—FCC ordered Radio Beaumont, licensee of KLVJ, to forfeit \$2,000 for repeated violation of rules by failing to give proper notice of its intention to simultaneously broadcast telephone conversations. Action June 25.

Call letter applications

■ KBIG Avalon, Calif.—Seeks KBRT.

■ KXTZ Los Angeles—Seeks KBIG.

■ WQVA Quantico, Va.—Seeks WPWC.

Call letter actions

■ WJAB Westbrook, Me.—Granted WJBQ.

■ KWHI Brenham, Tex.—Granted KTTX.

Presunrise service authority

■ Following stations have been granted on indicated date PS for operation between 6:00 a.m. and sunrise times with power shown: WVVW Grafton, W. Va., 500 w (March 1); WHPY Smithfield, N.C., 500 w (March 4); WRYZ Jupiter, Fla., 7.5 w (March 6); WKWS Rocky Mount, Va., 500 w (March 12); KAHJ Auburn, Calif., 470 w (March 28); WSYD Mount Airy, N.C., 500 w (April 3); KMRC Morgan City, La., 500 w (April 9); WKSJ Prichard, Ala., 231 w (April 18); WMOO Mobile, Ala., 188 w (April 25); WNAV Annapolis, Md., 290 w (May 2); WOZN Jacksonville, Fla., 500 w (May 2); WTTX Appomattox, Va., 500 w (May 16); KSIB Creston, Iowa, 500 w (Feb. 22); WASP Brownsville, Pa., 45 w (Feb. 25); WWCW Brazil, Ind., 12 w (April 8); WBLW Royston, Ga., 250 w (April 15); KNWS Waterloo, Iowa, 436 w (April 18); WEPA Europa, Miss., 500 w (April 24); WENR Englewood, Tenn., 395 w (April 29); WEAC Gaffney, S.C., 30 w (May 20); KOTD Plattsmouth, Neb., 60 w (May 29).

■ WSAC Fort Knox, Ky.—Presunrise authority at 500 w deleted. Action May 13.

New FM stations

Applications

■ Brawley, Calif.—Campeños Unidos (nonstock). Seeks 94.5 mhz, 50 kw. HAAT 146 ft. P.O. address: Box 203, Brawley 92227. Estimated construction cost \$77,026; first-year operating cost \$127,203; revenue \$359,067. Principal: Adalberto Ramirez, executive director of applicant, chicano farmworkers organization. Ann. June 21.

■ Holly Springs, Miss.—Radio Station WXRA Inc. Seeks 92.7 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 398, Holly Springs 38635. Estimated construction cost \$23,929; first-year operating cost \$10,740; revenue \$15,000. Principals: Sue A. Wallace (51%), Brooks Wallace (39%), Joseph J. Cassatta (10%). All own WKRA(AM) Holly Springs, of which Ms. Wallace is general manager. Ann. June 21.

■ Terrell Hills, Tex.—Reding Broadcasting Co. Seeks 106.3 mhz, 3 kw. HAAT 308 ft. P.O. address: 9515 Kimbro, San Antonio, Tex. 78217. Estimated construction cost \$3,200; first-year operating cost \$51,386; revenue \$100,000. Principals: Frederica B. Reding (82%), et al. Mrs. Reding is at Anderson & Lewis Advertising Agency, San Antonio, Tex. Ann. June 21.

■ Clarksburg, W. Va.—Harrison Corp. Seeks 92.7 mhz, 1.52 kw. HAAT 405 ft. P.O. address: 350 West Main Street, Clarksburg 26301. Estimated construction cost \$49,200; first-year operating cost \$18,100; revenue \$25,000. Principals: James T. Fawcett (54.5%), et al., own WHAR(AM) Clarksburg. Ann. June 17.

Starts authorized

■ WQXO Munising, Mich.—Authorized program operation on 98.3 mhz, ERP 1.8 kw, HAAT 380 ft. Action June 14.

Final actions

■ KFSA Fort Smith, Ark.—Broadcast Bureau granted CP to change ant.-trans. location to tract in section 17, township 11N, range 27E, 3 miles northwest of Moffett, Okla.; remote control deleted; condition (BP-19,682). Action June 17.

■ WICH Norwich, Conn.—Broadcast Bureau granted CP to change ant. system operating parameters (BP-19668). Action June 17.

■ WINZ Miami—Broadcast Bureau granted CP to install new ant. and ground system; install new trans. (BP-19704). Action June 14.

■ WRHL Rochelle, Ill.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 400 Maymart Drive, Rochelle (BRC-3664). Action June 17.

■ KSO Des Moines, Iowa—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 3900 N.E. Broadway Avenue, Des Moines, Iowa (BRC-3694). Action June 17.

■ WFDF Flint, Mich.—Broadcast Bureau granted mod. of license covering change in corporate name to WFDF Corp. (BML-2519). Action June 17.

■ WEPA Europa, Miss.—Broadcast Bureau granted license covering permit which authorized new station (BL-13676). Action June 14.

■ WHPY Clayton, N.C.—Broadcast Bureau granted license covering new station (BL-13,646). Action June 19.

■ WWNY Watertown, N.Y.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 120 Arcade Street, Watertown (BRC-3656). Action June 20.

■ WBNS Columbus, Ohio—Broadcast Bureau granted mod. of license to operate trans. by remote control from WBNS-TV studio location at 770 Twin Rivers Drive, Columbus (BRC-3697). Action June 17.

■ KJJJ Phoenix—Broadcast Bureau granted issuance of tax certificate in connection with assignment of license of KJJJ, formerly KPHO. Action June 12.

■ WNYR(AM)-WEZO(FM) Rochester, N.Y.—Broadcast Bureau granted mod. of licenses to change corporate name to Malrite of New York (BML-2514, BMLH-492). Action June 17.

■ KPUR Amarillo, Tex.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 3500 Interstate 40 East, Amarillo (BRC-3695). Action June 14.

Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif. (Interact, Royce International Broadcasting), FM proceeding, in view of withdrawal of appearance as attorney of counsel for Interact, ordered Interact to advise by July 11 of its intentions to prosecute its application and whether it has retained other counsel, and scheduled hearing to resume on July 23 for testimony on added issues (Docs. 19516, 19611). Action June 20.

■ Administrative Law Judge Jay A. Kyle in Vail,

Colo. (Vail Broadcasting Corp., Radio Vail), FM proceeding, canceled both hearing conference of July 2 and evidentiary hearing of July 29, since applicants are negotiating settlement (Docs. 20045-6). Action June 20.

Other action

■ Review board in Lexington Park and Leonardtown, Md., FM proceeding, granted petition by Sound Media, applicant for FM ch. 249 at Leonardtown, to dismiss further supplement to contingent petition to add issues filed by Key Broadcasting Corp., competing applicant for ch. 249 at Lexington Park, Md. (Docs. 19410-11). Action June 24.

Call letter actions

■ KTSH Inc., Berryville, Ark.—Granted KAAM.

■ Geneseo Broadcasting Co., Geneseo, Ill.—Granted WEBD.

■ Radio Station WRJH, Brandon, Miss.—Granted WRJH.

■ *Skidmore College, Saratoga Springs, N.Y.—Granted WSPN.

■ *Premontre Board of Education, Green Bay, Wis.—Granted WGBP-FM.

Existing FM stations

Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown: KUSP Santa Cruz, Calif. (BPED-11510) June 17; WHCN Hartford, Conn. (BPH-8568) June 13; KXTR-FM Kansas City, Mo. (BPH-8713) June 14; KDLK-FM Del Rio, Tex. (BPH-8701) June 17.

Final actions

■ WYCA Hammond, Ind.—Broadcast Bureau granted CP to change ant. system (BPH-8788). Action June 18.

■ WPLB-FM Greenville, Mich.—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 50 kw; ant. height 110 ft. (BPF-8866). Action June 20.

■ WJGS Houghton Lake, Mich.—Broadcast Bureau granted CP to change trans. location to Maple Valley Farm, Maple Valley, Mich.; operate by remote control from studio location: 3431 Houghton Lake Drive, Houghton Lake; install new ant.; change ant. system; ERP 100 kw; ant. height 480 ft. (BPH-8792). Action June 19.

■ WRUR-FM Rochester, N.Y.—Broadcast Bureau granted CP to install new trans.; new ant.; ERP 970 w; ant. height 120 ft.; remote control permitted (BPED-1795). Action June 18.

■ KYND Pasadena, Tex.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 92.5 mhz; ERP 53 kw; ant. height 800 ft.; remote control permitted. Action June 19.

■ *WLUR Lexington, Va.—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 175 w; ant. height -175 ft. (BPED-1781). Action June 13.

Rulemaking action

■ FCC amended FM table of assignments with assignment of ch. 292A to Melbourne, Fla. Proceeding initiated in rulemaking notice issued September 6, 1973 based on petition of Radio Melbourne, Inc., licensee of WMEI(AM) Melbourne, which sought ch. 292A as third FM assignment to community (Doc. 19811). Action June 25.

Call letter applications

■ WWTO Peoria, Ill.—Seeks WWCT.

■ KNLT Truckee, Calif.—Seeks KSML.

■ KUKI-FM Ukiah, Calif.—Seeks KKTU.

Call letter actions

■ WAFM Angola, Ind.—Granted WLKI.

■ KGGH Houston—Granted KEYH.

Renewal of licenses, all stations

■ San Francisco, Calif.—FCC granted renewal of license for stations KNBR(AM)—FM San Francisco, subject to standard conditions attached to all NBC grants since Justice Department filed civil antitrust suit against network (BR-42, BRH-624). Petition to deny, filed by several local public interest groups, was denied for failure to raise any substantial or material questions warranting hearing. Action June 26.

■ Topeka, Kan.—FCC dismissed petitions of Coordinating Committee of Black Community, Topeka, to deny renewal applications for Topeka stations KEWI, KSWT(FM), KTOP-AM-FM, KTSB-TV, WREN and WIBW-AM-FM-TV. Action June 19.

Modification of CP's, all stations

Broadcast Bureau granted following CP modifications on date shown:

- WRWC(FM) Rockton, Ill.—Install new ant.; ant. height 300 ft. (BPH-8076). Action June 19.
- WPRF(FM) Terre Haute, Ind.—Change transmission line (BMPH-14,139). Action June 19.
- K66AF Imlay, Nev.—Extend completion date for UHF TV trans. station to Dec. 20, 1974 (BMPTT-777). Action June 20.
- WBOE(FM) Cleveland—Extend completion date for station to Aug. 31 (BMPED-1126). Action June 19.
- WVMW-FM Scranton, Pa.—Extend completion date to July 1 (BMPED-1127). Action June 19.
- WJIT San Juan, P.R.—Extend completion date to June 30 (BMP-13,804). Action June 19.
- WLSD-FM Big Stone Gap, Va.—Extend completion date to Dec. 13 (BMPH-14,131). Action June 19.
- WKCF(FM) Shell Lake, Wis.—Extend completion date to Dec. 29 (BMPH-14,132). Action June 19.

Translators

Applications

- Canyon TV Association, Little Salmon River rural area, Idaho—Seeks ch. 13, rebroadcasting KIVI Boise, Idaho. Ann. June 25.
- K66AF Imlay, Nev.—Seeks to change trans. location to Toulon Peak, near Lovelock, Nev. Ann. June 24.
- W71A1 Stamford, N.Y. (amended)—Seeks to change frequency from ch. 42 to ch. 71. Ann. June 24.
- Southern Huntingdon County School District, Saltillo, Pa.—Seeks ch. 12 rebroadcasting WPSX-TV Clearfield, Pa. Ann. June 24.
- Angwin Radio and Television Co., Allied Chemical Co. & Lummus Co. Housing Facility, Wyo.—Seeks ch. 9, rebroadcasting KSLO-TV Salt Lake City; ch. 11, rebroadcasting KUTV Salt Lake City, and ch. 13, rebroadcasting KCPX-TV Salt Lake City. Ann. June 24.

Final actions

- K13MT Woody Creek and Pitkin county rural area, Colo.—Broadcast Bureau granted CP for VHF translator on ch. 13, rebroadcasting KOA-TV Denver (BPTTV-4904). Action June 10.
- K09LW Martinsdale and Lennep, Mont.—Broadcast Bureau granted CP for new VHF translator on ch. 9, rebroadcasting KTVO Billings, Mont. (BPTTV-4911). Action June 10.
- K10ET, change to K09LX, Petan Ranches, Nev.—Broadcast Bureau granted CP to change frequency from ch. 10 to ch. 9, granted K12EJ, changed to K13MU, Petan Ranches, CP to change frequency from ch. 12 to ch. 13; change name of principal community to YP Ranches, Nev.; change type trans.; increase output power (BPTTV-4981). Action June 12.
- W04BI Morehead City, Beaufort and Mansfield, N.C.—Broadcast Bureau granted CP for new VHF translator on ch. 4, rebroadcasting programs of WUND-TV Columbia, N.C. (BPTTV-4912). Action June 10.

Other actions, all services

- FCC granted requests by CBS for waiver of prime

time access rule to present NFL pre-season game Friday, Aug. 30 at 9:00 p.m. E.T. and possible delayed broadcast of Miss Universe contest July 21, plus other network programming same evenings. Action June 27.

Application

- KCOH(AM) Houston (correction to June 17 item)—Consideration: \$1.1 million plus option to buy real estate for \$150,000 (not \$400,000).

Ownership changes

Applications

- KVSL(AM) Show Low, Ariz.: (1450 khz, 1 kw-D, 250 w-N): Seeks assignment of license from Robert D. Zellmer to KBW Associates Inc. for \$183,100. Mr. Zellmer is selling because of poor health; he has CATV interests. Buyers: Hugh J. Williams (83.3%), Carl C. Kuehn II (15.9%) et al. Mr. Williams is announcer, engineer at KVSL and is former chief engineer at WSEW-AM Selingsgrove, Pa. Mr. Kuehn is announcer, engineer at WSBA-FM York, Pa. Ann. June 26.
- WNOI(FM) Flora, Ill. (103.9 mhz, 3 kw): Seeks assignment of license from Flora Broadcasting Co. to Vogel-Flora Corp. for \$115,000. Sellers: Michael R. and Flora E. Freeland. Buyers: William R. Vogel et al. Mr. Vogel has interests in WGNs(AM) Murfreesboro, Tenn., WAMA(AM) Selma, WBLO(AM) Evergreen, WULA Eufaula, WTCB(AM) Flomont and WHOD-AM-FM Jackson, all Ala., and WIFN(AM) Franklin, Ind. Ann. June 26.
- WFTN(AM) Franklin, N.H. (1240 khz, 250 w): Seeks assignment of license from WFTN Inc. to Northeast Communications Corp. for \$110,000. Sellers: Ronald E. and Dorothy H. Porter. Buyers: Jeffrey E. Fisher, president, Richard D. Walsh et al. Mr. Fisher is business news director at WJW(AM) Cleveland. Mr. Walsh has interest in WQRC(FM) Barnstable and is production engineer at WEEI(AM) Boston, both Mass. Ann. June 26.
- WTCL(AM) Warren, Ohio (1570 khz, 500 w, DA-D): Seeks transfer of control of Warren Broadcasting Corp. from John A. Baglier (50.1% before, none after) to Niles Suburban Newspapers Inc. (38.4% before, 88.5% after) for \$70,700. Buyer: Niles, a publisher of suburban newspapers, is 100% owned by L. W. Stauffer, who owns individually 6.4% of Warren. Ann. June 26.
- KWVR(AM) Enterprise, Ore. (1340 khz, 250 w SH): Seeks assignment of license from Gene W. Wilson to David D. Dirks for \$50,000. Mr. Dirks is assistant manager at KTEL(AM) Walla Walla, Wash. Ann. June 26.
- WGCA(AM) Chattanooga, Tenn. (1190 khz, 10 kw): Seeks assignment of CP from Rock City Broadcasting Inc. to Mull Broadcasting Corp. for \$30,000. Buyers: J. Bazzel and Elizabeth Mull (50% each). Ann. June 26.
- Actions
- KXOW-AM-FM Hot Springs, Ark. (AM-1420 khz, 5 kw-D; FM-106.3 mhz, 310 w): Seeks assignment of license from Christian Broadcasting Corp. to Noalmark Broadcasting Corp. for \$325,000 plus \$50,000 not to compete. Seller: Forrest Eddy, president. Buyers: Edwin B. Alderson, Russell Marks, Charles M. Nolan, Robert C. Nolan, Theodosia M. Nolan, William C. Nolan, William C. Nolan Jr. and Theodosia N. Tattersall. Noalmark is licensee of KELD-AM-FM El Dorado, Ark. Ann. June 19.
- KTAO(FM) Los Gatos, Calif. (95.3 mhz, 250 w) —Broadcast Bureau granted assignment of license from The Tomemose Broadcasting Co. to Ethnic Radio Inc. for \$250,000. Seller: Lorenzo W. Milam

is sole owner and is applying for new TV in Los Gatos. Buyers: Joaquin Esteves, Batista S. Vieira and Joe C. Rosa (33 1/3% each). Mr. Esteves is radio and TV producer. Mr. Vieira is painting contractor and Mr. Rosa is real estate broker (BALH-1971). Action June 17.

- WRDO(AM) Augusta, Me. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from WRDO Inc. to Ocean Coast Properties for \$100,000. Seller: Mary R. Thompson, president, et al. Buyer: Philip L. Corpe is president of Ocean Coast, which owns WFOR-AM-FM Portland, Me. (BAL-8116). Action June 18.

■ KHER(FM) Longview, Tex. (105.7 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Radio Longview to Stereo 105 for \$120,000. Seller: H. A. Bridge Jr., president, has interest in KLUE(AM) Longview and KMHT(AM) Marshall, Tex. Buyers (both 50%): J. D. Osborn and Kenneth R. Reynolds. Mr. Osborn owns and operates KAMC(FM) Arlington, Tex.; Mr. Reynolds is 20% owner and general manager of KMCO(AM) Conroe, Tex. (BALH-1897). Action June 19.

- WKWS(AM) Rocky Mount, Va. (1290 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Radio Franklin to Boyd Broadcasting Corp. for \$100,000. Sellers: Kermit Salyer, president. Buyer: Stanley M. Boyd (100%), dentist, has interests in WBLB(AM) Pulaski, Va., and WDAR-AM-FM Darlington, S.C. (BAL-8132). Action June 18.

■ WPDR-AM-FM Portage, Wis. (1350 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Comstock Publishing Co. to Kramer Broadcasting for \$237,000 and adjustments. Seller: William T. Comstock (100%). Buyer: Edward A. Kramer (100%) is former station manager of WDUX-AM-FM Wampaca, Wis. (BAL-8105). Action June 18.

- WYYS(AM) Tomahawk, Wis. (810 khz, 1 kw) —Broadcast Bureau granted assignment of license from Tomahawk Broadcasting Co. to WYYS Inc. for \$38,000. Sellers: Bruce John Micek, Louise Micek and Robert A. Jones (together 100%). Buyers: Robert A. Jones (84%), et al. Mr. Jones is consulting engineer in LaGrange, Ill. He already has 49% interest in partnership holding WYYS license (BAL-8045). Action June 20.

Cable

Final actions

- Anaheim Hills, Calif.—FCC granted Theta Cable of California special temporary authority to commence operations in Anaheim Hills section of Anaheim, Calif., pending action on its certificate of compliance to operate system for entire city of Anaheim. Theta authorized to distribute "must carry" signals of KBSC-TV Corona, KLXA-TV Fontana, KOCE-TV Huntington Beach; KABC-TV, KCET, KCOP, KHJ-TV, *KLCS, KMEX-TV, KNBC, KNXT, KTLA, KTTV, *KVST and KWHY-TV Los Angeles; and KHOF-TV San Bernardino all Calif. Action June 25.
- San Francisco, Calif.—FCC granted Cable Antenna Systems certificate of compliance to carry following California signals on new cable system at Travis Air Force Base, San Francisco-Oakland-San Jose TV market: KTVU Oakland; KCRA-TV, *KVIE, KXTV, KMUV-TV, KTXL Sacramento; KOVR Stockton; KNTV, KGCS-TV, *KTEH San Jose; KFTY Santa Rosa; *KCSM-TV San Mateo; KLOC-TV Modesto; KRON-TV, KPXS, KGO-TV, *KQED, KEMO-TV, *KQEC and KBHK-TV San Francisco (CAC-1903). Objections by Central California Educational Television (KVIE), City of Fairfield, Calif.; Fairfield-Suisun Unified School District; and Storer Cable TV, operator of cable system at Fairfield, were denied. Action June 19.
- Chicago, Ill.—FCC granted First Illinois Cable TV waiver of the leapfrogging rules to allow First Illinois Cable TV Inc. to carry WGN-TV Chicago on its five cable systems, conditioned on the systems' refraining from deleting news and public affairs programs offered by WGN-TV. Action June 25.
- Sutherlin, Ore.—FCC denied application of Clear View Cable TV, operator of cable system at Sutherlin, for certificate of compliance and petition for special relief, seeking authorization to carry KVDO-TV Salem, Ore. (CAC-2862). Action June 25.
- Laramie County, Wyo.—FCC authorized Cablevision Service Inc. to carry the following television signals on its system at Warren Air Force Base, located within Cheyenne, Wyo. market: KWGN-TV, KOA-TV, *KRMA-TV, KMGH-TV and KBTX-TV, Colo.; KYCU-TV Cheyenne, Wyo.; and *KTNE-TV Alliance Nebr. (CAC-1985). Objection by Frontier Broadcasting Co., unsuccessful bidder for Warren AFB franchise, was denied. Action June 25.

Other action

- FCC adopted further rulemaking notice in cable TV channel identification proceeding (Doc. 19334). Action June 25.

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Salesperson with one or more years experience in radio sales who wants to bring up family in beautiful vacation country where there are no big city problems. Ideal for salesperson who wants to step up to slightly larger market or to get away from big city. Contact Charlie Persons, KVBR, Brainerd, MN 56401.

Move to Spokane, Wash.—The Expo City. Beautiful Pacific NW. Proven creative salesperson with management potential. Good base with comm.—KZUN AM-FM 509-924-2400. Jack Armstrong.

Looking for aggressive, sales oriented radio people to join our two stations. Accent on sales, announcing ability helpful. Write full particulars, including references to Gene Newman, c/o WHRT Radio, Longhorn Pass, Hartselle, AL 35640.

FM salesperson-manager. WJTN (Western New York) will have opening August 1st for salesperson for FM Stereo operation WVWE. Salary-commission approximately \$11,000 currently; FM growing. One to two years radio sales experience, management potential essential. Willems, WJTN, Box 1139, Jamestown, NY 14701.

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.

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Help Wanted Announcers Continued

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Male & female D.J.'s "Quiet" rock FM is staffing now. Send resume, photo to Box G-91, BROADCASTING.

Iowa's outstanding station of the year will hire outstanding MOR afternoon drive personality of the year for choice position. Heavy production ability a must! Iowa's best opportunity. Send tape, resume, salary requirements to Jerry Larsen, Program Director KOTH Radio, Dubuque, IA 52001.

We need a good, experienced morning personality for solid midwest station. Should be mature with good commercial production. Good starting pay and plenty of opportunity. Contact General Manager, KOKX, Keokuk, IA.

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, WCPR, Springfield, VT 05156.

College Broadcasters who need commercial experience: sales/announcer/news. Our staff stays one year and then makes a major market move. The one you replace moved to the 11th largest market. The one before him to Washington. We demand major market quality and we pay better than most, but it's hard work in sales/news/and air-work. We expect you to stay one year and then we'll help you make the big move. If you want, WKCM is an ABC net affiliate. "Clear Channel" station serving regionally western Kentucky and southern Indiana. Tape and resume; WKCM, Hawesville, KY 42348 or Tell City, IN 47586. Equal Opportunity Employer.

Major market FM rocker seeks exciting, mature, big voiced night jock. Rush tape and resume to P.D. WLPL, Baltimore, MD 21215.

Immediate opening 3rd phone. nights, easy listening FM, tape and resume to WSPK, Box 1703, Poughkeepsie, NY 12601. E.O.E.

Jock needed pronto. Must be fast, tight and interested in working a major market permanently. Send air check resume to R. J. Jenkins—c/o WXEL Radio—1500 Canal St.—New Orleans, LA 70140. Minorities encouraged.

Progressive Black station seeks dependable, mature male/female staff of professionals for all phases of news, personality and production work. Quality of prior experience more important than length. Send non-returnable tape, resume and photo to Dick Edwards, Box 12764, Pensacola, FL 32575.

Experienced rock jock w/knowledge of music. promotion and production needed at flagship station of Midnight Sun Broadcasters in Anchorage. AK. Tape, pic., resume required. Salary commensurate with experience. Must be stable. Write, Bob King PM, P.O. Box 1160, Anchorage, AK 99510. Please no calls.

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.

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.

Experienced broadcast equipment salesperson wanted for Dallas-based company. Excellent salary plus commission. Send complete information first letter. All replies answered. Box G-85, BROADCASTING.

Experienced chief engineer for leading Connecticut AM/FM. Salary \$20,000. Submit resume and references to Box G-99, BROADCASTING.

Help Wanted Technical Continued

Chief Engineer. New Jersey AM/FM. Strong transmitter and studio maintenance ability. Salary 18-22K, depending on experience. Box G-98, BROADCASTING.

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.

Help wanted for small market AM-FM stereo Radio station. Experience necessary. Send resume to WOHI Radio—P.O. Box 90—East Liverpool, OH 43920.

Chief Engineer for two operations in Ohio, must have experience in proofs, automation, maintenance, AM-FM stereo. Reply to General Manager, WTOO, Box 338, Bellefontaine, OH 43311.

Looking for engineering challenge? We just bought a station and we are going to re-do it from m/c 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 Kneisley, group operations 216-352-3155.

Help Wanted News

I want a Broadcast Journalist for my News Department who knows the business, has an authoritative sound and wants to be the News Director. Must have administrative ability. 50,000 watt station, medium market, South. An equal opportunity employer. Send resume to Box G-77, BROADCASTING.

Growing small market, Contemporary Top 40 Station, needs newperson-jock. Opening in August. Beginners considered, equal opportunity employer. Send resume, photo, and salary expected. Box G-94, BROADCASTING.

We're looking for an intelligent, ambitious, creative, but inexperienced reporter for New England AM-FM that does news right. Management, owners are national award winning newsmen satisfied only by the best. Box G-111, BROADCASTING.

Wanted: Experienced newperson to move up to News Director. Iowa and adjacent states. Write to: Bob Miller, Operations Manager, KLS & KSMN, P.O. Box 1446, Mason City, IA 50401.

KSO-Des Moines has an immediate opening for an experienced, dedicated newperson. We're looking for an individual that knows news; gathering actualities, writing, reporting with a mature voice. We offer top salary and excellent fringe benefits. Rush tape, resume, and recent photo to Perry St. John, KSO, Des Moines 50317.

News and Public Affairs Director for NPR-affiliated university operated public radio station. BA in Broadcasting or Journalism. Professional experience. \$693 monthlv. As Equal Opportunity Employer we encourage minority and women applicants. Resume and tape to Personnel Office, University of Montana, Missoula, MT 59801.

Half time news assistantship for public radio station. Send tape, writing samples, and resume to: Chairman, Radio-TV-Film, Oklahoma State University, Stillwater, OK 74074. Equal opportunity employer.

Newperson—Take charge individual. Good salary. Talk show potential, call 712-239-2100, ask for Ray or Bill.

Help Wanted Programing Production, Others

P.D. up tempo MOR; southeast medium market; very competitive; must know music; do board shift; EOE; send info to Box G-54, BROADCASTING.

Wanted, P.D. for NC. C&W. Only experienced need apply. Responsible for announcing staff and production. using latest jingles and production aids. Prefer stable person who's looking for permanent position. Starting salary \$7840.00. Send resume to Box G-70, BROADCASTING.

Needed: Program Director who likes challenge. We're a young, ambitious New England AM-FM in an attractive small/medium market, determined to be both best and #1. We're looking for a creative, experienced PD-personality who can put together a quality contemporary MOR/information format. Box G-110, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Immediate opening for an experienced Program Director in a growing medium market station. Board shift, production, planning. If you have a big voice, good head, and are willing to work hard, contact me pronto. Lyle Richardson, KUDE, 714-757-1320, Oceanside, CA.

Farm Director—Eastern North Carolina's most powerful full time radio station has an opening for a full time farm director. This is a newly created position. Located in Pitt County which is one of the most rich agricultural counties in Eastern N.C. The annual gross sales from agriculture farming in Pitt County is \$86,000,000.00. Also, WNCN's coverage area includes 32 additional counties. This position requires experience in Farm Broadcasting. We will fill this position no later than August 1st. We offer a good salary and fringe benefits. If interested call the General Manager, Jennings Blakley, WNCN, Greenville, NC Phone 919 758-2324.

Program director for long established Michigan 5000 watt medium market MOR station. Send resume, tape, salary required to WPAG, Ann Arbor, MI.

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—and 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.

Producer for 100 kw public FM. Duties include feature and news production. Requires BA plus two years experience. \$8,520. Demo tape and resume first letter to personnel officer, G-1 Parker Hall, Univ. of MO, Rolla, MO 65401. UMR is an equal opportunity employer. Applications from women and minority groups are encouraged.

Graduate Assistantship position available for person with broadcast production ability who is interested in working on master's degree. Equal Opportunity Employer. Contact: Department of Mass Communication, Central Missouri State University, Warrensburg, MO 64093.

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 Sales

Not looking for "break." My combination of professional training, youth and varied work experience would be an asset to the promotion department of most any broadcaster. Box G-113, BROADCASTING.

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.

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.

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.

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.

Situations Wanted Announcers Continued

Creative morning man, P.D., Production whiz, looking for mid-market station with TV affiliate. Stable, mature, responsive. 29, married. Box G-79, BROADCASTING.

Tired of Big talk and no show? I back up what I say with quality performance. Looking for PD, sports director, versatile swing man? 1st ticket, college, 5 years experience, top ratings in contemporary and country formats. Pro in sports play-by-play, vast musical knowledge. Box G-90, BROADCASTING.

Soul jock, first phone, 8 years experience. Worked New York. Jody Gill, 922 Brook Ave., Bronx, NY 10457.

Enthusiastic, well trained beginner. Third Endorsed. Seeking first job in radio. Eagle Scout, excellent references, will relocate. Tape and resume on request. Gary L. Eaken 313-398-8785.

Former College Personality-PD. 1½ yrs. professional T40, MOR personality. 3rd endorsed, 24, veteran, single. LeeJay 716-593-3727.

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.

Situations Wanted Technical

Station Managers: Blow whistle on traffic jams! Contact "Traffic Cops" to unsmile traffic problems. Over 50 years accumulated radio and TV experience. Traffic teams work on consultant basis or provide full service. Media Services Unlimited, Inc., 1215 Cole St., Suite 200, St. Louis, MO 63106.

Situations Wanted News

Aggressive reporting earned listener confidence for medium market sports department. Have roots, want advancement before they're too deep. College PBP and call the horses at the track. Box G-71, BROADCASTING.

Looking for position with station that wants young man interested in sports. Excellent experience in play by play, color and commentary. Tape and resume upon request. Will relocate anywhere. Box G-78, BROADCASTING.

Perceptive, experienced family man, some college, seeking position in aggressive, thorough news operation. Gather, write, report with integrity and top references. Major market in midwest or New England. Self starter but follow directions. Very good delivery. Box G-81, BROADCASTING.

A good woman is hard to find, 2 years major market newswoman, both air and outside reporting. Sharp, experienced, creative, young. Also have broadcast degree. Susan McNett, 14306 Lowe, Riverdale, IL 312-849-2303.

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 director with solid record all phases including widely diversified air experience in radio and television. Box G-41, 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.

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.

Production Mgr./operations: Medium market. Mature, reliable, a real worker. Proficient w/contemporary formats. Salary open. If you are looking for a fresh sound and a dynamite voice, respond Box G-86, BROADCASTING.

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.

Help Wanted Management Continued

Controller for group broadcasting company with medium market TV and significant area AM-FM stations. Prefer station business manager or assistant strong on accounting with TV experience. Excellent opportunity for innovative person interested in systems development. Send resume and salary requirements to Box G-89, BROADCASTING.

Experienced, innovative, aggressive communicator to serve as promotion manager. Send resume to Business Manager WJXT, P.O. Box 5270, Jacksonville, FL 32207.

Help Wanted Technical

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.

TV engineer, Midwest UHF station expanding hours, looking for hard working 1st phone that want to grow with the company. Box G-107, BROADCASTING.

Help Wanted News

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 director wanted for small market VHF. Expanding, dynamic group needs leader who can direct and motivate eight man news staff. Must have journalism and television experience. Send written resume and letter with salary expectations to Box G-108, 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.

Assistantship in film production and documentary. Send samples and resume to: Chairman, Radio-TV-Film, Oklahoma State University, Stillwater, OK 74074. Equal opportunity employer.

Help Wanted Programing, Production, Others

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.

Producer/director. Attractive position available in ETV at the Pennsylvania State University. On assigned projects, responsible for planning and coordination of all phases of production, including performance on air as interviewer, and discussion program moderator. A Bachelor's degree or equivalent, and experience in broadcasting. An Equal Opportunity Employer. Box G-82, BROADCASTING.

Immediate opening for weather person, for medium market VHF, Midwest. Early evening and late weather. In contemporary format. Other production-program duties. Salary open. Equal opportunity employer. Box G-97, BROADCASTING.

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.

Cinematographer/Editor and Film Sound Engineer positions available at Midwest PTV station. Send resume to Film Supervisor, WHA-TV, 821 University Avenue, Madison, WI 53706. An Equal Opportunity Employer.

Situations Wanted Management

General manager—Sales manager-program director, etc., for large-to-medium-market station or group. Thoroughly experienced and successful all phases; all levels, including station-ownership. Professional expertise in aggressive management, sales-management (national, regional and local), programing, film-buying, production, promotion, community-involvement. Have practiced television 18 years; radio 12 years. Now 45. Past 20 years, management-troubleshooter-developer. Have rebuilt several losers into very profitable, prestigious winners. Accustomed to formidable challenges and much responsibility. Aggressive, quality competitor ready for new challenge, offering opportunity to earn commensurate income. Can increase, substantially, your profits and prestige. Box G-114, BROADCASTING.

Situations Wanted Technical

Dir. of Eng.—currently employed with major radio-TV group. Excellent background & references. Box G-72, BROADCASTING.

Situations Wanted News

Anchorman-Reporter now anchoring number one rated news in top 40 television market. Responsible journalist, college degree, family. Box G-18, BROADCASTING.

Weatherman with strong background in meteorology and professional delivery seeks station who wants more than an average weather show. Box G-59, BROADCASTING.

Newsman—Film reporting, writing and anchor experience. Air check and references. Carol Ternovsky, 915-581-3917. 5213 Carousal #6, El Paso, TX 79912.

Female news director, 24, wants to return to TV news. 1 year TV, 3 years radio. College grad., B.A. Pol. Science. 7311 State Rd., Cleveland, OH 44134.

Situations Wanted Programing, Production, Others

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.

Director—Varied production experience, strong sports and remotes, network credits. Degree, married, seek active station or production house. Box G-65, BROADCASTING.

If you need someone with ten years experience as producer of documentary and educational film and television in U.S.A. and Britain, with ability in graphics, photography, teaching, instructional development, Master's in research methods, write Box G-80, BROADCASTING.

Program Director/Operations Mgr. experienced, young, versatile, sales & research oriented. Net affil. and indy background. Currently in top 10 market and in a corner. Box G-93, 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

Director of Engineering. We want the best DE in the business and are willing to pay up to \$40,000 to get him. Choice of East or West Coast location. Mandatory experience in construction, maintenance, product evaluation and people management. Confidentially reply to: President, Box G-75, BROADCASTING.

Southern New Jersey CATV seeks person to take charge of well established local origination department. Duties include program director, time sales and three hours on camera daily. Prefer experience, but will consider recent college grad. with TV or communications major. Five day work week (usually), paid holidays & vacation, plus other usual benefits. The dedicated person we hire will work independently and require a minimum of supervision. Also must be willing to take an active interest in our wonderful community. Send complete resume including references and salary required. All replies confidential. Box G-76, BROADCASTING.

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.

Help Wanted Technical Continued

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

Religious broadcast facility desperately in need of 2 inch quad tape recorder—Fully tax deductible gift preferred. Box G-84, BROADCASTING.

Late model aural STL, Mosley preferred. Send details to E. L. DuKate, WPCF, Panama City, FL 904-785-6176.

FOR SALE EQUIPMENT

50 KW-AM transmitter, WE407-A4, dismantled ready to move, ideal for spare parts, reasonable. Box G-96, BROADCASTING.

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.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8057, Pensacola, FL 32505.

Gates 1 KW stereo transmitter, Gates 4 Bay Antenna, Gates 10 watt exciter with M6146 stereo generator, Sta-Level, 75' Andrew 1 1/2" Air Helix with connectors, ITA stereo generator, Electrovoice RE-16 never used and Sony ECM 22 mic never used with suspension mount. Separate or as a package. 714-873-7334.

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.

One liners! Jokes! Topical humor exclusively for jocks. Sample issue—\$1.00. "Funnies," Box 11-511, Newington, CT.

Political One-Liners. 40 Carson-type originals every ten days. 3 month trial \$10. Jack Posner, 220 Madison Ave., New York, NY 10016.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more! Write: Command, Box 26348, San Francisco, CA 94126.

Biographies on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

Commentators and Newscasters, know your subject! Today, economic analysis, world monetary problems and international development are vital public interests. Augment local talent and wire services with professional knowledge and precise writing by joining our corporate and university subscribers to The Hamilton Service, Operational Systems International, 1815 N. Fort Meyer Drive, Arlington, VA 22209.

Announcers, engineers: Increase your income, job benefits; information free. Sceptre, 4812 Imperial Terrace, Louisville, KY 40216.

Football Sportscasting, easy-profitable. Guide \$10. RGS Reports, 320 North 15 Street, Suite 4, McAllen, TX 78501.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Instruction Continued

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Job opportunities and announcer-d.j.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin 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, Los Angeles, CA 90028, 213-462-3281.

Enter America's most unique and practical broadcast announcer school. Three months training on two commercial radio stations! Three months actual experience that counts when you apply for your first job. Third class radio telephoto license with broadcast endorsement training. Placement assistance. Small classes! Bonded! Certified by NM State Board of Education. Approved for Veterans. Classes year around; Sept. 2nd, Jan. 2nd, April 1st, June 1st. Enroll now! Write Dave Burton, Mgr., School of Broadcast Training, 317 West Quay, Artesia, NM 88210. 505-746-2751.

First phone through tape recorded lessons at home with short wrap-up seminars available in 32 major cities. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 10600 Duncan, Manhattan Beach, CA 90266 Telephone 213-379-4461.

RADIO

Situations Wanted Announcers

Finer music is coming back—hire good music personality with major 50 kw to either program station or lead staff by example. Substantial income.

Box G-83, BROADCASTING

MY BOSS IS ELATED

Since station went automated. I'm dejected 'cause I'm rejected. Five years last station—afternoon drive. San Diego, CA., 1st phone. Wish to relocate Central-Northern Calif., Ore., Wash. M.O.R.—good music—C & W, Tape—Resume—References.

Box G-92, BROADCASTING

Situations Wanted Technical

I am 28, male, experienced and dependable. M/S in Radio & TV/Audiovisual. Have done radio/TV engineering, radio announcing, interviews with celebrities, radio/film documentaries, slide/tape presentations, audio and video recordings of musical groups and general audiovisual work. 3rd Class ticket/broadcast endorsement. Willing to relocate. Could you use any of my talents?

Box G-73, BROADCASTING

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 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

MICROWAVE

Expanding company affords both immediate and future openings for individuals with managerial and/or technical experience in operating & maintaining microwave systems and/or video drops. Immediate openings in Mid-West region for System Manager and microwave technicians. 2nd class FCC license required.

Attractive salary & liberal company benefits. Submit written replies only with full details, including salary history, in confidence to OPERATIONS MANAGER

United Video, Inc.
P.O. Box 2686
Tulsa, Oklahoma 74101
"An LVO Cable, Inc. Company"
EOE

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 News

SPORTS DIRECTOR

Topflight, veteran pro available now or fall season. Currently employed metro market UHFer. PBP all sports, interviews, commentary, studio shows. Seek sportsactive TV station or radio/TV combo. 2" color off-air VTR, references, resume.

Box G-95, BROADCASTING

Are you interested in a young aggressive sportscaster covering the champion Miami Dolphins the past two seasons. To join your radio or TV station. Recently sports dir. of 50 kw in Miami looking to relocate. Experienced in all phases of broadcasting. I'm very anxious to make the move from radio to TV, both medias if interested please respond. Available immediately. Please write or call: Andy, 4125 Santa Maria, Coral Gables, Fla. Phone: (305) 661-0135.

Situations Wanted Programing, Production, Others

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Profile

TVAR's Steve Seymour: rapidly upwardly mobile

Steve Seymour gives every impression of being a young man in a hurry. He doesn't like to waste time. A couple of weeks ago, when he and his family were in the process of moving from Baltimore to New Canaan, Conn., one of his subsidiary concerns was what the daily commute to his New York office would be like. He hoped the trains would work out; he just couldn't see squandering a couple of hours a day driving back and forth when, on the train, he could spend them working or reading. But he also wanted to be sure of reaching his office at a decently early hour because, he explained, "I like to hold staff meetings at 8:30 or 9."

The trains have sufficed, at least thus far. Considering that their reputation for whimsical performance is well earned, however, they are sure to raise his frustration level from time to time by prolonging his working/reading opportunities beyond anything he had counted on.

This appearance of impatience has been evident in other ways. When he was six weeks or so into the Westinghouse Broadcasting Co. training program, normally a 12- to 18-month undertaking, he is said to have told associates he felt ready to move on to a regular assignment. But he showed determination to match the impatience by remaining in the program after being assured, friends say, that although he might not need more time in training, Westinghouse needed a little more time to see what he could do best.

What he could do best, Westinghouse obviously decided, was sell. After training in special projects at the company's Television Advertising Representatives (the TV sales arm, which he now heads) and in programing, sales service and accounting at its KPIX(TV) San Francisco, he was sent to KDKA-TV Pittsburgh as an account executive.

What has happened since leaves no room for doubt that his sense of drive is well founded. One does not get promoted to seven important jobs at three of the country's major TV stations and a leading rep company, all in less than eight years, merely on the strength of being a good traveler.

But it should be emphasized, friends and associates say, that even being a good traveler had more to do with his progress, if it was any factor at all, than did his family connections. Steve Seymour is the son of Dan Seymour, chairman and chief executive officer of J. Walter Thompson Co., but there is no detectable evidence on either his side or Westinghouse's that the relationship has affected his career in any way. "Naturally I'm proud of my



Stephen Dana Seymour—president, Television Advertising Representatives; b. Jan. 6, 1942, New York; BA, Rutgers University, 1964; MBA, Columbia University, 1965; with 7-Up Bottling Co., Norwalk, Conn., and Bayamon, Puerto Rico, as truck driver and in other capacities, 1965-66; in Westinghouse Broadcasting Co. training program at TVAR and KPIX(TV) San Francisco 1966-67; account executive, KDKA-TV Pittsburgh 1967-69; sales manager KDKA-TV 1969; sales manager WJZ-TV Baltimore 1969-70; general sales manager WJZ-TV 1970-71; general sales manager WBZ-TV Boston 1971-72; general manager WJZ-TV 1972-74; present post since May 4, 1974; m. Sharon Rose, June 26, 1965; children—Scott Marshall, 8; Cregg Randall, 5, and Lisa Daryl, 2.

father and owe him a lot for creating the kind of atmosphere when I was growing up that stimulated my interest and growth," says Steve Seymour, "but my record is my own."

It's been a record of steady as well as swift progress that brought him to the presidency of TVAR two months ago at the age of 32. Westinghouse officials have a ready answer if anyone suggests that's pretty young for the job. As one put it, "So it's pretty young. The important question is how did he do in his last job? He was even younger then."

Mr. Seymour has his own explanation for his progress: "You're as good as the people around you. I'd rather have the best people around and have to beat them away from my door than have to open the door and shout for an idea."

He is moving into the TVAR presidency at a time when that organization is in transition back to representing only the Westinghouse-owned TV stations, having dropped the Post-Newsweek stations formerly on its list. In his opinion it is also a time of change in TV sales, with regional and local business having

replaced national as television's biggest growth area, and he feels that a station-owned rep firm such as TVAR can play a role in regional/local sales that is essentially denied to conventionally structured independent reps. After all, he says, when stations and rep firms are all in the same company, the money "all goes into the same cash register."

Television itself, he feels, must respond to increasing pressures. "The demands on television today are much greater than they have ever been," he says. "The challenge that confronts us in the near future is not only to disseminate information to the public but to listen to the public, not only to entertain but to inform."

That two-way communication between television and the public is, in Mr. Seymour's opinion, critically important. He speaks with special satisfaction of a weekly series that WJZ-TV Baltimore had while he was general manager there, in which members of the station's news department answered questions from a studio audience about why news is handled in the way it is, as well as how it's handled, trying to impart a better understanding of what TV news is all about.

Mr. Seymour got into broadcasting by acquisition. He was working for the 7-Up Bottling Co. of Norwalk, Conn., when the franchise was bought by Westinghouse Broadcasting Co., and shortly thereafter accepted an invitation to join the company's broadcast training program.

When he graduated from college, he says, he wanted eventually to go into business for himself, and had four fields staked out to explore with that objective in mind: The automobile business, soft drinks, real estate and broadcasting. He was able to write off the automotive urge from outside observations of that business, but, having earned his MBA degree, he wanted to see what real marketing was and landed a job with the Norwalk 7-Up company by walking in off the street and applying for it. The job: driving a truck.

He sharpened his marketing skills in this fashion for close to a year, then went to Bayamon, Puerto Rico, to help the company build a new plant. It was shortly after his return to Norwalk that Westinghouse bought the franchise and diverted him to broadcasting. "But," he says, "I would have left the soft drink industry and tried broadcasting in any event."

"I still haven't tried real estate," he adds, thinking back to the four fields he originally planned to scout. Is he so thoroughly entrenched in broadcasting that he's given up on real estate? "I never give up on anything," he says, "but broadcasting has been very productive for me."

Editorials

So far so fair

For a while there, it seemed that every step toward First Amendment status for broadcasting was accompanied by two steps back. Not so of late. Indeed, in one week alone (*Broadcasting*, July 1) one could count three steps forward, and none to the rear.

First there was the landmark action of a unanimous Supreme Court in the *Tornillo* case, reaffirming that the First Amendment intended no right of reply in the printed press. Never mind that the court was silent on the broadcast media; had the court ruled otherwise for newspapers, it would have been a companion and perhaps even worse disaster for broadcasters. So count one for our side.

Then the FCC adopted a revised fairness doctrine report, rejecting its own precedent in the cigarette case and, of equal importance, holding that the concept of paid or free access to the media was no substitute for the fairness doctrine. Never mind that the FCC — as did Senator John O. Pastore (D-R.I.), in quizzing three FCC nominees that same week — reaffirmed faith in the validity of the doctrine itself, and with it the keeping of a governmental oar in the mainstream of communications. Count two.

And then, for good measure, came the appeals court decision upholding the FCC in *Chevron F-310*, and concluding that broadcasters had acted reasonably and in good faith in rejecting requests for countercommercials. Never mind that the court's decision was made on the narrowest of grounds, and that it, too, did nothing to upset the doctrine's efficacy. The effect of its decision, as of the FCC's new policy statement, was to lessen the vulnerability of broadcasters to capricious application of bad law. Count three.

Still pending, of course, is that same court's decision in the *Pensions* case, in which, this time, the FCC came down against the broadcasters (NBC), in holding that fairness obligations had not been satisfied. In this case, too, the most broadcasters can hope is to avoid disaster; even a favorable ruling will likely leave in place the root cause of it all.

But the portents are favorable, and this is a time for counting blessings. But lest it seem we are willing to settle for the birds in hand, it is also a time for stiffening resolve to go after those in the bush. The hard truth remains: You can't have a First Amendment and a fairness doctrine, too.

The right to be wrong

It was perhaps coincidence that in the days immediately preceding Independence Day our attention was called twice to a radio program — a series of five-minute broadcasts sponsored by an organization called Liberty Lobby — that on its face defies the principles that Independence Day celebrates.

Jack Geller, vice president and media director of Weiss & Geller, wrote to protest that Liberty Lobby is "in the business of publishing anti-Jewish books, magazines and newsletters" that are promoted on the broadcasts. He expressed his "great shock" that "owners of radio stations will permit their facilities to be used for the peddling of Nazi type publications." And the Anti-Defamation League of B'nai B'rith used even stronger terms in reporting that its own survey showed the series is carried on 126 stations (story page 33).

This magazine shares Mr. Geller's dismay and the ADL's outrage. Hate-mongering, whatever the target, is a contemptible practice for which there is no excuse. It would

be easy to say that Liberty Lobby should be thrown off the air. But by whom? The First Amendment works the other way, too, protecting not only the ideas we favor but also those we despise. Nor can or should any private group set itself up as its own ultimate arbiter for everyone.

There are of course libel and slander laws, and these can be invoked whenever appropriate. Beyond that, it is no infringement of anybody's rights to suggest that, in this as in all programing, the licensee is obligated to satisfy himself that what he presents is in the interest of the public he serves. But when he has done that, he cannot be required to do more. It may have been overlooked in a lot of last week's Fourth of July oratory, but freedom of the press is not divisible.

"Red" letter day

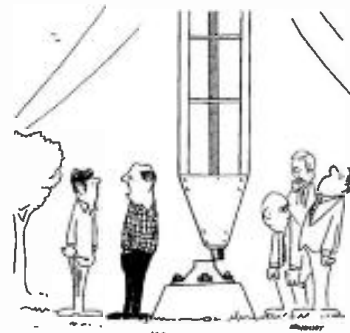
July 2, 1974, is a day the Soviets should long remember — and regret. It was the day they allowed 200 million Americans to see for themselves the way in which "freedom" works under Communism. Before their very eyes America saw censorship invoked by the indelicate process of pulling the plug. Result: dead air.

News correspondents — names the American audience trusted and respected — were trying to do their jobs covering the summit. Each, in turn, was cut off on mere mention of one of the big stories of the day — the scientist dissidents who had been repressed because of the visit of President Nixon. (The Soviet explanation that technicians did the job because they were dissatisfied with the "anti-Soviet" nature of the feeds didn't hold water.)

There's nothing novel about Soviet censorship. It has been going on for decades. Untold millions of rubles have been spent in recent years in jamming Voice of America broadcasts. And in other times U.S. newspaper bureaus have been closed and correspondents, including those of the networks, expelled.

While there had been incidents at the first summit two years ago the entente cordiale atmosphere overshadowed them. And there was nothing like the spectacle of network correspondents being cut-off. The fact that all three networks carried off-the-tube reports of the plug-pulling added impact to the news story.

Richard Salant, president of CBS News, said it all immediately after the plug-pulling: "There it is, for everyone to see: what happens when government controls the news."



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